



# **Welcome Advisory Task Force Members**

## **Meeting 3**

**December 1, 2011**

**9:00 am to 12:00 pm**



# Project Overview: Phases of Development

*Apr – Aug*

- Kick off
- Assessments
  - Internal
  - External
- Task Force convening

*September*

Task Force Meeting 1

- Intro and overview
- Assessment review

*October*

Task Force Meeting 2

- Concept of engagement
- Best practices

*Nov/Dec*

Task Force Meeting 3

- Workshop update
- Principles
- Recommendations & criteria

**2011**

**2012**

*Jan/Feb*

Task Force Meeting 4

- Workshop material

*Jan/Feb*

Public Outreach Committee Update

*February*

Workshops/  
Public Draft and Review

*Mar/Apr*

Task Force Meeting 5

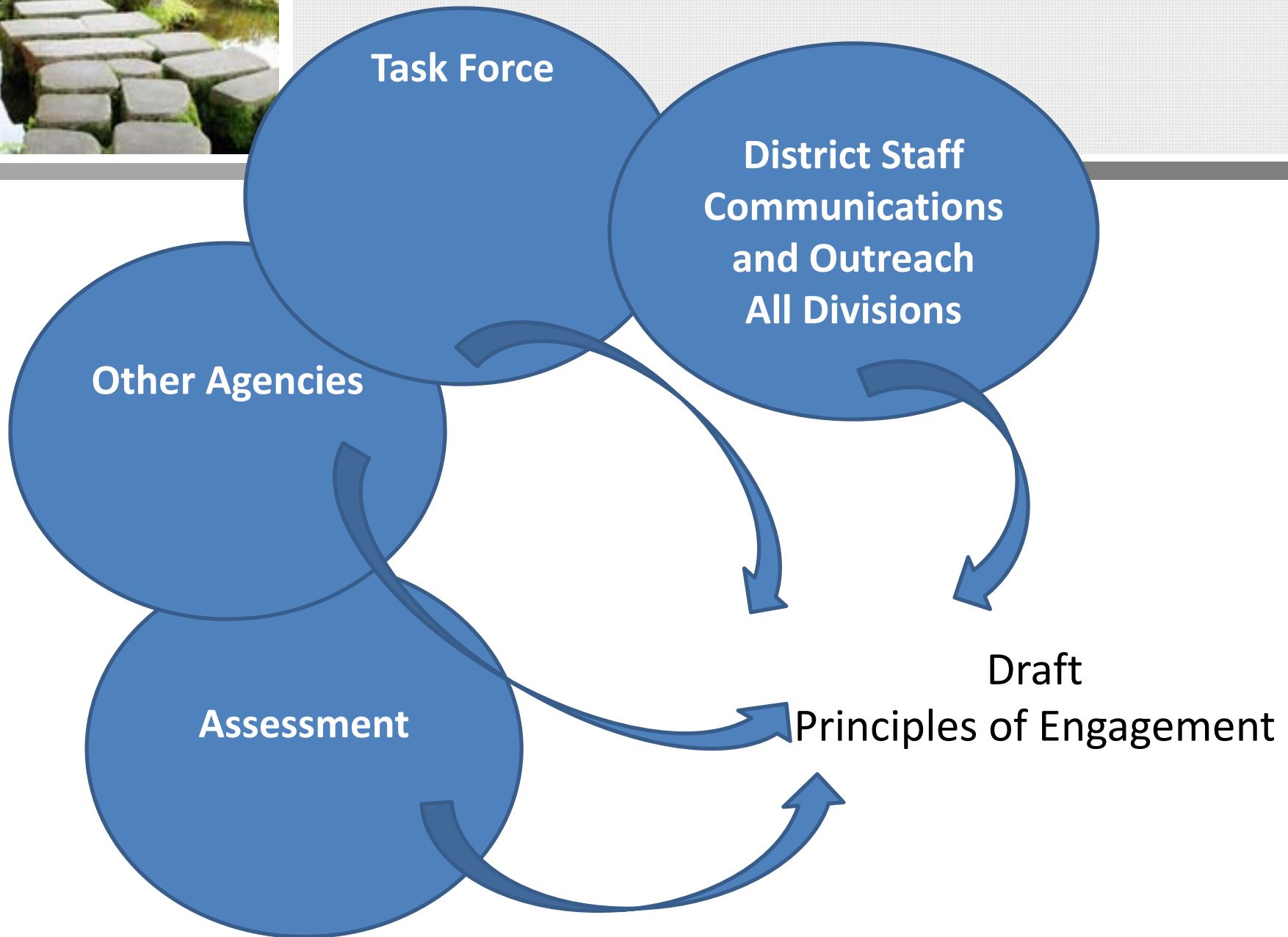
- Public review debrief

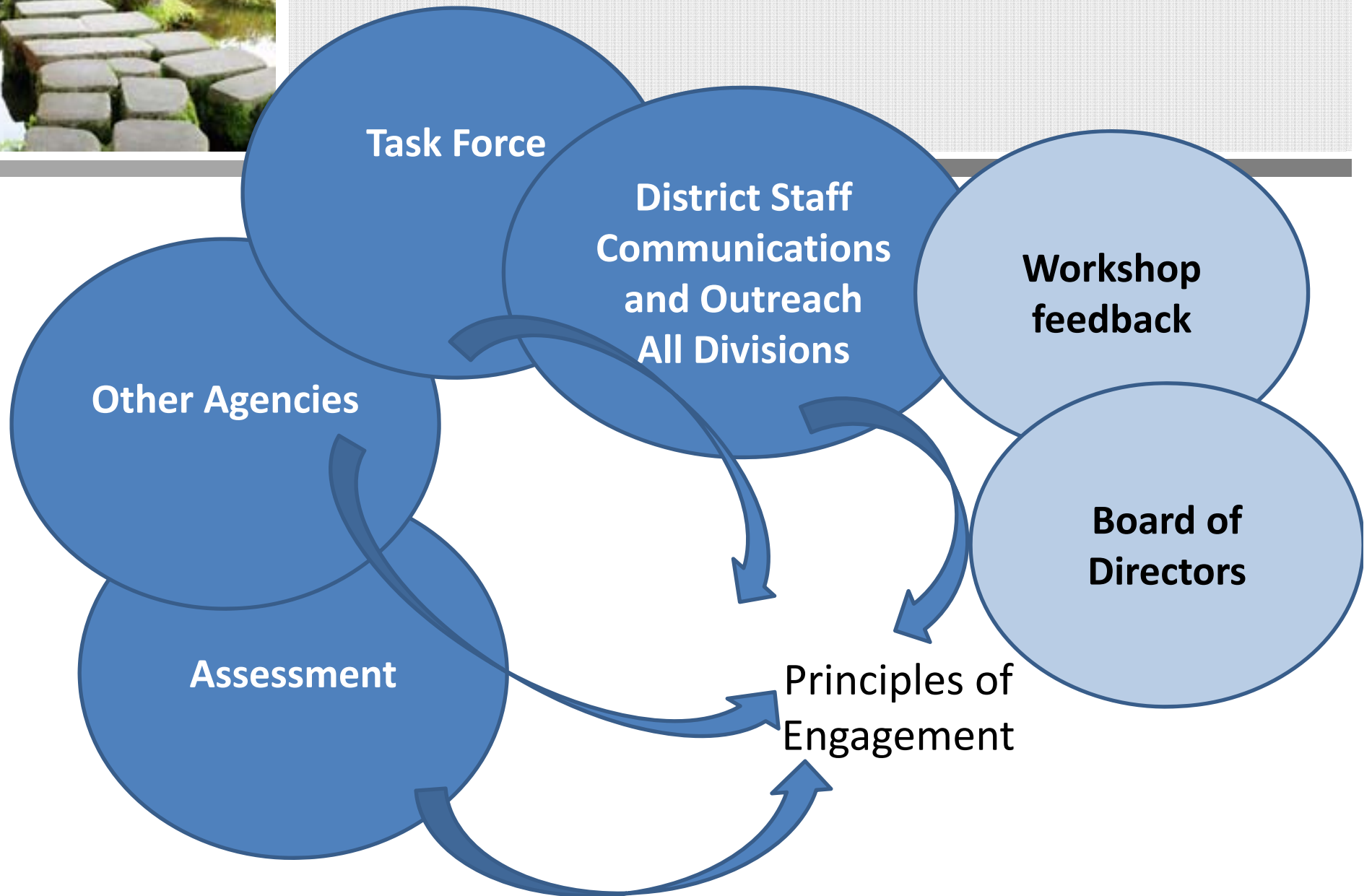
*May*

Revise and Adopt Document



# Table of Contents





## DRAFT PRINCIPLES

**Commitment at  
all Levels of  
Organization**

**Transparent  
Processes**

**Responsiveness**

**Clear and  
Accessible**

**Proactive and  
Timely**

**Public Education**

## DRAFT PRINCIPLES

### **Commitment at all Levels of Organization**

Collaboration  
Coordination  
Meaningful  
engagement

### **Transparent Processes**

Decision-making  
process  
Engagement  
opportunities

### **Responsiveness**

Results of input  
communicated

### **Clear and Accessible**

Language  
Engagement  
strategies

### **Proactive and Timely**

Early  
Appropriate

### **Public Education**

Role of District  
Air quality  
information



# Task Force Recommendations

## Key Steps

- Task Force members submitted best practices and recommendations b/n Task Force Meeting 1 and Meeting 2
- Kearns & West/Air District aggregated submissions
- Task Force members commented on aggregated practices and recommendations during Meeting 2
- Current: Kearns & West/Air District consolidated and refined recommendations, share during Meeting 3





# Consolidation of Task Force Recommendations

- Broke down larger recommendations into smaller pieces; combined similar recommendations
- Grouped into major areas:
  - Public Meetings/Workshops
  - Permits
  - Website
  - Language Assistance
- Marked citation from matrix
- Streamlined language



# Evaluation Criteria

1. Already in practice or under development?
2. Support Air District Mission/Vision?
3. Support Air District Principles of Engagement?
4. Legally required?/Legal conflicts?
5. Time requirements
6. Cost requirements
7. Human resource capacity
8. Enhanced quality of public engagement



## Example Recommendation:

Offer sign-ups for public notice distribution lists at events and meetings.

Criteria	Result
1. Already in practice?	Not consistently
2. Support Air District Mission/Vision?	Yes
3. Support Air District Principles of engagement?	Yes
4. Legally required?	No
5. Legal conflicts?	No
6. Time requirements	Will extend timeline but not significantly
7. Cost	Minimal
8. Human resource capacity	Available
9. Quality of public engagement	Will promote high quality engagement for interested individuals



**Example Recommendation:** Provide notice to residents, property owners, organizations and businesses within 3,000 feet of a site at which regulatory action is proposed.

Criteria	Result
1. Already in practice?	No
2. Support Air District Mission/Vision?	Yes
3. Support Air District Principles of engagement?	Yes
4. Legally required?	No
5. Legal conflicts?	No
6. Time requirements	?
7. Cost	?
8. Human resource capacity	?
9. Quality of public engagement	Likely yes



**Example Recommendation:** Provide notice to residents, property owners, organizations and businesses within 3,000 feet of a site at which regulatory action is proposed.

Criteria	Result
6. Time requirements	?
7. Cost	?
8. Human resource capacity	?

If significantly increases cost of process :

- Alternate strategies?
- Alternate funding?
- Benefits and drawbacks relative to criteria?
- Can recommendation be modified? → return to criteria

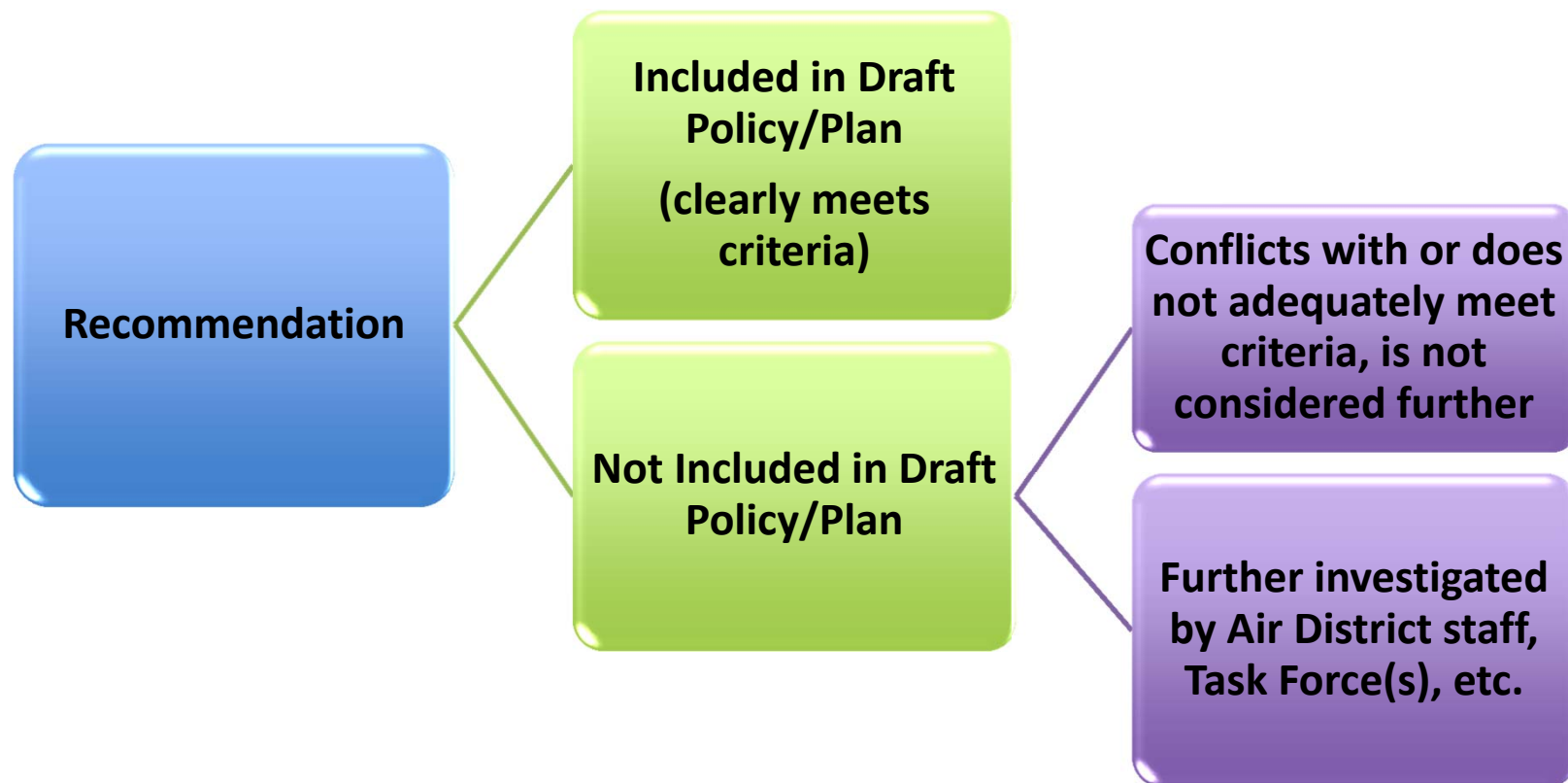


# Evaluation Criteria

1. Already in practice or under development?
2. Support Air District Mission/Vision?
3. Support Air District Principles of Engagement?
4. Legally required?/Legal conflicts?
5. Time requirements
6. Cost requirements
7. Human resource capacity
8. Enhanced quality of public engagement



# Evaluation of Recommendations Potential Outcomes





# Evaluation of Recommendations

## Next Steps

- Missing recommendations – can be provided until December 7
- Recommendations will be evaluated, included in Draft Plan as appropriate or considered for future investigation and discussion
- Results will be shared at Task Force Meeting 4





## Workshop/Outreach Objectives

- **Introduce Air District**
- **Understand which air quality issues are important to which communities**
- **Understand best ways to reach and engage public**
- **Obtain feedback on draft document**



# Workshop/Outreach Update

- **Planning Calls**
- **Discussed: targeted audiences, strategies, tactics, challenges**
- **Heard:**
  - Topic will not have broad appeal
  - Focus on who Air District is, how to reach people
  - Workshops not most effective way to reach people
  - Creative ways to reach audiences