

DATE: 7/6/99 AGENDA ITEM # 8  
( ) APPROVED ( ) DENIED  
( ) CONTINUED TO \_\_\_\_\_

TO: James L. App, City Manager  
FROM: Mike Compton, Director of Administrative Services *(MK)*  
SUBJECT: Budget Appropriations - Year 2000 Public Awareness Campaign  
DATE: July 6, 1999

---

Needs: For the City Council to consider adoption of a resolution approving a budget appropriation for participation in a countywide Y2K public awareness campaign.

Facts:

1. At the Council meeting of June 15, 1999, the Council did authorize the City's participation in a countywide public awareness program relating to Y2K.
2. The established budget for this program is \$53,000.
3. The cost is being distributed among all participating agencies based upon population.
4. Assuming all agencies participate, the City's per capita share would be \$4,811.

Analysis  
and

Conclusion:

The Council has already directed staff to contact the lead agency, County of San Luis Obispo, and advise that the City will participate at the level identified in the May 21, 1999 correspondence from County Administrator, David Edge.

Staff indicated during the discussion that the payment would be made from the Council's existing budget just adopted for fiscal year 2000. After more thought, staff has determined that it would be more appropriate to establish a new, separate budget appropriation to cover this expenditure.

Fiscal

Impact:

General Fund reserves, or carryover if there is one at 6/30/00, will be reduced by \$4,800.

Options:

- a. That the Council adopt a resolution approving a budget appropriations in the amount of \$4,800 for participation in the Year 2000 public awareness campaign; or
- b. Amend, modify, or reject the above option.

8-1

RESOLUTION NO. 99-

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF EL PASO DE ROBLES  
APPROVING A BUDGET APPROPRIATION FOR  
PARTICIPATION IN A COUNTY WIDE  
YEAR 2000 PUBLIC AWARENESS CAMPAIGN

WHEREAS, the San Luis Obispo County Y2K Action Alliance Committee was established with membership representation from various public, non-profit and private agencies to address public awareness of the Y2K bug; and

WHEREAS, the Committee has identified a need for a media campaign to enhance public awareness and has estimated the cost to undertake such an endeavor at \$53,000; and

WHEREAS, the County of San Luis Obispo was the first public agency to step forward offer to contribute \$22,988 towards the campaign; and

WHEREAS, the amounts each public agency are being asked to contribute is based upon a proportional share of the \$53,000 cost based upon population; and

WHEREAS, the City of El Paso de Robles' per capita share would be \$4,811.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of El Paso de Robles that a budget appropriation in the amount of \$4,800 is hereby approved from General Fund reserves to budget account 100-110-5212-101.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 6th day of July, 1999 by the following vote:

AYES:  
NOES:  
ABSENT:

\_\_\_\_\_  
Duane J. Picanco, Mayor

ATTEST:

\_\_\_\_\_  
Dennis Fansler, City Clerk

# County of San Luis Obispo

COUNTY GOVERNMENT CENTER, R.M. 370 ■ SAN LUIS OBISPO, CALIFORNIA 93408 ■ (805) 781-5011



May 21, 1999

James L. App, City Manager  
City of Paso Robles  
1000 Spring Street  
Paso Robles, CA 93446

RECEIVED  
CITY MANAGER

MAY 26 1999

OFFICE OF THE  
COUNTY ADMINISTRATOR

CITY OF PASO ROBLES

RE: YEAR 2000 PUBLIC AWARENESS CAMPAIGN

Dear Mr. App:

While the exact effects of the "Y2K Millennium Bug" are unknown, federal and state government and private sector experts predict a series of mild to moderate disruptions in a wide variety of services. We believe that we have a responsibility to notify citizens of possible impacts and encourage self-preparedness.

The San Luis Obispo County Y2K Action Alliance has approached the County Board of Supervisors to request funding for a county-wide awareness/preparedness media campaign to increase public education. The campaign will augment the Action Alliance's efforts which include the distribution of 80,000 preparedness brochures (funded by Mid-State Bank and Central Coast Printers), information expos and booths, preparedness information issued in PG&E's current Diablo Canyon Newsletter, and information disseminated by the Red Cross and Governor's Office of Emergency Services.

The proposed media campaign is the "next step" in awareness/preparedness efforts. The County and cities are in an excellent position to take the lead in educating their constituents. The funding will be used to create radio and television public service announcements and print ads that will "blitz" the media outlets from August to November, 1999.

On April 29, 1999 a letter was sent to you from the Action Alliance introducing this awareness campaign. The proposed cost is \$53,000. The Board of Supervisors will provide \$22,988 for these efforts. All cities are being asked to provide funding for this effort proportional to population. We hope you will take a lead in addressing Y2K issues and co-sponsor this campaign.

The entities that provide funding will be recognized as the campaign's sponsors and their logos will appear on all advertising. City funds would be transferred to the County Office of Emergency Services; OES will manage the campaign.

The requested funding levels are as follows, based on population:

<u>CITY</u>	<u>POPULATION</u>	<u>% OF COUNTY POP.</u>	<u>FUNDS REQUESTED</u>
Arroyo Grande	16,000	7%	\$3,742
Atascadero	25,450	10.5%	\$5,613
Grover Beach	12,650	5%	\$2,673
Morro Bay	9,875	4%	\$2,138
Pismo Beach	8,475	3.5%	\$1,871
<b>Paso Robles</b>	<b>22,500</b>	<b>9%</b>	<b>\$4,811</b>
San Luis Obispo	42,850	18%	\$9,623
Unincorporated Areas	103,800	43%	\$22,988

8-3

23-1