



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR
HAROLD BROWN
SCOTT HAGGERTY
NATE MILEY
KEN YEAGER

CAROL KLATT - VICE CHAIR
SUSAN GARNER
ERIC MAR
GAYLE B. UILKEMA

MONDAY
MARCH 15, 2010
9:30 A.M.

4TH FLOOR CONFERENCE ROOM
939 ELLIS STREET
SAN FRANCISCO, CA 94109

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 OCTOBER 15, 2009 AND NOVEMBER 13, 2009**

4. **WINTER SPARE THE AIR SEASON WRAP-UP**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive a presentation summarizing the 2009-2010 Winter Spare the Air Season.

5. **BREATHMOBILE MOBILE ASTHMA CLINIC OVERVIEW**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive a presentation on the Breathmobile Mobile Asthma Clinic project.

6. **BAYVIEW HUNTERS POINT SCHOOL AIR FILTRATION RFP**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an overview of project requirements and timeline. Up to \$200,000 will be available for school indoor air quality improvement projects.

7. **CONSIDERATION OF CONTRACT EXTENSIONS FOR PUBLIC OUTREACH PROGRAMS**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2010-2011 Summer Spare the Air and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, and Community Resource Team Facilitation.

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** – At the Call of the Chair

10. **ADJOURNMENT**

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

**(415) 749-5130
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 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Monday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
Joint Policy Committee	Friday	19	10:00 a.m.	MTC Auditorium 101 – 8 th Street Oakland, CA 94607
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Wednesday	24	1:00 p.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Legislative Committee <i>– (At the Call of the Chair)</i>	Monday	29	10:00 a.m.	4 th Floor Conf. Room

APRIL 2010

<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	7	9:45 a.m.	Board Room
Board of Directors Stationary Source Committee <i>(At the Call of the Chair)</i>	Monday	12	9:30 a.m.	Board Room
Advisory Council Regular Meeting	Wednesday	14	9:00 a.m. – 11:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - RECHEDULED TO THURSDAY, APRIL 29, 2010	Thursday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Wednesday	28	1:00 p.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	29	9:30 a.m.	4 th Floor Conf. Room

MAY 2010

<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	5	9:45 a.m.	Board Room
Advisory Council Regular Meeting	Wednesday	12	9:00 a.m. – 11:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
Joint Policy Committee	Friday	21	10:00 a.m.	MTC Auditorium 101 – 8 th Street Oakland, CA 94607
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	27	9:30 a.m.	4 th Floor Conf. Room
HL – 3/10/10 (8:50 a.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 8, 2010

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meetings of October 15, 2009 and November 13, 2009.

DISCUSSION

Attached for your review and approval are the draft minutes of the October 15, 2009 and November 13, 2009 Public Outreach Committee meetings.

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
Thursday, October 15, 2009

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m.

Present: Chairperson Mark Ross, Susan Garner and Nate Miley

Absent: Vice Chairperson Ken Yeager, Scott Haggerty, Carol Klatt, Gayle Uilkema, Brad Wagenknecht and Shirlee Zane

Others Present: Chairperson Pamela Torliatt

Public Comment: There were none.

Approval of Minutes of May 7, 2009: Deferred to the next meeting due to lack of quorum.

Community Grant Program:

Director of Communications and Outreach, Lisa Fasano, reported that the Community Grant Program had been approved by the Board of Directors and allocates grants in three different categories; outreach and education, implement behavior changes and respiratory health improvement. The goals of the program are to reduce local airborne pollutants, increase public awareness of air quality issues, and protect the public from the harmful effects of air pollution. A total of 57 applications were received representing \$2.2 million in requests.

Ms. Fasano reviewed the variety of applications by entity and application, stated that three review panels were established, as well as scoring criteria, geographic impacts of the projects and their type of funding request. The review panel selected six projects totaling \$254,668. Staff believes the excess of \$4,668 can be handled by the existing budget.

In response to the Committee's request, Senior Public Information Officer, Jim Smith, described each of the selected projects, their program goals, and location served.

Committee Discussion/Comments:

Chairperson Torliatt requested staff provide a compiled and prioritized list of all grant applications and their dollar amounts.

Director Garner discussed with Mr. Smith the American Lung Association's asthma management project in schools, benefits provided to 450 students and how application guidelines comply with the program's goal of addressing respiratory health issues.

Chairperson Torliatt requested staff identify whether the District is funding all or part of the selected projects.

Chairperson Ross referred to the additional, unfunded projects and suggested they be augmented through reserves. Ms. Fasano agreed these are equally good projects totaling \$145,000, and can be recommended if additional funding becomes available. Mr. Smith then provided a brief description of each project.

Public Comments:

Linda Twichell, Chabot Space and Science Center, Oakland, thanked the District for the grant award, which she said will benefit their new, dynamic exhibit to be launched in November of 2010. She discussed the center's advocacy for behavior change, said they have individually raised \$880,000 to date, with the goal of raising an additional \$1 million.

Directors questioned the Reserve balance, and Mr. Broadbent noted that staff will be updating the Budget and Finance Committee in early November to review reserves, and he recommended maintaining contact with applicants and not utilizing reserves for the next two to three months due to the uncertainty with the state's fiscal condition.

Director Miley supported the additional projects and suggested utilizing a different funding source. Chairperson Torliatt referred to a previous discussion regarding the program by the Executive Committee, and said a percentage of penalty monies were to be used. She suggested for staff to create a separate account from what is collected in fines.

Director Garner agreed with prioritizing the projects and suggested a percentage amount be utilized for projects, as well. Chairperson Ross suggested tying the funding to 10% of the total amount of fines projected, which he agreed may fluctuate year to year. Mr. Broadbent recommended bringing the matter to the Budget and Finance Committee for discussion on how revenue from fines is allocated and to establish a percentage amount for annual appropriation to the Community Grant Program.

Committee Action: None; information only.

Report on the 2009 Spare the Air Every Day Campaign

Lisa Fasano provided an overview of the season, campaign elements, and 2009 highlights which focused on carpooling, taking transit and behavioral change and which ran from May 11 through October 2. A total of 14 Spare the Air Alerts were issued, with 8 exceedances over the national 8-hour standard.

She reported that the look and feel of the program is similar to last year's, the campaign's slogan is "Any ride is worth sharing", she presented targeted activities in addition to regular

advertisements, and briefly described events and their focus. Ms. Fasano presented a video on carpooling, said five focus groups were held at four locations in the Bay Area, she discussed the District's presence on-line and on the air, and noted that staff would compile a report of focus group findings for presentation at the next Committee meeting.

Committee Discussion/Comments:

Director Miley confirmed that Smart driving included behaviors like keeping tires properly inflated, keeping vehicles free from excess weight, driving the speed limit, purchasing gas in the morning and evenings, and others.

Chairperson Ross said he believed the program was going well, supports casual carpooling and believes there may be growth with the concept. He confirmed with Ms. Fasano that staff would also be updating the Spare the Air website.

Director Garner said she was struck by the underutilization of carpool lots in Santa Clara. Ms. Fasano discussed promoting the use of the lots, employer assistance with carpooling and casual carpooling. Air Quality Program Manager, Ana Sandoval, added that San Francisco and Richmond are two cities which have ordinances addressing mandatory transportation alternatives for employers of 100 or more. She said San Joaquin Air District is launching a new rule for employers of 100 or more to institute carpooling or alternative transportation, and she believed this may soon be implemented in the Bay Area.

Chairperson Torliatt suggested staff also contact property management firms of shopping centers to work with tenants to promote ride share programs.

Committee Action: None; information only.

2009-2010 Winter Spare the Air Communication Strategy

Ms. Fasano discussed successes of last year's Strategy, noting that email alerts had doubled. She discussed changes to the program, stating that forecasts are now taken at 1:15 p.m. for the next day; that alerts take effect at midnight and are in effect for 24 hours. The first time offender penalty (after warning letter) is \$400 and staff has also developed an exemption document for further guidance.

Committee Discussion/Comments:

Committee members discussed warning letters, notices of violations, and Ms. Fasano reiterated that reminder letters are forwarded to those violators who had previously burned during a Spare the Air Alert.

Chairperson Torliatt questioned the availability of materials and Committee members confirmed with Ms. Fasano that updated widgets would be sent to ABAG and to school districts. Ms. Fasano then described notification and outreach efforts, upcoming advertising, events, and said both positive and negative support had been received for the program.

Mr. Broadbent said staff will provide a full Winter Spare the Air presentation at the November 4, 2009 Board meeting and Chairperson Ross suggested conveying to the Board both negative and positive feedback.

Committee Action: None; information only.

Contract Renewal for Air District Resource Team

Deputy APCO, Jean Roggenkamp, reported that Community Focus had successfully worked on the organization and facilitation of nine community-based Air District Resource Teams and have responded to the RFP, which went out to the public. She recommended the Committee convey support to the Board for renewal of their contract in the amount of \$200,000.

Committee Discussion/Comments:

Committee members confirmed there was a full and public RFP process and unanimously supported the recommendation.

Committee Action: The Committee expressed support for Board of Directors' approval of renewal of a contract with Community Focus for facilitation of Air District Resource Teams in the amount of \$200,000; however, due to the lack of a quorum, an official vote was unable to be taken.

Committee Member Comments/Other Business: None

Time and Place of Next Meeting: Friday, November 13, 2009, 9:30 a.m., 939 Ellis Street, San Francisco, CA.

Adjournment: The meeting was adjourned at 11:18 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, November 13, 2009

*Teleconference Location – 575 Administration Drive, Room 100A
Santa Rosa, CA 95403*

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

Present: Chairperson Mark Ross, Carol Klatt, and Shirlee Zane (by teleconference)

Absent: Vice Chairperson Ken Yeager, Susan Garner, Scott Haggerty, Nate Miley, Gayle Uilkema, and Brad Wagenknecht

Public Comment: There were none.

Approval of Minutes of May 7, 2009 and October 15, 2009: Due to a lack of a quorum, approval of the minutes was deferred to the next meeting.

Spare the Air Focus Group Findings

Director of Communications and Outreach, Lisa Fasano, said staff conducted focus group findings this summer to determine the Spare the Air program's success in order to better develop a more targeted campaign. She discussed Spare the Air program history, transition from a free transit campaign and into the Everyday campaign with a carpool focus and reviewed public opinion survey results which revealed:

- 1,528 people surveyed after STA called;
- 78% had heard of the Spare the Air campaign;
- 34% were aware that it was a Spare the Air day;
- 48% recalled hearing, reading or seeing air quality related information in the previous two days;
- 4.2% reduced at least one driving trip because of the Spare the Air campaign;
- Respondents averaged 2.06 reduced driving trips.

Tracy Keogh, O'Rorke, Inc., said that the District, in partnership with MTC, began the focus group to identify potential barriers to the use of alternative transportation options by Bay Area motorists and to better inform future Spare the Air and climate-related Public Outreach campaigns. A third party research group was hired to conduct recruitment, facilitation of

discussions and production of the final report; O'Rorke, Inc. facilitated the segment to test preliminary visual material and messages.

Ms. Keogh discussed the holding of five, two-hour focus groups outside of core urban areas which included the cities of Concord, Novato, San Jose, and Sunnyvale. Participants were adult Bay area residents who typically commute to work driving alone. She discussed the focus group discussion and noteworthy highlights, briefly discussed smart maintenance, smart driving, popularity of biking among certain cultures, and motivations to use transit and carpool.

Committee Discussion/Comments:

Directors discussed potential incentives for employers and rideshare programs, safety and security issues of carpoolers, successful commute-to-work programs (Genentech), smart maintenance and smart driving, voiced the need for more bilingual programming with 511.org and discussed the District's partnership with MTC and funding.

Ms. Keogh then displayed and discussed sample images of a Spare the Air campaign which were presented to the focus group. In summary, she said results re-affirmed the need for broad-based outreach and education, highlighted the critical relationship between employer advocacy and increased carpool/rideshare activity, showcased the need to present motorists with a variety of emissions-reducing behaviors, and validated the importance of messaging co-sponsored by the District and MTC and dual calls to action to SpareTheAir.org and 511.org.

Committee Action: None; information only.

Bay View Hunter's Point Community Dialogue Meetings and Request for Proposals (RFP) Update

Director of Communications and Outreach, Lisa Fasano, stated that settlement funds were committed to the Bayview Hunter's Point neighborhood and the District embarked on community dialogue meetings to identify where residents think investments need to go and what resonated with them.

Senior Public Information Officer, Jim Smith, gave the staff presentation, stating the idea was to get people together to get beyond emotion and hold a deeper conversation. He stated that two community dialogue meetings were held on July 25th and 30th at the YMCA and Whitney Child Development Center and there were over 80 participants in small groups. Community surveys were also prepared in English, Chinese and Spanish and available on-line and at many locations. A total of 256 surveys were collected. The message was carried on websites and 10 radio stations broadcasted public service announcements. The District also contracted with Dr. David Camp who wrote a book called Dialogue for Difficult Subjects; work in communities where there is government distrust. Mr. Smith further described community dialogue and involvement, discussed results of the meeting format and meeting technology. Outcomes from the meetings include a Request for Proposals (RFP) for air filtration systems in Bayview and the need for a Health Officer.

Committee Discussion/Comments:

Directors confirmed the District added a Health Officer classification and the recruitment process is underway and that Marie Harrison is the point person for Bayview Hunters Point and District will alert them as to when the RFP is ready.

Committee Action: None; information only.

Spare the Air Website Redesign

Lisa Fasano provided the staff presentation, stating the District website was redesigned to incorporate the Winter Spare the Air 2009-1020 program. It is dynamic and interactive and allows users to get involved in sparing the air. Ms. Fasano discussed work to launch the site, noted that the wood burning focus is prominent, two-day forecasts are on the home page, and information about exceedances and the number of Spare the Air days will be added. She then presented sample links, and encouraged Directors to test the site.

Committee Discussion/Comments:

Directors suggested the need to add icons for staff contact numbers on website pages and questioned whether on-line chat capability could be further investigated.

Committee Action: None; information only.

Committee Member Comments/Other Business: None

Time and Place of Next Meeting: At the Call of the Chair

Adjournment: The meeting was adjourned at 10:40 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 8, 2010

Re: Winter Spare the Air Season Wrap-up

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Air District's Communications and Outreach Office operated the *Winter Spare the Air* advertising and outreach campaign to support implementation of Regulation 6-3, Woodburning Rule. The campaign operated from November 1, 2009 through February 28, 2010. Staff will present a summary of the 2009-2010 *Winter Spare the Air* advertising and outreach program.

DISCUSSION

Campaign messages were delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising. Additionally, extensive media relations were undertaken to share the campaign message via newspapers and television news. Educational materials were developed and distributed to the public via mail and at public events.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the program was included in the FY 2009-10 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano

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 10, 2010

Re: Breathmobile Mobile Asthma Clinic Overview

RECOMMENDED ACTION

None, for information only.

BACKGROUND

The Breathmobile is a mobile pediatric asthma clinic that provides asthma diagnosis, education, treatment and medication for children with asthma. The Breathmobile is a project of the Prescott-Joseph Center for Community Enhancement, an Oakland-based non-profit community center.

DISCUSSION

Air District sponsorship of the Breathmobile has brought mobile asthma clinical care and education to children in several CARE communities, specifically Emeryville, Oakland and San Leandro. Staff will present an overview of the Breathmobile's operation and review the number of schools visited and students served.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

The Air District is supporting the Breathmobile with a total of \$120,000, at \$40,000 a year. The sponsorship began in FY 2008-09 and will conclude in FY 2010-11.

Respectfully submitted,

Jack P. Broadbent Executive
Officer/APCO

Prepared by: Richard Lew
Reviewed by: Lisa Fasano

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 10, 2010

Re: Bayview Hunters Point School Air Filtration RFP

RECOMMENDED ACTION:

None, for information only.

BACKGROUND

Staff is preparing to implement a pilot program using settlement monies collected from penalty actions to serve communities located in designated CARE areas. The goal of this pilot program is to improve air quality for the community and fund projects that can be replicated in other CARE communities.

In July 2009 staff engaged Bayview Hunters Point (BVHP) residents in Community Dialogue Meetings and on-the-street surveys to gauge their opinions about air pollution priorities in their neighborhood. Meetings and surveys indicated that community members wanted air filtration devices installed in public schools.

DISCUSSION

Staff has developed a Request for Proposal (RFP) for contractors to install and maintain classroom high performance air filtration systems in public schools located in the Bayview Hunters Point community of San Francisco.

Staff will present a summary of the RFP requirements and the project next steps. A total of \$200,000 of funding will be made available for this project.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding will come from penalties assessed on the Lennar Corporation.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Richard Lew
Reviewed by: Lisa Fasano

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 10, 2010

Re: Consideration of Recommending Board of Directors' Approval of Contract Extensions
for Public Outreach Programs

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2010-2011 Summer Spare the Air and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, Grants and Incentives, and Resource Team Facilitation.

- Advertising Services – O’Rorke Inc.

Summer Spare the Air --	\$600,000
<u>Winter Spare the Air --</u>	<u>\$550,000</u>
Not to exceed	\$1,150,000

- Media/Public Relations Services – MS&L Worldwide

Summer Spare the Air --	\$250,000
<u>Winter Spare the Air --</u>	<u>\$150,000</u>
Not to exceed	\$400,000

- Public Opinion Research – True North Research

Summer Spare the Air --	\$70,000
<u>Winter Spare the Air --</u>	<u>\$70,000</u>
Not to exceed	\$140,000

- Advertising Services – Riezobos Holzbaur Design Group

Smoking Vehicle --	\$275,000
<u>Grants & Incentives --</u>	<u>\$ 40,000</u>
Not to exceed	\$315,000

- Resource Team Facilitation – Community Focus, Tides Center

<u>Resource Teams --</u>	<u>\$270,000</u>
Not to exceed	\$270,000

DISCUSSION

The Air District's Communications and Outreach Office relies on contractors to assist with various aspects of its advertising and outreach programs. In 2009, the Communications and Outreach Office completed a Request for Proposal (RFP) process to solicit responses for advertising and outreach services. The above contractors were selected for 2009-2010 contracts for the services indicated above with potential for two one-year annual extensions.

Based on Air District's staff evaluation of contractor performance over the past year, and an evaluation of the needs of the Air District's communications programs, staff is recommending the above contracts be extended for an additional year and amended in the above amounts.

Advertising Services – O'Rorke, Inc. has a strong background in social marketing and advertising strategy. They have experience working with local government agencies to produce television, radio and print advertisements. Staff recommends that the Air District amend O'Rorke, Inc.'s Advertising Services contract for Summer and Winter Spare the Air for an additional year in the amounts set forth above.

Media/Public Relations Services – MS&L Public Worldwide 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 the Air District amend MS&L Worldwide's Media/Public Relations Services contract for an additional year in the amounts set forth above.

Public Opinion Research – True North Research has experience conducting public opinion research to assess behavior change around environmental issues. True North has developed methodologies to gauge the effectiveness of the Summer and Winter Spare the Air programs. Staff recommends that the Air District amend True North Research Measurement and Public Opinion Survey contract for Summer and Winter Spare the Air for an additional year in the amounts set forth above.

Advertising Services – Riezobos Holzbaur Design Group has strong experience in social marketing and advertising strategy. 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 the Air District amend Riezobos Holzbaur Design Group's Smoking Vehicles and the Grants and Incentives Program contract for an additional year in the amounts set forth above.

Community Resource Team Facilitation – Community Focus, Tides Center facilitates the existing nine Air District Resource Teams located in Alameda, Contra Costa, Napa, San Francisco, San Mateo, Santa Clara and Sonoma counties. The Resource Teams have become an integral part of the Air District's community-based efforts to improve air quality, and Community Focus has done an excellent job of facilitating the teams. Staff recommends that the Air District amend Community Focus's Resource Team Facilitation contract for an additional year in the amounts set forth above.

Air District staff is currently evaluating how to better integrate the Employer Program into the above campaigns and expects to update the committee on this issue at the next Public Outreach Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for activities conducted from April 2010 through June 30, 2010 is included in the current budget. Activities after June 30, 2010 will be included in the FY 2010-11 budget.

Funding for these contracts comes from the following sources:

- Summer Spare the Air - Congestion Mitigation Air Quality (CMAQ), Transportation Fund for Clean Air (TFCA) program, and General Revenue;
- Smoking Vehicle Program –TFCA program;
- Community Resource Team Facilitation – CMAQ, TFCA, and General Revenues;
- Grants and Incentives – Various grant programs and General Revenues; and
- Winter Spare the Air – General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano