

2/20/07

RESOLUTION NUMBER R- 302360

DATE OF FINAL PASSAGE FEB 26 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 Port of San Diego is also regulated by the Municipal Storm Water Permit and wishes to contribute to the "Think Blue" campaign to partially fulfill its educational obligations;

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor, or designee, is hereby authorized and empowered to execute, for and on behalf of said City, an agreement with the San Diego Unified Port District of San Diego for the purchase of media for


the Public Service Announcements (PSAs) for the Storm Water Pollution Prevention Education Program.

BE IT FURTHER RESOLVED, that the Mayor, or designee, is hereby authorized to accept funds from the San Diego Unified Port District to the Think Blue Education Fund No. 105081 in the amount of \$10,000 upon receipt of fully executed agreement.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to appropriate and expend an amount not to exceed \$10,000 from the Think Blue Education Fund No. 105081, for the purchase of media for the Storm Water Pollution Prevention Education Program PSAs upon receipt of a fully executed agreement with San Diego Unified Port District.

BE IT FURTHER RESOLVED, that the Council of the City of San Diego finds that this activity is not a project pursuant to the California Environmental Quality Act [CEQA] Guidelines section 15378(b)(4) and is therefore not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c)(3).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

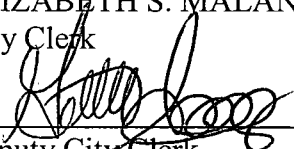
By   
\_\_\_\_\_  
Timothy J. Miller  
Deputy City Attorney

TMJ:js  
01/22/2007  
Or.Dept: MWWD  
R-2007-737

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I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of FEB 20 2007.

ELIZABETH S. MALAND  
City Clerk


By   
Deputy City Clerk

Approved: 2-26-07  
(date)

  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

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JERRY SANDERS, Mayor

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