



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

## CHARTER

### **PUBLIC ENGAGEMENT STAKEHOLDER ADVISORY TASK FORCE**

#### **I. Introduction**

The Bay Area Air Quality Management District (Air District) is developing a Public Engagement Policy and Guidance Plan. The Policy will establish principles for public engagement. The Guidance Plan will outline a comprehensive set of strategies for communicating with diverse Air District stakeholders. Together, the Policy and Guidance Plan documents will provide the basis for the Air District to create a Board-adopted stakeholder engagement process.

The participation of the Stakeholder Advisory Task Force (Task Force) is essential to the development of a Public Engagement Policy and Guidance Plan. This Task Force will represent the broad spectrum of interests and geographies within the Air District's jurisdiction and will provide guidance to the Air District and its consultant team.

#### **II. Goal**

The goal of the Task Force is to contribute to the development of a Public Engagement Policy that conveys the Air District's commitment to stakeholder engagement and a Guidance Plan that outlines workable practices to guide stakeholder engagement efforts by the Air District. This Guidance Plan will be a living document that can be updated regularly to incorporate greater opportunities for public engagement.

#### **III. Task Force Charge**

The Task Force will be charged with fulfilling the following main duties:

- Identify needs and priorities for effective public outreach and engagement;
- Provide recommendations for public outreach and engagement practices;
- Help develop the strategy for and participate in public engagement activities that will inform the development of both the Policy and Guidance Plan; and
- Provide feedback on both the draft Public Engagement Policy and Guidance Plan.

#### **IV. Specific Tasks and Activities**

Task Force members (or their alternates) will participate in the following activities to inform the development of the Policy and Plan:

- Attend Task Force meetings during summer and fall of 2011. The meetings will be two to three hours in length and will be scheduled at times most convenient for Task Force members or their alternates.
- Attend and participate in one or more community workshops, or designated public engagement activities for the Policy and Guidance Plan review process. These activities will take place during the fall of 2011.
- Review and provide input on draft documents, including the Policy and Guidance Plan. This will include review outside of Task Force meetings.

#### **V. Roles and Responsibilities**

- **Task Force** members (or their alternates) will be responsible for attending the 3 – 4 Task Force meetings and participating in respectful, interest-based dialogue. Task Force members may also provide input on the agendas for meetings.
- **Air District** staff will attend Task Force meetings and provide information and guidance as appropriate.
- **The Consultant Team**, Kearns & West, the firm assisting the Air District in developing the Policy and Plan, will facilitate Task Force meetings.

#### **VI. Membership**

The Task Force will represent the diversity of Air District stakeholders, both in terms of geography and interests. The composition of the Task Force will have the following attributes:

- Approximately 20-25 members;
- Represent the Air District's broad and diverse geographic jurisdiction; and
- Interests represented will include local governments, public health, community and environmental advocates, regulated businesses, and other stakeholders relevant to Air District decision-making.

Members should:

- Be familiar with the Air District and its functions
- Have experience interacting or working with the Air District
- Represent an interest or interests broader than his/her own
- Be committed to reaching out to and involving broader constituent groups
- Be committed to working collaboratively with other members of the Task Force, and seek to integrate the interests of a broad range of stakeholders
- Plan to attend the four Task Force meetings and/or find an alternate to attend

## VI. Meetings

Meetings will be held at a location(s) easily accessible by public transportation. At the first meeting, the Task Force will be consulted as to preferences for future meeting locations. Task Force members will be polled to determine meeting dates when the most Task Force members or their alternates can attend. The neutral facilitator will ensure full participation by all Task Force members. Task Force meetings will be open to the public but the primary discussion will occur among Task Force members.

## VII. Participation and Collaboration

Task Force members will be asked to adhere to a set of ground rules for effective meetings. These include:

- **Active, full participation.** Task Force members will be responsible for communicating his/her organization's perspectives on the issues under consideration. Everyone will be encouraged to participate actively in meetings; no one will be allowed to dominate.
- **Focused participation.** Task Force members will come to the meetings prepared and will focus their discussions on the topics at hand. Everyone will help keep the meetings on track.
- **Respectful interaction.** Task Force members will respect each other's viewpoints, values and legitimacy of interests. Task Force members will listen courteously while others speak.
- **Integration and creative thinking.** In developing, reviewing and revising work products, Task Force members will strive to be open-minded and integrate each other's ideas, perspectives and interests. Differing viewpoints will be regarded as problems to be resolved rather than battles to be won. Task Force members will help to reframe contentious issues and offer creative solutions to enable constructive dialogue.
- **Satisfy mutual interests.** Task Force members will work to satisfy not only their own interests but also those of other members and the Air District. Task Force members will be clear about their own interest and strive to share their interests over fixed positions.