



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

April 3, 2001

Motion 11151

Proposed No. 2001-0155.1

Sponsors Miller, Phillips and Nickels

1 A MOTION authorizing an interlocal agreement between
2 King County and Snohomish county for the purpose for
3 participating in the Puget Sound Fresh program.
4
5

6 WHEREAS, King County has implemented the Puget Sound Fresh marketing
7 program to promote farm products grown within King County by local farmers, and

8 WHEREAS, Puget Sound Fresh is designed to provide a vehicle for promoting
9 agricultural products grown within any of the twelve counties bordering Puget Sound,
10 and

11 WHEREAS, Snohomish county is interested in promoting agricultural products
12 grown within Snohomish county and participating in the Puget Sound Fresh program, and

13 WHEREAS, Snohomish county is interested in participating in the Puget Sound
14 Fresh program for a three-year period, contingent upon approval of the necessary funds in
15 the Snohomish county budget, and

16 WHEREAS, King County and Snohomish county entered into an interlocal
17 cooperation agreement in 1999 as authorized by their respective councils for the Puget
18 Sound Fresh program, which expired as of May 31, 2000, and

19 WHEREAS, King County and Snohomish county desire to continue the
20 relationship established under the previous interlocal agreement for the Puget Sound
21 Fresh program, and

22 WHEREAS, under chapter 39.34 RCW, the interlocal cooperation act, the
23 jurisdictions are each authorized to enter into an agreement for cooperation action;

24 NOW, THEREFORE, BE IT MOVED by the Council of King County:

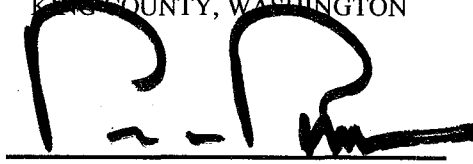
Motion 11151

25 The county executive is hereby authorized to enter into an interlocal agreement in
26 substantially the same form as Attachment A to this motion with Snohomish county to
27 enable Snohomish county to continue its participation in the Puget Sound Fresh program.
28

Motion 11151 was introduced on 2/26/01 and passed by the Metropolitan King County Council on 4/2/01, by the following vote:

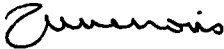
Yes: 13 - Mr. von Reichbauer, Ms. Miller, Ms. Fimia, Mr. Phillips, Mr. Pelz,
Mr. McKenna, Ms. Sullivan, Mr. Nickels, Mr. Pullen, Mr. Gossett, Ms.
Hague, Mr. Thomas and Mr. Irons
No: 0
Excused: 0

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Pete von Reichbauer, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments A. Interlocal Agreement between King County and Snohomish County for the Puget Sound Fresh Program

11 15 1

Document #

**Interlocal Cooperation Agreement
Between
King County and Snohomish County
For the Puget Sound Fresh Program**

2001.155

This Interlocal Cooperation Agreement (Agreement) is entered into by and between King County and Snohomish County.

WITNESSTH:

WHEREAS, King County has implemented the "Puget Sound Fresh" marketing program to promote farm products grown within King County by local farmers; and

WHEREAS, Puget Sound Fresh is designed to provide a vehicle for promoting agricultural products grown within any of the 12 counties bordering Puget Sound; and

WHEREAS, Snohomish County is interested in promoting agricultural products grown within Snohomish County and participating in the Puget Sound Fresh program; and

WHEREAS, Marketing Partners, Inc., the independent contractor, has developed the marketing program for King County and is under contract with King County to promote the Puget Sound Fresh program; and

WHEREAS, Snohomish County has budgeted \$25,000 of funds for Puget Sound Fresh in the 2000 budget as adopted in Amended Ordinance 99-093; and

WHEREAS, Snohomish County is interested in participating in the Puget Sound Fresh program for a 3-year period, contingent upon approval of the necessary funds in the Snohomish County budget; and

WHEREAS, King County and Snohomish County entered into an Interlocal Cooperation Agreement in 1999 as authorized by their respective Councils for the Puget Sound Fresh Program which expired as of May 31, 2000; and

WHEREAS, King County and Snohomish County desire to continue the relationship established under the previous Interlocal Agreement for the Puget Sound Fresh Program;

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. DURATION OF AGREEMENT

- A. This Agreement shall become effective on the date signed by both parties, with funding eligibility beginning on January 1, 2000.

contracting with an independent contractor, Market Partners, Inc., for implementing the program as outlined in the Year 2000 scope of work.

- B. As a condition of funding, King County will present annual reports by December 31st of 2000, 2001 and 2002, and a fourth (final) report by March 31, 2003.
- C. King County agrees to commit all funds listed in each annual scope of work as King County's responsibility.

6. PERFORMANCE

All tasks of the work program, as described in Attachment A, will be completed by the end of each annual scope of work's respective calendar year.

7. DISBURSEMENT OF FEES

Snohomish County agrees to pay King County for work as described in Attachment A as follows: \$25,000 by December 31, 2000, and, contingent upon approval of the necessary funds in the Snohomish County budget and as adopted by the Snohomish County Council as stated in Paragraph 4 above, \$30,000 by December 31, 2001. Funding for 2002 has not been determined and will be based on the 2002 scope of work to be negotiated by the counties at a later date.

8. ADMINISTRATION; COUNTY PROJECT ADMINISTRATORS

This Agreement shall be jointly administered by King County's project administrator, the Director of the King County Department of Natural Resources or her designee and by Snohomish County's project administrator, the County Executive or his designee. Disputes will be resolved through negotiation and mutual agreement by each county's project administrator. No real or personal property is exchanged under this Agreement.

9. HOLD HARMLESS AND INDEMNIFICATION

Each party to this Agreement shall protect, defend, indemnify and save harmless the other party, its officers, agents and employees from any and all costs, claims, demands, judgments, or awards of damages, arising out of or in any way resulting from negligent actions, errors, or omissions by the party or its employees or agents in satisfying its duties and responsibilities under the Agreement.

11151

IN WITNESS WHEREOF, authorized representatives of the parties hereto have signed their names in the spaces put forth below:

KING COUNTY

SNOHOMISH COUNTY

Ron Sims
King County Executive

STEPHEN L. HOLT
Robert J. Drewel Executive Director
Snohomish County Executive

Date: _____

Date: 12/11/08

Approved as to form:

Approved as to form:

Deputy Prosecuting Attorney for
King County

Deputy Prosecuting Attorney for
Snohomish County

Duana T. Koloušková

Task 2: Grocery Store Promotion

There have been several meetings with supermarket retailers and wholesalers. They indicated that they would purchase more local products if they knew who to buy from. Additionally retailers and wholesalers have said they would offer more local products if their customers requested it.

Puget Sound Fresh staff will produce radio ads that talk about Puget Sound Fresh. An attempt will be made to interest retailers in paying for the airtime and tag on their individual store messages.

Grower profiles will be available on the Puget Sound Fresh web site for retailers and wholesalers to access. This information can be used to tell the produce buyers what is available and allow them to tell their customers about the growers they purchase from.

King County Funds:	<u>\$ 2,000</u>
Total Cost	\$ 2,000

Task 3: Farmer Education Materials

There are several events at which the Puget Sound Fresh display has been important. Such events include KOMO Kids Fair, Evergreen State Fair and various informational programs sponsored by King and Snohomish Counties. Because of high demand, a second display will be produced for Snohomish County. Puget Sound Fresh Staff will continue to update display information regarding Puget Sound Fresh for such events.

The Puget Sound Fresh web-site continues to be an important tool for educating consumers about the importance of local farming. More than 800 people per month during the summer access the web-site to find information about local farms. Every spring local farmers are sent a survey, inviting them to participate in Puget Sound Fresh by listing their farms on the web-site. They are asked to describe their farms and how they market their products. There are in excess of 200 farmers listed on the web-site. The Puget Sound Fresh team will continue to encourage and recruit more farmers to list their farms.

King County Funds:	\$2,000
Snohomish County Funds:	<u>\$2,500</u>
Total Cost	\$4,500

Budget Summary

	King County	Snohomish County
Task 1: Point -of - Purchase	\$ 4,500	\$ 2,500
Task 2: Grocery Store Promotion	\$ 2,000	
Task 3: Farmer Education Materials	\$ 2,000	\$ 2,500
Task 4: Media Campaign	\$55,500	\$14,000
Task 5: On-going Program	\$ 1,000	\$ 1,000
Task 6: Public Relations	\$ 5,000	\$ 5,000
TOTAL	\$70,000	\$25,000