



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIR
SUSAN GARNER
NATE MILEY
GAYLE UILKEMA
SHIRLEE ZANE

KEN YEAGER - VICE CHAIR
SCOTT HAGGERTY
MICHAEL SHIMANSKY
BRAD WAGENKENCHT

THURSDAY
APRIL 2, 2009
9:30 A.M.

4TH 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 SEPTEMBER 26, 2008 AND OCTOBER 31, 2008**

4. **REPORT ON THE WINTERTIME SPARE THE AIR ALERT OUTREACH CAMPAIGN**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update on the overall Wintertime Spare the Air Alert Campaign for the 2008/2009 season.

5. **CONSIDERATION OF RECOMMENDATIONS OF CONTRACTORS FOR PUBLIC OUTREACH PROGRAMS**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will consider recommending Board of Directors' approval of staff recommendations on contractors for Advertising/Media Services for Summer/Winter Spare the Air Alert campaign, Spare the Air Every Day, grants, employer program and smoking vehicle program.

6. **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)

7. **TIME AND PLACE OF NEXT MEETING:** Thursday, May 7, 2009 at 9:30 a.m., 939 Ellis Street, 4th Floor Conference Room.

8. **ADJOURNMENT**

CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET SAN FRANCISCO, CA 94109

(415) 749-5127
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 Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website (www.baaqmd.gov) at that time.

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

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

MARCH 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday of each month)</i>	Thursday	26	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Standing Committee Meeting Date Under Consideration)</i>	Monday	30	9:30 a.m.	4 th Floor Conf. Room

APRIL 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	1	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday every other Month)</i>	Thursday	2	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting	Wednesday	8	9:00 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets 2nd Thursday of each Month)</i>	Thursday	9	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	9	Immediately Following Legislative Cme. Meeting	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	20	9:30 a.m.	Board Room
Board of Directors Mobile Source Committee <i>– (Meets 4th Thursday of each Month)</i>	Thursday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Standing Committee Meeting Date Under Consideration)</i>	Wednesday	29	9:30 a.m.	4 th Floor Conf. Room

MAY 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting (<i>Meets 1st & 3rd Wednesday of each Month</i>)	Wednesday	6	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee (<i>Meets 1st Thursday every other Month</i>)	Thursday	7	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting	Wednesday	13	9:00 a.m.	Board Room
Board of Directors Legislative Committee (<i>Meets 2nd Thursday of each Month</i>)	Thursday	14	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee (<i>Meets 2nd Thursday each Month</i>)	Thursday	14	Immediately Following Legislative Cme. Meeting	4 th Floor Conf. Room
Joint Policy Committee	Friday	15	10:00 a.m.	MTC Auditorium 101 8 th Street Oakland, CA 94607
Board of Directors Regular Meeting (<i>Meets 1st & 3rd Wednesday of each Month</i>)	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee – (<i>Meets 4th Thursday of each Month</i>)	Thursday	28	9:30 a.m.	4 th Floor Conf. Room

JL – 3/26/09 (1:54 p.m.)

P/Library/Forms/Calendar/Calendar/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 24, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of September 26, 2008 and October 31, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the September 26, 2008, and October 31, 2008 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Friday, September 26, 2008

- 1. Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.

Present: Mark Ross, Chairperson, Erin Garner, Scott Haggerty, Carol Klatt, Michael Shimansky and John Silva

Absent: Janet Lockhart, Brad Wagenknecht and Ken Yeager

Also Present: Pamela Torliatt

- 2. Public Comment Period:** There were none.

Chair Ross suggested moving up Item 4 on the agenda.

- 4. Overview of 2008 Summer Spare the Air Every Day Campaign:** *The Committee received an overview of the 2008 Summer Spare the Air Every Day Campaign.*

Communications Director, Lisa Fasano, provided an overview of the 2008 Summer Spare the Air Every Day campaign, presented campaign results to date which show ridership is up 14%. She presented survey results of 2007 in comparison with 2008, described radio and television spots aired throughout the Bay Area, billboards, the addition of online and social networking sites reaching young adults and presented two videos of KTVU Mornings On 2's coverage of Casual Carpool.

Committee members provided enthusiastic feedback of the District's media outreach, they voiced interest in furthering Casual Carpool efforts, and suggested staff discuss with BART unused parking spaces and reach out to local governmental agencies and automobile dealerships to secure a fleet rate to wrap hybrid vehicles.

Action: None; informational report only.

- 3. Approval of Minutes of May 5, 2008:** Director Silva moved approval of the minutes; seconded by Director Shimansky; carried unanimously without objection.

5. Update on Development of Wood Smoke Rule Outreach Campaign: *The Committee received a summary of the planning efforts for the Wood Smoke Rule Outreach Campaign.*

Communications Director, Lisa Fasano, gave a summary of the planning efforts for the Wood Smoke Rule Outreach Campaign, stating the Spare the Air Winter Strategy is to present the ban in a serious tone, with a positive transition to promoting health benefits and neighborhood engagement. She said the approach is to reach all potentially impacted audiences efficiently and frequently and extend supplementary outreach with customized messages to areas more likely to exceed the 24-hour standard.

Ms. Fasano said staff will begin with a media blitz and continue with feature stories, paid media and grassroots outreach for reach and frequency and she presented samples of the various outreach mediums.

Ms. Fasano confirmed with Committee members that doorknockers will not interfere with November 4th election materials, suggested that various billboards, sandwich boards and yard signs be included in the outreach mix and for the Air District to increase emphasis on health effects and impacts of burning wood in fireplaces.

Action: None; informational report only.

6. Consideration of Wood Smoke Reduction Rebate Program: *The Committee considered recommendations regarding the Wood Smoke Reduction Rebate Program.*

Air Quality Program Manager Karen Schkolnick gave a PowerPoint presentation on the Wood Smoke Reduction Rebate program, discussed goals of the program to incentivize residents to invest in cleaner-burning alternatives, support outreach education and enforcement of the regulation, and said to date approximately 550 rebates were issued amounting to \$300,000.

Ms. Schkolnick discussed Phase 1 of the program and said the Air District partnered with Hearth, Patio & Barbeque Association. \$100,000 was expended and 185 rebates for gas/wood/pellet devices were issued which resulted in 1.2 tons of PM2.5. Phase 2 of the program kicked off in April with \$200,000 in expenditures, 362 rebates issued for gas stoves/inserts, resulting in 2.4 tons of PM2.5.

The next Air District Wood Smoke Reduction Rebate Program is expected to start in mid-November. Approximately \$200,000 will be available in remaining funds and approximately 1,000 \$200 rebates will be issued for gas stove/inserts.

Committee Members discussed how quickly the previous rebates had been utilized and reviewed survey results which revealed the need to lower their dollar amount in order to reach more people.

Committee Action: Director Haggerty moved to approve the use of carry over funds in the amount of approximately \$200,000 to offer \$200 rebates for the purchase and installation of new gas stoves and inserts; seconded by Director Shimansky; carried unanimously without objection

7. Consideration of Recommendation to Extend Public Outreach Contracts: *The Committee discussed and considered contract extensions for public outreach consultant contracts.*

Communications Director, Lisa Fasano, provided a background of the use of contractors to assist with outreach programs. She reported that previous contracts were awarded in March 2007 and extended through August 15, 2008. Extensions were then implemented through December on a no-cost basis to provide continuity for the 2008 STA Every Day and allow the transition to the wood smoke campaign. She said the intent is to issue an RFP in the fall. She then briefly reviewed services provided by O'Rorke, Inc. for advertising, design and production, and Allison & Partners for media relations and employer program management.

Staff recommends the Committee recommend Board of Directors' authorization for the Executive Officer to execute contract extensions to assist with public outreach, as follows:

- Advertising Design and Production – O'Rorke, Inc., not to exceed \$550,000;
- Media Relations and Employer Program – Allison & Partners, not to exceed \$250,000.

Committee members discussed the cost and items included in contracts and clarified with staff that the initial contracts were approved in March 2007 through March 2008 with the potential for an additional one-year extension. The contracts were then extended through August 15th for an additional cost which was approved by the Board and then extended through October 15th for Spare the Air Every Day Campaign at no cost. The Air District would also like the same contractors working on the winter campaign from October through December, and thereafter, issue an RFP for calendar year contracts.

Mr. Broadbent agreed to provide Board members with an outline that would explain services and cost breakdowns for each contractor at the October Board of Directors meeting. Committee members inquired and confirmed with Tracy Keough of O'Rorke, Inc., that they were qualified as green businesses.

Committee Action: Director Haggerty moved to recommend Board of Directors' authorization for the Executive Officer to execute contract extensions with O'Rorke, Inc., for advertising design and production, not to exceed \$550,000, and Allison & Partners for media relations and employer programs, not to exceed \$250,000; seconded by Director Klatt; carried unanimously without objection.

8. Youth Outreach Program for Back-to-School: *The Committee received an update on current activities of the Air District's Youth Outreach Program.*

Ms. Fasano provided an update on current activities of the Air District's Youth Outreach Program, stating at the last Public Outreach meeting staff had made a decision to have one free transit day. The request was to take additional monies and target youth. She said staff attempted to work with MTC but learned they are not able to utilize funding for these types of programs.

Ms. Fasano discussed the District's Clean Air Challenge 2008 that reached an estimated 12,000 8th through 12th grade students, Protect Your Climate Curriculum 2008 which reached an estimated 4,200 4th and 5th grade students; the eCO₂mmute program; and Cool the Earth program. The Committee received information on the Air District's participation in Speakers Bureau, Teacher Science Fairs, Walk and Roll to School Days and media promotion, all of which targets *Spare the Air* messaging throughout the school year. Ms. Fasano then displayed videos of recent television broadcasts and distributed marketing materials geared for youth.

Committee members questioned the status of expenditures for the program and remaining funds. They suggested evaluating the information and identifying what has been most successful, and Mr. Broadbent said staff would provide a breakdown of costs to the Board.

Action: None; informational report only.

9. Committee Member Comments: None.

10. Time and Place of Next Meeting: 9:30 a.m., October 2, 2008, 939 Ellis Street, San Francisco, CA 94109.

11. Adjournment. The meeting was adjourned at 10:53 a.m.

Lisa Harper
Clerk of the Boards

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Friday, October 31, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:34 a.m.

Present: Mark Ross Chairperson, Carol Klatt, Michael Shimansky and Brad Wagenknecht

Absent: Erin Garner, Scott Haggerty, Janet Lockhart, John Silva and Ken Yeager

2. **Public Comment Period:** There were none.

3. **Approval of Minutes of September 26, 2008:** Due to lack of a quorum, the minutes were deferred to the next meeting.

4. **Status of Wintertime Spare the Air Tonight Campaign**

Director of Communications, Lisa Fasano, provided an update on the Wintertime Spare the Air Tonight Campaign and described advertising efforts planned for the nine Bay Area counties. She detailed the Air District's media outreach efforts, stating that they would serve as an educational tool on the campaign's message and how the wood smoke rule would work. Notification would be provided through websites, 877-4-NO-BURN, telephone, e-mail alerts, and widgets, and she described the widgets as devices embodying campaign outreach information that could be downloaded onto interested parties' websites.

Ms. Fasano then summarized upcoming advertising and outreach which included in-theater ads running from November through December, a Treasure Island banner in January, and a slideshow presentation in November which has a strong health message.

Committee members requested that Winter *Spare the Air* campaign information be loaded onto flash drives and distributed to the Board of Directors at their upcoming meeting. Committee members further discussed the cost effectiveness of running ads in movie theaters, confirmed that the \$200 rebate program would begin on November 18, reviewed and discussed a color-coded map showing targeted efforts by category, and then discussed enforcement of violations.

Mr. Broadbent and Mr. Bunger briefly described the enforcement process, issuance of NOV's, response deadlines, civil penalties, and the inspection process. Committee members requested that staff provide the Board of Directors with written information on how the violation process would

work, and also requested this information be loaded onto the flash drive, along with Winter *Spare the Air* campaign information. Mr. Broadbent replied that he would also provide a verbal report to the Board of Directors.

Ms. Fasano concluded her presentation by running a commercial advertisement highlighting Mr. Broadbent's message to viewers, asking them to *Check Before You Burn*, which was filmed at Piedmont Park.

Action: None; informational report only.

5. Consideration of a Community Grant Program Design and Funding Level

Mr. Broadbent said there has been a desire to establish a formal program to provide grants to local community groups, which would be separate and distinct from supplemental environmental programs or grants providing particulate matter traps, and one that would serve to augment the District's existing outreach. He said the formalized program would consist of a call for projects and staff working with groups to discuss their specific needs.

By way of background, Mr. Broadbent said the Executive Committee had previously discussed the concept in June. He hoped to bring the program forward to the Executive Committee in December, establish it at a level of \$250,000, and launch it early next year. He proposed that staff would set up criteria and the Board of Directors would select and approve projects. He then discussed the expenditure of penalty monies in impacted communities and said he envisions the program would assist all Bay Area counties of the Air District.

Committee members discussed program criteria and review of applications, and supported funding be spread amongst the entire region and not just impacted areas. Committee members disagreed with the recommended course of action for Board review and approval of projects and preferred it be handled by staff by bringing forth criteria, thresholds and target areas for the Board's consideration. A Committee member also suggested that the program be structured as a matching grant program.

Mr. Broadbent agreed that staff would bring forth criteria, thresholds, and target areas for the Board's consideration (and not actual projects). He said he would present the program to the Executive Committee at their December meeting, request that the Committee approve a specific funding level, and then launch the formal program in the beginning of 2009. Staff would then go out with a call for projects, screen applications, and present those projects to the Executive Committee.

Action: None; informational report only.

6. Committee Member Comments: None.

7. Time and Place of Next Meeting: At the call of the Chair.

8. **Adjournment.** The meeting was adjourned at 10:33 a.m.

Lisa Harper
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 24, 2009

Re: Update on Wintertime Spare the Air Alert Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

Staff will present an update of the overall Wintertime *Spare the Air Alert* campaign for the 2008/2009 season.

DISCUSSION

The Wintertime *Spare the Air Alert* advertising and outreach campaign was implemented during the 2008/2009 winter season. A major component was the new Wood Smoke Rule.

The Wintertime *Spare the Air Alert* campaign informed residents about the new Wood Smoke Rule, how they could comply with the rule, and why its important to their health and the health of their families.

Campaign messages were delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising. Educational materials were developed and distributed to the public via mail, at public events, through door-to-door canvassing and through the Air District's websites.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the outreach program is included in the FY 2008-09 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
 Memorandum

To: Chairperson Ross and Members
 of the Public Outreach Committee

From: Jack P. Broadbent
 Executive Officer/APCO

Date: March 24, 2009

Re: Consideration of Recommending Board of Directors' Approval for
Public Outreach Contractors

RECOMMENDED ACTION

Consider recommending Board of Directors' approval for the contracts that assist with public outreach including the following:

- Advertising Services – O'Rorke Inc.

Summer Spare the Air	--	\$600,000
Winter Spare the Air	--	\$600,000
<u>Employer Program</u>	--	<u>\$150,000</u>
Not to exceed		\$1,350,000

- Advertising Services – RHDG

Smoking Vehicles	--	\$275,000
<u>Grants & Incentives</u>	--	<u>\$200,000</u>
Not to exceed		\$475,000

- Media/Public Relations Services – MS&L Public Relations

Summer Spare the Air	--	\$250,000
<u>Winter Spare the Air</u>	--	<u>\$250,000</u>
Not to exceed		\$500,000

BACKGROUND

The Air District's Communications and Outreach Office relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications and Outreach Office recently completed a Request for Proposal (RFP) process to solicit responses for the following services: Advertising Services and Media/Public Relations Services.

- **Advertising Services:** To develop professional quality broadcast, print and digital advertising/educational materials for a variety of District programs.
- **Media/Public Relations Services:** To provide media relations services to promote agency activities.

DISCUSSION

RFPs were released on February 18, 2009, and responses were due on March 4, 2009. On that date, 12 responses were received for both the Advertising Services and the Media/Public Relations RFPs. Six proposals were received for the Advertising Services RFP and six proposals were received for the Media/Public Relations Services RFP.

The contracts will have a term of twelve months, which may be extended for two additional years at the District's sole discretion. After evaluating proposals, conducting interviews and checking references, staff recommends the Board approve the following contracts:

Advertising Services – O'Rorke Inc. has a solid background in social marketing and advertising. They have experience working with local government agencies to produce television, radio and print advertisements. Staff recommends that O'Rorke be awarded the Advertising Services contract for summer and winter Spare the Air, and the Employer Program (see Table 1).

Advertising Services – RHDG has extensive experience in social marketing and advertising. They have experience working with local government agencies to produce television, radio, digital and print advertisements. RHDG has extensive social and digital marketing experience that will help the Air District reach new audiences in a cost-effective manner. Staff recommends that RHDG be awarded the Advertising Services contract for the Smoking Vehicles and the Grants and Incentives Program (see Table 1).

Media/Public Relations Services – MS&L Public Relations has strong expertise in media relations – including ethnic media, an extensive network of media contacts, and direct experience handling environmental issues for government clients. Staff recommends that MS&L be awarded the Media/Public Relations Services contract (see Table 2).

EVALUATION

Responsiveness of Proposal. This category evaluated the responsiveness of the proposal clearly stating an understanding of the work to be performed and comprehensiveness of the proposal to address the objective. This category also evaluated the overall experience and accomplishments of the consulting team and project management staffing.

Cost Proposal. Costs were evaluated for adequacy in relation to the outlined scope of the project.

References, Green Operating Practices and Local Businesses. The District supports green operating practices and local businesses and gives a preference to local businesses engaged in green business practices. Proposals were evaluated to determine the extent of bidder's commitment to environmentally sound operational practices.

Expertise and Experience of Team. This category evaluated the overall experience and accomplishments of the team and specifically, environmental and governmental experience.

Project Management Experience. This category evaluated the team's experience developing environmental guidelines and protocols for government agencies within the project management framework.

The scoring and total points for each of the RFPs are contained in the following tables.

**Table 1
Advertising Services**

Evaluative Criteria	O'Rorke Inc.	Swirl	RHDG
Proposal (25 points)	24.5	18	21.8
Expertise & Experience (30 points)	27	28	27
Project Management (15 points)	14.2	7	13.5
Cost (20 points)	17.8	8	19.5
References/Local/Green Business (10 points)	8.3	16	8.16
Total Points	91.8	77	89.96
 			
Evaluative Criteria	Hatch	Duncan/ Channon	Enhanced Visual Images
Proposal (25 points)	11.2	10.3	12.8
Expertise & Experience (30 points)	17	20.2	19.2
Project Management (15 points)	5.3	7.6	7.8
Cost (20 points)	7.5	6.1	13.1
References/Local/Green Business (10 points)	9.8	5	2
Total Points	50.8	49.2	54.9

**Table 2
Media/Public Relations Services**

Evaluative Criteria	MS&L	Allison & Partners	Southard
Proposal (25 points)	19.8	19.8	19.8
Expertise & Experience (30 points)	21.4	21	20
Project Management (15 points)	11.6	11.4	10
Cost (20 points)	11.4	11.6	11.4
References/Local/Green Business (10 points)	7.4	6	2.8
Total Points	71.6	69.8	64
 			
Evaluative Criter13ia	Katz & Assoc.	*Community Focus	*Environmental Compliance
Proposal (25 points)	15	20.4	14.3
Expertise & Experience (30 points)	19	24	21.5
Project Management (15 points)	11.8	12.2	9.8
Cost (20 points)	13.4	10.8	14.8
References/Local/Green Business (10 points)	6.2	8.4	5
Total Points	65.4	75.8	65.4

* Proposal submitted for Employer Program only.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for activities conducted from April 2009 through June 30, 2009 is included in the current budget. Activities after July 1, 2009 will be included in the FY 2009/10 budget. Funding for these contracts comes from three sources: a Congestion Mitigation Air Quality (CMAQ) grant, the Transportation Fund for Clean Air (TFCA) program, and General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Lisa Fasano
Reviewed by: Jean Roggenkamp