



County of El Dorado

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Legislation Text

File #: 10-0904, Version: 1

Department of Transportation recommending Chair be authorized to sign Agreement for Services No. 150-S1111 with Todd Stanley Productions in the amount of \$73,038 for the production and development of a public educational outreach video for off highway motor vehicle recreational use on the Rubicon Trail.

FUNDING: State Parks, Off-Highway Motor Vehicle (OHMV) Division Grant Program.

BUDGET SUMMARY:		
Total Estimated Cost		\$73,038
Funding		
Budgeted	\$	
New Funding	\$	
Savings	\$	
Other*	\$73,038	
Total Funding Available	\$73,038	
Change To Net County Cost		\$0

*will be included in the FY 10/11 addenda

Fiscal Impact/Change to Net County Cost: Funding is from a State Parks, Off-Highway Motor Vehicle Recreation (OHMVR) Division Grant. There is no change to Net County Costs.

Background: County of El Dorado received a grant from OHMVR to produce an educational video for the Rubicon Trail. This video will be available on the web and distributed to schools to educate the public on the proper use of the trail. Education is one of the tasks identified in the Cleanup and Abatement Order that the County of El Dorado received from the Central Valley Regional Water Quality Control Board on April 23, 2009.

Since that date the county has developed a four year strategy on education. The issues on the trail can be put in one of four categories which we call the "Four S's". Beginning in 2010, the Yellow Bandana Campaign was launched with great success. In 2011 we will launch the Green Bandana Campaign to raise awareness regarding Sedimentation, 2012 will be Blue Bandana Campaign for Spills and 2013 will be the Red Bandana Campaign for Safety. This video will introduce and educate users of the trail on these four topics.

Reason for Recommendation: With this video, El Dorado County will have the ability to educate Rubicon Trail users about proper use, what behavior is expected, and how to protect the environment and Rubicon experience before they arrive on the trail.

The Board is being asked to make findings that it is more economical and feasible to contract out the requested services in accordance with County Ordinance 3.13, Section 3.13.030 rather than employ staff and obtain the required equipment necessary for one time video production effort.

Action to be taken following Board approval: Board Chair will sign contract

Contact: James W. Ware, P.E.
Director of Transportation

Concurrences: County Counsel and Risk Management