



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER: OFFICE OF SUSTAINABILITY

File #: 20-222

Board Meeting Date: 4/21/2020

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jim Eggemeyer, Interim Director, Office of Sustainability
Subject: Agreement with Northern California Recycling Association for Participation in the Bay Area Recycling Outreach Coalition

RECOMMENDATION:

Adopt a resolution:

- A) 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; and
- B) Authorizing an Appropriations Transfer Request (ATR) appropriating \$50,000 from the Office of Sustainability Non-General Fund General Reserves to Other Charges to fund the first year of the agreement.

BACKGROUND:

The Bay Area Recycling Outreach Coalition (BayROC) is a collaboration between staff representing over 40 San Francisco Bay Area cities, counties, and other public agencies working together on waste reduction and buy-recycled concepts through a variety of media campaigns which promote personal action and behavior change. BayROC's cities and counties collectively create outreach campaigns to avoid duplication and spread the message of the campaigns over a wider area and audience, so the campaign messaging can be seen and heard at home and at work. Past campaigns included: how to stop junk mail, bring your own bag while shopping, buy recycled products, stop food waste, and most recently how to remember to bring reusable cups, bottles, and containers for food and beverages. The County has been a member agency of BayROC since 1996.

StopWaste, a joint powers authority of Alameda County, was the fiscal agent for BayROC for several years. The Northern California Recycling Association (NCRA) took over the fiscal agent role in 2018 to process the contributions from the cities and counties and to pay the media buyer. The Office of

Sustainability (OOS) has had a Memorandum of Understanding (MOU) with NCRA since June 13, 2018 for an amount not to exceed \$99,000.

DISCUSSION:

Given the success of previous campaigns, and the goal of the County to be more collaborative with partner agencies, the OOS plans to continue contributing to the BayROC campaign. As a result, the OOS is requesting approval for a new agreement with NCRA for a period of three more years. The agreement would include an annual contribution of \$50,000 each year. This amount was determined based on the funding available for advertising in the waste reduction program's budget.

County Counsel has reviewed and approved the resolution and agreement as to form.

PERFORMANCE MEASURE:

Measure	FY 2018-19 Actuals	FY 2019-20 Projected (Three months)	FY 2020-23 Projected
Number of Persons Reached during Campaign	The six-week campaign resulted in the following impressions: • Radio = 2,289,900 • Digital = 3,532,106 • Social Media = 216,388 • Website pageviews = 12,938	The campaign results should be similar to last fiscal year.	The campaign results should be similar to the previous fiscal years.

The performance measure numbers are based on the bay area wide campaign.

FISCAL IMPACT:

This agreement will be funded entirely from AB 939 funds, which are funds designated for waste reduction programs. The agreement with NCRA is for three years for an amount not to exceed \$150,000. The Appropriations Transfer Request will fund this agreement for the remaining three months of FY 2019-20.