



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

AGENDA: 3

# Summary of 2021 Spare the Air Summer Campaign and Update of 2021-2022 Spare the Air Winter Campaign

Administration Committee Meeting  
November 17, 2021

Kristina Chu  
Communications Manager  
[kchu@baaqmd.gov](mailto:kchu@baaqmd.gov)

# Outcome



To provide a summary of the 2021 Spare the Air summer campaign and an update of the 2021-2022 Spare the Air winter campaign

# Presentation Outline



- 2021 Spare the Air Summer Campaign Summary
  - Summer Campaign
  - Creative and Advertising
  - Media and Social Media
  - Outreach
  - Employer Program
  - Survey

# Presentation Outline (cont.)



- 2021-2022 Spare the Air Winter Campaign Update
  - Creative and Advertising
  - Media and Social Media
  - Forecasting

# Presentation Requested Action

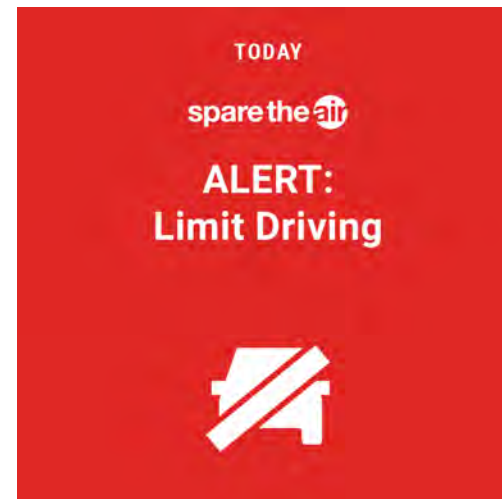


None; informational only

# Summer Campaign



- Alerts the public when air quality is forecasted to be unhealthy
- 16 Spare the Air Alerts
  - 11 – Ozone alerts
  - 5 – PM alerts (due to wildfire smoke)
- 28 Air Quality Advisories



Source: BAAQMD

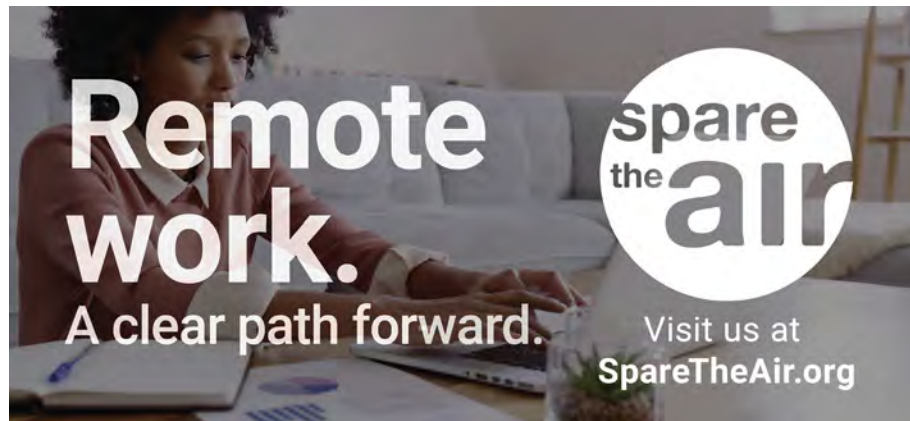
# Creative and Advertising



- Remote work benefits
- Launched new Choose Transit campaign
- Focus on transit benefits
- Broad, regional advertising



Source: BAAAQMD



# Media and Social Media



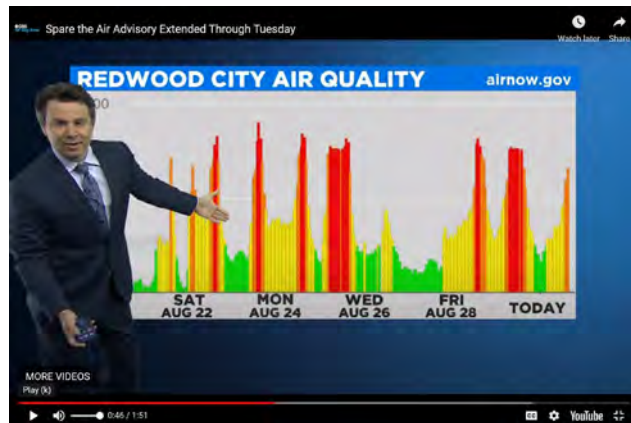
- Media coverage included alerts and advisories
- Social media posts on wildfire preparedness and alert information



Source: NBC Bay Area



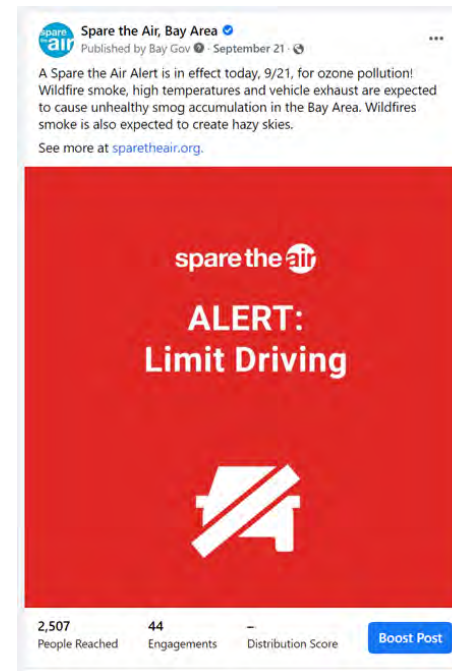
Source: BAAQMD



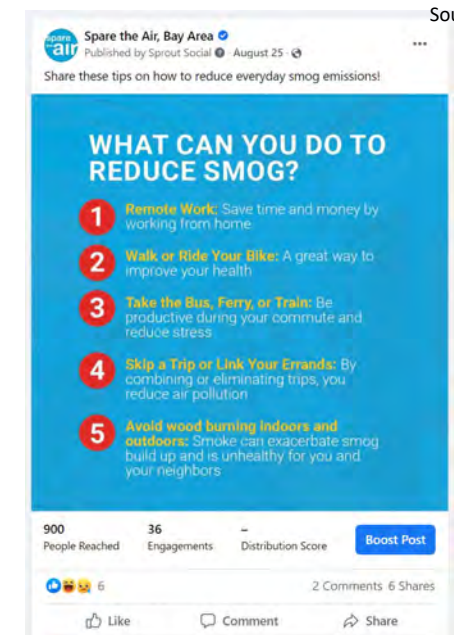
Source: CBS



Source: KRON



Source: BAAQMD



Source: BAAQMD

Administration Committee Meeting  
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Bay Area Air Quality Management District



# Outreach



- Participated in virtual events
- Launched virtual booth
- Robust wildfire preparedness outreach and education efforts
  - Created fact sheets
  - Media events
  - Translated materials
  - New wildfire videos



## CREATE A CLEANER AIR SPACE

**STAYING INDOORS WITH WINDOWS AND DOORS CLOSED IS THE BEST WAY TO PROTECT YOUR HEALTH.**

- Weatherize your home in preparation for wildfires by sealing leaky windows and doors.
- Choose a room that fits everyone and is comfortable to spend time in. Close windows and doors.
- Upgrade to an HVAC system that allows for both heating and cooling and have the mechanism to switch to RECIRCULATE to prevent smoke from entering the space.
- Avoid activities that create smoke or other particles indoors.

Purchase a non-ozone producing air purifier (HEPA) to create a cleaner air room or a MERV 13 or greater filter for your HVAC system.

During high heat and heavy smoke events, keep indoor air cool or run fans.

Individuals with health conditions should talk to their physicians to develop a personal plan for smoke.

Masks are not a substitute for staying indoors and must be fitted properly for best protection. If unable to visit a cleaner air center or a cooling center, those that must be outside for extended periods of time may benefit from using a tight fitting N95 mask to reduce their exposure.

If you cannot seal your home, identify locations in your community that have cleaner filtered air spaces such as:

- cooling centers
- indoor shopping malls
- local libraries
- community centers
- civic centers
- local government buildings

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Source: BAAAQMD

# Employer Program



- Promote remote work and return to transit
- Participated in virtual employer events
- Building & updating membership and messaging

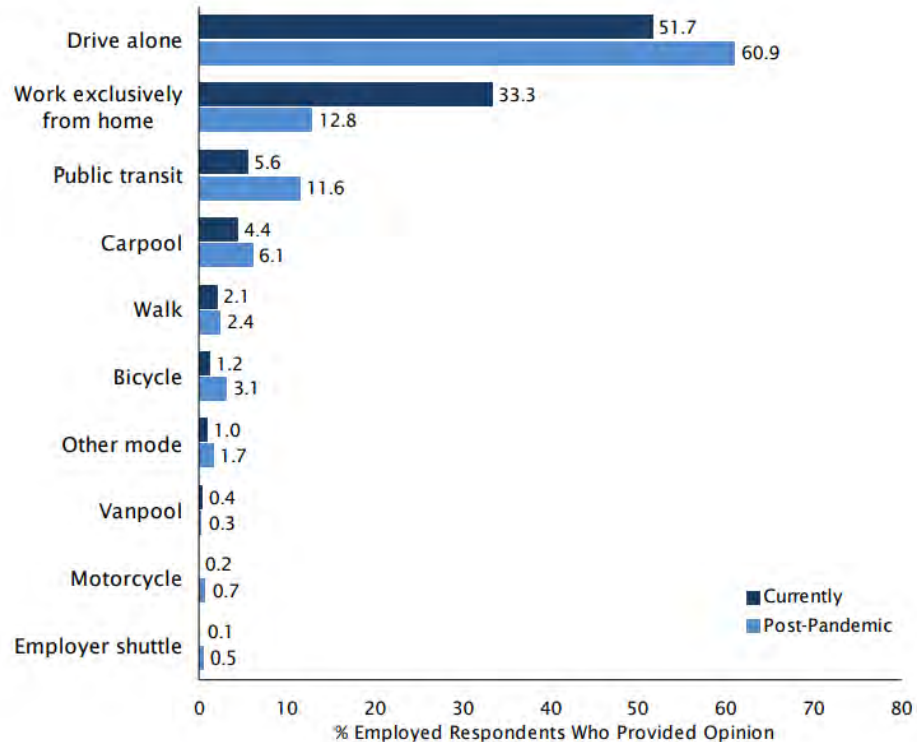


Source: BAAQMD

# Survey



FIGURE 32 WORK COMMUTE MODE BY CURRENT VS POST-PANDEMIC



Source: True North Research

## Work arrangements and travel behavior in the Bay Area are rebounding toward pre-pandemic patterns

- Percentage of residents exclusively working from home will *decrease* from 33% to 13%
- Percentage driving alone for commute will *increase* from 52% to 61%
- Percentage riding public transit for commute will *increase* from 6% to 12%

# Survey (cont.)



- 56% respondents recalled messages about things they could do to reduce air pollution
- 43% respondents recall Spare the Air mentions from news
- Bay Area residents that reduced their driving in response to STA *increased* from 3.6% in 2020 to 6.3%
- Vehicle miles traveled *reduced* by STA increased from 7,563,642 weekly in 2020 to 9,493,653

# Winter Campaign



- Program runs between Nov 1 – Feb 28
- Campaign emphasizes all smoke is bad smoke
- Bans wood burning when Spare the Air alert is issued
- Numerous alert notification options
- Door-to-Door outreach



Source: BAAQMD

# Creative and Advertising



Source: BAAAQMD

# Media and Social Media



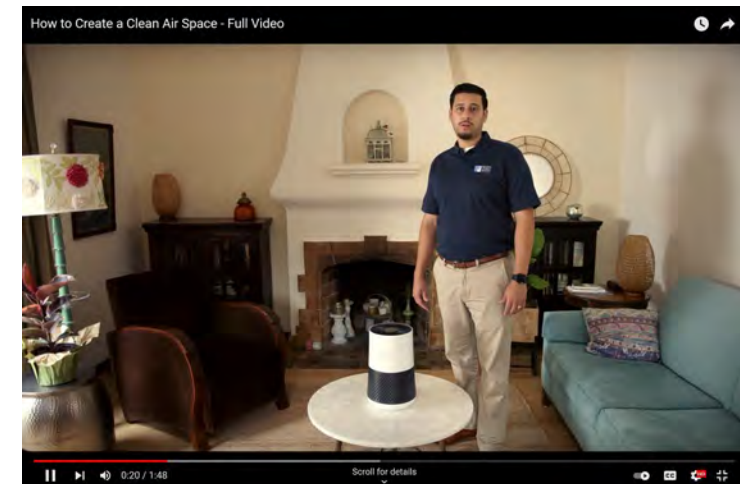
## Media Outreach

- Targeted op eds
- In-language outreach
- Partnership with ALA
  - Interview series
  - Promote clean heating
  - Medical experts



## Social Media

- Focus on health impacts
- Alternatives to wood burning
- Alert notifications



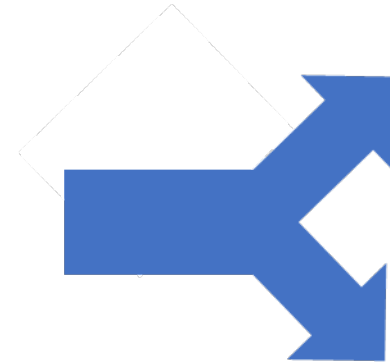
Source: BAAAQMD

# Forecasting Air Quality



**Meteorologists use quantitative data, qualitative information, and computational models to forecast when the Bay Area is likely to have poor air quality.**

- Air quality data
- Air District monitoring stations
- Monitoring stations in neighboring air districts
- Temporary monitors
- Sensor networks (during wildfire events)
- Weather and smoke models
- Satellite imagery and cameras
- Local geography and wind flow
- Marine layer depth
- Woodburning trends (e.g. holidays)



Source: BAAQMD



# Feedback Requested/Prompt



None. Questions?



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AGENDA: 4

# Management Audit Vendor Qualification Recommendation

Administration Committee Meeting  
November 17, 2021

John Chiladakis  
[jchiladakis@baaqmd.gov](mailto:jchiladakis@baaqmd.gov)

# Outcome



Committee will hear the status of the management audit vendor selection and make a recommendation to begin discussions with qualified vendors to establish a contract for management audit services.

# Requested Action



Request that the Committee direct staff to enter discussions with vendors qualified under RFQ No. 2021-011 to establish a contract for management audit services in an amount not to exceed \$250,000.

# Outline



- Timeline to Date
- Vendor Scores
- Next Steps
- Recommended action

# Timeline to Date



- June 16, 2021 – Board Approved Management Audit Work Plan
- June 30, 2021 – District Issued Request for Qualification (RFQ)
- July 21, 2021 – RFQ Closes - District Received 6 Proposals
- August / September 2021 – Selection Panel Selected Finalists
- October 2021 – Selection Panel Interviewed Finalists
- October 2021 – Panel Re-Scores Finalists
- November 2021 – Recommend Vendor to Committee

# Vendor Scores



Vendor	Written Proposal Score	Interview Score	Total Score
Sjoberg Evashenk Consulting, Inc	35.0	27.6	62.6
TAP International	33.3	27.4	60.7
Eide Bailly	29.9	N/A	N/A
Matrix Consulting Group	28.1	N/A	N/A
MGT of America Consulting, LLC	26.9	N/A	N/A
Macias Gini & O'Connell LLP	25.1	N/A	N/A

# Next Steps



- Enter discussions with the highest scoring vendor, Sjoberg Evashenk, for a management audit services contract not to exceed \$250,000
- If Sjoberg Evashenk is unable to meet required time or cost constraints, the District may enter discussions with TAP International
- Request to authorize contract will come to the full board in December 2021



# Requested Action



Request that the Committee direct staff to enter discussions with vendors qualified under RFQ No. 2021-011 to establish a contract for management audit services in an amount not to exceed \$250,000.



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AGENDA: 5

# **Fiscal Year Ending 2022 Budget Request to Amend to Increase Staffing**

**Administration Committee Meeting  
November 17, 2021**

**Jack P. Broadbent  
Executive Officer/APCO  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)**

# Outcome



- Authorize the addition of 4 new positions for the FYE 2022 Budget for immediate hire

# Presentation Outline



- Overview of Discussions of Ad-Hoc Executive Support Committee
- Recommended Restructure of the Executive Office
- Recommended Restructure of the Legal Department
- Position Descriptions
- Recommend Action

# Presentation Requested Action



- Amend the Fiscal Year Ending 2022 Budget to authorize the creation of four (4) additional full-time positions (a Senior Deputy Executive Officer, Senior Assistant Counsel, Director/Officer and Assistant Counsel) for immediate recruitment.

# Overview of Discussions of Ad-Hoc Executive Support Committee



- The Ad-Hoc Executive Support Committee (Committee) met on October 1, 2021, and November 8, 2021
- Reviewed options for improving structures and operation of both the Executive Office and Legal Department, including:
  - The current structure of both organizations,
  - Span of control for the Executive Officer and Legal Counsel
  - How well each section is set up to execute current and future priorities.
- Tasked Acting Legal Counsel to make recommendations on Legal Department's structure:
  - Look at how to meet current and future demands for regulatory enforcement, mutual settlement, litigation and legal support for the Board of Directors and Agency staff.

# Restructuring of the Executive Office



- Current span of control for the Executive Officer is ten direct reports.
- The Committee Recommended:
  - Recruitment of a Senior Deputy Executive Officer (DEO) to consolidate day-to-day operations
  - Reduction of the span of control for the Executive Officer to no greater than five direct reports.
  - Recruitment of a Board Operations Officer to assist with regular interactions with the Board of Directors and to enhance communications to Board Stakeholders.

# Restructuring of the Legal Department



## Goals:

- Improve regular operational processes in the Legal Division (Division)
- Focus on increasing timeliness and transparency of legal actions to both internal and external stakeholders



# Restructuring of the Legal Department (cont.)



## Recommendations:

- Restructured Division to increase the use of the Hearing Board and to create more opportunity for management of individual enforcement cases.
  - Work more closely with the Compliance and Enforcement Division, embedding with investigations early and collaborating on evidence gathering and case preparation.
- Staff proposes and the Committee recommends that the Legal Division be augmented with an additional Senior Assistant Counsel and an additional Assistant Counsel I/II position.

# New Staffing Request



## Requested FYE 2022 Staffing Augmentation

Division/Title	FTE	Total Cost*	Funding Source
<b>Executive Office</b>			
Senior Deputy Executive Officer	1	\$388,575	General Fund
Director/Officer	1	\$279,012	General Fund
<b>Legal Division</b>			
Senior Assistant Counsel	1	\$287,803	Multiple
Assistant Counsel	1	\$261,045	Multiple
<b>Total</b>	<b>4</b>	<b>\$1,216,435</b>	

\* Assumes 45% additional cost for benefits

# Recommended Action



- Amend the Fiscal Year Ending 2022 Budget to authorize the creation of four (4) additional full-time positions (a Senior Deputy Executive Officer, Senior Assistant Counsel, Director/Officer and Assistant Counsel) for immediate recruitment.



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**AGENDA: 6**

# **Board of Directors International Travel Policy**

**Administration Committee Meeting  
November 17, 2021**

**Jack P. Broadbent  
Executive Officer/APCO  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)**

# Outcome



To ensure transparency and equity when determining which Board Members will represent the Air District abroad, staff proposes that the Board consider adopting an International Travel Policy (Policy) for Board Members.

# Outline



- Review of Other Agency Board Travel Policies
- Past Practice
- Proposed Board Member International Travel Policy

# Requested Action



- Receive direction from Board on policy content

# Other Agency Board Travel Policies



- South Coast Air Quality Management District Board (SCAQMD)
- California Air Resources Board (CARB)
- Public Employee's Retirement System Board (PERS)



# Other Agency Board Travel Policies (cont.)



- SCAQMD and CARB provide no formal guidance on conditions for allowed travel
- PERS guidelines:
  - Out-of-state travel will only be approved if travel better prepares a board member to perform a fiduciary duty.
  - No more than a quorum will be allowed to attend a single out of state event
- All require prior approval by Board Chair and/or Governor's Office

# Past Practice



- Air District Board members traveled with prior approval by the Chair
- Reimbursement was provided pursuant to the Administrative Code, Division II, Fiscal Policies & Procedures, Section 5, Allowable Expenses

# Proposed Board Member International Travel Policy - Guidelines



The Policy would establish guidelines by which the Chair and Board Officers would determine which Board Members travel abroad on Air District business. Factors taken into consideration may include:

- Length of event
- Cost of event
- Location
- Agenda
- Members who have/have not attended past international events
- Most appropriate Member to attend (background, association, etc.)

All authorization for international Board Member travel would be taken to the next full Board meeting for approval.

# Proposed Board Member International Travel Policy - Reimbursement



- Re-imbusement requirements would be consistent with the United States Department of State per diem rate.
- Transportation must be by the most economical mode and airfare should be booked for economy/coach class only.

# Requested Action



- Receive direction from Board on policy content