



NEWS

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Air District Board approves implementation of Public Participation Plan

SAN FRANCISCO – The Board of Directors of the Bay Area Air Quality Management District recently approved implementation of the Air District’s *Public Participation Plan*, designed to guide and shape the agency’s communication and engagement with stakeholders throughout the Bay Area.

In development since 2011, the plan includes actions the Air District will undertake to improve public engagement and outreach efforts and outlines strategies for effectively interacting with the many diverse neighborhoods and communities in the region.

“Developing this plan has been a significant achievement for the Air District,” said Jack Broadbent, executive officer of the Air District. “We hope this Public Participation Plan will be viewed as a model for other public agencies in the future.”

Actions to be implemented under the plan include improvements to the Air District’s website, public meeting procedures and air quality complaint systems. The plan and recommended actions were developed in conjunction with a Stakeholder Advisory Task Force made up of community groups, nonprofits, industry and civic organizations.

In 2011, the agency conducted a limited English proficiency assessment that identified the need for a broad-based, regional plan to guide engagement with the many communities throughout the Bay Area. The Air District convened the Stakeholder Advisory Task Force and an internal working group to help shepherd the effort.

Components of the Plan include the importance of public participation, an overview of the Air District’s structure and programs, current methods for public engagement and recommended strategies for enhancing public participation practices in the future. The Plan also includes a language assistance analysis, outlining the top five spoken languages in each county, after English. The level of analysis allows staff to know when translation or interpretation services might be necessary in a given neighborhood of the Bay Area.

The Public Participation Plan is available online at www.baaqmd.gov/public.

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency responsible for protecting air quality in the nine-county Bay Area.

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