

RESOLUTION NO. 070877

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

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**RESOLUTION AUTHORIZING THE DIRECTOR OF PUBLIC WORKS TO
DETERMINE THE LEVEL OF THE COUNTY'S CONTRIBUTION, TO A MAXIMUM OF
\$25,000 PER YEAR FOR FIVE YEARS (FY 2009-10 THROUGH FY 2013-14), TO
FINANCE A PORTION OF THE REGIONAL WASTE REDUCTION CAMPAIGNS OF
THE BAY AREA RECYCLING OUTREACH COALITION**

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of
California, that

WHEREAS, the Bay Area Recycling Outreach Coalition (BayROC) is a
collaborative of over 40 San Francisco Bay Area cities and counties that produces
regional waste reduction and waste prevention campaigns for the San Francisco Bay
Area regional market; and

WHEREAS, BayROC campaigns take advantage of financial economies of
scale to reach target audiences through effective media venues that would be too
expensive for individual local governments, including the County of San Mateo, to
undertake alone; and

WHEREAS, the County of San Mateo has been a key member agency of
BayROC from its inception in 1996, benefiting financially from participating in this
regional effort and benefiting by achieving and maintaining compliance with state law,
AB 939 (the California Integrated Waste Management Act), and this Board desires that
the County of San Mateo continue to contribute to this collaborative effort of local
governments to promote responsible waste management behaviors regionally; and

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WHEREAS, the proposed financial contributions to BayROC are AB 939 eligible expenditures and will be paid for by the Solid Waste Management Diversion portion of the AB 939 Fees.

NOW THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Director of Public Works is hereby authorized to determine the level of the County's contribution to a maximum of \$25,000 per year for five years (FY 2009-10 through FY 2013-14) to finance the County's portion and participation in the regional waste reduction campaigns of BayROC.

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Regularly passed and adopted this 22nd day of June, 2010.

AYES and in favor of said resolution:

Supervisors:

MARK CHURCH

CAROLE GROOM

RICHARD S. GORDON

ROSE JACOBS GIBSON

ADRIENNE J. TISSIER

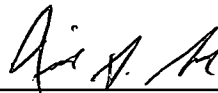
NOES and against said resolution:

Supervisors:

NONE

Absent Supervisors:

NONE



President, Board of Supervisors
County of San Mateo
State of California

Certificate of Delivery

I certify that a copy of the original resolution filed in the Office of the Clerk of the Board of Supervisors of San Mateo County has been delivered to the President of the Board of Supervisors.



Marie L. Peterson, Deputy
Clerk of the Board of Supervisors

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