

# **Bay Area Air Quality Management District Public Engagement Committee**

**July 18, 2016**

**Opportunity for Spare the Air Advertising on the  
Oakland Broadway Shuttle**

**Damian Breen  
Deputy Air Pollution Control Officer**

# Background

- **Oakland contracts with AC Transit to operate four shuttle buses that run along downtown Broadway route**
- **Service known as the “Free B”**
- **Downtown circulator with connections to BART, Amtrak and Alameda Ferry**
- **Previously funded by TFCA regional fund but currently ineligible due to portions of route duplicating AC Transit service**

# The Opportunity



- **Free B - has 400,000 boardings annually**
- **City of Oakland has up to 2.6 million visitors to its downtown area each year**
- **Free B has high profile with visitors to downtown Oakland**
- **Unique platform for messaging for Spare the Air**
- **Spare the Air message on buses appropriate year-round**
- **Proposal provides funding support to the shuttle for two years while it undergoes a process to become self-funded**

# The Opportunity



# Recommendations

## **Recommend the Board of Directors:**

- **Approve \$235,000 to be added to the Transportation Fund for Clean Air - Spare the Air Program budget for fiscal year ending (FYE) 2017 for:**
  - ♦ Securing an advertising contract with the City of Oakland - \$185,000 per year for up to two years
  - ♦ Wrapping four AC transit operated shuttle buses - ~\$50,000 on the Broadway route in the City of Oakland with the Spare the Air messaging
- **Authorize the Executive Officer/APCO to execute all contracts and agreements with the City of Oakland for advertising rights**
- **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**





# ***Public Participation Plan Status and Update***

BAY AREA AIR DISTRICT  
PUBLIC PARTICIPATION PLAN



DECEMBER 2013



David Ralston  
Community Engagement Manager

July 18, 2016  
Public Engagement Committee

# Background: What is the PPP?

The Public Participation Plan (PPP) was adopted by the Air District in December 2013 to:

- Educate and engage the public on Air District activities and programs;
- Increase public awareness and understanding of the roles the public, business community and the Air District have in reducing air pollution;
- Facilitate ongoing dialogue with community groups and provide opportunities for meaningful public engagement;
- Involve and build relationships with diverse stakeholders



# “A Living Guiding Document...”

- Developed to be monitored, change and adapt as necessary and, updated over time to improve effectiveness;
- Plan was developed with a 29-member stakeholder advisory task force and a 12-member internal working group;
- Key targeted areas for the PPP included:
  - Outreach and involvement of Limited English-Proficient (LEP) communities;
  - Improving the Air District’s website interface;
  - Increasing the ability for the public to comment on permits and engage early on in projects/plans;
- With the PPP, the Air District has come further than ever before in our concerted community engagement strategies.





# Overview of Implementation Actions

- The PPP called for **45** implementation actions to be completed over five years - Actions were organized into **3 phases** and **5 categories**

CATEGORY	PHASE			TOTAL
	Phase 1 2013-2014	Phase 2 2015-2016	Phase 3 2017-2018	
Communication	10	8	2	20
Website Improvements	11	4	–	15
Air Quality Complaint System	3	1	–	4
Community Outreach	3	–	–	3
Multilingual Accessibility	3	–	–	3
<b>TOTAL</b>	30	13	2	<b>45</b>



# Status of Implementation Action Items

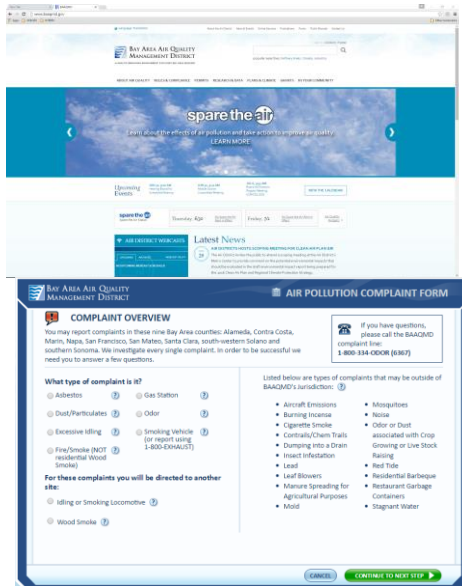
	In Plan	Complete	In Progress	Not Started
Total	45	34	11	0

Phase	In Plan	Complete	In Progress	Not Started
Phase 1 2013-14	30	24	6	0
Phase 2 2015-16	13	9	4	0
Phase 3 2017-18	2	1	1	0

Category	In Plan	Complete	In Progress	Not Started
Communications	20	17	3	0
Website Improvement	15	12	3	0
Complaint System	4	2	2	0
Community Outreach	3	2	1	0
Multilingual Accessibility	3	1	2	0



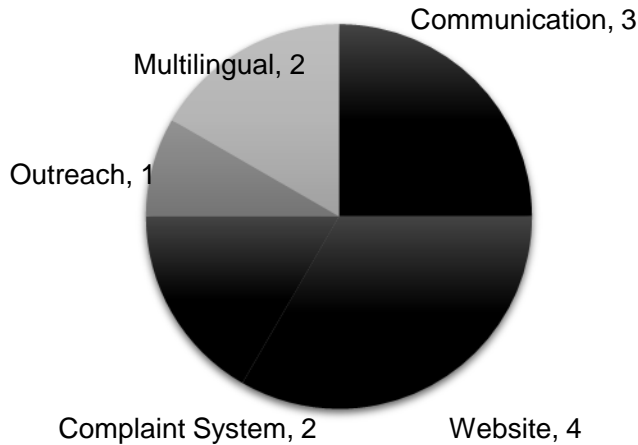
# Examples of Completed Actions



- Website redesign
- Online complaint system
- 10-day comment period for all permits
- Guidance for effective commenting
- Open Houses
- Expanded outreach to Limited English Proficiency (LEP) groups
- Language translation
- Videos and audio podcasts



# Actions In Progress



- Host regional symposiums to discuss air quality issues
- Establish multi-lingual phone system
- Track received public emails and calls
- Translate common Air District terms into multiple languages
- Develop new materials/guidelines on Air District complaint process and responses to public comment
- Post a centralized list of public input opportunities online
- Expand outreach and participation in LEP communities



# Next Steps and Need for Update

- Make the PPP more accessible and useable as an online document
- Address gaps in reaching and engaging LEP communities
- Continue progress on improving complaint system and tracking
- Continue progress in enabling effective comment on permits
- Continue progress in developing new tools and opportunities for early dialogue in rule making and plans
- Incorporate strategies for increasing on-going community partnerships
- Incorporate explicit equity and Title VI assessments into plan





# Draft Timeline for PPP Update

- **Starting Q3 2016**

- Collect and review data/metrics (e.g. complaints, surveys, attendance records);
- Propose draft changes to background sections;
- Conduct LEP and other focused listening sessions;
- Provide interactive displays on PPP goals at public events;
- Finish remaining in-progress activities.

- **Starting Q1 2017**

- Compile draft strategies from staff and listening sessions;
- Reconvene a stakeholder and internal working groups;
- Discuss strategies via public workshops/open air forum;
- Hold regional meetings on draft.

- **Bring to Board for adoption 2018**



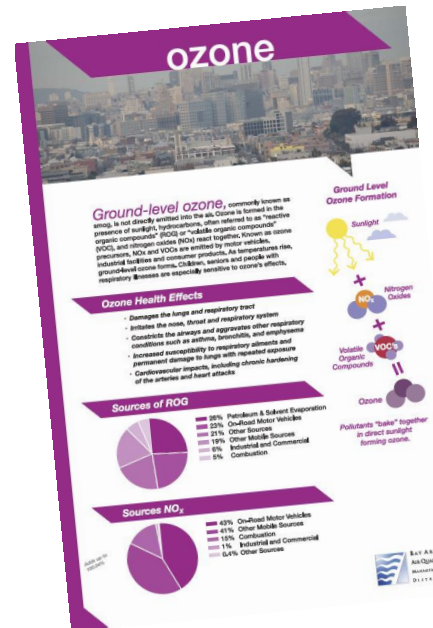


# Approval of Contract for Graphic Design

Kristine Roselius  
Communications Manager  
Public Engagement Committee Meeting  
July 18, 2016

# Background

- Graphic design elements increasingly used to communicate Air District messages
  - Social Media
  - Infographics
  - Videography
  - Publications
  - Presentations



# Overview

- **2015** - RFQ process for graphic design services
- Envall Design had highest qualifications
- Contractor has exceeded expectations with thorough and timely completion of projects
- Board approved one-year \$125,000 contract last year
- Requesting \$200,000 contract this year to meet increased demand for graphic design services



# Staff Recommendation

- Recommend Board of Directors approve contract with Envall Design, not to exceed \$200,000
  - Funding for 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

