



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS– CHAIRPERSON
JULIA MILLER
PAMELA TORLIATT
BRAD WAGENKNECHT

ROBERTA COOPER - VICE CHAIRPERSON
JOHN SILVA
GAYLE UILKEMA
SHELIA YOUNG

MONDAY
FEBRUARY 9, 2004
9:45 A.M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

AGENDA

1. **CALL TO ORDER - ROLL CALL**
2. **PUBLIC COMMENT PERIOD** (Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) *Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*
3. **APPROVAL OF MINUTES OF NOVEMBER 3, 2003**
4. **UPDATE ON WINTERTIME OUTREACH** T. Lee/4905
tlee@baaqmd.gov
Update on the wintertime outreach program.
5. **STATUS OF SPRING LAWN-MOWER BUY-BACK PROGRAMS** T.Lee/4905
tlee@baaqmd.gov
Update on planning for the spring 2004 lawn mower buy-back program and funding issues.
6. **UPDATE ON THE AIR POLLUTION REPORT TO THE COMMUNITY** T.Lee/4905
tlee@baaqmd.gov
A revised version of the Air Quality Report to the Community will be brought to the Committee.
7. **RECOMMENDATIONS FOR CONTRACTORS FOR PUBLIC OUTREACH PROGRAMS**
Staff will recommend contractors for media, advertising, youth, measurement and community outreach to the committee. T.Lee/4905
tlee@baaqmd.gov

8. COMMITTEE MEMBER COMMENTS/OTHER BUSINESS

Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)

9. TIME AND PLACE OF NEXT MEETING: 9:45 a.m., APRIL 12, 2004, 939 ELLIS STREET, SAN FRANCISCO, CA.

10. ADJOURNMENT

**CONTACT CLERK OF THE BOARDS - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-4965
FAX: (415) 928-8560
BAAQMD homepage:
www.baaqmd.gov**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Clerk's Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:45 a.m., Monday, November 3, 2003

1. **Call to Order:** Chairperson Ross called the meeting to order at 9:45 a.m.

Present: Mark Ross, Chair; Maria Ayerdi, John Silva, Gayle Uilkema, Brad Wagenknecht, Shelia Young.

Absent: Roberta Cooper, Julia Miller, Pam Torliatt.

Also Present: Scott Haggerty.
2. **Public Comment:** There were none.
3. **Approval of Minutes of June 16, 2003 and September 8, 2003:** Director Young moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Wintertime Outreach:** *Staff discussed plans, and sought input from the Committee, on the wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, presented the plan for the Air District's wintertime outreach program and reviewed the media outreach, advertising, and the Santa Clara County outreach for the Woodstove/Fireplace Changeout Program. Ms. Lee stated that there has been one Spare the Air advisory, which was on December 7, 2003. Ms. Lee noted that the District has received funding from two power plants in Santa Clara County for the Woodstove/Fireplace Changeout Program. There will be between 1,500 and 1,600 fireplace changeouts this season.

Committee Action: None. This report provided for information only.

5. **Lawnmower Buy-Back Programs:** *Staff reported on the potential for lawn mower buy-back programs in the spring of 2004.*

Ms. Lee stated that the District has been promoting the lawnmower buy-back programs for the last five years. The District, which provides a portion of the funding, partners with local waste management companies for the program. The overall cost for the program is \$125,000 and the Air District's contribution is typically \$25,000. Ms. Lee stated that, in the past, the District has received state grants to help fund this program, but it is anticipated that

this money will not be available in 2004. The District has allocated \$25,000 for the law mower buy-back programs for 2003/04. Additional funding of \$100,000 is needed to continue the program(s) at the spring 2003 level.

Ms. Lee discussed potential sources of funding, which could include Supplemental Environmental Program (SEP) money, but this would limit the program to the specific location covered by the SEP. Another source of funding could be the General Reserves.

Committee Action: The consensus of the Committee was to continue this program in 2004 and that staff will look at ways to fund the program.

6. Resource Team Updates: *Staff and the consultant updated the Committee on recent resource team activities.*

The consultant, Community Focus, updated the Committee on Resource Team activities as follows:

1. The Marin/Sonoma team is developing a vanpool promotion aimed at starting five new vanpools in the Marin/Sonoma corridor. The team is also supporting a "School Pool" project.
2. The Napa team is also working on recruiting people to use vanpools and is looking into producing a downtown transit brochure.
3. The San Francisco/San Mateo team is working with the bike coalitions to promote "Bike to Work Week."
4. The southern Alameda County team is working on a commuter resource guide for southern Alameda County.
5. The Santa Clara team is working on local outreach to support Rideshare Thursday.
6. The Tri-Valley team is discussing ways to support the "Commuter Choice Fair" sponsored by the City of Pleasanton and Hacienda Business Park.

The Committee received an update on the Environmental Justice Resource Teams. In San Francisco, the team is working on the health assessment project in the Bayview-Hunters Point area. In East Palo Alto, the team received a \$20,000 grant from the San Francisco Foundation; the team has submitted proposals to the District for SEP funds; the team is developing a community outreach plan and will be submitting a letter to the Air Resources Board (ARB) to request that the mobile ARB van be placed in East Palo Alto.

Staff and the consultants reviewed the draft "Air Pollution Report Card To The Community." There was considerable discussion on this item. Several Committee members felt the format of the Report Card presented the information in a negative way and did not distinguish the severity levels of the violations, or indicate any violations that had been corrected. The Committee requested the Report Card be redone and another draft be brought back for consideration.

Committee Action: None. This report provided for information only.

7. Rebidding of Contracts for Public Outreach: *Staff provided information on the procedures for rebidding the Air District's public outreach contracts, including Congestion Mitigation Air Quality (CMAQ) requirements.*

Ms. Lee presented information on the rebidding process on the five major contracts. The five contract areas are: advertising, media relations, youth outreach, community outreach and measurement. Ms. Lee reviewed the federal protocols that need to be followed to insure a fair and equitable process. After some discussion, the Committee recommended that staff handle the rebidding process and report back to the Committee on how staff arrived at their decision.

Committee Action: Director Uilkema moved that the staff handle the rebidding process; seconded by Director Young; carried unanimously without objection.

8. Referrals from Committee: *Staff responded to referrals from the June 16th meeting.*

Ms. Lee reviewed the referrals from the last meeting.

9. Committee Member Comments/Other Business: Director Uilkema commented on the positive changes she has seen at the community meetings and attributed this to the element of trust and respect that has developed for the Executive Officer/APCO, Mr. Norton.

Director Young noted it is difficult for her to attend meetings on the second Monday of the month because of another commitment.

10. Time and Place of Next Meeting: 9:45 a.m., Monday, January 12, 2004, 939 Ellis Street, San Francisco, CA 94109

11. Adjournment: The meeting was adjourned at 11:02a.m.

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

November 3, 2003 meeting

1. The Committee requested that the Air Pollution Report Card To The Community be redone and another draft be brought back to the Committee for further consideration.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: February 2, 2004

Re: Update on Wintertime Outreach

RECOMMENDED ACTION

Information.

BACKGROUND

The Air District began a wintertime outreach program in November focused on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign will run through February 2004. Staff and the Air District's consultants developed an outreach plan for media and advertising that was presented to the Public Outreach Committee in October. In addition, the Air District has set up a change out program for wood burning fireplaces and old pre-EPA certified woodstoves in Santa Clara County, using mitigation funding from the Pico and Los Esteros Power Plants. Thus far two hundred wood burning fireplaces and old woodstoves have been changed out and converted to natural gas.

DISCUSSION

The following activities have taken place:

Media Outreach

- The *Spare the Air Tonight* season was launched with a press release in early November,
- Several additional press releases were issued around the holidays, including a joint air and water release with the Bay Area Clean Water Agencies and a release targeted to Santa Clara County on the fireplace and woodstove change out program. Radio coverage included KQED, KSRO and KCBS.
- The Alameda Newspaper Group (ANG) Newspapers ran a lead story in their Home and Garden Section in December. ANG newspapers include the Oakland Tribune, Fremont Argus, San Mateo Times, Hayward Daily Review, Alameda Times Star and Tri-Valley Herald.
- The San Francisco Chronicle also ran a wood-burning story in the Home and Garden Section ("Deck the Halls Without Dioxins – Forgo that Winter Fire").

Advertising

The advertising objective was to affect change in the target audience's behavior to reduce wood burning and driving. The target audience for the broadcast campaign included Bay Area residents' aged 25-54 with a 50/50 gender split. For the ethnic campaign, residents whose primary language is Spanish or Chinese were targeted. Radio stations used in the campaign included KGO, KCBS, KKSF, KBRG (Spanish) and KVTO (Chinese).

AGENDA NO. 4

Santa Clara County – Outreach for Woodstove/Fireplace Changeout Program -

Specialized outreach in Santa Clara County related to the woodstove/fireplace change out program kicked off in November. Thus far it has included:

- Production of a brochure,
- On-going outreach to cities and the county,
- Radio advertising on KLIV and KEZR,
- Local newspaper advertising,
- Outreach to employers in the Santa Clara Valley,
- Bill Stuffers in Silicon Valley Power bills, in San Jose's waste bills and in Milpitas' water bills,
- In-store advertising with participating dealers, and
- Participation in local community events such as the tree lighting ceremony in San Jose and the South Bay Home and Garden show.

Response to the change out program has been strong and the Air District has received approximately 200 rebate requests. About ten per day are presently being turned in. The goal is to change out 1500 to 1700 fireplaces and old wood stoves. This program is the first of its kind in an urban/suburban area of California.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds were allocated for the *Spare the Air Tonight* activities in the 2003-04 budget. Funding for the wood smoke/fireplace change out program is being provided by Calpine and Santa Clara Power and Light as part of the California Energy Commission's (CEC's) approval build and operate power plants in Santa Clara County.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 30, 2004

Re: Lawn Mower Buyback Programs – Spring 2004

RECOMMENDED ACTION

Recommend that the Board of Directors refer the transferring of \$100,000 from Reserve for Contingencies to implement the Lawn Mower Buyback Programs for the 2004 Spring-time campaign to the Budget and Finance Committee.

BACKGROUND

For the past six years, the Air District has coordinated lawn mower buy-back programs in Bay Area cities and counties in partnership with local waste management agencies. The programs offer the public the opportunity to turn in a high emitting gasoline mower and purchase a clean non-polluting electric, mulching mower for a discount of approximately \$100. Outreach messages include the dual goals of reducing air pollution and yard waste. Overall the programs have been well received, and offer the Air District the opportunity to do education and outreach on a grassroots level and to reduce emissions.

The Public Outreach Committee directed staff to find funding to continue the lawn mower buy-back programs in 2004. A request for funding will be considered by the Budget and Finance Committee on February 25th.

DISCUSSION

This spring six counties - Contra Costa, Solano, Sonoma, Napa, San Mateo, and San Francisco - and the city of Sunnyvale have expressed interest in working with the Air District on local buy-back programs. This is the largest expression of interest in the program to date.

Staff has a tentative schedule of the planned events. If all of them take place, approximately 2000 mowers will be exchanged. With a rebate of \$100 per unit, \$70 will be contributed provided by the Air District, with Home Depot and Black and Decker contributing \$15 each. Approximately \$135,000 of Air District funding will be needed. Of this amount, \$35,000 is currently available in the budget. Home Depot and Black and Decker will contribute a total of \$60,000. The Yolo-Solano Air District will contribute \$5,000 to the Solano program. Local waste management agencies will provide outreach and advertising support, as well as help at the events themselves.

Tentative Schedule of Lawn-Mower Buy-Back Events - 2004

COUNTY	DATE	TIME	LOCATION	MORE INFO
San Mateo	TBD	8:00 am - 12:00 pm	San Mateo Home Depot, 2001 Chess Dr	(650) 525-9343
San Francisco	April 24	8:00 – 12:00 PM	TBD	
Solano	April 17	8:00 am - 10:00 am	Vacaville Home Depot, 510 Orange Drive	(707) 454-0714
Contra Costa	April 10 April 17	7:00 am - 10:00 am 7:00 am - 10:00 am	San Ramon H. Depot, 2750 Crow Canyon Pittsburg Home Depot, 2300 North Park Blvd.	(925) 906-1806
Sonoma	April 26	7:00 am - 12:00 pm	Rohnert Park H. Depot, 4825 Redwood Drive	(707) 565-3375
Sunnyvale	April 10	8:00 am - 11:00 am	Sunnyvale Home Depot, 690 Kifer Road	(408) 730-7262
Napa	April 24	8:30 am - 12:00 pm	Napa Home Depot, 225 Soscol Avenue	(707) 251-0162

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Partial funding for these programs (\$35,000) has been allocated in the FY 03-04 budget. Additional authorization is needed to transfer \$100,000 from the Reserve for Contingencies to implement the 2004 springtime programs.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: October 24, 2003

Re: Update on the Air Pollution Report to the Community

RECOMMENDED ACTION:

Information.

BACKGROUND

At the last meeting of the Public Outreach Committee, a draft version of the “Air Quality Report to the Community” was presented. There was considerable feedback from committee members regarding the report, and the committee requested that another draft be brought back at the next meeting. A revised draft of the report is attached. Please note that the activities listed are for September 2003. It is a prototype; no report cards have been distributed.

DISCUSSION

The Air District’s Contra Costa Environmental Justice Resource Team has undertaken a project to compile an Air Quality Report to the Community, using information that is publicly available from the Air District. A draft of the report card was presented to the Public Outreach Committee at its last meeting, and a number of issues were raised. The following is a summation of these issues and how they have been addressed.

- Issue: Only certain violation notices received by companies and other entities in Contra Costa County were listed; the list was selective.
Response: The initial intent of the report card was to list only those violations in the Richmond area where the team is centered. As a result of input from the committee, all violation notices that are issued countywide are now included.
- Issue: The report card listed recently issued or “new” violation notices, which were not settled. The organization receiving the notice was “accused” but after more review, may not have actually violated an Air District regulation.
Response: The format has changed, now only closed Notices of Violation are listed.
- Issue: The street locations of the Air District’s monitoring stations were listed in the report card.
Response: The exact street locations of the stations have been removed. The revised draft contains only the number of monitors in the area rather than specific location information.

In addition to the changes listed above, the format of the report card has been revised to be more readable. The left hand column of the document now lists data while the right hand

AGENDA NO. 6

column has educational information, which was either written or reviewed by Air District staff. Finally, the Title V permit information listed is now Bay Area wide (rather than Contra Costa only), since during some months there may be little or no Title V activity in Contra Costa County.

The revised document is attached for your review.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities is included in the 2003-2004 budget.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

Air Quality Report to the Community

SEPTEMBER 2003 [DRAFT version revised 1-6-04]

The Contra Costa Environmental Justice Air Quality Resource Team created this community report. The purpose of the report is to make local community members more aware of all the emissions information available to the public from the Bay Area Air Quality Management District (BAAQMD). Richmond resident Johnny White compiles this report on behalf of the resource team monthly.

Each month the BAAQMD compiles a report to the Board of Directors. The information you see below is taken directly from that monthly report. The information below is for Contra Costa County only. To view the full report go to www.baaqmd.gov and follow the links to Board of Directors, then to Agendas, or call 415-749-4900 to have a copy mailed to you.

BAAQMD AIR QUALITY INFORMATION RELEASED TO THE PUBLIC FOR THE REPORT PERIOD: SEPTEMBER 1 -30, 2003	What is the Bay Area Air Quality Management District? The BAAQMD is the regional agency in the Bay Area that regulates stationary sources of air pollution such as factories, industrial sites and gasoline stations. The District has jurisdiction in 9 counties – Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, Marin, Napa, southwest Solano and southern Sonoma. District regulations control such things as open burning, incineration, smoke, odors, gasoline, paint and other evaporative compounds.
CLOSED NOTICE OF VIOLATION	What is a Notice of Violation (NOV)? A violation notice is a formal record of the District’s belief that a violation of state law or a District regulation affecting air quality has occurred. A violation may subject a business to monetary penalties or, in serious cases, to civil or criminal prosecution. In most cases, a violation can be settled by taking corrective action and paying a penalty.
Andy’s Auto Body, Richmond, Penalty: \$1000 Number of violations closed: 2 Violation Notice Number: A44801A Bell Gas, Pittsburg, Penalty: \$500 Number of violations closed: 1 Violation Notice Number: A10190A Benz Auto, Concord, Penalty: \$500 Number of violations closed: 2 Violation Notice Number: A44473A Durga Shell, Pleasant Hill, Penalty: \$500 Number of violations closed: 1 Violation Notice Number: A10191A Hammond Construction, San Pablo, Penalty: \$500 Number of violations closed: 1 Violation Notice Number: A44982A Hilltop Cleaners, Richmond, Penalty: \$1000 Number of violations closed: 1 Violation Notice Number: A10105A Karber’s Auto Body, Richmond, Penalty: \$750 Number of violations closed: 2 Violation Notice Number: A4435A Magnussen’s Walnut Creek Auto Body, Walnut Creek, Penalty: \$3000 Number of violations closed: 2 Violation Notice Number: A13994A Steelscape, Richmond, Penalty: \$2000 Violation Notice Number: A03637A	How are Fines Assessed? In legal terms, fines are “assessed” when a court orders them to be paid. More commonly, a violator agrees to pay penalties to the District so that no court proceeding is needed. Violation notices are settled only after the violation has been corrected. State law requires that the amount of penalties assessed or collected reflect certain considerations, such as harm to the environment and whether the violator acted responsibly to correct the violation.
	What Happens to Repeat Offenders? When resolving a violation, the District considers, among other things, any history of violations. A pattern of noncompliance can be the basis for seeking a higher penalty or a court injunction to cease further violations.

<p><i>MONITORING STATIONS IN WEST CONTRA COSTA COUNTY</i></p>	<p>What Happens to Fine Dollars Collected?</p>
<p><u>Ground Monitoring Stations</u> <i>There are three local ground-monitoring stations. They are tracking SO2 and H2S.</i></p> <p><u>Air Monitoring Stations</u> <i>There are three local air-monitoring stations. They are tracking O3, CO, NOx, SO2, H2S, Dioxin and Toxics.</i></p> <p><u>Weather Stations</u> <i>There are three local weather stations.</i></p> <p><i>The Air District has 28 air monitors throughout the Bay Area in order to measure what pollutants are present in the outside air.</i></p>	<p>State law provides that penalties collected by an air district are placed in the air district's general fund. The Air District Board of Directors adopted a Supplemental Environmental Project, or "SEP" policy that is used to direct a portion of penalties for some cases towards an environmentally related project in areas affected by the violator. To find out more about SEP funds contact Darrell Waller, BAAQMD Community Outreach EJ Coordinator, 415-749-4987.</p> <p style="text-align: center;">Legend</p> <p>SO2 – Sulfur Dioxide H2S -- Hydrogen Sulfide O3 – Ozone CO – Carbon Monoxide NOx -- Nitrogen oxides</p>
<p><i>COMPANIES IN THE PROCESS OF TITLE V PERMITTING ACTIVITY (BAY AREA WIDE)</i></p>	<p style="text-align: center;">What is Title V?</p>
<ul style="list-style-type: none"> ▪ Draft Title V permits circulated for final review before final public comment begins: 1 <p>Plant A0031- DOW CHEMICAL – Application 16468</p> <ul style="list-style-type: none"> ▪ Proposed Title V permits placed on public comment: 4 <p>Plant A0017, Hanson Permanente Cement Application 16349</p> <p>Plant A2180, Gaylord Container Corporation Application 25736</p> <p>Plant A0041, Owens Corning S. C. Plant Application 25819</p> <p>Plant A1179, Redwood Landfill Inc. Application 17363</p> <ul style="list-style-type: none"> ▪ New Title V permit(s) issued <p>Issued, still active: 75</p> <ul style="list-style-type: none"> ○ Post comment process: 9 ○ Public comment: 4 ○ Under review: 13 ○ Not yet submitted: 1 ○ Total: 102 <p>For more information on Title V permits, visit www.baaqmd.gov and follow the links to Title V.</p>	<p>Title V is a part of the federal Clean Air Act amendments of 1990 and requires that the bigger sources of air pollution be issued a permit, commonly known as a "Title V permit."</p> <p>The Title V permit is a complete list of all air pollution requirements for the company, so that regulators and citizens can look in one place to know what these are.</p> <p>Companies have to truthfully report every year whether they are complying with the Title V permit.</p> <p style="text-align: center;">Geographic Focus of Project</p> <p>This project is in collaboration with the Community Health Initiative of North Richmond, Iron Triangle, Parchester Village, and West San Pablo.</p> <p>For more information, or to get involved with the Contra Costa Environmental Justice Air Quality Resource Team please contact either, team facilitator Sarah Goldberg, Community Focus, 415-975-2955 or sgoldberg@communityfocus.org or Richmond resident Johnny White who compiles this report at 510-236-7873 or white_johnny@yahoo.com.</p>

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 30, 2004

Re: Rebidding of Public Outreach Contracts

RECOMMENDED ACTION:

Recommend that the Board of Directors approve staff recommendations for contractors to assist with the Air District's media relations, advertising, youth outreach, measurement and community outreach programs. The contracts would be for a one-year period, with the possibility of continuing the contracts for two additional one-year periods.

BACKGROUND

The Air District contracts with several vendors to assist with various aspects of its public affairs and outreach programs. The existing contracts are for a two-year period and expire in March 2004. Last fall, staff began preparing to rebid these contracts and brought this item before the Public Outreach Committee twice to seek input on the rebidding process. In addition, because the source of funding for the program is federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program, there were additional requirements for the rebidding process from the California Department of Transportation (Caltrans) which administers the CMAQ funds..

The "Request for Proposals" for the categories of Community Relations, Youth Outreach, Media Relations, Advertising and Public Opinion Research were issued on November 14, 2003. The Caltrans list of "Disadvantaged Business Enterprise" (DBE) firms in each category was used for notification in addition to several prominent websites and lists developed from previous RFP processes. A public notice was printed in the *San Francisco Chronicle* and news releases on the request for proposals were sent to the business newspapers. In addition, the information was posted on the Air District's website and on websites of professional organizations including the Public Relations Society of America, the International Association of Business Communicators, the Northern California News Directors' Association and the National Academy of Television Arts and Sciences.

A bidders' conference was held on November 24, 2003 at Air District headquarters. Twenty-three firms attended. By the deadline for receipt of proposals (December 19, 2003), a total of 24 proposals were received: five for advertising, eight for media relations, four for measurement, four for community outreach and three for youth outreach.

The proposals were then reviewed and scored by the public information staff according to published criteria. Four finalists in media relations, three finalists in advertising, measurement, community outreach and advertising and two finalists in youth outreach were invited to make presentations. To supplement the Air District's public information staff, the Communications Officers from the Sacramento and Yolo-Solano air districts joined the evaluation team. For

AGENDA NO. 7

measurement, the Air District's statistician participated. The finalists were interviewed on January 21, 22, and 26, 2004.

The firms interviewed included:

Youth Outreach -

- Communications West and Delphi International

Advertising -

- O'Rorke Inc., Swirl and Creative Express

Media Relations -

- O'Rorke Inc., Fleishman Hilliard, Allison & Partners and Communications West

Research -

- Godbe Research, San Francisco Research Services and True North Research

Community Outreach -

- Community Focus, Public Affairs Management and Communications West

After reviewing the written proposals, listening to the oral presentations, and asking follow-up questions and checking references, staff is recommending the following contractors:

Youth Outreach – Communications West

Communications West is the existing contractor for youth outreach. They have been under contract for two years and during this time they have assisted in developing an Air District presence in Bay Area schools. In addition they facilitated partnerships with Bay Area science and environmental museums. Communications West researched curriculum and found the *Clean Air Challenge* – a 7 to 10th grade curriculum that met the applicable science requirements. They arranged teacher workshops in several counties to introduce the curriculum and successfully found grant monies from Agilent Technologies to support the program. Communications West also helped the National Children's Theater to develop a kindergarten through sixth grade interactive play called "Smogzilla" which has been successful in carrying the clean air message into the lower grades. They would like to continue with the youth outreach work and supplement the curriculum with an ozone survey lab in the future. Their proposal also includes work on an air quality exhibit that would be appropriate for Bay Area children's museums.

Staff is recommending that Communications West be retained to continue the current program in schools and expand it, as appropriate, if funding can be found.

Advertising – O'Rorke Public Relations Inc.

O'Rorke Public Relations Inc. is being recommended as the contractor to assist the Air District with advertising for the *Spare the Air*, *Spare the Air Tonight* and *Smoking Vehicle* programs. O'Rorke has a solid background in social marketing and advertising and has done extensive work on recycling, smoking, water pollution and air quality issues. Their creative approach includes presenting *Spare the Air* in a new, more cohesive way and to lead the audience through the thinking and planning steps of sparing the air. The strategy will focus on families in real-life situations that reflect and accurately present the way people think and behave, using a "reality TV" approach. The theme would be carried through to the wood smoke and Smoking Vehicle campaigns. O'Rorke also has a solid background in advertising outreach to non-English speaking populations and will focus on this market as well.

AGENDA NO. 7

The Air District has worked with O'Rourke Inc. in the past. The present company has an expanded staff and more resources. They are also certified as a Disadvantaged Business Enterprise (DBE) firm.

Media Relations – Allison and Partners

Allison and Partners offers a fresh approach to media relations, with co-operative partnerships and good opportunities for participating in community events where the Air District can interact with the public. Their writing samples are good and fresh. Their communications strategy includes developing messages and programs that tap into the Bay Area's sense of independence and community. Their staff includes both Hispanic and Asian personnel with strong backgrounds in ethnic outreach. They also put forth a convincing media analysis with a sense of what makes a good media story. Staff is recommending that Allison and Partners be retained for the media outreach part of the campaign.

Research – True North Research

True North Research includes the key personnel who developed the original Air Resources Board methodology for measuring the effectiveness of *Spare the Air* programs. They recommend retaining the methodology, but adding "weighting" of the samples to more closely mimic the Bay Area's population. In addition, they have recommended expanding the sample size for both the summer and winter surveys and doing a close analysis of who the pollution "reducers" are. This information can, in turn, better focus the media and advertising campaigns. Finally, True North has devised a website and protocol that would allow instant access to survey results, which would be helpful in giving instant response to the press on "how we did" on a Spare the Air day. Staff is recommending that True North Research be retained for the measurement component of the campaign.

Community Outreach – Community Focus

Community Focus is recommended to continue to assist the Air District with the community outreach component of the program. They presently facilitate nine resource teams in the Bay Area - six Spare the Air teams and three environmental justice teams. The Spare the Air teams are centered in Napa County, the Santa Clara Valley, southern Alameda County, the Tri-Valley, Marin/Sonoma and in San Francisco/San Mateo counties. The environmental justice teams include north Richmond in Contra Costa County, East Palo Alto and the Bayview Hunters Point area of San Francisco. These grass roots teams have allowed the Air District to spread the clean air message on the community level, to find allies for clean air efforts (like the adoption of the model wood smoke ordinance) and to form partnerships around a variety of issues. The teams also do local projects to benefit air quality. The Community Focus proposal includes the possible development of a youth resource team, and the expansion of the environmental justice network. Staff recommends that Community Focus continue to facilitate the existing resource teams and develop other grass-roots opportunities with youth or additional Bay Area communities.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2003-04 has been included in the current budget. The funding for the motor vehicle related activities covered by these contracts comes from the CMAQ or the Transportation Fund for Clean Air (TFCA) programs. The remainder of the funds comes from the General Reserve.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

Public Outreach Committee
February 9, 2004

The following are the numerical rankings of the consultants and the contract amounts for the various categories:

Community Outreach (Scores listed out of a possible 125)

- Community Focus 102
- Public Affairs Management 93
- Communications West 93

Contract amount: Not to exceed \$165,000 per year

Youth Outreach (Scores listed out of a possible 100)

- Communications West 85
- Delphi International 69

Contract amount: Not to exceed \$100,000 per year

Advertising (Scores listed out of a possible 125)

- O'Rorke Advertising 96
- Creative Express 95
- Swirl 88

Contract amount: Not to exceed \$864,000 per year. This amount includes \$750,000 for placement of radio, television, billboards, movie slides, etc. for the Spare the Air, Spare the Air Tonight and Smoking Vehicle programs.

Media Relations (Scores listed out of a possible 100)

- Allison & Partners 84
- Communications West 76
- O'Rorke PR 75
- Fleishman Hillard 73

Contract amount: Not to exceed \$100,000 per year

Research

- True North Research 59
 - Godbe Research 51
 - San Francisco Research 48
- Services

Contract amount: Not to exceed \$63,000 per year