

1 [Resolution authorizing the Department of the Environment to develop a proposal for an
2 environmental education program based on the EcoMedia term sheet.]

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4 **Resolution authorizing the Department of the Environment to develop a proposal for an**
5 **EcoZone environmental education program for San Francisco, based on the EcoMedia**
6 **term sheet.**

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8 WHEREAS, The City is an environmental leader and wishes to maximize participation
9 in environmental programs to reduce the impact of climate change and global warming; and

10 WHEREAS, The City has set a goal of zero waste by 2020 which can only be achieved
11 by all residents and businesses participating in waste prevention, reuse and recycling
12 programs; and

13 WHEREAS, The City wishes to reduce pollution in San Francisco and minimize the use
14 of toxic materials by promoting less toxic alternatives and proper disposal and recycling of
15 toxic materials; and

16 WHEREAS, The City wishes to minimize greenhouse gas emissions and reduce
17 energy use through the promotion of alternatives to single occupancy vehicles and energy
18 efficiency; and

19 WHEREAS, Environmental Education is needed to help the City achieve its goals, and

20 WHEREAS, In response to a Request for Proposals for an Interpretive Panel Program
21 issued jointly by the Department of the Environment and the Department of Public Works on
22 May 1, 2006, Ecomedia proposed a program under which it would enlist environmental
23 partners to pay for: (i) interpretive panels to be installed on City structures in the City's rights-
24 of-way; and (ii) other types of media, with a portion of the sponsorship fees being paid to the
25 City to fund its environmental programs;

1 WHEREAS, The implementation of the program would result in no cost to the City and
2 would not require budget or fiscal provisions; and

3 WHEREAS, The EcoZone program may bring up to \$600,000 dollars annually to fund
4 environmental programs conducted by the Department of the Environment and the
5 Department of Public Works; and

6 WHEREAS, Any final contract between the City and County of San Francisco and
7 EcoMedia is subject to approval from the Board of Supervisors; now, therefore, be it

8 RESOLVED, That the Board of Supervisors authorizes the Department of the
9 Environment to develop a proposal based the concept of the EcoZone Program contained in
10 the attached Term Sheet on file with the Clerk of the Board of Supervisors in File No. ,
11 which is hereby declared to be a part of this resolution as if set forth fully herein.

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