



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 29, 2010  
9:30 A.M.

4<sup>TH</sup> 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 MARCH 15, 2010**

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

**L.Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will continue discussion to 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.*

5. **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)*

6. **TIME AND PLACE OF NEXT MEETING** – At the Call of the Chair

7. **ADJOURNMENT**

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

**(415) 749-5130  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://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](http://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**

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

**APRIL 2010**

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

## MAY 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b>	Wednesday	12	9:00 a.m. – 11:00 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
<b>Joint Policy Committee</b>	Friday	21	10:00 a.m.	MTC Auditorium 101 – 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	27	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

HL – 3/16/10 (4:50 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 16, 2010

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of March 15, 2010.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 15, 2010 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  
Monday, March 15, 2010

**Call to Order - Roll Call:** Vice Chairperson Carol Klatt called the meeting to order at 9:34 a.m. on behalf of Chairperson Mark Ross.

**Present:** Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Eric Mar, Gayle Uilkema and Ken Yeager

**Absent:** Committee Members Harold Brown, Susan Garner, Scott Haggerty, Nate Miley

**Public Comment:** There were none.

**Approval of Minutes of October 15, 2009 and November 13, 2009:** Deferred until a quorum of the Committee was reached.

**Winter Spare the Air Season Wrap-Up**

Lisa Fasano, Director of Communications and Outreach, presented the 2009-2010 Winter Spare the Air Communication Strategy Season Wrap-up, noting that wood smoke is the largest contributor of winter time particulate matter pollution. She presented the season summary, days over the standard, complaints received, warning letters issued, and tickets issued. Telephone surveys indicated that 26% of Bay Area households reduced their wood burning and 67% had heard, read or seen media stories about the Winter Spare the Air program. On the day of an alert, 33% of respondents were aware that a Winter Spare the Air alert had been called, 63% of respondents were aware that the District prohibits wood burning on certain days, and support for the wood smoke rule remains strong at 71%.

Ms. Fasano reviewed new elements in the season which included issuing the alert at 2:00 p.m. for the next day, the alert taking effect at midnight, the alert in effect for 24 hours, the first ticket penalty of \$400, and update of the exemption guidance document. She also noted that the “Illegal to Burn” screen graphic was created and presented on newscasts.

She reviewed the various forms of public notification of Alerts which included 1-877-4-NO-BURN and 1-800-HELP-AIR, websites for Sparetheair.org, baaqmd.gov, and 18774noburn.org, and she reported that a total of 387,000 calls were made to the 1-877-4-NO BURN line, 101,000

subscribed to AirAlerts, 16,000 subscribed to phone alerts, and 10,300 wood burning informational packets were mailed. Widget downloads were also made available to online news, cities, and local blogs, as well as various forms of outreach materials in three languages (Spanish, Chinese and English). The District issued public notification on its website of Alerts, advertised on Golden Gate Transit buses in Marin, issued newspaper flats and advertisement on shopping carts throughout the Bay Area. She presented a map of Bay Area media coverage for TV, radio, print, online, blog, press releases, Twitter and Facebook posts, and noted media interviews were conducted in Spanish, Chinese and English.

Ms. Fasano then presented a three-minute video of media coverage in the Bay Areas and discussed social media exposure which resulted in a 72% increase for twitter users and a 79% increase for Facebook users.

Committee Discussion/Comments:

Chairperson Ross confirmed that the Spare the Air video can be played at the Board of Directors Meeting on March 17, 2010.

Director Uilkema asked that Tagalog be added as a fourth language, discussed experiences with constituents and their opposition to the wood smoke rule, and suggested additional education and information be provided for the campaign, referring to recent media coverage by Steve Heminger, his message of the transportation funding consequences of being in non-attainment.

Chairperson Ross said that while he agreed more education and change is needed, there will always be people who are angry and do not think of wood burning as unhealthy, but as a fundamental entitlement.

Director Yeager questioned and confirmed with staff that bundled wood can be purchased at a variety of retail stores, labeling requirements in place for Check Before You Burn / 1-877-4-NO-BURN, and the decrease in sales of bundled wood and related products. Director Yeager asked that Portuguese also be considered in public outreach in Santa Clara.

Director Klatt noted that many Filipino and Chinese newspapers in Daly City contact the City of Daly City on Spare the Air days and print information in their newspapers.

Director Mar supported social media to reach out to younger audiences. He also suggested staff may want to review the asthma rates in CARE communities and to include testimonials by citizens about their personal experiences with asthma to help illustrate the health hazards associated with wood smoke.

**Committee Action:** None; information only.

**Approval of Minutes of October 15, 2009 and November 13, 2009:** Director Uilkema made a motion to approve the minutes of October 15, 2009 and November 13, 2009; Director Klatt seconded the motion; unanimously carried without objection.

**Breathmobile Mobile Asthma Clinic Overview**

Richard Lew, Community Outreach Manager, gave an overview of the Breathmobile Mobile Asthma Clinic on wheels which provides screening, diagnosis, treatment and education. It is the first Breathmobile in Northern California and is currently in its second, of a three-year, District-sponsored program along with Children's Hospital, Kaiser Permanente, Alameda County and the Asthma and Allergy Foundation of America.

Mr. Lew said the sponsorship began in 2009, noted that the process takes over \$500,000 to start and an additional \$500,000 in operational costs. Partnerships must be in place with local hospitals, approval must be obtained from the Department of Public Health to run the clinic, as well as School District approval so that the clinic can be located on school grounds. He reviewed approvals to operate:

- July 2009-California Department of Public Health
- September 2009-Emeryville Unified School District
- November 2009-San Leandro Unified School District
- December 2009-Oakland Unified School District

Results included 109 students screened, 54 students have been treated regularly, and 150 people have been screened at two Oakland health fairs; one at Lake Merritt Health Fair in October and one at Futures Elementary School in November. He noted the Oakland Unified School District has approved four schools for the Breathmobile for children with asthma:

- Prescott Elementary School – 50 children
- Hoover Elementary School – 50-60 children
- Lincoln Elementary School – 30-40 children
- Lafayette Elementary School – 50 children

Committee Discussion/Comments:

Director Uilkema cited the number of children affected and questioned what could be done to assist schools. Mr. Lew noted they are CARE areas, the Breathmobile brings education and treatment to schools, and Ms. Roggenkamp added that children do get diagnosed and treated.

Mr. Broadbent noted that one-quarter of all children are diagnosed with asthma and the number is growing. In some areas, like West Oakland and Richmond, it is even higher. There is a sense amongst the medical community that there are many factors that go into asthma being triggered in children; the economic situation and proximity to air pollution sources.

Chairperson Ross suggested a presentation on what triggers asthma, how airways get constricted, and what is an asthma attack be provided to the entire Board of Directors. Director Mar agreed with holding an informational session for the Board, noted the existence of more awareness in school districts, cited active community task forces were important, and supported additional awareness.

Director Yeager suggested the Committee first be presented with the presentation and questioned and confirmed with Mr. Broadbent that asthma statistics could be brought back to the Committee.

Chairperson Ross discussed theories surrounding asthma and normal human defense mechanisms, and thanked staff for the presentation.

**Committee Action:** None; information only.

### **Bayview Hunters Point School Air Filtration RFP**

Community Outreach Manager, Richard Lew, provided an update on the Bayview Hunters Point School Air Filtration RFP, stating that staff held community dialogue meetings in July and August of 2009 which were well-attended, and the three recommended areas to direct Lennar settlement monies were air filtration in schools, a more robust public education campaign and a health study.

Mr. Lew said the District is putting together a pilot study RFP to look at high performance air filtration in specific schools as identified in the San Francisco Unified School District where there are high levels of children with asthma. The District is basing the study from the pilot program done at the South Coast Air Quality Management District, which had an \$8 million effort to reduce indoor air pollution with high impact filtration systems.

He noted HEPA filters would be installed in existing HVAC systems, and if not available, stand-alone classroom systems could be installed. Mr. Lew described high performance air filtration systems in the classroom which allow removal of ultra fine particulates, particulate matter and black carbon. He stated the filters are high performance panels and can make a significant impact in classrooms. Mr. Lew noted the stand-alone systems are at a cost of \$9,000, they change out air at an hourly rate, and the decibel levels are low.

Mr. Lew described the RFP process, which includes a walk-through of schools and review of systems, and staff is requesting that respondents not only install high performance air filtration systems but also collect air flow data before and after their installation to determine improvement and if a filter based system is used, that respondents provide at least three years of filters, and the RFP will be \$200,000.

He presented the following timeline:

- Assessment of HVAC systems - May 2010
- Selection of contractor - June 2010
- Obtain SFUSD Building Department permits - July 2010
- Install air filters - August 2010
- Final report and evaluation due no later than June 2011

### Committee Discussion/Comments:

Director Uilkema questioned why HVAC systems would be needed if the source of pollution from Bayview Hunters Point is being shut down. Mr. Broadbent noted that the program relates to the Lennar settlement, development of houses, and Naturally Occurring Asbestos from soil being disturbed. It is not the PG&E power station, which has been shut down. He noted that staff has looked at this as a pilot project to serve as a model for the rest of the Bay Area, understanding that instead of putting funds in the District's general revenue, it will be spent down in the community for development of projects that could later serve as models elsewhere in the Bay Area.

Director Uilkema Gayle questioned the effectiveness of HEPA filters, and Ms. Roggenkamp noted this has pushed the District into making the RFP broader in terms of inclusion of additional filtration systems to achieve results.

Director Mar added that he is happy that San Francisco Unified School District will receive support, noting that some schools are archaically designed and add to asthma impacts. He especially supported funding the health study and integration of community input, and said asthma can be related to nearby freeways, shipyards, and historic neglect.

Directors and staff discussed the pilot project for schools and filter systems and requested staff provide results of the outcome of the RFP and pilot project.

Director Ross questioned the need for high quality filters for homes, and suggested indoor air quality be a future public outreach item—When the time changes, the public should change their filters and batteries in smoke detectors.

**Committee Action:** None; information only.

### **Consideration of Contract Extensions for Public Outreach Programs**

Communications Manager, Ana Sandoval, discussed the Public Outreach contractor recommendations and renewals of contracts, stating staff is not recommending any new contracts, but extensions of existing contracts. In 2009, the District issued a RFP for public outreach services, selected contractors, brought those recommendations to the Committee, which were approved for one year with an option for two, one-year extensions.

The criteria for extensions and contracts amounts were based on contractor performance, program needs, and budgetary considerations.

#### Committee Discussion/Comments:

In response to Director's questions regarding changes in funding, Ms. Sandoval described the following contracts for extension:

<u>Activity</u>	<u>Contractor</u>	<u>Request</u>	<u>Difference</u>
▪ Advertising	O'Rorke, Inc.	\$1,150,000	Reduced by \$50,000*
▪ Media/Public Relations	MS&L	\$400,000	Reduced by \$100,000**
▪ Public Opinion Research	True North	\$140,000	Increased by \$40,000***
▪ Advertising	RHDG	\$315,000	Reduced by \$160,000****
▪ Resource Teams	Community Focus	\$270,000	Increased by \$70,000*****

\* A significant portion of the \$1,150,000 comes from TFCA and CMAQ dollars; General Fund dollars reduced by \$50,000 reduced from the year before.

\*\* Reduced Winter Spare the Air by \$100,000.

\*\*\* To collect more data on winter time burning information and to build up the air pollution inventory for planning purposes (\$20,000) and to conduct year-round surveys on actions people are taking to reduce driving and ozone precursors (\$20,000).

\*\*\*\* Last year RHDG was awarded \$200,000 to assist grants program as part of their services, and they are being renewed at \$40,000 for grants outreach assistance in FY 10/11 as part of their services.

\*\*\*\*\* Increased for adding The Great Race region-wide project; last year it was only held in the Tri-Valley area.

Ms. Sandoval described funding sources for contracts and presented a pie chart, showing that 40% was coming from general revenue funds, 35% are from CMAQ funds (federal funds passed through Caltrans to the District and restricted for use with transportation related air pollution reduction programs), and 24% from TFCA.

Director Mar questioned what the Tides Center was doing with Community Focus, and Ms. Sandoval said the Tides Center is the fiscal sponsor of Community Focus; localized teams have been in existence for 16 years, Community Focus works with grass roots teams and businesses and organization to work on coordinating and facilitating voluntary efforts to reduce air pollution locally. They have worked on workshops, The Great Race, and local projects with volunteers who bring resources to the teams. Ms. Fasano provided an example of a workshop in San Mateo by Community Focus, which was a Resource Team directly related to carpooling and commuting. They brought together businesses such as Google and Yahoo to talk about what they do to improve carpooling and ridesharing at work. They also brought Sal Castaneda, traffic broadcaster for KTVU as their keynote speaker, as well as business leaders making strides in bringing carpooling and ridesharing at their workplace. Approximately 150 people attended the workshop which was free, ran 2.5 hours, and was successful in reaching out to about 500,000 employees in the San Mateo area who can take information back and replicate those in their own areas.

Director Yeager questioned and confirmed that contractors proposed for extension are involved in advertising and messaging the Spare the Air program and are reviewed by District staff with a thorough evaluation process. The process includes review of criteria in their contracts, whether contractors produce the desired end results, and an overall grading system. Ms. Fasano stated that there were areas where contractors are exceptional and also areas where just slight improvement is needed. But overall staff is extremely happy with their work product.

Director Uilkema stated that it was difficult to tell whether the gross amount is increasing or decreasing, there is no comparison from last year to this year, she questioned whether the contractors will be given more or less work, and whether what they achieve impacts what the District is trying to do. She reviewed categories that increased and decreased, and questioned the immediacy of the recommendation.

Ms. Fasano noted the contract extensions are needed to start the Summer Spare the Air planning process started, stated there are some hold-over monies and staff is using them to begin; however, in order to fully launch the campaign in May or June, the contracts need to be approved. She restated what had been reported earlier by Ms. Sandoval regarding each contract.

Mr. Broadbent confirmed with staff that the first contract would expire April 1, 2010 and some expire in May.

Chairperson Ross supported staff's recommendation to the Board of Directors and suggested forwarding requested information to Director Uilkema.

Director Uilkema recommended that the Executive Officer ensure that reports received include some of the factors, such as last year's contract, reduced services and amounts, or increased services and amounts. She commended staff on the evaluation process undertaken, and thinks it is the Committee's fiduciary responsibility to completely understand what is being requested.

Mr. Broadbent suggested that staff provide the requested information between now and Wednesday, believed the smaller contracts were straight-forward and recommended a follow-up Public Outreach Committee meeting be held within the next month.

Chairperson Ross decided to table the item to the next Public Outreach Committee meeting.

**Committee Member Comments/Other Business:** None

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

**Adjournment:** The meeting was adjourned at 11:10 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 18, 2010

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

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RECOMMENDED ACTION

The Committee will consider recommending Board of Directors approval of staff recommendations on contract extensions for the 2010-2011 Summer 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  
     Winter Spare the Air -- \$550,000  
     Not to exceed                 \$1,150,000
  
- Media/Public Relations Services – MS&L Worldwide  
     Summer Spare the Air -- \$250,000  
     Winter Spare the Air -- \$150,000  
     Not to exceed                 \$400,000
  
- Public Opinion Research – True North Research  
     Summer Spare the Air -- \$70,000  
     Winter Spare the Air -- \$70,000  
     Not to exceed                 \$140,000
  
- Advertising Services – Riezobos Holzbaur Design Group  
     Smoking Vehicle         -- \$275,000  
     Grants & Incentives -- \$ 40,000  
     Not to exceed                 \$315,000
  
- Resource Team Facilitation – Community Focus, Tides Center  
     Resource Teams         -- \$270,000  
     Not to exceed                 \$270,000

## BACKGROUND

The Air District staff brought the Contractor Extensions item to the Public Outreach Committee on March 15, 2010. The Public Outreach Committee directed staff to provide a comparison of FY 09-10 and proposed FY10-11 contract amendments as well as an overview of the contractor review process.

## 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.

Air District staff performed a thorough evaluation of contractor performance in technical and non-technical areas including: Media Relations/Advertising, Writing/Design, Strategic Planning, Customer Service, Innovation, Program Execution and more. Staff assessed the Air District's communications support requirements for ongoing programs and made adjustments based on program needs. Based on Air District staff evaluation of contractor performance over the past year staff is recommending the listed contracts be extended for an additional year and be amended in the stated amounts.

Of the six contracts selected in 2009, one is not being recommended for an extension based on the evaluation process.

### **Advertising Services – O'Rorke, Inc**

O'Rorke, Inc. was selected as the Advertising contractor for Summer and Winter Spare the Air in the 2009 Request for Proposal process. 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.

<b>O'Rorke, Inc.</b>	<b>FY 09-10</b>	<b>FY 10-11</b>	<b>Change</b>
<b>Overall Contract Amount</b>	<b>\$1,200,000</b>	<b>\$1,150,000</b>	<b>- \$50,000</b>
Summer Spare the Air <i>Advertisement development, Ad placement, Promotion opportunities</i> <i>FY 09-10: 88% CMAQ, 12% General Revenues</i> <i>FY 10-11: 85% CMAQ, 11% TFCA, 4% Gen Rev</i>	\$600,000	\$600,000	-
Winter Spare the Air <i>Advertisement development, Ad placement, Promotion opportunities</i> <i>FY 09-10: 100% General Revenues</i> <i>FY 10-11: 100% General Revenues</i>	\$600,000	\$550,000	- \$50,000
Explanation for Change: Staff is developing a more targeted WSTA campaign for FY 2010-2011, and believes can maintain coverage with a reduced advertising budget.			

Staff recommends the O'Rorke, Inc. Advertising Services contract for Summer and Winter Spare the Air be amended for an additional year in the amounts set forth above.

**Media/Public Relations Services – MS&L Worldwide**

MS&L Worldwide was selected as the Summer and Winter Spare the Air Media Relations Services Contract in the 2009 Request for Proposal process. MS&L Worldwide has strong expertise in media relations – including social and ethnic media, an extensive network of media contacts, and direct experience handling environmental issues for government clients.

<b>MS&amp;L Worldwide</b>	<b>FY 09-10</b>	<b>FY 10-11</b>	<b>Change</b>
<b>Overall Contract Amount</b>	<b>\$500,000</b>	<b>\$400,000</b>	<b>- \$100,000</b>
Summer Spare the Air <i>Media and Public Relations, Social Media</i> <i>FY 09-10: 88% CMAQ, 12% General Revenues</i> <i>FY 10-11: 85% CMAQ, 11% TFCA, 4% Gen Rev</i>	\$250,000	\$250,000	-
Winter Spare the Air <i>Media and Public Relations, Social Media</i> <i>FY 09-10: 100% General Revenues</i> <i>FY 10-11: 100% General Revenues</i>	\$250,000	\$150,000	- \$100,000
Explanation for Change: A portion of the FY 2009-2010 Media Relations budget for WSTA was utilized for messaging components that are now well established. Staff expects to achieve the same level of success with the reduced budget.			

Staff recommends the MS&L Worldwide Media/Public Relations Services contract be amended for an additional year in the amounts set forth above.

**Public Opinion Research – True North Research**

True North Research was selected as the Public Opinion Research contractor for Summer and Winter Spare the Air in the 2009 Request for Proposal process. True North Research has experience conducting public opinion polling 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.

<b>True North Research</b>	<b>FY 09-10</b>	<b>FY 10-11</b>	<b>Change</b>
<b>Overall Contract Amount</b>	<b>\$100,000</b>	<b>\$140,000</b>	<b>+ \$40,000</b>
Summer Spare the Air <ul style="list-style-type: none"> <li>▪ <i>Episodic Public Opinion Survey;</i></li> <li>▪ <i>2010-2011 extension will include year-round survey element.</i></li> </ul> Funding Sources <i>FY 09-10: 88% CMAQ, 12% General Revenues</i> <i>FY 10-11: 85% CMAQ, 11% TFCA, 4% Gen Rev</i>	\$50,000	\$70,000	+ \$20,000
Winter Spare the Air <ul style="list-style-type: none"> <li>▪ <i>Seasonal and episodic public opinion survey</i></li> <li>▪ <i>2010-2011 extension will include supplemental surveys to bolster particulate matter pollution regional inventory</i></li> </ul> Funding Sources <i>FY 09-10: 100% General Revenues</i> <i>FY 10-11: 100% General Revenues</i>	\$50,000	\$70,000	+ \$20,000
Explanation for Change: <ul style="list-style-type: none"> <li>▪ <i>2010-2011 extension will include year-round surveying to inform Spare the Air Every Day campaign.</i></li> <li>▪ <i>2010-2011 extension will include supplemental surveys to bolster particulate matter pollution regional inventory.</i></li> </ul>			

Staff recommends the True North Research Measurement and Public Opinion Survey contract for Summer and Winter Spare the Air be amended for an additional year in the amounts set forth above.

**Advertising Services – Riezobos Holzbaur Design Group**

Riezobos Holzbaur Design Group was selected as the advertising contractor for the Smoking Vehicle, Vehicle Buy Back, and Grants and Incentives programs in the 2009 Request for Proposal Process. 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.

<b>Riezobos Holzbaur Design Group</b>	<b>FY 09-10</b>	<b>FY 10-11</b>	<b>Change</b>
<b>Overall Contract Amount</b>	<b>\$475,000</b>	<b>\$315,000</b>	<b>- \$160,000</b>
Smoking Vehicle, Vehicle Buy Back <i>Outreach strategy development, ad development, ad placement, additional outreach</i> Funding Sources <i>FY 09-10: 100% TFCA</i> <i>FY 10-11: 100% TFCA</i>	\$275,000	\$275,000	-
Grants and Incentives <i>Outreach</i> Funding Sources <i>FY 09-10: 100% Carl Moyer, MSIF</i> <i>FY 10-11: 100% Carl Moyer, MSIF</i>	\$200,000	\$40,000	- \$160,000
Explanation for Change: Because the amount of funding issued for grant projects, the program generates strong media attention requiring less need to spend funds on advertising and messaging resources to promote these programs.			

Staff recommends the Riezobos Holzbaur Design Group Smoking Vehicles and the Grants and Incentives Program contract be amended 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 a cost effective way to garner community, public, business and local government support for developing innovative regional clean air projects.

<b>Community Focus</b>	<b>FY 09-10</b>	<b>FY 10-11</b>	<b>Change</b>
<b>Overall Contract Amount</b>	<b>\$200,000</b>	<b>\$270,000</b>	<b>+ \$70,000</b>
Resource Team Facilitation	\$200,000	\$270,000	+ \$70,000
Funding Sources			
<i>FY 09-10: 100% General Revenues</i>			
<i>FY 10-11: 37% General Revenues, 63% TFCA</i>			
Explanation for Change: In FY 09 Community Focus ran a successful “Great Race” event promoting reduction of single occupancy driving in the Tri-Valley area. Working off the experience gained in this event, staff recommends expanding “The Great Race” Bay Area wide in the 2010-2011 year.			

Staff recommends the Community Focus Resource Team Facilitation contract be amended for an additional year in the amount set forth above.

Staff is currently evaluating how to better integrate the Employer Program into the Spare the Air Every Day campaign and will provide an update 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 (Approx. \$900,000). Activities after June 30, 2010 will be included in the FY 2010-11 budget (Approx. \$1,375,000). Funding for these contracts comes from the following sources:

- Summer Spare the Air - Congestion Mitigation Air Quality (CMAQ) 85% , Transportation Fund for Clean Air (TFCA) 11%, and General Revenue 4%;
- Smoking Vehicle Program –TFCA 100%;
- Community Resource Team Facilitation – CMAQ 85%, TFCA 11%, and General Revenues 4%;
- Grants and Incentives – Carl Moyer Program, Mobile Source Incentive Fund 100%;
- Winter Spare the Air – General Revenues 100%.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

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