

RESOLUTION NUMBER R- 302278

DATE OF FINAL PASSAGE JAN 17 2007

WHEREAS, urban runoff originating within or flowing through the City of San Diego is regulated by San Diego Regional Water Quality Control Board Order No. 2001-01 [Municipal Storm Water Permit];

WHEREAS, the City of San Diego one of 18 jurisdictions jointly responsible for implementing the Municipal Storm Water Permit, including the requirement for educational activities;

WHEREAS, the City of San Diego has, since 1999, successfully conducted the "Think Blue" educational campaign as part of City's obligation to conduct the educational activities required by the Municipal Storm Water Permit;

WHEREAS, the production and distribution of public service announcements regarding the deleterious effects of urban runoff qualifies as an educational activity for the purposes of the Municipal Storm Water Permit;

AND WHEREAS, the City of San Diego issued and officially advertised a Request for Proposal soliciting proposal from production companies, and American Dream Cinema and FourSquare Productions were selected by the interview panel to produce public service announcements;

BE IT RESOLVED, that the Mayor, or designee, is hereby authorized to execute a contract with FourSquare Productions, on file with the City Clerk as Document No.

RR- 302278⁻¹ to produce one (1) Public Service Announcement (PSA), and to edit closing images of previously produced PSAs for the Think Blue education and outreach campaign in the amount not to exceed \$56,000 .

BE IT FURTHER RESOLVED, that the Mayor, or designee, is hereby authorized to execute a contract with American Dream Cinema, on file with the City Clerk as Document No.

RR- 302278⁻² to produce two (2) Public Service Announcements (PSAs), and to edit closing images of previously produced PSAs for the Think Blue education and outreach campaign in the amount not to exceed \$107,000.

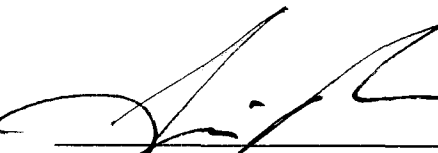
BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to expend an amount not to exceed \$56,000 from the Metropolitan Wastewater Department, Storm Water Pollution Prevention Program, General Fund 100 to provide funds for the contract with FourSquare Productions to produce one (1) Public Service Announcement (PSA), and to edit closing images of previously produced PSAs for the Think Blue education and outreach campaign.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to expend an amount not to exceed \$107,000 from the Metropolitan Wastewater Department, Storm Water Pollution Prevention Program, General Fund 100 to provide funds for the contract with American Dream Cinema to produce two (2) Public Service Announcement (PSAs), and to edit closing images of previously produced PSAs for the Think Blue education and outreach campaign.

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BE IT FURTHER RESOLVED, that the Council of the City of San Diego finds that this activity is not a project because this action will not have a direct, or reasonably foreseeable indirect physical change in the environment and is therefore not subject to from the California Environmental Quality Act [CEQA] pursuant to State CEQA Guidelines Section 15060(c)(2).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 

Timothy J. Miller
Deputy City Attorney

TMJ:js:mm
11/20/2006
01/03/07 Rev.Copy
Or.Dept: MWWD
AC 2700359/2700360
R-2007-597

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JAN 09 2007.

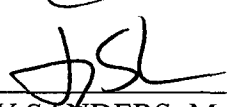
ELIZABETH S. MALAND
City Clerk

By 

Deputy City Clerk

Approved: 1.17.07

(date)



JERRY SANDERS, Mayor

Vetoed: _____

(date)

JERRY SANDERS, Mayor

R-302278

**The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER**

CERTIFICATE OF UNALLOTTED BALANCE

AC 2700359

ORIGINATING

DEPT. NO.: 533

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: _____

Purpose: _____

Date: _____ By: _____

AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA

ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										

FUND OVERRIDE

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: \$56,000.00

Vendor: FourSquare Productions

Purpose: To authorize the expenditure for production services related to the Think Blue education and outreach campaign.

Date: November 13, 2006 By: _____

AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA

ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
001	0	100	533	2100	4151	007815				\$56,000.00

AC-361 (REV 2-92)

FUND OVERRIDE

AC 2700359

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JAN 09 2007

