



Water Quality Protection  
Surface Water Management  
Wastewater Collection & Treatment

Gregory L. Geist  
Director

September 10th, 2015

Board of County Commissioners  
Clackamas County

Members of the Board:

Approval of Intergovernmental Agreement Amendment between Clackamas County Service District No. 1 and Surface Water Management Agency of Clackamas County, and the Regional Coalition for Clean Rivers and Streams to Provide Community Education about Reducing Impacts of Polluted Storm Runoff

<b>Purpose/Outcomes</b>	This IGA amendment allows the Regional Coalition for Clean Rivers and Streams to continue to provide community education about polluted storm runoff for Clackamas County Service District No. 1 ("CCSD#1") and the Surface Water Management Agency of Clackamas County ("SWMACC"). The education will result in greater awareness of stormwater pollution and actions property/business owners can take to reduce impacts on streams.
<b>Dollar Amount and Fiscal Impact</b>	CCSD#1 and SWMACC contributions total \$8,389. This is currently a 2015-16 budgeted expense.
<b>Funding Source</b>	Monthly surface water fees paid by property owners within CCSD#1 and SWMACC.
<b>Safety Impact</b>	None.
<b>Duration</b>	Effective September 2015 and terminates March 2016.
<b>Previous Board Action/Review</b>	The proposed IGA amendment will extend an existing agreement signed by the Board in July 2010 (Board Order No. 7/29/10 IV.1) that expires in September 2015. The Board first entered into this regional partnership on behalf of CCSD#1 in February 2001 and SWMACC in July 2010.
<b>Contact Person</b>	Ron Wierenga, x4581

**BACKGROUND:** The Clackamas County Board of County Commissioners first signed an intergovernmental agreement with the partners of the Regional Coalition for Clean Rivers and Streams on behalf of CCSD#1 in February 2001 and SWMACC in July 2010. To date the Regional Coalition continues to coordinate, develop and implement a regional public awareness and media campaign consistent with certain NPDES stormwater permit conditions and ESA goals for fish restoration. Over the years the partners of the Regional Coalition have changed, and currently include Clean Water Services, Clackamas County Service District No.1 and Surface Water Agency of Clackamas County, Multnomah County, and Clark County.

The existing members of the Regional Coalition intend to continue this successful partnership in the future; however, feel it is a good time to refocus the effort and solicit new partners for greater involvement and efficiency. This proposal for a 6-month continuation of the current IGA allows the

partners to continue their "The River Start's Here" campaign through media and events while also doing the aforementioned capacity building, before entering into another 5-year IGA for the program.

CCSD#1 and SWMACC obligations are population-prorated contributions of the \$27,878 budget, which total \$8,389. This is a budgeted expense in the districts' 2015-16 surface water budgets.

**RECOMMENDATION:** Approve the proposed amendment to the 2010 Regional Coalition for Clean Rivers and Streams IGA to continue services through March 2016.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "G. Geist", written in a cursive style.

Gregory Geist  
Director

**Amendment No. 1**  
**to**  
**Intergovernmental Cooperative Agreement**  
**for the**  
**Regional Coalition for Clean Rivers and Streams**

This amendment modifies the intergovernmental cooperative agreement (“the ICA,” attached hereto as Attachment 1) that was executed on September 14, 2010. This amendment will be effective as of the last date of signature below (“the Effective Date”).

The ICA is hereby amended as follows:

1. The City of Portland will no longer be a party to the ICA as of the Effective Date. Metro and the City of Vancouver previously withdrew from the ICA. The following parties will remain as of the Effective Date:

Clean Water Services, a county service district formed pursuant to ORS Chapter 451 (District); Clackamas County Service District No.1 and Surface Water Agency of Clackamas County, county service districts formed pursuant to ORS Chapter 451 (Clackamas County); Multnomah County, a home rule county, acting by and through its Department of Community Services (Multnomah County); and Clark County (Clark County), a Washington county government.

2. Sections 2.02, 3.20, 3.03, and 6.04 of the ICA are revised to read as follows, in their entirety:

2.02 Duration. Subject to Section 4 of this Agreement dealing with termination or withdrawal, this Agreement will expire on March 31, 2016 unless the majority of parties elect to terminate sooner. A majority of the parties is defined as fifty percent (50%) of the participating entities plus one (1).

3.02 Authorization of Multnomah County. By execution hereof, all parties hereto authorize Multnomah County to enter into a contract or contracts and incur costs necessary and consistent with the purposes of developing and implementing the regional media campaign. The parties acknowledge and agree that Multnomah County will incur costs and execute the contract(s), but that all are benefited thereby and that this authorization is limited to the cost share amount for each entity shown in Exhibit A to this Agreement.

3.03 Reimbursement of Multnomah County. Multnomah County shall make all payments required under the contract(s). Each party hereto agrees to reimburse Multnomah County for its proportionate share (unless otherwise unanimously agreed) of expenses incurred by Multnomah County under this Agreement as set forth on Exhibit A, as progress billings are received. Multnomah County shall invoice each party as progress payments are made and the reimbursement

payment to Multnomah County shall be due within 30 days following invoice. Payments shall be made to "Multnomah County" at its offices as set forth in Section 6.04 of this amendment. Any amount unpaid after 30 days shall accrue interest at nine percent (9%) per annum until paid.

6.04 Notices. Any notice herein or permitted to be given shall be given in writing, shall be effective when actually received, and may be given by hand delivery or by United States mail, first class postage prepaid, addressed to the parties as follows:

Clean Water Services  
Attn: Karen DeBaker  
2550 SW Hillsboro Highway  
Hillsboro, Or 97123  
(503) 681-4450  
debakerk@cleanwaterservices.org

Clackamas County Service District No. 1  
Attn: Gari Johnson  
150 Beaver creek Road  
Oregon City, OR 97045  
(503) 742-4561

Surface Water Agency of Clackamas County  
Attn: Gari Johnson  
150 Beaver creek Road  
Oregon City, OR 97045  
(503) 742-4561

Multnomah County, Department of Community Services  
Attn: Roy Iwai  
1620 SE 190th Ave  
Portland, OR 97233-5910  
(503) 988-0195  
roy.iwai@multco.us

Clark County  
Attn: Cindy Stienbarger  
P.O. Box 9810  
Vancouver, WA 98666-9810  
(360) 397-2121 x 4584  
cindy.stienbarger@clark.wa.gov

3. Exhibit A of the ICA is hereby replaced in its entirety with Attachment 2, attached hereto.

4. All other terms and provisions of the ICA remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this amendment on the dates set forth opposite their names below:

**Clean Water Services**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Approved as to form:

\_\_\_\_\_  
District Counsel

**Clackamas County Service District No. 1, Clackamas County**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

**Surface Water Agency of Clackamas County, Clackamas County**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Approved as to Form:



\_\_\_\_\_  
County Counsel

**Multnomah County**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Reviewed:

JENNY M. MADKOUR, COUNTY ATTORNEY  
FOR MULTNOMAH COUNTY, OREGON

By \_\_\_\_\_

Jed Tomkins, Assistant County Attorney

**Clark County, Washington**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Approved as to form only:

\_\_\_\_\_  
Deputy Prosecuting Attorney

**City of Portland**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Approved as to form:

\_\_\_\_\_  
City Attorney

**Attachment 2 to Amendment No. 1 to Intergovernmental Cooperative Agreement**

**EXHIBIT A**

**COALITION FOR CLEAN RIVERS AND STREAMS**

**Cost Sharing Formula**

The cost sharing formula developed by the Coalition is based on the combination of the population of each city, county or service district and an average of the participants.

There are four partners. The population figures come from Portland State University Urban Affairs Program and were confirmed and agreed upon by each service district.

The budget for development of the 2010-2015 media and public awareness campaign was \$72,000. The cost for each Coalition member for the period of the amendment, from the Effective Date through March 31, 2016, will be 75% of the previous allocation for each individual. The proposed budget total is \$27,878 and the cost for each Coalition member will be:

<i>Agency Name</i>	<i>Population</i>	<i>% of total</i>
Clean Water Services <i>Not to exceed \$12,811</i>	510,000	47%
Clackamas County Service District No. 1 and Surface Water Agency of Clackamas County <i>Not to exceed \$8,389</i>	333,960	30%
Multnomah County <i>Not to exceed \$1,391</i>	41,535	4%
Clark County <i>Not to exceed \$5,286</i>	210,415	19%

## INTERGOVERNMENTAL COOPERATIVE AGREEMENT

This Intergovernmental Cooperative Agreement (Agreement) is entered into by and between the following parties: Clean Water Services, a county service district formed pursuant to ORS Chapter 451 (District); the City of Portland, an Oregon municipal corporation, acting by and through its Bureau of Environmental Services (BES); Clackamas County Service District No. 1 and Surface Water Agency of Clackamas County, county service districts formed pursuant to ORS Chapter 451 (Clackamas County); Multnomah County, a home rule county, acting by and through its Department of Community Services (Multnomah County); the City of Vancouver (Vancouver), a Washington municipal corporation; Clark County (Clark County), a Washington county government; and Metro (Metro), a metropolitan service district.

### RECITALS

- A. Whereas, the parties hereto have the authority to enter into this Agreement pursuant to their respective principal acts, RCW 39.34 and ORS 190.003 et seq.; and
- B. Whereas, some of the parties hereto have been issued National Pollutant Discharge Elimination System (NPDES) stormwater permits from the Oregon Department of Environmental Quality (ODEQ) and the Washington Department of Ecology (WDOE); and
- C. Whereas, the National Marine Fisheries Services listed some species of salmon and steelhead as threatened in the Portland/Vancouver metropolitan region in 1998 and 1999 under the Endangered Species Act (ESA) and this action is the federal agency's first listing for a fish species that spawns and rears in a major metropolitan area; and
- D. Whereas, many jurisdictions and organizations are working to find solutions to respond to the listing that will address the needs of the region's watersheds as a whole; and
- E. Whereas, the parties hereto agree to be known as the Regional Coalition for Clean Rivers and Streams (Coalition) for the purposes of this Agreement; and

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- F. Whereas, the parties hereto agree that a collaborative and constructive process to coordinate, develop and implement a regional stormwater pollution prevention and fish protection public awareness and media campaign consistent with certain NPDES stormwater permit conditions relating to public education is necessary; and
- G. Whereas, the parties believe it is in the best interests of all to coordinate, develop and implement a regional stormwater pollution prevention and fish restoration and habitat protection public awareness and media campaign to promote ways to protect and improve water quality, respond to ESA listings and address stormwater runoff pollution problems; and
- H. Whereas, the parties are entering into a five year Agreement with an understanding that the estimated budget for each fiscal year is approximately seventy-two thousand dollars (\$72,000) with such costs to be shared by the parties as provided in this Agreement unless otherwise unanimously agreed.

NOW, THEREFORE, the parties hereto agree as follows:

#### SECTION 1. PURPOSE

1.01 The purpose of this Agreement is to coordinate, develop and implement a regional public awareness and media campaign consistent with certain NPDES stormwater permit conditions and ESA goals for fish restoration.

#### SECTION 2. REGIONAL PUBLIC AWARENESS AND CAMPAIGN.

- 2.01 Goals. The parties agree that the goals of the media and public awareness campaign are to:
- (a) raise public awareness about the connection between stormwater pollution and prevention and the recovery of fish in our region;
  - (b) promote individual responsibility for prevention of polluted waterways/land and fish restoration;
  - (c) foster public understanding of stormwater/pollution prevention and fish recovery and create public awareness messages that can be applied by each jurisdiction throughout the region;
  - (d) serve as a communications sources to any jurisdiction/group working on stormwater/fish restoration efforts;
  - (e) project to the public a regional partnership and unified approach to stormwater and ESA public education and communications issues to maximize public resources and avoid duplication of efforts; and

(f) meet NPDES stormwater permit conditions.

2.02 Duration. Subject to Section 4 of this Agreement dealing with termination or withdrawal, the duration of this Agreement shall be five (5) years from the date of the last signature, unless the majority of parties elect to terminate. A majority of the parties is defined as fifty percent (50%) of the participating entities plus one (1).

2.03 Meetings; Manner of Acting. The parties shall meet on a periodic basis at a mutually convenient time and place. The presence of five (5) parties, in person or by phone, to this Agreement shall constitute a quorum for the transaction of business and if only a quorum is present, a majority of those present shall be necessary to decide any issue except financial matters or financial obligations. Each of the parties shall be represented by one voting member. Notice of meetings shall be given to all parties at least fifteen (15) days prior to the date of the meeting. Any decision seeking financing or other financial obligation, or other forms of indebtedness, shall require an affirmative vote of the governing body of each party to this Agreement, except that any representative may bind his/her entity without governing body approval if the amount in question is within his/her delegated contracting authority.

2.04 Task Leaders. Task leaders may be appointed by the parties. If appointed, the task leaders shall, subject to control and direction of the parties, conduct the following tasks: (1) budget and fiscal activities; (2) purchasing and business activities; (3) financial reporting not less than once monthly and preparing such other reports and the information as the parties may require; and (4) conducting the day-to-day affairs under this Agreement.

2.05 Budgeting and Accounting. It is anticipated that each party shall budget its staff and funds for costs or provision of in-kind services to develop and implement the regional media and public awareness campaign. To the extent required, the parties or a Task Leader shall annually prepare and adopt an anticipated estimate of costs for its separate operations for the next fiscal year and distribute the same to each party prior to the expenditure of any funds in the next fiscal year. The annual budget shall not exceed seventy-two thousand dollars (\$72,000) without the approval of all parties to this Agreement.

Unless otherwise unanimously agreed, each party's share of the expenses incurred pursuant to this Agreement shall be proportionate to the individual party's population in relation to the combined population of all parties as set forth in Exhibit A to this Agreement.

Each party's apportioned share of the expenses shall be estimated by the parties and set forth in the annual estimate of costs, and the amounts so estimated shall be budgeted and appropriated by each party. The parties or a Task Leader shall provide financial reports at least quarterly to each of the parties not later than fifteen (15) days after the end of each quarter. This report shall show expenditures and receipts by category item for each transaction through the last working day of the preceding calendar month.

Each party shall be responsible only for its proportionate share of expenses incurred pursuant to this Agreement. If a party fails to budget the amount required or to pay the amounts required of it for activities pursuant to this Agreement, any other party shall have the right, but not the obligation, to pursue all remedies available at law or in equity to collect the amount due.

2.06 Fiscal Year. For purposes of this Agreement, the fiscal year shall begin on July 1 and end on June 30 of each year.

### SECTION 3. INDIVIDUAL ENTITY OBLIGATION.

3.01 Scope of Participation. It is intended that this Agreement will allow the individual entities to participate in the development and implementation of the regional media and public awareness campaign as they desire as set forth in Exhibit B to this Agreement.

3.02 Authorization of BES. By execution hereof, all parties hereto authorize BES to enter into a contract(s) and incur costs necessary and consistent with the purposes of developing and implementing the regional media campaign. The parties acknowledge and agree that BES will incur costs and execute the contract(s), but that all are benefited thereby and that this authorization is limited to the cost share amount for each entity shown in Exhibit A to this Agreement.

3.03 Reimbursement of BES. BES shall make all payments required under the contract(s). Each party hereto agrees to reimburse BES for its proportionate share (unless otherwise unanimously agreed) of expenses incurred by BES under this Agreement as set forth on Exhibit A, as progress billings are received. BES shall invoice each party as progress payments are made and the reimbursement payment to BES shall be due within 30 days following invoice. Payments shall be made to "City of Portland" at its offices "Attention Megan Callahan , Bureau of Environmental Services, 1120 SW 5th Avenue, Room 1000,

Portland, Oregon 97204-1972." Any amount unpaid after 30 days shall accrue interest at nine percent (9%) per annum until paid.

3.04 Approval of Campaign. The representative of each party to this Agreement shall be given a reasonable opportunity to review and approve all aspects of the final media campaign. The final media and public awareness campaign, including but not limited to campaign message contents, media methods chosen, frequency of distribution and area of distribution shall require the approval of the representative of each party to this Agreement prior to implementation.

3.05 Funding by Parties. As permitted by law, each party to this Agreement may seek and obtain funding from other public or private entities for previously approved or additional proposed activities pursuant to this Agreement.

#### SECTION 4. TERMINATION.

4.01 Withdrawal. Any party may elect to terminate its obligations and withdraw from further participation under this Agreement by giving written notice of its desire to the other member parties no later than March 15 of any fiscal year. Withdrawal shall only be effective at the end of the fiscal year in which notice is given. The withdrawing entity shall be responsible for the entity's share, as set forth in Exhibit A, of any joint debt incurred under the Agreement during the fiscal year in which the notice is given.

4.02 Termination of Agreement. If the parties elect to terminate this Agreement, any assets shall be distributed to the original contributing party and any cash or other proceeds shall be distributed proportionately according to the formula established for the then current fiscal year under Section 1.05. Debt or other obligations shall be distributed based upon the formula established for the then current fiscal year under Section 1.05, unless there is a written agreement otherwise. The written agreement regarding debt distribution may be by separate agreement or addendum signed by all parties.

4.03 Jurisdiction of Circuit Court. With the agreement of all parties involved in a dispute, the dispute may be settled by arbitration under the jurisdiction of the Circuit Court of the State of Oregon for Multnomah County pursuant to ORS Chapter 36.

SECTION 5. AMENDMENT.

This Agreement may be amended by mutual written agreement of the representatives of each party. Any subsequent amendments to this Agreement which increase the cost to any party shall not be effective until approved and signed by the General Manager, Director or designee, when required by the applicable party's rules, the governing body of the party.

SECTION 6. GENERAL PROVISIONS.

6.01 Merger Clause This Agreement embodies the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings relating to the subject matter hereof.

6.02 Assignment. No party shall have the right to assign its interest in this Agreement (or any portion thereof) without the prior written consent of all other parties.

6.03 Severability. In case any one or more of the provisions contained in this Agreement should be invalid, illegal, or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein shall not in any way be affected or impaired thereby.

6.04 Notices. Any notice herein or permitted to be given shall be given in writing, shall be effective when actually received, and may be given by hand delivery or by United States mail, first class postage prepaid, addressed to the parties as follows:

Clean Water Services  
Attn: Karen DeBaker  
2550 SW Hillsboro Highway  
Hillsboro, Or 97123  
(503) 681-4450  
debakerk@cleanwaterservices.org

City of Portland, BES  
Attn: Megan D. Callahan  
1120 SW 5<sup>th</sup> Avenue, Room 1000

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Portland, OR 97204-1972  
(503) 823-4759  
[megan.callahan@portlandoregon.gov](mailto:megan.callahan@portlandoregon.gov)

Clackamas County Service District No. 1  
Attn: Amy Kyle  
150 Beaver Creek Road  
Oregon City, OR 97045  
(503) 742-4561  
[AKyle@co.clackamas.or.us](mailto:AKyle@co.clackamas.or.us)

Surface Water Agency of Clackamas County  
Attn: Amy Kyle  
150 Beaver Creek Road  
Oregon City, OR 97045  
(503) 742-4561  
[AKyle@co.clackamas.or.us](mailto:AKyle@co.clackamas.or.us)

Multnomah County, Department of Community Services  
Attn: Roy Iwai  
1620 SE 190th Ave  
Portland, OR 97233-5910  
(503) 988-5050 ext 28031  
[roy.iwai@co.multnomah.or.us](mailto:roy.iwai@co.multnomah.or.us)

Clark County  
Attn: Cindy Stienbarger  
P.O. Box 9810  
Vancouver, WA 98666-9810  
(360) 397-2121 x 4584  
[cindy.stienbarger@clark.wa.gov](mailto:cindy.stienbarger@clark.wa.gov)

City of Vancouver  
Attn: Loretta Callahan  
P.O. Box 1995  
Vancouver, WA 98668  
(360) 759-4479  
[Loretta.Callahan@ci.vancouver.wa.us](mailto:Loretta.Callahan@ci.vancouver.wa.us)

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Metro  
Attn: Lisa Heigh  
600 NE Grand  
Portland, OR 97232  
(503) 797-1611  
[lisa.heigh@oregonmetro.gov](mailto:lisa.heigh@oregonmetro.gov)

6.05 Attorney Fees. If a dispute should arise between the parties regarding any term or portion of this Agreement, the prevailing party shall be entitled to such reasonable attorney fees as a trial court or arbitrator may award and on any appeal therefrom.

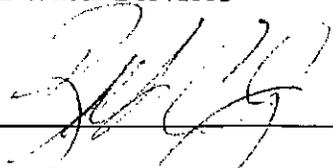
6.06 Counterparts. This Agreement may be executed in any number of counterparts and by the parties on separate counterparts, any one of which shall constitute an agreement between and among the parties.

IN WITNESS WHEREOF, the parties have executed this Intergovernmental Cooperative Agreement on the date set forth opposite their names below:

Final: 06-21-10

Clean Water Services

Date 8/6/10

By: 

Title: Deputy General Manager

Approved as to form

Trisa Hershey  
District Counsel

Final: 06-21-10

CITY OF PORTLAND, OREGON

Date 6/24/10

By: Will Flynn for Dean  
Dean Marriott  
Director  
Environmental Services

Date: 6.24.10

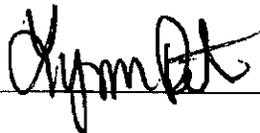
Approved by City Attorney:  
Jan V.V. Botz

Date: 8/13/10

S. Griffin-Valdeby  
Auditor, City of Portland

CLACKAMAS COUNTY SERVICE DISTRICT No. 1  
CLACKAMAS COUNTY

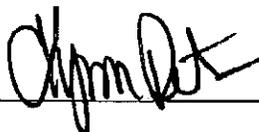
Date: 7-29-10  
III.1.

By: 

Title: Clackamas County Board of Commissioners  
Chair

SURFACE WATER AGENCY OF CLACKAMAS COUNTY,  
CLACKAMAS COUNTY

Date: 7-29-10  
III.1.

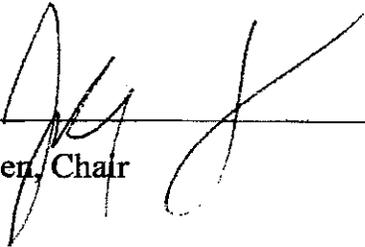
By: 

Title: Clackamas County Board of Commissioners  
Chair

Final: 06-21-10

MULTNOMAH COUNTY, OREGON

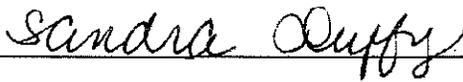
BOARD OF COMMISSIONERS

By:  Date: 8/4/2010  
Jeff Cogen, Chair

Reviewed by: Roy Iwai and M. Cecilia Johnson, Director, Department of  
Community Services

REVIEWED:

AGNES SOWLE, COUNTY ATTORNEY FOR MULTNOMAH COUNTY,  
OREGON

By:  Date: 8.4.10  
Sandra N. Duffy, Assistant County Attorney

Final: 06-21-10

CITY OF VANCOUVER, WASHINGTON

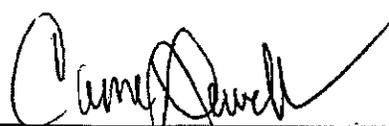
Date: \_\_\_\_\_

By:  \_\_\_\_\_

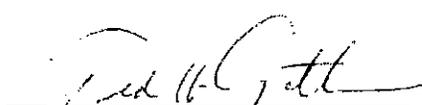
Title: CITY MANAGER

Attest:

Approved as to form:

By:  \_\_\_\_\_

Title: City Clerk

By:  \_\_\_\_\_

Title: City Attorney

Final: 06-21-10

CLARK COUNTY, WASHINGTON

Date: 9/14/10

By:  \_\_\_\_\_

Steve Stuart, Chair  
Board of Clark County Commissioners

Title: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved as to form only  
ARTHUR D. CURTIS, Prosecuting Attorney

 \_\_\_\_\_

By: Bronson Potter  
Deputy Prosecuting Attorney

REV: 05-26-10

METRO

Date: 6/11/10

By: Matt Lord

Title: RCE Program Director

## EXHIBIT A

### COALITION FOR CLEAN RIVERS AND STREAMS

#### Cost Sharing Formula

The cost sharing formula developed by the Coalition is based on the combination of the population of each city, county or service district and an average of the participants. There are seven partners. Metro's financial participation will be an average of the other six participants. The population figures come from Portland State University Urban Affairs Program and were confirmed and agreed upon by each service district.

The proposed budget for development of this media and public awareness campaign is \$72,000. The cost for each Coalition member will be:

<i>Agency Name</i>	<i>Population</i>	<i>% of total</i>
City of Portland (Bureau of Environmental Services) <i>Not to exceed \$19,498</i>	582,130	32%
Clean Water Services <i>Not to exceed \$17,082</i>	510,000	28%
Clackamas County Service District No. 1 and Surface Water Agency of Clackamas County <i>Not to exceed \$11,186</i>	333,960	18%
City of Vancouver <i>Not to exceed \$5,510</i>	164,500	9%
Multnomah County <i>Not to exceed \$1,391</i>	41,535	2%
Clark County <i>Not to exceed \$7,048</i>	210,415	11%
Metro <i>Not to exceed \$10,286</i>		

## **EXHIBIT B**

### **COALITION FOR CLEAN RIVERS AND STREAMS**

#### **Scope of Work**

The Coalition will maintain an annual media and public awareness campaign that will utilize a variety of media outreach tools that will maximize each agency's investment. The campaign will be broad based with the residential community as the target audience.

The Coalition will make every effort to use internal services to develop and produce the outreach materials and prioritize spending on actual media purchases.

Messages may include but not be limited to:

- a tag line and logo: Don't Be A Water Hazard
- stormwater pollution prevention messages;
- water quality messages;
- litter prevention;
- recycling; and
- the dump no waste, drains to stream message.

Messages each year will include a visual message that can be effectively conveyed.

The Coalition will:

- Develop a schedule for the campaign;
- Develop the campaign and decide on media outlets;
- Secure the media outlets and purchase time;
- Develop the mechanical artwork or broadcast tapes;
- Seek additional sponsorship from potential corporate partners;
- If needed, the group will develop a scope of work, Request for Proposal document and conduct selection of a creative consultant; and
- Conduct evaluation of the campaign following implementation.