



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR  
JOHN AVALOS  
SCOTT HAGGERTY  
ROD SINKS

TERESA BARRETT - VICE CHAIR  
TOM BATES  
NATE MILEY  
BRAD WAGENKNECHT

**THURSDAY  
MARCH 5, 2015  
9:30 A.M.**

**7<sup>TH</sup> FLOOR BOARD ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**AGENDA**

**1. CALL TO ORDER - ROLL CALL**

*The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members.*

**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 THE MINUTES OF OCTOBER 30, 2014**

**Clerk of the Boards/5073**

*The Committee will consider approving the attached draft minutes of the Public Outreach Committee meeting of October 30, 2014.*

**4. OVERVIEW OF 2014/2015 WINTER SPARE THE AIR SEASON**

**L. Fasano/5170**

**[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)**

*The Committee will receive an overview of the 2014/2015 Winter Spare the Air season.*

**5. OVERVIEW OF SPARE THE AIR YOUTH FOR ENVIRONMENTAL SUSTAINABILITY (YES) CONFERENCE**

**K. Chu/4758**

**[kchu@baaqmd.gov](mailto:kchu@baaqmd.gov)**

*The Committee will receive an update on the February 2015 Youth for Environmental Sustainability Conference held in partnership with Metropolitan Transportation Commission.*

6. **APPROVAL OF CONTRACT FOR SPARE THE AIR ADVERTISING/MESSAGING CAMPAIGNS**

**K. Roselius/4647**  
[kroselius@baaqmd.gov](mailto:kroselius@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute a contract for the Spare the Air Every Day, Winter Spare the Air, Employer Program and Commuter Benefits messaging campaigns.*

7. **APPROVAL OF A CONTRACT FOR SPARE THE AIR RESOURCE TEAMS**

**K. Chu/4758**  
[kchu@baaqmd.gov](mailto:kchu@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Office/APCO to execute a contract for the facilitation of Spare the Air Resource Teams.*

8. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2).*

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

10. **ADJOURNMENT**

*The Committee meeting shall be adjourned by the Committee Chair.*

**CONTACT:**

**MANAGER, EXECUTIVE OPERATIONS**  
**939 ELLIS STREET, SF, CA 94109**  
**mmartinez@baaqmd.gov**

**(415) 749-5016**  
**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. Please note that all correspondence must be addressed to the “Members of the Public Outreach Committee” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Committee meeting. Any correspondence received after that time will be presented to the Committee at the following 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 Clerk’s Office should be given in a timely manner, 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.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF AIR DISTRICT MEETINGS**

**MARCH 2015**

<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 on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> <b>CANCELLED</b>	Wednesday	4	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(At the Call of the Chair)</i>	Thursday	5	9:30 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	11	9:00 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	16	9:30 a.m.	Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	16	10:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets on the 3<sup>rd</sup> Thursday of Every Other Month)</i>	Thursday	19	9:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	25	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	26	9:30 a.m.	Board Room

## APRIL 2015

<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 on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	1	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	8	9:00 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	9:30 a.m.	Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	10:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	22	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	Board Room

VJ – 2/26/15 (11:50 a.m.)

P/Library/Forms/Calendars/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/Air Pollution Control Officer

Date: February 24, 2015

Re: Approval of the Minutes of October 30, 2014

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of October 30, 2014.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of October 30, 2014.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Public Outreach Committee Meeting of October 30, 2014

## AGENDA: 3 – ATTACHMENT

Draft Minutes – Public Outreach Committee Meeting of October 30, 2014

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 749-5073

### **DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, October 30, 2014

#### **1. CALL TO ORDER – ROLL CALL**

Public Outreach Committee (Committee) Chairperson Mark Ross called the meeting to order at 9:38 a.m.

Present: Committee Chairperson Mark Ross; Vice-Chairperson John Avalos; and Directors Susan Adams, Teresa Barrett, Scott Haggerty, Roger Kim (on behalf of Edwin Lee), Carol Klatt and Brad Wagenknecht.

Absent: Director Tom Bates.

Also Present: Board of Directors (Board) Chairperson Nate Miley.

#### **2. PUBLIC COMMENT PERIOD**

Jed Holtzman, 350 Bay Area, addressed the Committee in gratitude for the webcasting of today's meeting and to request the webcasting of all future meetings by Board committees.

#### **3. APPROVAL OF MINUTES OF JUNE 5, 2014**

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Adams made a motion, seconded by Director Barrett, to approve the Minutes of June 5, 2014; and the motion carried by the following vote of the Committee:

AYES: Adams, Avalos, Barrett, Kim, Klatt, Ross and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Bates, Haggerty and Miley.

**2. PUBLIC COMMENT PERIOD (CONTINUED):**

Committee Chairperson Ross thanked staff for webcasting today’s meeting at his request and the behest of the public. The Committee and staff discussed the current webcasting practice, the recent discussion of the same by the Executive Committee and the upcoming Executive Committee report to the Board on November 17, 2014.

**4. OVERVIEW OF 2014 SPARE THE AIR CAMPAIGN**

Lisa Fasano, Communications Officer, gave the staff presentation *2014 Spare the Air Campaign*, including a summary of traditional and social media advertising; an example television ad; an overview of STACommuteTips.org and additional campaign websites; media relations and social media statistics; employer outreach pilot programs; an update on the Commuter Benefits Program outreach; community events; and survey results.

NOTED PRESENT: Board Chairperson Miley was noted present at 9:49 a.m. and Director Haggerty was noted present at 9:50 a.m.

Committee Comments:

The Committee and staff discussed proposals in development that are intended to sustain the current trends through the coming year; whether staff is working with employers to incentivize alternative commute options by tying participation in the programs to healthcare; the current primary message; the challenges of measuring impact of messaging in past campaigns; the range of advertisements being translated into various languages and the timing of their airing; whether the public survey was conducted in multiple languages and expectations for future surveys; how the survey results compare to other data points; and whether information is available on the actual number of drivers represented by the percentages provided.

Public Comments: No requests received.

Committee Action: None; receive and file.

**5. INTRODUCTION OF WINTER SPARE THE AIR OUTREACH**

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of the Communications office, who gave the staff presentation *2014-15 Winter Spare the Air Campaign*, including outreach; advertising; outreach placement; media outreach and social media utilization; and alert notifications.

Committee Comments:

The Committee and staff discussed the status of pilot grant programs to incentivize the purchase of cleaner-burning fireplaces; how outreach targets are established and the timing of door-to-door outreach; and the commendable advertisement campaign concept.

Public Comments: No requests received.



Committee Action: None; receive and file.

**6. RENEWAL OF FINAL YEAR OF SPARE THE AIR RESOURCE TEAM CONTRACT**

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced Kristina Chu, Acting Manager of the Community Engagement Office, who gave the staff presentation *Renewal of Final Year of Spare the Air Resource Team Contract*, including background; overviews of the Contra Costa, San Francisco, San Mateo County, Santa Clara County, Sonoma County, Southern Alameda County and Tri-Valley Spare the Air Resource Teams, Napa Valley Clean Air Coalition, and San Jose Green Vision Resource Team; a summary of value added by the teams; an overview of the contract; and staff recommendation.

Committee Comments:

The Committee and staff discussed the absence of Marin and Solano County resource teams and what is necessary to get them launched.

Public Comments: No requests received.

Committee Action:

Director Wagenknecht made a motion to recommend the Board approve the contract extension for Spare the Air Resource Team program management through the Tides Center-Community Focus for an amount not to exceed \$151,000.

Committee Comments (continued):

The Committee and staff discussed the timing of the upcoming request for proposals.

Committee Action (continued):

The motion was seconded by Director Adams.

Committee Comments (continued):

The Committee and staff discussed the duration of the extended contract in the proposed recommendation.

Committee Action (continued):

The motion carried by the following vote of the Committee:

AYES:	Adams, Avalos, Barrett, Haggerty, Kim, Klatt, Miley, Ross and Wagenknecht.
NOES:	None.
ABSTAIN:	None.
ABSENT:	Bates.

**7. SPARE THE AIR YOUTH PARTNERSHIP WITH THE METROPOLITAN TRANSPORTATION COMMISSION (MTC)**

Ms. Roggenkamp introduced Ms. Chu, who gave the staff presentation *Spare the Air Youth Program*, including background; overviews of Youth for the Environment and Sustainability (YES!) Conferences for 2013 and 2015; YES! Conference 2015 planning; and a program timeline.

Committee Comments:

The Committee and staff discussed enhanced outreach via Board member networking in home jurisdictions; conference attendance capacity and enhancements to outreach since the 2013 event; cost of the event; attendance overflow plans; ways by which Air District staff can determine which schools offer Advanced Placement Environmental Studies courses in their curriculum; and whether transportation to the conference is part of the outreach efforts.

Public Comments: No requests received.

Committee Action: None; receive and file.

**8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS**

Committee Chairperson Ross made a clarifying statement about the webcasting of the meeting.

**9. TIME AND PLACE OF NEXT MEETING:** At the Call of the Chairperson.

**10. ADJOURNMENT:** The meeting adjourned at 10:36 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: February 23, 2015

Re: Overview of the 2014/2015 Winter Spare the Air Season

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Winter Spare the Air Season began on November 1, 2014 and ended February 28, 2015. The Air District's Communications Office conducted Winter Spare the Air outreach and advertising to message the health impacts of wood smoke during the four winter months.

DISCUSSION

The Winter Spare the Air campaign continued to inform residents about the Wood Burning Rule and focused on the localized health impacts from wood smoke in the Bay Area. This year's campaign included a stronger message that more closely links wood smoke to cigarette smoke. Advertising clearly illustrated this link and a new tagline was featured that supports the stronger messaging and visuals.

Staff will present a summary of the 2014-2015 Winter Spare the Air advertising and outreach campaign for the season wrap-up. Survey data and trends will also be featured.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the Winter Spare the Air outreach program is included in the Fiscal Year Ending 2015 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: February 19, 2015

Re: Overview of Spare the Air Youth for Environmental Sustainability (YES) Conference

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Spare the Air Youth program is a regional joint program between the Metropolitan Transportation Commission and the Air District. The purpose of the Spare the Air Youth program is to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool and take transit.

DISCUSSION

On Saturday, February 7, 2015, the Spare the Air Youth program hosted the second annual Youth for the Environment and Sustainability (YES) Conference at Joseph P. Bort Metro Center's Auditorium in Oakland. The conference provided high school students the opportunity to discuss transportation and climate change issues with their peers from around the Bay Area. The agenda included two keynote speakers, interactive presentations on climate change and fifteen different breakout session topics.

At the committee meeting, staff will provide an overview of the 2015 YES Conference and show a video from the conference.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for this program is included in the Fiscal Year Ending (FYE) 2015 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Jean Roggenkamp

**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 24, 2015

Re: Approval of a Contract for Spare the Air Advertising/Messaging Campaigns

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors approval of O’Rorke, Inc. as the selected contractor for the Spare the Air Campaigns’ Advertising, Communications & Evaluation Services.

The Committee will also consider recommending Board of Directors authorization for the Executive Officer/APCO to execute a contract with O’Rorke, Inc. for an amount not to exceed \$1,950,000 per contract year during Fiscal Year Ending (FYE) 2016 and FYE 2017, and \$2,019,000 for FYE 2018, to be broken down as follows:

- Spare the Air Every Day Campaign
  - Advertising \$600,000
  - Media Relations \$200,000
  - Social Media \$75,000
  - Employer Program \$200,000
  - Public Opinion Surveys \$50,000
  
- Winter Spare the Air Campaign
  - Advertising \$600,000
  - Media Relations \$100,000
  - Social Media \$75,000
  - Public Opinion Surveys \$50,000
  - In-Language Option Surveys \$69,000 (3rd year of contract only)

BACKGROUND

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

- **Advertising Services:** To develop professional quality broadcast, print and digital advertising/educational materials for the Spare the Air campaigns.

- **Media/Public Relations Services:** To provide media relations services to promote activities through the media that support the Spare the Air campaigns.
- **Social Media Services:** To provide social media strategies—including concept, writing, design, production and technical services.
- **Public Opinion Survey Services:** To measure the effectiveness of the Air District’s Spare the Air Every Day and Winter Spare the Air campaigns, and assess public behavior patterns/change.
- **Employer Outreach Services:** To notify Bay Area employers of the Commuter Benefits Program requirements, encourage employers in the Spare the Air Employer Program to educate their employees about air quality, notify them when a Spare the Air Alert is called and change commute behaviors to benefit air quality.

DISCUSSION

The RFP for Spare the Air Advertising, Communications & Evaluation Services was released on January 14, 2015. The RFP was posted on the Air District website for three weeks.

Three proposals were received from KHB Marketing, Mental Marketing and O’Rorke, Inc. in response to the RFP. A panel of three Air District staff performed a thorough evaluation and conducted interviews of the company proposals based on the five evaluation criteria outlined in the RFP.

EVALUATION

The panel member’s scores were averaged and the average scores were summed for each bidder. The tables below list the RFP evaluation criteria and show each firm’s averaged score for the proposal evaluations and the interviews.

RFP proposal and interview scores – Spare the Air Campaigns’ Advertising, Communications & Evaluation Services

**Proposal Scores**

<b>KHB</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	18
Skill	20	10
Approach	20	16
Cost	20	16
Firm’s Focus Area	10	5
<b>Total Points</b>	<b>100</b>	<b>65</b>

<b>Mental Marketing</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	19
Skill	20	12

**Interview Scores**

<b>KHB</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	17
Skill	20	11
Approach	20	13
Cost	20	13
Firm’s Focus Area	10	5
<b>Total Points</b>	<b>100</b>	<b>60</b>

<b>Mental Marketing</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	10
Skill	20	7



Approach	20	7
Cost	20	9
Firm's Focus Area	10	5
<b>Total Points</b>	<b>100</b>	<b>53</b>

Approach	20	6
Cost	20	6
Firm's Focus Area	10	3
<b>Total Points</b>	<b>100</b>	<b>32</b>

<b>O'Rorke</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	30
Skill	20	20
Approach	20	20
Cost	20	17
Firm's Focus Area	10	8
<b>Total Points</b>	<b>100</b>	<b>94</b>

<b>O'Rorke</b>		
<b>Evaluative Criteria</b>	<b>Maximum Points</b>	<b>Average</b>
Expertise	30	30
Skill	20	20
Approach	20	19
Cost	20	18
Firm's Focus Area	10	7
<b>Total Points</b>	<b>100</b>	<b>94</b>

O'Rorke Inc. received the highest score for the proposal evaluation and for the interview.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this contract comes from the following sources:

- Spare the Air Every Day
  - Congestion Mitigation Air Quality (CMAQ) - \$925,000 per contract year FYE 2016-18
  - Transportation Fund for Clean Air (TFCA) - \$200,000 per contract year FYE 2016-18
- Winter Spare the Air
  - General Revenue - \$825,000 per contract year FYE 2016 and FYE 2017
  - General Revenue - \$894,000 contract year FYE 2018

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: February 25, 2015

Re: Approval of a Contract for the Spare the Air Resource Teams

RECOMMENDED ACTION

The Committee will consider recommending the Board of Directors:

- Approve the selection of Community Focus, a contractor to facilitate the Spare the Air Resource Teams; and
- Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$245,000 per contract year for up to three years.

BACKGROUND

One of the Air District's innovative efforts to engage the public was the formation of local resource teams in 1991, in conjunction with the creation of the Spare the Air program. Since the inception of the program, local community groups, public agencies, businesses and environmental organizations meet regularly and work collaboratively to implement projects that promote cleaner air. The Air District currently operates nine teams in the region:

- Contra Costa County Spare the Air Resource Team
- Napa Valley Clean Air Coalition
- San Francisco Spare the Air Resource Team
- San Mateo County Spare the Air Resource Team
- San Jose Green Vision Resource Team
- Santa Clara County Spare the Air Resource Team
- Sonoma County Spare the Air Resource Team
- Southern Alameda County Spare the Air Resource Team
- Tri-Valley Spare the Air Resource Team

The teams meet, at least, every two months to select and coordinate work on team projects. Past projects have included Walk and Roll to School; the Great Race for Clean Air; Green Business Workshops; and Home Energy Workshops.

DISCUSSION

The Community Engagement Section relies on a contractor to assist with the administration, coordination, recruitment, retention and facilitation of the nine Spare the Air Resource Teams.

On January 5, 2015, the Air District issued a request for proposals (RFPs) for this project. In this request, the Air District invited proposals from qualified firms experienced in community engagement to bring together businesses, civic organizations, and local governments to collectively develop and implement collaborative, community-wide air pollution reduction programs; and with the capability to foster innovative ideas among team members.

The RFP was distributed to a list of over 30 firms in the area of civic engagement and Air District's Community Groups mailing list made up of approximately 85 stakeholders. The RFP was also distributed through a 1500-member listserv of the National Coalition for Dialogue & Deliberation and posted on its blog, as well as on the Air District website.

## EVALUATION

Staff evaluated all proposals according to the criteria below:

Expertise of the firm and personnel assigned to proposal tasks; firm's ability to perform and complete the work in a professional and timely manner.	20%
Past experience of the firm and personnel on similar projects for governmental or non-profit agencies.	20%
Responsiveness of the proposal in achieving all elements of the Scope of Work, based upon a clear understanding of the work to be performed.	30%
Cost effectiveness and resource allocation strategy.	20%
References of the firm, Green Business certification	10%

Based on the evaluation described above, staff recommends Community Focus as the contractor for the Spare the Air Resource Team Program. Below is a summary of the scores and evaluations of the proposals submitted on the RFP:

		<b>Community Focus</b>	<b>PMC</b>	<b>TRC</b>
<b>Evaluative Criteria</b>	<b>Points</b>	<b>Average</b>	<b>Average</b>	<b>Average</b>
Expertise	20	19	15	9
Skill	20	19	13	10
Approach	30	24	23	9
Cost	20	16	10	7
Firm's Focus Area	10	6	4	2
<b>Total Points</b>	<b>100</b>	<b>85</b>	<b>65</b>	<b>37</b>

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the first year of this contract is included in the proposed Fiscal Year End 2016 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Jean Roggenkamp