



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
SCOTT HAGGERTY
NATE MILEY

ERIC MAR - VICE CHAIR
SUSAN GARNER
CAROL KLATT
BRAD WAGENKNECHT

THURSDAY
JULY 19, 2012
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 MARCH 15, 2012 AND MAY 31, 2012**

4. **WEBSITE MAINTENANCE AND MINOR UPGRADES CONTRACT APPROVAL**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will consider recommending the Board of Directors approval of an 8-month contract for \$87,000 for website maintenance and minor upgrades, and authorization for the Executive Officer/APCO to execute the contract.

5. **UPDATE ON THE 2012 GREAT RACE FOR CLEAN AIR KICKOFF**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update on the 2012 Great Race for Clean Air Kickoff and receive informational materials.

6. **UPDATE ON COLLABORATION WITH THE BAY AREA ENVIRONMENTAL HEALTH COLLABORATIVE (BAEHC)**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update of community outreach efforts with BAEHC thus far in 2012. This briefing will include a review of the Bayview Hunters Point interagency walk-through, the Community Air Risk Evaluation (CARE) Task Force Meeting on Identifying Impacted Communities and Air District staff participation at the BAEHC quarterly meeting.

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

8. **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

JULY 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee <i>(Meets 3rd Monday of each Month)</i> - CANCELLED	Monday	16	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets the 3rd Monday of Every Other Month)</i> - CANCELLED	Monday	16	10:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets Quarterly at the Call of the Chair)</i>	Thursday	19	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Personnel Committee <i>(Meets at the Call of the Chair)</i>	Monday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday of Each Month)</i> - CANCELLED	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
Special Meeting of the Board of Directors - CANCELLED	Wednesday	25	1:30 p.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday of each Month)</i> - CANCELLED	Thursday	26	9:30 a.m.	4 th Floor Conf. Room
Special Mtg. of the Board of Directors <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Monday	30	9:45 a.m.	Board Room

AUGUST 2012

<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> - CANCELLED	Wednesday	1	9:45 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	15	9:45 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets 3rd Monday of each Month)</i> - CANCELLED	Monday	20	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday of each Month)</i> - CANCELLED	Thursday	23	9:30 a.m.	4 th Floor Conf. Room

SEPTEMBER 2012

<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> - CANCELLED	Wednesday	5	9:45 a.m.	Board Room
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday of each Month)</i>	Wednesday	12	9:00 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets 3rd Monday of each Month)</i>	Monday	17	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets the 3rd Monday of Every Other Month)</i>	Monday	17	10:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	26	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday of each Month)</i>	Thursday	27	9:30 a.m.	4 th Floor Conf. Room

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: July 3, 2012

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meetings of March 15, 2012, and May 31, 2012.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 15, 2012, and May 31, 2012, Public Outreach Committee meetings.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Sean Gallagher
Reviewed by: Jennifer C. Cooper

Attachments

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 771-6000

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Thursday, March 15, 2012

1. Call to Order – Roll Call

Chairperson Mark Ross called the meeting to order at 9:39 a.m.

Present: Committee Chairperson Mark Ross; Vice Chairperson Eric Mar; and Directors John Avalos, Susan Garner, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Also Present: None.

2. Public Comment Period: None.

3. Update on Plug-In Electric Vehicle (PEV) Website

NOTED PRESENT: Director Avalos was noted present at 9:41 a.m.

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation on the Bay Area PEV Website, including background information on the PEV program, an overview of the Air District's new website dedicated to the program, and information regarding the PEV website launch.

NOTED PRESENT: Director Garner was noted present at 9:42 a.m.

Committee Comments:

Committee Chairperson Ross asked when the website will be live to which Ms. Fasano responded mid-April is likely.

Director Wagenknecht asked if a map of current sites exists to which Jean Roggenkamp, Deputy Air Pollution Control Officer, responded in the affirmative. Director Wagenknecht asked if a phone application has been developed. Ms. Fasano responded that phase one is the collecting, packaging and launching of the message and resources; phase two will include efforts such as the development of a phone application. Director Wagenknecht asked if the Air District has developed a model local permit. Ms. Roggenkamp responded that staff is working on this in conjunction with local governments. Director Wagenknecht asked how the Air District is prioritizing charger installation. Ms. Roggenkamp responded that home chargers are made

available in the course of a PEV purchase and prioritized on a first-come, first-served basis and that it has yet to be determined in regards to public chargers but the planning work on the corresponding grants will help determine where there is need. Director Wagenknecht asked if the home charger costs are covered 100% by the Air District. Ms. Roggenkamp responded that the cost to consumers depends on the vendor chosen as each have varying forms of funding, but in general it is not covered in full. Ms. Fasano added that the automobile dealer will provide additional information to potential consumers.

Committee Chairperson Ross asked if staff is working with school districts or shopping centers regarding charger installation. Ms. Roggenkamp responded that this phase of the project is intended to inform the Air District about public need and shared her belief that some retailers have already expressed an interest.

Director Wagenknecht asked if the Air District has located all of the current, public charging stations. Ms. Roggenkamp responded that staff is not sure they have all been located but a search was conducted.

NOTED PRESENT: Director Mar was noted present at 9:49 a.m.

Committee Chairperson Ross suggested the value in locating and identifying all of the publicly available chargers with an end goal of listing all of the resources in one publicly accessible location, such as a phone application. Committee Chairperson Ross asked if staff has established an icon for charging stations to use on maps and signs. Ms. Fasano responded that the Air District has not and was unsure whether the industry has done so. Committee Chairperson Ross suggested a plug and that the Air District need not wait for others to establish one. Ms. Fasano agreed and suggested the inclusion of addition information for users, such as the number of chargers at the station.

NOTED PRESENT: Directors Miley and Haggerty were noted present at 9:52 a.m.

Public Comments: None.

Committee Action: None; informational only.

4. Approval of Minutes of February 16, 2012

Committee Action: Director Wagenknecht made a motion to approve the minutes of February 16, 2012; Director Garner seconded; carried unanimously without objection.

5. Contract Award for Spare the Air Campaigns

Ms. Fasano gave the staff presentation Contractor Recommendations for Spare the Air Campaigns, including background information on the organization of the past contracting structure, organizational changes proposed to increase the efficiency of the consultant's collaborative efforts, a detail of the Air District's request for proposals process, and staff recommendations.

Ms. Fasano noted, regarding slide 2, Background, that in a deviation from past practice, staff looked to find one service provider to subcontract/manage the team of service providers necessary to meet the Air District's needs.

Director Garner asked, regarding slide 2, Background, if there are multiple consultants currently doing the work and what their number and organizational structure is. Ms. Fasano responded that there are five, each under an independent contract and reporting to staff. Director Garner asked if the current proposal is seeking a single consultant for all work or multiple consultants with one managing. Ms. Fasano responded that it is to have one lead consultant with subcontractors working at the lead's direction.

Ms. Fasano noted, regarding slide 3, RFP Proposals, that the four candidates are all located in San Francisco.

Ms. Fasano added, regarding slide 4, Evaluation, the reviewer panel was comprised of Ms. Fasano, Kristine Roselius, Supervising Public Information Officer of Communications & Outreach, Stacy Schull, Administrative Analyst of Strategic Incentives, and Ursula Vogler, Climate Initiatives Program Coordinator of Metropolitan Transportation Commission (MTC).

Director Wagenknecht asked what comes next, presuming O'Rorke is contracted, in regards to the existing contracts. Ms. Fasano responded that the current consultants' contracts are set to expire June 30 and indicated that the remainder of the presentation will address recommendations for the future.

Director Mar asked where InterEthnica is based to which Ms. Fasano responded San Francisco.

Committee Chairperson Ross asked if O'Rorke will oversee the renewing contracts with the subcontractors and, if so, how this will benefit the Air District. Ms. Fasano responded in the affirmative and noted that it is expected to streamline the administrative side and to also tie the contractors together in a way that the Air District has been unable thus far.

Director Wagenknecht asked if the Committee will have an opportunity to review the success of this new approach in a year's time. Ms. Fasano responded that there will be a one-year, initial contract that will be reviewed by staff at the end of the year, a process that mirrors that done by the MTC. Ms. Roggenkamp added that it will be brought back to the Committee.

Ms. Fasano noted, regarding slides 10 and 11, Staff Recommendations, that the funding was provided by the Congestion Mitigation Air Quality, Transportation Fund for Clean Air, Carl Moyer Program, Mobile Source Incentive Fund, and Air District General Revenue.

Committee Comments:

Committee Chairperson Ross clarified that the recommended contract amount is for all services, not just O'Rorke. Ms. Fasano responded in the affirmative and suggested that it is the same amount of funds traditionally used but bundled instead of brought in parts.

Public Comments: None.

Committee Action:

Director Avalos made a motion, seconded by Director Haggerty and carried unanimously without objection to recommend the Board of Directors approval of the Advertising, Communications & Evaluation services contract with O’Rorke, Inc., as the lead contractor and True North, Community Focus, M-Line, Synapse Strategies, and InterEthnica as subcontractors, for an overall amount up to \$1,990,000 per contract year, for up to three years, to be broken down as follows:

- Spare the Air Every Day Campaign
 - Advertising \$600,000
 - Media Relations \$200,000
 - Social Media \$50,000
 - Employer Program \$150,000
 - Public Opinion Surveys \$45,000

- Winter Spare the Air Campaign
 - Advertising \$550,000
 - Media Relations \$100,000
 - Social Media \$50,000
 - Public Opinion Surveys \$45,000

- Spare the Air Grants & Incentives Campaign
 - Advertising \$200,000

6. Smoking Vehicle Campaign Update

Ms. Fasano introduced Ms. Roselius who gave the staff presentation for the 800-EXHAUST Campaign, including background information on the program, an analysis of the aim and approach of the program, a preview of a new campaign to further outreach efforts to target audiences, and a summary of the next steps.

Director Avalos asked, regarding slide 3, 1-800-EXHAUST, how staff identified adult females, aged 18 through 34, as the target audience. Ms. Roselius responded that surveys and focus groups reflect that the identified group is the most likely to report but also have the lowest awareness.

Director Garner clarified, regarding slide 3, 1-800-EXHAUST, how the phone reporting system functions.

Director Haggerty asked, regarding slide 3, 1-800-EXHAUST, if it is Siri compatible to which Ms. Roselius and Ms. Fasano responded in the negative, at least for the time being.

Director Haggerty asked, regarding slide 5, Outreach, about the locations chosen for ad placement. Ms. Fasano responded that the most calls come from the chosen locations. Director Ross asked if there is some correlation between the socio-economic status of communities and the number of calls received and Ms. Fasano responded that the possibility is being considered.

Ms. Roselius noted, regarding slide 6, Summary, the lessened need for advertising and the phasing out of the same after this season.

Committee Comments:

Director Haggerty said that the Air District has done good work on cars but has missed the mark on big diesel trucks, noted that maintenance is the key component for big diesel trucks even with the engine phasing program so smoking trucks will continue, and suggested further program development to address this issue.

Director Wagenknecht asked what happens when the Air District receives a report. Barbara Coler, Air Quality Program Manager of Compliance & Enforcement, responded that the calls go to voicemail which is screened by staff, who then trace the vehicle through the Department of Motor Vehicles and provide an informative call, sometimes followed by a letter. Ms. Coler opined that a degree of increased compliance is achieved through this process. Committee Chairperson Ross asked about the content of the letter. Ms. Coler responded that it states that an individual's vehicle was reported as smoking and provides abatement information. Ms. Fasano added that it also provides information regarding the Bureau of Automotive Repair. Director Wagenknecht clarified that the letters are less enforcement-oriented than educational to which Ms. Fasano responded in the affirmative. Committee Chairperson Ross asked when the letter was last updated. Ms. Coler responded that it was updated approximately one year ago. Mr. Breen added that letters enclose a survey for return that provide staff a glimpse into the cost effectiveness of the program, noting that the estimated survey return rate is approximately 66%. Committee Chairperson Ross asked if a public health message is embedded in the letter and that a copy of the letter be forwarded to the Committee members via email. Ms. Roggenkamp stated that an evaluation of the program and the expenditures is slated for the future.

Public Comments: None.

Committee Action: None; informational only.

7. **Time and Place of Next Meeting:** Thursday, June 21, 2012, Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m.

8. **Adjournment:** The meeting adjourned at 10:19 a.m.

Sean Gallagher
Clerk of the Boards

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 771-6000

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Thursday, May 31, 2012

1. Call to Order – Roll Call

Chairperson Mark Ross called the meeting to order at 9:35 a.m.

Present: Chairperson Mark Ross; and Directors John Avalos, Carol Klatt, and Brad Wagenknecht.

Absent: Vice Chairperson Eric Mar; and Directors Susan Garner, Nate Miley and Scott Haggerty.

Also Present: None.

2. Public Comment Period: None.

3. Spare the Air Campaign & Great Race for Clean Air

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation for the 2012 Spare the Air & Great Race for Clean Air Update, including an overview of the 2012 campaign and its focus on “smart transportation” and repurposed advertising, to be achieved through employer outreach efforts, expanded social media use, utilization of media relations opportunities, and campaign partnerships with organizations such as 511 Rideshare (511) and the Metropolitan Transportation Commission (MTC).

Ms. Fasano added, regarding slide 3, 2012 Campaign, that extensive surveying and planning are intended to focus the public relations campaign.

Director Wagenknecht asked, regarding slide 3, 2012 Campaign, what is meant by “employer encouragement.” Ms. Fasano responded that it refers to employer-employee messages encouraging alternative transportation choices by employees, often supported by employer-supported incentivizing programs. Jean Roggenkamp, Deputy Air Pollution Control Officer (APCO), interjected that experience shows Air District messaging combined with employer encouragement has the highest success rate. Director Wagenknecht added that he can see the benefit to employers in not having to provide parking. Ms. Fasano agreed that incentives are great and play a huge role in decision making. Director Avalos noted the recent Bike to Work event hosted by the City and County of San Francisco (SF), which included a number of technology companies, working to build the necessary alternative infrastructure and suggested

SF may be a good example for the program of employer encouragement. Ms. Fasano responded that technology companies have expressed a number of real reasons to desire and be involved in the alternatives, such as decreased commuter stress affecting productivity and employee retention through commuter socializing. Ms. Roggenkamp asked for the names of the companies participating with SF. Director Avalos responded Airbnb, Google, Zynga and perhaps Twitter.

Ms. Fasano noted, regarding slide 4, Employers, that attendees of the “Clean Air 101” Employer Breakfast have requested a full-day seminar for next year.

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of Communications & Outreach, who gave a staff presentation of various social media utilized by the Air District, including Facebook and Pinterest.

Ms. Fasano added, regarding slide 8, Partnerships, that MTC will run the Spare the Air Youth program with limited use of the brand name and financial support from the Air District.

Ms. Fasano said, in closing, that the Air District is planning on partnering with MTC on many other projects, including a driving efficiency pilot program currently underway.

Committee Comments:

Chairperson Ross said that while promoting the use of alternative transportation for work commutes two days per week is valuable, perhaps many people only need to try an alternative once per week in order to see the personal benefits and asked if requesting two days per week is too much. Ms. Fasano responded that staff does not want to overwhelm members of the public by asking for too much. Chairperson Ross agreed and suggested requesting one day per week, trusting that people will enjoy not driving alone and increase use of alternatives without encouragement. Ms. Fasano responded that there is a balancing act involved, one day per week was thought by staff to be asking too little, and that staff will seek feedback from the program and adjust the message for the future.

Chairperson Ross suggested 511 is what lures users in and asked how 511 fits in the messaging. Ms. Fasano responded that Spare the Air is also serving to market 511, something that is still lacking from the MTC. Chairperson Ross asked why MTC is not promoting 511 in light of their goals in the area of climate change and reduction of greenhouse gases and vehicle miles traveled. Ms. Fasano responded that it is staff’s hope that MTC will see the value of marketing 511 in collaborating on this program.

Director Avalos suggested the Air District identify and electronically track ten people using alternative transportation in the Bay Area and then posting the information on social media as a means of advancing the dialogue about possible choices. Ms. Fasano responded that staff has discussed a transit buddies program as a possible later addition to the program, where inexperienced users are paired with experienced users.

Chairperson Ross noted that Bay Area Rapid Transit (BART) serves as the spine of the transit system and asked if the Air District is partnering with BART. Ms. Fasano responded that the Air District has a good working relationship with BART, they are supportive but have no unpaid advertising options available, and staff has determined that messaging to already-establish BART

riders seems somewhat unproductive but will continue sharing messaging concepts with BART. Chairperson Ross replied that positive reinforcement has proven effective, noted the Air District is promoting increased BART ridership by virtue of these programs, and asked if an advertising waiver can be negotiated in light of BART benefitting from the message. Ms. Roggenkamp noted the BART Blue Sky promotion as a positive reinforcement-type of message directed at the current BART ridership and suggested the insertion of the Spare the Air logo on Blue Sky material. Chairperson Ross repeated that the Air District is helping BART's ridership and suggested a little advertising space be provided. Ms. Fasano said the Air District could encourage BART to include the Air District's Spare the Air Quick Response (QR) Code or logo in some of BART's material, noting that they seemed receptive in past conversations. Chairperson Ross suggested staff look into integrating the QR Code and logo in BART's material along with working on more cooperative advertising in next year's campaign.

Director Klatt said BART is asking Daly City for assistance and perhaps a counter-offer regarding cooperative advertising with the Air District is an appropriate response.

Public Comments: None.

Committee Action: None; informational only.

4. Website Rebuild and Redesign

Ms. Fasano introduced Ms. Roselius who gave the staff presentation Contract Award for Website Rebuild & Redesign, including background information, the request for proposals process and evaluations, and staff recommendations. A consensus of the members present recommended that the Board of Directors approve the staff requests.

Ms. Roselius noted, regarding slide 3, RFP (Request for Proposal) Proposals, that only one RFP was received from a company in San Francisco but they scored too low to be invited to an interview.

Ms. Roselius added, regarding slide 7, Staff Recommendations, that Lightmaker USA has extensive experience with Sitecore, the software used by the Air District to manage its webpage content.

Committee Comments:

Ms. Roggenkamp said that the staff request is for \$250,000 each contract year, with \$100,000 from this year's allocation towards an initial assessment with the remaining \$150,000 from this year and all of the second year allocation being held for the redesign phase.

Director Wagenknecht suggested that the rebuild is essentially going to cost \$400,000 and the assessment \$100,000. Ms. Roggenkamp agreed and said that staff are here today with a recommendation on the contractor for the assessment and will bring back at a later date a recommendation to the Committee on a contractor for the rebuild phase. Director Wagenknecht stated that interactivity is a key component because when members of the public find items of interest on the website, and are unable to get more information, calls are made to members of the

Board of Directors who often do not have adequate information to respond immediately to the inquiries.

Ms. Fasano noted the Air District website is comprised of over 7,000 pages, of which 4,000 pages are PDFs, making it a very large website, and one of the key questions for the assessment process is whether and how it can be pared down.

Chairperson Ross asked what makes up the 7,000 pages on the website. Anja Page, Webmaster of Communications & Outreach, responded that there are a large number of PDFs, including meeting materials, permits at various stages, postings for various registration programs and so on. Ms. Roggenkamp added that the Air District produces a great deal and it is a positive thing for it to be made readily available to the public but that it should be done in a more accessible way.

Director Wagenknecht said that Lightmaker USA is clearly the preferred candidate based on both of the evaluation phases, that \$100,000 for an initial assessment seems appropriate, and that both of these staff recommendations are good ones.

Chairperson Ross asked where Lightmaker USA is located to which Ms. Roselius responded Orlando, Florida, Southern California outside of San Diego, and in the north east.

Director Avalos asked if staff factor the written and interview results together in generating the final score. Ms. Fasano responded in the negative and explained that the initial score goes only to whether an applicant will be asked to interview and the interview score goes to whether an applicant is selected. Director Avalos asked staff to provide some details about what was most impressive most during the interview with Lightmaker USA. Ms. Roselius responded that Lightmaker USA had clearly done its homework for the site, noted that many of the other candidates seemed to have not looked at the website, said it is familiar with and partnered with the Air District's content management software, and showed an impressive portfolio of work for various known parties, such as Disney and the U.S. Department of Homeland Security. Ms. Fasano reiterated that the first phase of the process is merely the assessment. Chairperson Ross asked if the District is spending money to find out what is already known; that is, that the website does not work and needs improvement. Ms. Fasano responded that staff views the assessment as more of an audit that will generate suggestions of various sorts and sizes.

Public Comments: None.

Committee Action:

A consensus of the members present recommended that the Board of Directors approve the staff recommendation for the following:

1. Allocate up to \$500,000 for website assessment over two fiscal years, \$250,000 from Fiscal Year Ending (FYE) 2012 and \$250,000 from FYE 2013; and
2. Contract for website assessment, not to exceed \$100,000, with Lightmaker USA.

5. Approval of Spare the Air Resource Team Contractor

Ms. Fasano introduced Jim Smith, Senior Public Information Officer of Communications & Outreach, who gave the staff presentation Contract Award for Community Outreach, including project background, the request for proposals process, review team composition, evaluation criteria and proposal scores.

Mr. Smith noted, regarding slide 6, Proposal Scores, that the difference was so great between the highest scoring proposal, by Community Focus, and the next highest, by Kearns & West, that staff opted not to interview Kearns & West.

Committee Comments:

Director Avalos asked for some details from the Community Focus proposal that earned it the highest award. Mr. Smith responded that the primary reason was Community Focus kept it simple. Mr. Smith explained that the other proposals did not, one of which was from a social ecology perspective that made it a very complicated, almost academic, approach. Mr. Smith added that Community Focus showed a clear understanding of the Air District's goals compared with the other proposals. Ms. Fasano added that the whole point of the contractor for the Resource Team is for them to act as a facilitator and promoter, who will initiate the meetings, distribute the funds to the resource teams used, and spark the creative action that will take place within the resource teams and Community Focus has shown a good understanding of how to coordinate and follow through at this level. Mr. Smith said that a real problem with the other proposals was their focus on assessment and the responses gave staff the sense that the respondents had not even looked at the Air District's website to see what had been accomplished up to the present. Director Avalos asked where Community Focus is based. Mr. Smith answered Oakland. Director Wagenknecht noted that Community Focus has been on the job for a number of years.

Public Comments: None.

Committee Action:

A consensus of the members present recommended that the Board of Directors approve the staff recommendation for the following:

1. Selection of contractor Community Focus for the Spare the Air Resource Team Program; and
2. Authorize the APCO to enter into a contract with Community Focus for an amount not to exceed \$227,000 per contract year for up to three contract years.

6. Approval of Minutes of March 15, 2012

Committee Action: None as the Committee failed to establish a quorum.

7. **Time and Place of Next Meeting:** Thursday, July 19, 2012, at Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m. Director Ross noted the lack of attendance at today’s Committee meeting as an issue of concern going forward.
8. **Adjournment:** The meeting adjourned at 10:26 a.m.

Sean Gallagher
Clerk of the Boards

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: June 28, 2012

Re: Website Maintenance and Minor Upgrades Contract Approval

RECOMMENDED ACTION:

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute an eight-month contract with Cylogy, Inc., not to exceed \$87,000 for website maintenance and minor upgrades.

BACKGROUND

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of website maintenance, upgrades and support.

Cylogy, Inc. has provided website maintenance and support for the Air District since 2009. General website updates, maintenance, support and bug fixes are necessary to ensure optimal performance of Air District websites. Projects include:

- Website Maintenance - \$46,000
General website updates, maintenance, support and bug fixes to ensure operation of the Air District Websites.
- Web Upgrades - \$25,000
Special projects to address technical needs and requirements. Includes adjustments to components such as tables, calendar, and more.
- Gate 1 Migration - \$16,000
Migration from the existing Gate 1 server to Sitecore server and development to upgrade the data presentation to increase functionality and ease-of-use for website visitors.

DISCUSSION

The Air District currently has a \$65,000 contract with Cylogy, Inc. through October 2012. Approval of this eight-month contract will ensure critical maintenance and upgrades of the website will continue uninterrupted through fiscal year end (FYE) 2013.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this project is included in the FYE 2013 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
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: June 26, 2012

Re: Update on the 2012 Great Race for Clean Air

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

The Air District's annual Great Race for Clean Air is a friendly competition between Bay Area employers to encourage use of commute alternatives such as transit, carpooling, vanpooling, walking and bicycling rather than driving solo to work. The Great Race for Clean Air competition runs from September 1, 2012, until October 31, 2012. Employers have until August 15, 2012 to register.

The Great Race for Clean Air originated from a Tri-Valley Resource Team project over five years ago. After much success in the Tri-Valley region, the program expanded to encompass all Bay Area employers. In its third annual year, Great Race for Clean Air participants have saved over 1300 tons of carbon dioxide by using alternatives to solo driving to work.

DISCUSSION

The Committee will receive an update and materials for the Great Race for Clean Air to encourage participation from member counties.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristina Chu
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: June 28, 2012

Re: Update on Collaboration with the Bay Area Environmental Health Collaborative
(BAEHC)

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

The Bay Area Environmental Health Collaborative (BAEHC) is an advocacy organization based in Oakland. It is comprised of approximately 30 member organizations, such as the Regional Asthma Prevention Program and Greenaction. Over the past several years, Air District staff and BAEHC have collaborated on numerous issues, including a resolution to continue reducing air contaminants in impacted communities, a language assessment conducted by the Air District in 2010, and the Public Participation Plan currently being developed.

DISCUSSION

On January 26, 2012, Air District staff and BAEHC held a retreat at the Port of San Francisco facilities. Approximately 30 individuals from BAEHC and the Air District participated in the full day retreat. At the end of the day, the group collectively identified next steps for working together.

Staff will provide an update on activities with BAEHC since the retreat. The update will include a review of the Bayview Hunters Point interagency walk-through held on May 11, 2012, the Community Air Risk Evaluation (CARE) Task Force Meeting on Identifying Impacted Communities held on June 5, 2012 and Air District staff participation at BAEHC quarterly meetings.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano