



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
NATE MILEY
ROD SINKS

TERESA BARRETT – VICE CHAIR
SCOTT HAGGERTY
KATIE RICE
BRAD WAGENKNECHT

MONDAY
JULY 18, 2016
9:30 A.M.

1ST FLOOR BOARD ROOM
375 BEALE STREET
SAN FRANCISCO, CA 94105

AGENDA

1. **CALL TO ORDER - ROLL CALL – PLEDGE OF ALLEGIANCE**

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

2. **PUBLIC COMMENT ON NON-AGENDA MATTERS**

(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 Air District headquarters, 375 Beale Street, San Francisco, California 94105, and on the Air District's website www.baaqmd.gov 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 Board's authority. Speakers will be limited to three (3) minutes each.

This meeting will be webcast. To see the webcast, please visit <http://www.baaqmd.gov/The-Air-District/Board-of-Directors/Agendas-and-Minutes.aspx> at the time of the meeting.

Staff/Phone (415) 749-

3. **APPROVAL OF THE MINUTES OF MAY 2, 2016**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of May 2, 2016.

4. **OPPORTUNITY FOR SPARE THE AIR ADVERTISING ON THE OAKLAND BROADWAY SHUTTLE**
D. Breen/5041
dbreen@baaqmd.gov

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to approve \$235,000 to be allocated to the Transportation Fund for Clean Air - Spare the Air Program budget for wrapping and advertising rights on the Oakland Broadway Shuttle.

5. **PUBLIC PARTICIPATION PLAN STATUS REPORT AND UPDATE PROCESS**
D. Ralston/8423
dralston@baaqmd.gov

The Committee will receive an overview of implemented actions from the current 2013 Air District Public Participation Plan (PPP) and consider the strategic approach for updating the plan for 2017.

6. **APPROVAL OF CONTRACT FOR GRAPHIC DESIGN**
L. Fasano/5170
lfasano@baaqmd.gov

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute a one-year contract with Envall Design for a total amount not to exceed \$200,000 for graphic design services.

7. **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).

8. **TIME AND PLACE OF NEXT MEETING**

At the call of the Chair.

9. **ADJOURNMENT**

The Committee meeting shall be adjourned by the Committee Chair.

CONTACT:

MANAGER, EXECUTIVE OPERATIONS
375 BEALE STREET, SAN FRANCISCO, CA 94105
mmartinez@baaqmd.gov

(415) 749-5016
FAX: (415) 928-8560
BAAQMD homepage:
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 Engagement 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.

Accessibility and Non-Discrimination Policy

The Bay Area Air Quality Management District (Air District) does not discriminate on the basis of race, national origin, ethnic group identification, ancestry, religion, age, sex, sexual orientation, gender identity, gender expression, color, genetic information, medical condition, or mental or physical disability, or any other attribute or belief protected by law.

It is the Air District’s policy to provide fair and equal access to the benefits of a program or activity administered by Air District. The Air District will not tolerate discrimination against any person(s) seeking to participate in, or receive the benefits of, any program or activity offered or conducted by the Air District. Members of the public who believe they or others were unlawfully denied full and equal access to an Air District program or activity may file a discrimination complaint under this policy. This non-discrimination policy also applies to other people or entities affiliated with Air District, including contractors or grantees that the Air District utilizes to provide benefits and services to members of the public.

Auxiliary aids and services including, for example, qualified interpreters and/or listening devices, to individuals who are deaf or hard of hearing, and to other individuals as necessary to ensure effective communication or an equal opportunity to participate fully in the benefits, activities, programs and services will be provided by the Air District in a timely manner and in such a way as to protect the privacy and independence of the individual. Please contact the Non-Discrimination Coordinator identified below at least three days in advance of a meeting so that arrangements can be made accordingly.

If you believe discrimination has occurred with respect to an Air District program or activity, you may contact the Non-Discrimination Coordinator identified below or visit our website at www.baaqmd.gov/accessibility to learn how and where to file a complaint of discrimination.

Questions regarding this Policy should be directed to the Air District’s Non-Discrimination Coordinator, Rex Sanders, at (415) 749-4951 or by email at rsanders@baaqmd.gov.

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 375 Beale Street, Suite 600, San Francisco, CA 94105, 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
375 BEALE STREET, SAN FRANCISCO, CALIFORNIA 94105
FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941**

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

JULY 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	18	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	18	10:30 a.m.	1 st Floor Board Room
Board of Directors Public Engagement Committee <i>(At the Call of the Chair)</i>	Monday	18	9:30 a.m.	1 st Floor Board Room
Advisory Council Meeting <i>(Meets at the Call of the Chair)</i>	Tuesday	19	10:00 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of every other Month)</i> - CANCELLED	Thursday	21	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	27	9:30 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i> - CANCELLED	Thursday	28	9:30 a.m.	1 st Floor Board Room

AUGUST 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	3	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	15	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	15	10:30 a.m.	1 st Floor Board Room

AUGUST 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	17	9:45 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	24	9:30 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i> - CANCELLED	Thursday	25	9:30 a.m.	1 st Floor Board Room

SEPTEMBER 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of every other Month)</i>	Thursday	15	9:30 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	19	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	19	10:30 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	22	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	28	9:30 a.m.	1 st Floor Board Room

HL – 7/7/16 (9:10 a.m.)

G/Board/Executive Office/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

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

From: Jack P. Broadbent
Executive Officer/APCO

Date: July 6, 2016

Re: Approval of the Minutes of May 2, 2016

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of May 2, 2016.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of May 2, 2016.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Committee Meeting of May 2, 2016

AGENDA: 3A – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of May 2, 2016

Bay Area Air Quality Management District
375 Beale Street, Suite 600
San Francisco, California 94105
(415) 749-5073

DRAFT MINUTES

Summary of Board of Directors
Public Engagement Committee Meeting
Monday, May 2, 2016

1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Chairperson Ross called the meeting to order at 9:31 a.m.

Roll Call:

Present: Chairperson Mark Ross; Vice Chairperson Teresa Barrett, Directors John Avalos, Scott Haggerty, Nate Miley, Katie Rice, Rod Sinks, and Brad Wagenknecht

Absent: None.

Also Present: None.

2. PUBLIC COMMENT ON NON-AGENDA MATTERS:

No requests received.

3. APPROVAL OF THE MINUTES OF MARCH 24, 2016

Public Comments:

No requests received

Committee Comments:

None.

Committee Action:

Director Wagenknecht made a motion, seconded by Director Barrett, to approve the minutes of March 24, 2016; and the motion carried by the following vote of the Committee:

AYES: Barrett, Rice, Ross, Sinks, and Wagenknecht
NOES: None
ABSTAIN: None
ABSENT: Avalos, Haggerty, and Miley.

4. 2016 SPARE THE AIR CAMPAIGN

Lisa Fasano, Director of Communications, gave the staff presentation *2016 Spare the Air Every Day Campaign*, including: advertising campaign; grassroots outreach; campaign websites; media relations; social media; Spare the Air Employer Program; Employer Pilot Program; and Spare the Air summary.

NOTED PRESENT: Director Avalos noted present at 9:38 a.m.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the target audience of and lack of diversity represented by the preliminary television ad; the schedule for a final television ad; and the difference between official and casual carpooling programs and making the distinction clear to the public.

NOTED PRESENT: Directors Haggerty and Miley noted present at 9:44 a.m.

5. RENEWAL OF CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS

Kristine Roselius, Communication Manager, gave the staff presentation *Renewal of Contract for Spare the Air Advertising and Messaging Campaigns*, including: background; contractor team; and staff recommendation.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the fact that the District is currently in the second year of a three-year contract with O’Rorke, Inc. for various services, and the contract is to be reviewed each year.

Committee Action:

Director Avalos made a motion, seconded by Chair Ross, to recommend the Board of Directors’ (Board) authorization for the Executive Officer/Air Pollution Control Officer to amend existing contract with O’Rorke, Inc. for the Fiscal Year End 2017 Spare the Air Campaign’s Advertising,

Communications, and Evaluation Services in an amount not to exceed \$1,950,000; and the motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Miley, Rice, Ross, Sinks, and Wagenknecht
NOES: None.
ABSTAIN: None.
ABSENT: Haggerty.

6. OVERVIEW OF CLIMATE FORWARD BAY AREA LEADERSHIP FORUM

Ms. Fasano gave the staff presentation *Climate Forward Bay Area Leadership Forum*, including: Mission Bay Conference Center; sponsors and speakers; draft agenda; and conference logistics.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the Committee members’ suggestions for speakers, and people to make speaker-introductions; the purpose of the forum; 2050 climate change goals; the request for a tangible lessons learned protocol synopsis for those that cannot attend the event; whether or not the public may register; what value confirmed speakers bring to the topic; utilizing and making Board members visible at the forum, rather than letting Bay Area elected officials who are not on the Air District’s Board take the credit for the District’s work; the feasibility of a live stream and recording options; whether or not this event could be held at 375 Beale Street; the need to utilize local experts, and not just national experts whose names will draw a crowd; and a scholarship program for those who are eligible.

7. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:

Director Sinks congratulated the City of San Francisco for the launch of its Community Choice Aggregation program, CleanPowerSF, on May 1.

8. TIME AND PLACE OF NEXT MEETING:

At the Call of the Chairperson.

9. ADJOURNMENT:

The meeting adjourned at 10:11 a.m.

Marcy Hiratzka
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: July 7, 2016

Re: Opportunity for Spare the Air Advertising on the Oakland Broadway Shuttle

RECOMMENDATIONS

Recommend the Board of Directors:

- 1) Approve \$235,000 to be allocated to the Transportation Fund for Clean Air - Spare the Air Program budget for fiscal year ending (FYE) 2017 for the purposes of:
 - a. Securing an advertising contract with the City of Oakland at a cost of \$185,000 per year for up to two years, and
 - b. Wrapping four AC transit operated shuttle buses at a cost of approximately \$50,000 on the Broadway route in the City of Oakland with the Spare the Air messaging.
- 2) Authorize the Executive Officer/APCO to execute all contracts and agreements with the City of Oakland related to the wrapping and advertising rights;
- 3) Authorize the Executive Officer/APCO to extend the advertising service at a cost not to exceed \$185,000 for an additional year, at the Air District's discretion, based on contractor performance.

BACKGROUND

The City of Oakland currently contracts with AC Transit to operate a fleet of four shuttle buses that connects riders to BART and runs along a Broadway route in its downtown. This service, known as the "Free B" has nearly 400,000 boardings annually. Additionally, the City of Oakland has up to 2.6 million visitors to its downtown area each year. The Committee will consider recommending Board of Directors approval of a proposal for an advertising contract with the City of Oakland to promote the District's Spare the Air message in partnership with the City's free shuttle service.

DISCUSSION

The Free B has an extraordinarily high profile with visitors to downtown Oakland. It traverses the corridor along Broadway which is one of the city's most heavily trafficked thus providing a

unique platform for messaging for the Air District Spare the Air Program. Staff has worked with the City of Oakland to come up with an advertising proposal that meets the requirements of the Spare the Air Program and that also provides funding support to the shuttle for two years while it undergoes a process to become self-funded.

Air District staff will work with the City of Oakland to come up with wrap designs that emphasize the Spare the Air message on these vehicles that are appropriate for both summer and winter months. The proposed advertising contract with the City of Oakland will span up to two years, at a cost of \$185,000 per year with an option to renew for the second year based on performance of the advertising.

BUDGET CONSIDERATION / FINANCIAL IMPACT

Funding to implement this portion of the Spare the Air Program will come from projects closing out under budget from the Transportation Fund for Clean Air Regional Fund. Should the Board of Directors approve this request, the Spare the Air program budget for fiscal year ending 2017 will be increased by \$235,000.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Damian Breen

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

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

From: Jack P. Broadbent
Executive Officer/APCO

Date: July 7, 2016

Re: Public Participation Plan Status Report and Update Process

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Public Participation Plan (PPP) was adopted by the Board of Directors in December of 2013. This plan articulated proposed actions for enhancing and increasing avenues for public participation between the public and the Air District, as well as enhanced collaboration within the agency. The PPP itself was the result of an extensive outreach and public input process that involved a 23-member stakeholder advisory body and many stakeholder meetings. Most significantly, the PPP was developed as a living document to be updated regularly and ensure the Air District can continuously improve community engagement strategies.

DISCUSSION

Since the Community Engagement Office has been fully set-up in 2015, the Air District has had the capacity to work on the key implementation actions articulated in the plan. At this point the majority of these actions have been completed with the remainder in various stages of implementation. Staff will present the completed actions and the status of the remaining items that are under-way.

With renewed emphasis in conducting effective outreach to public stakeholders in at-risk communities and limited English-speaking communities, the Air District is now also preparing the update of this plan, including a targeted outreach process, during 2017. This report will provide the status on the action items from the 2013 plan and present the process and strategic goals for updating the PPP in 2017.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for continuing this program is included in the Fiscal Year Ending (FYE) 2017 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: David Ralston
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: July 7, 2016

Re: Approval of Contract for Graphic Design

RECOMMENDED ACTION

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute a one-year contract with Envall Design for a total amount not to exceed \$200,000 for graphic design services.

BACKGROUND

The Air District's Communications Office relies on contractors to assist with graphic design for infographics, publications, Spare the Air campaign materials and presentations.

The Air District completed an RFQ process for graphic design in 2015. Envall Design had the highest qualifications of the 10 submissions received from prospective graphic designers. Each of the submissions was reviewed based on evaluating statements of qualifications pursuant to the posted RFQ.

Last year, the Board approved a one-year, \$125,000 contract with Envall Design.

DISCUSSION

The growing need for social media messaging with illustrative graphics, as well as graphics for use in videography, presentations and publications has significantly increased the demand for visual communication. Envall Design has exceeded staff expectations by providing excellent counsel, completing assigned projects quickly and offering a fresh approach to communicating complicated topics in a visually compelling manner.

Staff is recommending Board approval of a contract with Envall Design for a total amount not to exceed \$200,000 for graphic design.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the proposed contract comes from the following sources:

- Spare the Air Every Day
 - Congestion Mitigation Air Quality (CMAQ) - \$40,000 from the FYE 2016 budget
- Winter Spare the Air
 - General Revenue - \$35,000 from the proposed FYE 2017 budget
- General Revenue
 - \$25,000 from the FYE 2016 budget
 - \$100,000 from the FYE 2017 budget

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano