



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR
SUSAN GARNER
ERIC MAR
BRAD WAGENKNECHT

CAROL KLATT – VICE CHAIR
SCOTT HAGGERTY
NATE MILEY
KEN YEAGER

THURSDAY
MARCH 3, 2011
11:00 A.M.

7TH FLOOR BOARD 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 JULY 21, 2010 AND OCTOBER 25, 2010**

4. **EXTENSION OF PUBLIC OUTREACH CAMPAIGN CONTRACTS**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an update on existing Spare the Air contracts and consider recommending Board of Directors approval to extend contracts for a third and final year.

5. **PUBLIC ENGAGEMENT POLICY & PLAN CONTRACTOR**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will consider recommending Board of Directors' approval of a contractor to assist with developing a District-wide Public Engagement Policy and Plan.

6. **EXPANSION OF BREATHMOBILE MOBILE ASTHMA CLINIC INTO SOUTHEAST SAN FRANCISCO CARE NEIGHBORHOOD**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will consider recommending Board of Directors approval for the APCO to enter into a contract with the Prescott-Joseph Center in the amount of \$215,000 to support the expansion of Breathmobile services into the Bayview Hunters Point neighborhood.

7. **WINTER SPARE THE AIR CAMPAIGN SEASON REVIEW**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an overview of the 2010/11 Winter Spare the Air season.

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

9. **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 2011

<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	2	9:45 a.m.	Board Room
Board of Directors Stationary Source Committee <i>(At the Call of the Chair)</i>	Thursday	3	9:30 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Thursday	3	11:00 a.m. Following Stationary Source Meeting	Board Room
Board of Directors Legislative Committee <i>(At the Call of the Chair)</i>	Monday	7	9:45 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(At the Call of the Chair)</i>	Monday	7	11:00 a.m. Following Legislative Meeting	4 th Floor Conf. Room
Advisory Council Meeting	Wednesday	9	9:00 a.m.	Board Room
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Monday	14	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Wednesday	23	1:00 p.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	24	9:30 a.m.	4 th Floor Conf. Room

APRIL 2011

<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 Executive Committee <i>(At the Call of the Chair)</i>	Monday	11	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room

APRIL 2011

<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 each Month)</i>	Thursday	28	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Thursday	28	11:00 a.m. Following Mobile Source	4 th Floor Conf. Room

MAY 2011

<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	4	9:45 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Wednesday	25	1:00 p.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

HL – 2/28/11 (7:25 a.m.)
P/Library/Forms/Calendar/Calendar/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 22, 2011

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meetings of July 21, 2010 and October 25, 2010.

DISCUSSION

Attached for your review and approval are the draft minutes of the July 21, 2010 and October 25, 2010 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
Wednesday, July 21, 2010

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m. without an initial quorum.

Present: Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Scott Haggerty, Eric Mar, and Gayle Uilkema

Absent: Directors Harold Brown, Susan Garner, Nat Miley, and Ken Yeager.

Also Present: Chairperson Wagenknecht

Public Comment: There was no public comment.

Approval of Minutes of June 9, 2010: Deferred approval until a quorum established.

Update on 2010 Spare the Air Every Day Campaign

Communications and Outreach Director, Lisa Fasano, provided an update on the Summer Spare the Air Campaign, reviewed the direction to target young adults, ages 17-23 and 24-35 and provide them messages that appeal to this demographic. She stated a new database has been developed for Spare the Air alerts, via text to win messages for sign-ups. She presented the posters and postcards entitled, "Ride Me", "Hook Up", and "Take Me" which offer a free song download and a chance to win a Live Nation VIP concert experience, a sample of the Spare the Air banner, and she presented a video commercial.

Noted Present/Established Quorum

Directors Mar and Haggerty were noted present and a quorum was established.

In delivering the message, Ms. Fasano reported the District has had over 5 million impressions on Facebook, 135 text-ins, 738 views on www.Sparetheairnation.org, and very good feedback on the commercial. She presented campaign feedback showing enthusiasm from young people and noted staff is providing media training for PIOs and event staff, APCO/DAPCO and Board Members.

Ms. Fasano reported that staff has heard no negative feedback from individuals outside of the District; however, two comments were received from District staff. Therefore, staff has developed a contingency plan, as requested by Director Uilkema, with communication tips, key messages, and potential questions and answers for those providing outreach. She said the contingency plan provides staff contacts so that if Board Members receive calls outside normal business hours, staff can be contacted. She said staff can also provide training for Board Members at their offices, and if a flurry of negative feedback or media is received, staff will meet and discuss whether there is a need to pull the campaign.

Committee Comments/Questions:

Director Uilkema confirmed with Ms. Fasano that the campaign has been in effect for three weeks, it will continue through early October with advertising, and staff will monitor all calls, as needed.

Chairperson Ross confirmed the campaign's outreach is geared to a specific age range. Ms. Fasano agreed and discussed commercials playing during specific television programs viewed by younger people with positive results. She also reported that there have been no Spare the Air days or exceedances to date this season.

Directors briefly discussed the contingency plan and follow-up on feedback, and concurred that a younger audience is excited about the messages and commercial, have commented that it is very mainstream, and they feel the District is speaking to them for the first time. Ms. Fasano agreed to share the communications strategy with all Directors and then distributed a CD of the commercial to Committee members.

Public Comments: None

Committee Action: None; Informational only.

Approval of Minutes of June 9, 2010: Board Action: Director Uilkema made a motion to approve the minutes of June 9, 2010; Director Haggerty seconded the motion; unanimously approved without objection.

Bayview Hunters Point School Air Filtration Contractor Selection

Ms. Fasano provided an update on the Bayview Hunters Point Request for Proposal (RFP), stating that the project would be funded with Lennar settlement funds and the District was committed to spend the funds in the Bayview Hunters Point community. Community dialogue meetings were held and the community wanted the funds spent in three areas; 1) air filtration in schools; 2) a public education campaign; and 3) a health study.

Staff completed the first phase; an RFP which looked at installing air filtration equipment in schools. Initially, three schools were identified and the leadership committee recommended three additional schools for a total of six schools, which include:

- Dr. Charles Drew College Prep Academy
- Dr. George Washington Carver Elementary School

- Malcolm X Academy
- Bret Harte Elementary
- Muhammad University of Islam
- Willie Brown, Jr. Elementary School

During the process, staff learned that the Willie Brown, Jr. Elementary School will be decommissioned and is slated to be demolished next year, so this school was removed from the project.

The RFP was sent out in late Spring and closed in June, 2010. A walk-through was conducted for bidders to walk the schools, and one bidder was involved throughout the entire process and submitted a bid. Senior Public Information Officer, Jim Smith, discussed the extensive RFP outreach process conducted by the District. Ms. Fasano reviewed the bidder's experience and credentials. The work is scheduled to be completed by the end of the calendar year. Staff recommends selection of IQAir for high-performance air filtration installation in five Bayview Hunters Point neighborhood schools in an amount not to exceed \$300,000.

Committee Comments/Questions:

Director Haggerty questioned and confirmed with staff how the filtration systems operate and confirmed that children are still exposed to ambient air when outside. Ms. Fasano explained that schools do not have air conditioning systems but rather systems used primarily for heating only. In some cases, the unit will be attached to the current system. But for most of the schools the system will be a stand-alone unit in the classroom. She described poor indoor air quality as a result from the build-up of various germs, dust and pollutants, and noted the schools selected are those with the highest asthma rates in the community.

Director Uilkema clarified that if installation extends beyond the start date of schools opening, work could still occur after class hours and/or on weekends and not affect classroom instruction.

Chairperson Ross received clarification that there are two schools with HVAC systems which will require running the system regularly. The three remaining schools will have a total of 57 wall-mounted units installed. The contractor also conducted decibel testing to ensure the units would be less noisy than the existing heating systems in the classrooms.

Chairperson Ross voiced concern regarding the added energy usage with the installation of units at the two schools with HVAC systems.

Director Haggerty clarified locations of schools, questioned whether the schools are leased or owned, confirmed Muhammad University of Islam is the only private school, and that Bret Harte Elementary is the least impacted in terms of air quality.

Director Mar added that Dr. George Washington Carver Elementary School is one school that is a central anti-asthma awareness school, and the schools will significantly benefit from the filtration installations.

Director Uilkema described the history of, and benefits from, the Cool Roofs Program, and the Weatherization Program in Martinez and reduction in energy costs. She voiced concern that the District would indirectly pass on additional costs to run the equipment. She suggested staff review the potential for using remaining settlement funds for the two schools that must run the equipment regularly and consider energy reduction projects to offset energy costs. She also asked that notification be provided to Supervisor Sophie Maxwell.

Deputy APCO, Jean Roggenkamp noted that staff would make contact with the schools, and Director Mar agreed to assist in communications.

Public Comments: None

Committee Action: Director Mar made a motion to recommend Board of Directors' approval of IQAir to conduct a School Air Filtration project for amount not to exceed \$300,000; Director Uilkema seconded the motion; unanimously approved without objection.

Committee Member Comments/Other Business: Director Mar reported on the City and County of San Francisco's resolution addressing indoor air quality and worker safety for nail salons. The Committee suggested this matter be discussed at a future Stationary Source Committee meeting.

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

Adjournment: The meeting was adjourned at 10:25 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
Monday, October 25, 2010

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m. without an initial quorum.

Present: Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Gayle Uilkema

Absent: Committee Members Susan Garner, Eric Mar, Nate Miley, Scott Haggerty and Hal Brown

Also Present: Chairperson Wagenknecht

Public Comment: There was no public comment.

Approval of Minutes of July 21, 2010: Deferred due to a lack of an initial quorum.

Update on 2010 Spare the Air Every Day Campaign

Lisa Fasano, Communications and Outreach Director, gave an update on the 2010 Spare the Air Every Day Campaign and discussed the campaign's targeted messaging to audiences aged 17-35 and the use of social media networks through Facebook and Twitter. She presented an overview of the year's campaign elements, advertising and media highlights, discussed the presence of resource teams and dozens of events throughout the Bay Area, reviewed results of the 2010 Great Race for Clean Air contest winners which caused reductions of 900 tons of CO₂, and survey results relating to the campaign's awareness. It was found that the young adult audiences make excellent spokes persons for the District, as they circulate information about carpooling and other transit trends and behaviors.

Committee Comments/Questions:

Directors discussed the popularity and successes with using social media, additional outreach to schools and development of carpool programs, future expansion of multilingual public outreach, ensuring continuation of connections and awareness to a broad age range, and increases in awareness due to Spare the Air alerts.

Public Comments: None

Committee Action: None; Informational only.

Noted Present:

Committee Members Brown and Haggerty were noted as present.

Overview of 2010/11 Winter Spare the Air Campaign

Ms. Fasano gave an overview of the 2010/11 Winter Spare the Air Campaign, reviewed enforcement statistics from the first two Winter Spare the Air seasons, as follows:

	<u>2008/09</u>	<u>2009/10</u>
Complaints	1,500	2,355
Information Packets	1,550	10,270
Warnings	254	310
NOVs	1	8
Exemptions	0	41

Committee Comments/Questions:

Directors discussed reasons for the differences in numbers of complaints and actual Notices of Violations (NOVs) issued, noting that an initial warning letter is first sent to violators, and thereafter, issuance of NOVs. Directors acknowledged that most violators heed warnings once notified. Directors requested that staff provide demographic data relating to complaints, and reviewed the increase in exemptions, some of which are due to homeowners who do not have permanent heat.

Ms. Fasano presented the campaign's advertising approach in messaging to areas more likely to exceed the 24-hour PM standard, stressing health impacts from wood burning, and targeting messages to non-English speaking communities. She said in building on previous years, the campaign will message to non-news consuming audiences, use non-traditional methods of reaching people, and expand multicultural outreach. The District has been working with faith-based organizations, youth groups, and reported the District has secured three months of space for the Treasure Island banner. She presented samples of advertising, posters, samples of transit shelter advertising, weekend bicycle messengers, billboards, and advertisement on local and multi-lingual radio.

Director Miley suggested utilization of re-entry program individuals to provide outreach, suggested logo advertisement messaging on rescue inhalers through the District's partnership with the medical community, confirmed that penalties for a first-time violation (after warning letter) is \$400, and secondary violations start at \$800 and above.

Ms. Fasano then presented the concentration and types of messaging throughout the Bay Area, and Director Haggerty asked that District staff work with the Livermore Amador Valley Transit Authority (LAVTA) in its outreach efforts.

Public Comments: None

Committee Action: None; Informational only.

Noted Present:

Committee Members Miley was noted as present.

Review of Limited English Proficiency District Wide Assessment

Communications Program Manager Ana Sandoval gave an overview of an assessment by District staff that reviews current Limited English Proficiency (LEP) practices, guidance, and Bay Area demographics. She said the District has provided multilingual services over the years; however, the use has been inconsistent. Discussions were held with the Bay Area Environmental Health Collaborative (BAEHC) who submitted a set of recommendations on providing language assistance services, which sparked initiation of the assessment.

The purpose of the assessment is intended to review what is required by law, what languages are most prevalent in the region, and what the District is doing and what improvements could be made. Ms. Sandoval presented the laws and guidance relating to language assistance, and said staff utilized U.S. Census Bureau's American Community Survey and the California Department of Education sources to identify the number and proportion of LEP individuals, their location, and the languages they speak. The analysis revealed that Bay Area residents who speak English less than very well comprise of the following:

- 8% Spanish – 528,000
- 4% Chinese – 245,000
- 1% Vietnamese - 96,000
- 1% Tagalog - 74,000

Ms. Sandoval reviewed the following current District services to LEP populations:

- Language assistance on ODOR and NO-BURN customer service telephone lines
- Language assistance at select public meetings
- Compliance schools and advisories provided in multiple languages
- Public service announcements for Spare the Air and Winter Spare the Air
- Grant assistance

Ms. Sandoval indicated that overall, staff believes that both the District and multilingual groups will benefit from the assessment. Next steps include:

- Establishment of a multilingual voicemail box
- Notice the availability of language assistance on meeting notices
- Establishment of a timeline to identify District documents for translation on website
- Evaluation of LEP populations for distinct industries: regulated industries, industries targeted for incentives
- Development of comprehensive *Public Engagement Policy and Plan*

Committee Comments/Questions:

Directors confirmed there are differences between costs for speaking and reading, and currently, translation services are performed and paid for individually by division. Ms. Roggenkamp added that costs will be identified through the policy and plan development which will be discussed as part of the next agenda item, and this would be forwarded to the Board from the Committee's recommendations. Directors discussed remaining languages identified as Korean and Russian, as well as others in smaller ranges, and voiced the need for outreach to impacted communities.

Public Comments: None

Committee Action: None; Informational only.

Noted Present:

Committee Members Mar and Garner were noted as present.

Public Engagement Policy and Plan

Ms. Fasano provided a briefing on the upcoming development of a Public Engagement Policy and Plan, stating that the LEP assessment identified the need for a District-wide policy and plan, which will provide streamlined guidance and tools for engaging stakeholders in District actions. Programs to be addressed in the Plan include rule development, permits, enforcement, compliance assistance, planning, grants, and public education. Stakeholders addressed by the plan include CARE Communities, LEP populations, minority populations, local and county governments, NGO's and community organizations, urban, rural and suburban populations, and business communities.

Ms. Fasano discussed the proposed timeline, as follows:

- Fall 2010 Issue RFQ; Assemble stakeholder working group
- Winter 2011 Contractor selection finalized; background research
- Spring 2011 Policy and Plan development
- Summer 2011 Policy and Plan public workshops
- Fall/Winter 2011 Policy and Plan to Board for consideration

Committee Comments/Questions:

Directors discussed the stakeholder process which they confirmed will include all nine Bay Area counties, and asked that all population segments be included.

Public Comments:

The following individuals spoke under public comment and voiced support for the plan, requested District resources be allocated, and asked that the process move forward expeditiously:

- Rosina Roibal, Bay Area Environmental Health Collaborative (BAEHC)
- Ana Orozco, Communities for a Better Environment (CBE)
- Le Timly, Bay Area Environmental Health Collaborative (BAEHC)
- Lea Otiz Martin, Hunters View Mother's Committee
- Marie Harrison, GreenAction
- Zaibuike Akaba, Regional Asthma Management & Prevention Program

Committee Action: None; Informational 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 11:09 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: February 24, 2011

Re: Extension of Public Outreach Campaign Contracts

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2011 Summer Spare the Air campaign, the Smoking Vehicle Assistance Program, Resource Teams and Employer Program.

- Advertising Services – O'Rorke Inc.
Summer Spare the Air -- \$600,000
- Media/Public Relations Services – MS&L Worldwide
Summer Spare the Air -- \$250,000
- Public Opinion Research – True North Research
Summer Spare the Air -- \$50,000
- Resource Team Facilitation – Community Focus, Tides Center Fiscal Sponsor
Resource Team Facilitation -- \$200,000
The Great Race for Clean Air -- \$70,000
- Employer Program Management – Community Focus, Tides Center Fiscal Sponsor
Employer Program -- \$150,000
- Advertising Services – Riezobos Holzbaur Design Group
Smoking Vehicle Assistance Program -- \$275,000

BACKGROUND

In Spring 2009, the Board of Directors approved one-year contracts with the option for two one-year extensions for public outreach campaigns. In March 2010, the Board of Directors approved the first one-year extension for these contracts. Staff is recommending a final one-year extension as discussed. This summer, staff will issue a new Request for Proposal for contracts beginning in the 2012 calendar year.

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. Contractors were selected for 2009-2010 contracts for the services indicated below 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 contracts be extended for an additional year and be amended in the amounts stated below.

Advertising Services – O'Rorke, Inc

O'Rorke, Inc. was selected as the Advertising contractor for the Summer and Winter Spare the Air campaigns 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.

O'Rorke, Inc.	2009	2010	2011
Summer Spare the Air <i>Advertisement development, Ad placement, Promotion opportunities.</i>	\$600,000	\$600,000	\$600,000

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

Media/Public Relations Services – MS&L Worldwide

MS&L Worldwide was selected as the Summer and Winter Spare the Air campaigns Media Relations Services contractor 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.

MS&L Worldwide	2009	2010	2011
Summer Spare the Air <i>Media and Public Relations, Social Media</i>	\$250,000	\$250,000	\$250,000

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

Public Opinion Research – True North Research

True North Research was selected as the Public Opinion Research contractor for the Summer and Winter Spare the Air campaigns 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.

True North Research	2009	2010	2011
Summer Spare the Air <i>Episodic Public Opinion Survey</i>	\$50,000	\$70,000	\$45,000
Explanation for Change: 2010-2011 extension included survey for the Employer Program.			

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

Resource Team and Employer Program Management – Community Focus, Tides Center Fiscal Sponsor, 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.

Community Focus	2009	2010	2011
Resource Team Facilitation	\$200,000	\$200,000	\$200,000
The Great Race regional campaign		\$70,000	\$70,000
Employer Program		*\$68,000	\$150,000
Explanation for Change: In FY10-11 Community Focus ran a successful “Great Race” event promoting reduction of single occupancy driving among Bay Area employers. Due to the success of this project, Community Focus’s expertise working with employers, and contacts made throughout this project, staff recommends expanding the scope of the contract to include management of the Employer Program for the full year. *Partial year			

Staff recommends the Community Focus contract be amended for an additional year in the amount 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.

Riezobos Holzbaur Design Group	2009	2010	2011
Smoking Vehicle <i>Outreach strategy development, ad development, ad placement, additional outreach</i>	\$275,000	\$275,000	\$275,000

Staff recommends the Riezobos Holzbaur Design Group Smoking Vehicles and the Grants and Incentives Program contract be amended for an additional year in the amount set forth above.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the Summer Spare the Air Advertising, Media/Public Relations and Public Opinion Research, a total of \$895,000, is funded through the Congestion Mitigation and Air Quality fund and included in the FY 2010-2011 budget.

Funding for the Resource Team Facilitation, Great Race for Clean Air, Employer and Smoking Vehicle programs, a total of \$695,000, is funded through the Transportation Fund for Clean Air and is included in the 2011/2012 proposed 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: February 24, 2011

Re: Public Engagement Policy and Plan Contractor

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors approval for the APCO to enter into a contract with Kearns and West in an amount not to exceed \$200,000 to assist staff with the development of a District-wide Public Engagement Policy and Plan.

BACKGROUND

In fall 2010, staff briefed the Committee on plans to develop a comprehensive, District-wide *Public Engagement Policy and Plan*. The purpose of this plan is to provide the District-adopted, consistent approach when engaging stakeholders in District activities through public processes.

The purpose of the *project* is to:

- Ensure consistency across District programs;
- Develop comprehensive set of strategies for communicating with stakeholders;
- Address range of Air District programs; and
- Incorporate applicable Federal and State guidance regarding public participation into public engagement procedures.

Staff has conducted a request for qualifications and has selected a recommended contractor for this project.

DISCUSSION

On December 23, 2010, staff issued a Request for Qualifications for assistance in developing a District-wide Public Engagement Policy and Plan. Staff held a bidders' conference on January 13, 2011 which thirteen potential bidders attended. The RFQ closed on January 19, 2011.

Submissions Received

The Air District received the following nine submissions of Statements of Qualifications in response to the RFQ:

1. AECOM
2. America Speaks in partnership with Town Green and Davenport Institute
3. Barbary Coast Consulting
4. Center for Collaborative Policy at Cal. State Univ. Sacramento in partnership with Community Focus and Language World Service

5. Creighton and Creighton in partnership with the Participation Company, LLC
6. Davis and Associates
7. Kearns and West in partnership with Hope Road Consulting
8. MIG, Inc. in partnership with Jungle Communications
9. PMC World in partnership with Tramutola

Evaluation for Minimum Qualifications

Air District staff reviewed the submissions for minimum qualifications, which required bidders and their lead staff to have worked on three similar projects in the last five years. All nine submissions were deemed to meet the minimum qualifications.

Review of Statements of Qualification

A panel of five Air District staff representing various District divisions reviewed and scored the nine statements of qualifications in order to select candidates for interviews. Statements of Qualifications were scored according to the following criteria:

- Overall firm and proposed staff expertise; experience in relation to the areas of expertise sought by the Air District (60 points);
- Specific qualifications of lead staff for indicated tasks (20 points);
- Communication skills and presentation effectiveness, including the abilities to write and present both qualitative and quantitative information in a clear and illustrative manner (5 points);
- Hourly rates (5 points);
- Completeness and clarity of SOQ (5 points); and
- Demonstration of a Quality Assurance process in developing a work product (5 points).

Based on rankings by the evaluation panel, the following three submissions were selected for interviews:

- Center for Collaborative Policy in partnership with Community Focus
- Kearns and West in partnership with Hope Road Consulting
- MIG in partnership with Jungle Communications

Center for Collaborative Policy withdrew from the selection process due to a conflicting deadline with another project.

Interview of Finalists

A panel of five individuals interviewed the two finalists. The panel was composed three Air District staff persons representing various District divisions, a representative from the Metropolitan Transportation Commission, and a representative from the Bay Area Environmental Health Collaborative.

The scoring and total points for each interview question are contained in the following table.

TABLE 2: Interview Scoring and Total Points

Evaluative Criteria	MIG Average Score by Panelists	Kearns and West Average Score by Panelists
Question 1 (20 points): Summary of previous work with stakeholder groups identified by Air District	17	19
Question 2 (5 points): Example of project bringing together stakeholders from distinct cultures	4	4
Question 3 (5 points): Experience with groups not traditionally engaged in public processes	4	5
Question 4 (25 points): Presentation on previous Public Engagement Plan	19	22
Question (25 points): Approach for District project	17	22
Question 6 (10 points): Capacity for design of visual aids and graphics	9	7
Question 7 (10 points): Capacity for analysis of demographics of limited English proficient individuals	9	8
Total Points	78	87

Based on rankings by the interview panel, staff recommends the contract be awarded to Kearns and West.

Kearns & West is experienced working with local, regional, state, and federal agencies to engage diverse stakeholders in rule, policy, and plan development on environmental issues. Specifically, Kearns and West has experience working with regulatory agencies and has worked on over 40 stakeholder engagement projects in the past five years, mostly dealing with environmental and natural resource issues.

Hope Road Consulting is a public relations firm specializing in multi-lingual community engagement projects. Through demographic and relationship analysis, targeted communications, and face-to-face outreach, Hope Road Consulting has reached and engaged diverse audiences. Hope Road Consulting has extensive experience working with Chinese, Latino, African American, Russian and other communities throughout the Bay Area.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the Public Engagement Policy and Plan is included in the current year 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: February 22, 2011

Re: Expansion of Breathmobile Mobile Asthma Clinic into Southeast San Francisco
CARE Neighborhood

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors approval for the APCO to enter into a contract with the Prescott-Joseph Center in the amount of \$215,000 to support the expansion of Breathmobile services into the Bayview Hunters Point neighborhood.

BACKGROUND

In 2009 the Air District conducted a series of community dialogue meetings in the Bayview Hunters Point neighborhood to identify projects the community envisioned would be beneficial to all residents in the Bayview neighborhood. Bayview residents identified three key areas of interest: 1) Air Filtration, 2) Public Education, and 3) Public Health.

In summer 2010, the Board of Directors authorized staff to implement an air filtration project in five (5) elementary schools in the Bayview neighborhood. In order to address the second and third interest areas, staff recommends supporting expansion of the Breathmobile asthma and allergy health education project to the Bayview neighborhood.

DISCUSSION

The Breathmobile is a mobile pediatric asthma and allergy clinic that provides diagnosis, education, treatment and medication for children with asthma and allergies. The Breathmobile is a project of the Prescott-Joseph Center for Community Enhancement, an Oakland-based non-profit community center. The Breathmobile project also operates in Southern California through the Asthma and Allergy Foundation of America.

The Air District sponsored the launch and operation of the first Breathmobile in the Bay Area beginning in FY 2008-2009. This Breathmobile operates in the CARE communities of Emeryville, Oakland and San Leandro. An overview of this project was presented to the Public Outreach Committee in March 2010.

Building on the success of the Breathmobile in the East Bay, staff is working with the Prescott-Joseph Center to expand Breathmobile services to elementary schools in the Bayview Hunters Point neighborhood of San Francisco, which is also a CARE impacted community.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT:

Funding for the Breathmobile expansion into the Bayview will come from the 2008 Air District settlement with Lennar Corporation.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Jim Smith
Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 22, 2011

Re: Winter Spare the Air Season Review

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, 2010 through February 28, 2011. Staff will present a summary of the 2010-2011 *Winter Spare the Air* advertising and outreach program.

DISCUSSION

This year the campaign was expanded to target non-English speakers as well as the general public. Campaign messages were delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising in multiple languages. 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 2010-11 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano