

RESOLUTION NO.

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

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RESOLUTION AUTHORIZING AN AGREEMENT WITH THE NORTHERN CALIFORNIA RECYCLING ASSOCIATION, WHICH IS ACTING AS THE FISCAL AGENT FOR THE BAY AREA RECYCLING OUTREACH COALITION, FOR THE TERM OF APRIL 21, 2020 TO APRIL 21, 2023 FOR AN AMOUNT NOT TO EXCEED \$150,000

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, counties and other public agencies that produces regional waste reduction and waste prevention campaigns for the San Francisco Bay Area regional market; and

WHEREAS, BayROC campaigns take advantage of 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;

WHEREAS, 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

WHEREAS, the proposed financial contributions to BayROC are AB 939 eligible expenditures, and will be paid for out of the County's AB 939 Fund Account, which is designated specifically for waste reduction programming; and

WHEREAS, the Northern California Recycling Association has agreed to be the fiscal agent for BayROC to process the contributions from the cities and counties and pay the media buyer.

NOW THEREFORE, BE IT RESOLVED that the President of the Board of Supervisors be and is hereby authorized and directed to execute said Agreement with the Northern California Recycling Association and the Clerk of this Board shall attest the President's signature thereto.

BE IT FURTHER RESOLVED that the Director of the Office of Sustainability, or the Director's designee is authorized to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate) and/or modify the contract terms and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

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