



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

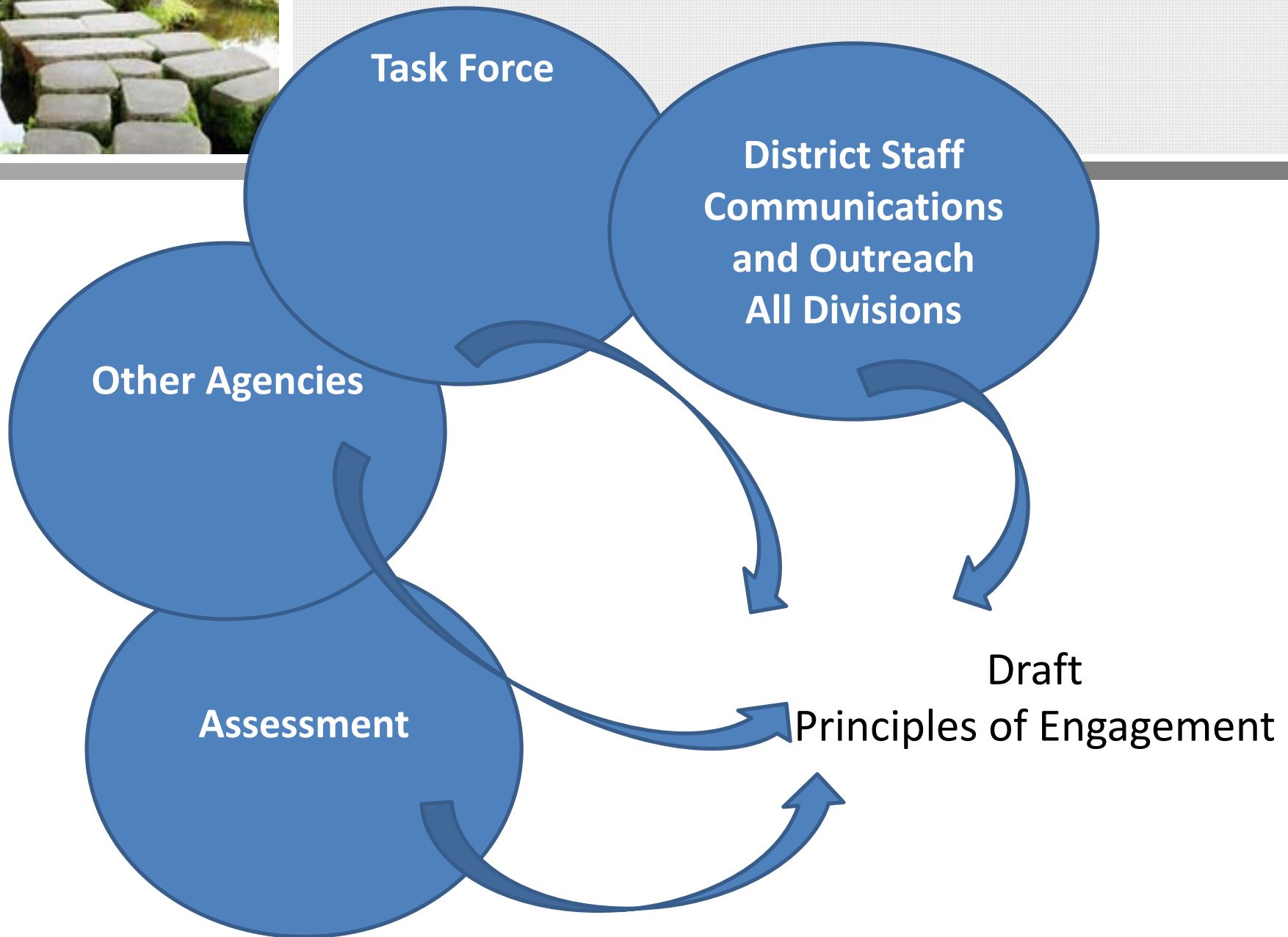
- Public review debrief

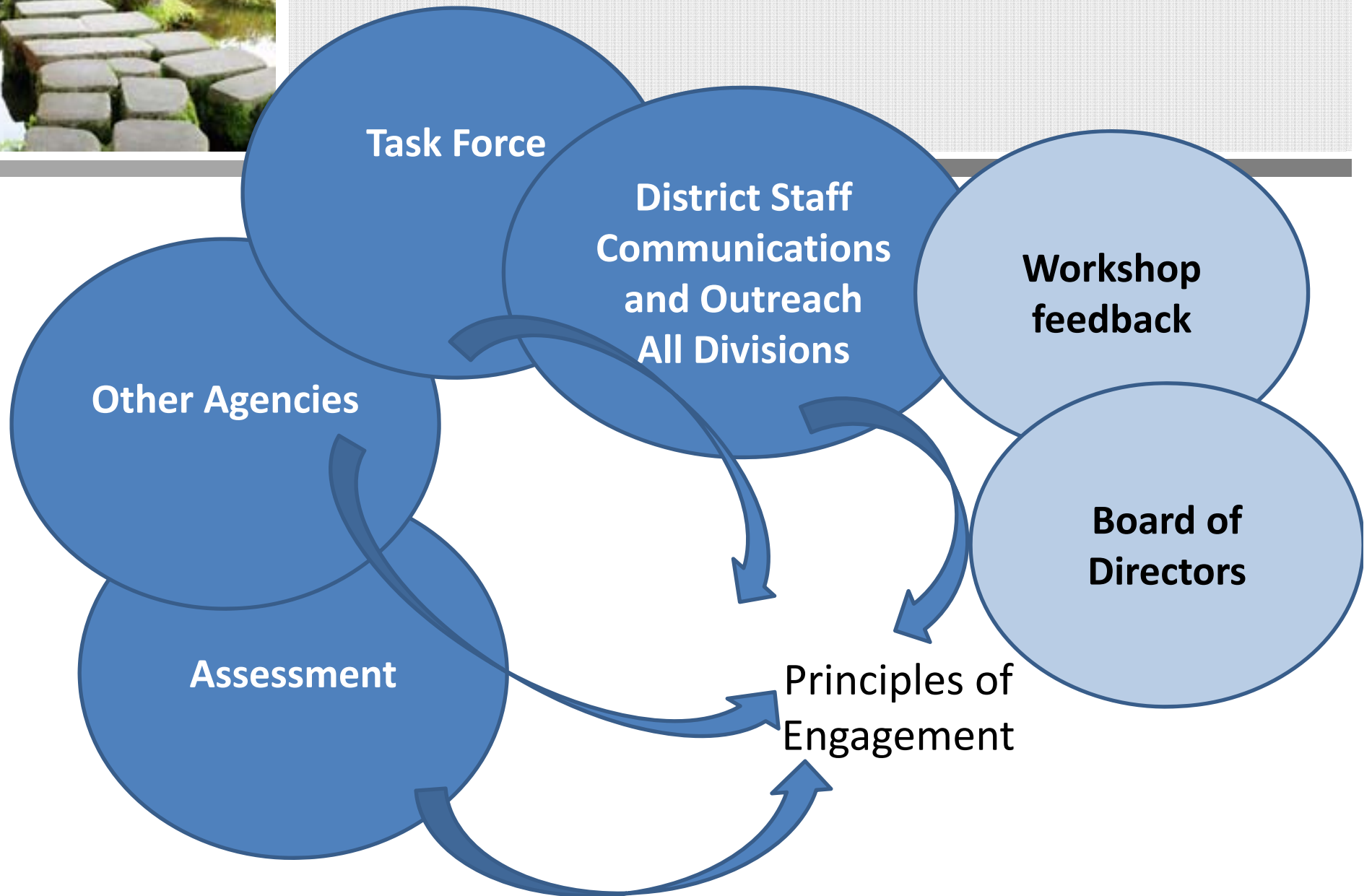
May

Revise and Adopt Document



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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

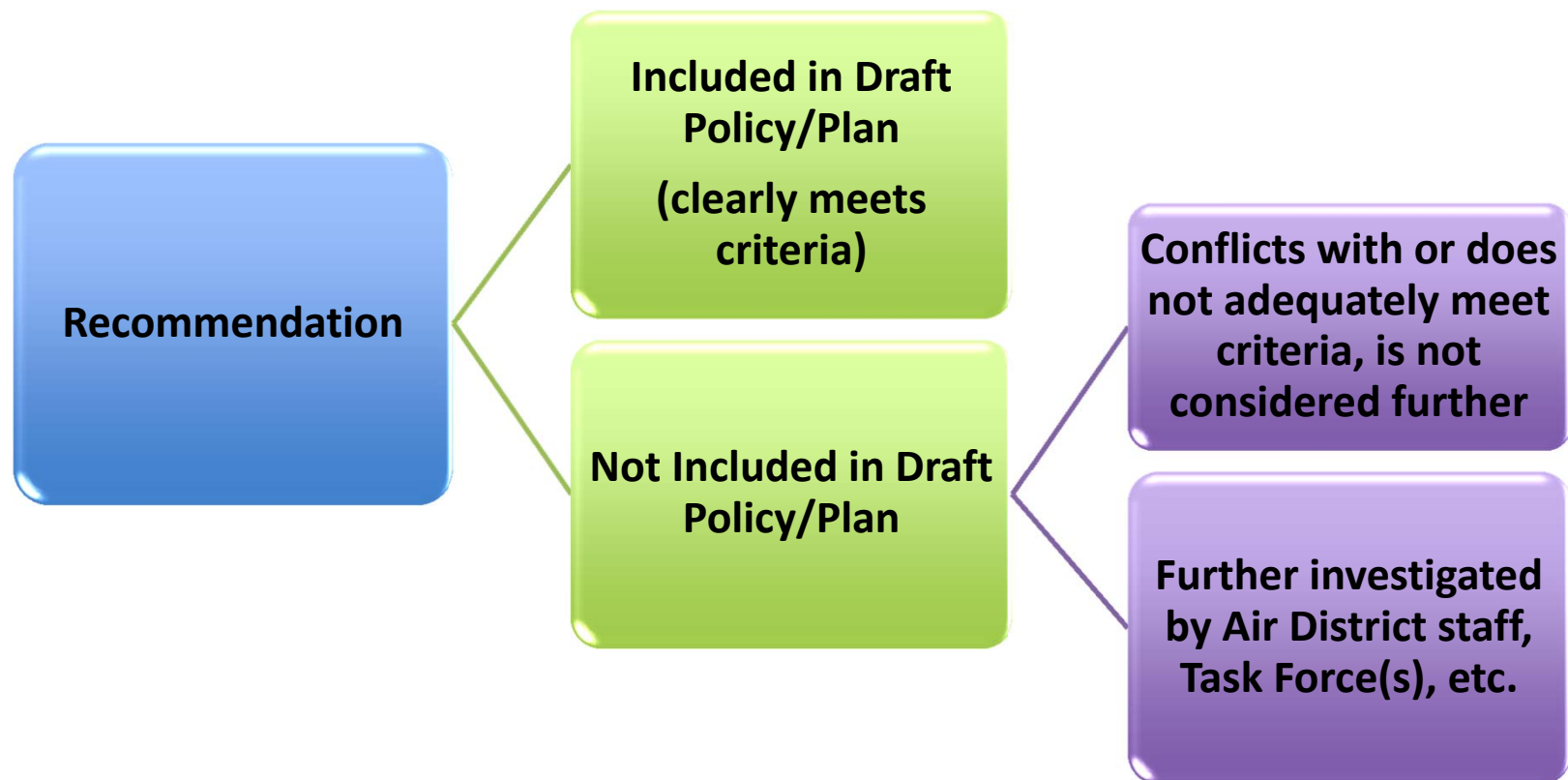


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Evaluation of Recommendations Potential Outcomes





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