

Bay Area Air District
375 Beale Street, Suite 600
San Francisco, CA 94105
(415) 749-5073

Finance and Administration Committee Meeting
Wednesday, December 17, 2025

APPROVED MINUTES

This meeting was webcast, and a video recording is available on the website of the Bay Area Air District at www.baaqmd.gov/bodagendas

CALL TO ORDER

1. **Opening Comments:** Finance and Administration Committee (Committee) Chairperson, Lynda Hopkins, called the meeting to order at 1:02 p.m.

Roll Call:

Present, In-Person (Bay Area Metro Center (375 Beale Street, 1st Floor Board Room, San Francisco, California, 94105): Chairperson Lynda Hopkins; Vice Chairperson Tyrone Jue; and Director Vicki Veenker.

Present, In-Person Satellite Location (Office of Alameda County Supervisor David Haubert, Scott Haggerty House, 4501 Pleasanton Ave, Pleasanton, CA 94566): Director David Haubert.

Present, In-Person Satellite Location (Office of the Mayor, 835 E. 14th Street, 2nd Floor, Room 201, San Leandro, CA 94577): Director Juan González III.

Absent: Director Noelia Corzo.

2. **PLEDGE OF ALLEGIANCE**

CONSENT CALENDAR

3. **APPROVAL OF THE DRAFT MINUTES OF THE FINANCE AND ADMINISTRATION COMMITTEE MEETING OF NOVEMBER 19, 2025**

Public Comments

No requests received.

Committee Comments

None.

Committee Action

Vice Chair Jue made a motion, seconded by Director Veenker, to **approve** the Draft Minutes of the Finance and Administration Committee Meeting of November 19, 2025; and the motion **carried** by the following vote of the Committee:

AYES: González, Haubert, Hopkins, Jue, Veenker.
NOES: None.
ABSTAIN: None.
ABSENT: Corzo.

ACTION ITEMS

4. AUTHORIZATION TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH ALLISON & PARTNERS LLC FOR ADVERTISING, COMMUNICATIONS, AND OUTREACH SERVICES FOR THE BUILDING APPLIANCE RULES

Viet Tran, Deputy Executive Officer of Public Affairs, gave the staff presentation *Approval for Contractor for Building Appliances Rules Advertising, Communications, and Outreach Services*, including: appliance rule Request for Proposals (RFP) overview; proposals received; RFP evaluation criteria; firm evaluation scores; and recommended action.

Public Comments

No requests received.

Committee Comments

The Committee and Air District staff discussed whether the cost of placing digital or newspaper ads is covered by the contract, or the contractor’s overhead; how much of the awarded \$2,500,000 goes to the contractor for implementation; how to measure success of awareness of Air District rules; how this effort compares to previous campaign efforts, such as Spare the Air; the suggestion of pooling local jurisdictions’ communications resources for a targeted campaign; whether staff has concerns about the fact that the interview process resulted in material changes in scoring; and the fact that sometimes, written explanations included in an application can be delivered more professionally than verbally, in person.

Committee Action

Vice Chair Jue made a motion, seconded by Director Haubert, to recommend the Board of Directors **approve** up to a two-year professional services agreement with Allison & Partners LLC, as the lead contractor for the work outlined in the RFP, at the Air District’s discretion, based on the contractor’s performance, with contract cost not to exceed \$2,500,000, for advertising, communications, and outreach services to support the Air District’s implementation of its Building Appliance Rules; and **authorize** the transfer of \$2,500,000 from

Appliance Rules Outreach Reserve Designation to program 301 to cover the cost of the contract.

The motion **carried** by the following vote of the Committee:

AYES: González, Haubert, Hopkins, Jue, Veenker.
NOES: None.
ABSTAIN: None.
ABSENT: Corzo.

5. **AMENDMENTS TO THE ADMINISTRATIVE CODE INCLUDING NEW SECTION 10
— EMPLOYMENT**

Clif Brady, Human Resources Manager, gave the staff presentation *Revised Administrative Code with New Section 10 – Employment*, including: recommended action; overview of changes; Administrative Code redline summary; Summary of Authorities – Section 10; detailed changes – Section 10 Employment; authority and coverage by employee group; next steps; personnel policies status; and recommended action.

Public Comments

No requests received.

Committee Comments

The Committee and Air District staff discussed when the final number of Limited-Term Contract Employees (LTCE) will be considered; the request that the Board be advised of any revisions to Section 10.1 - Development, Maintenance and Administration of Personnel; regarding Section 10.7 – At-Will Employee, whether there is a limitation to step placement/increases, financial impacts on the Air District when such adjustments are made, legal risk that might exist if employees can be appointed without a competitive process, and other employees who are eligible for this protection; and at what point when a Full-Time Equivalent employee might become an LTCE.

Committee Action

Vice Chair Jue made a motion, seconded by Director Veenker, to recommend the Board of Directors **adopt** a revision to the Administrative Code by replacing the legacy Division III – Personnel Policies and Procedures, including the addition of Section 10 – Employment, which grants authority to the Executive Officer/APCO to develop and administer personnel policies; and the motion **carried** by the following vote of the Committee:

AYES: González, Haubert, Hopkins, Jue, Veenker.
NOES: None.
ABSTAIN: None.
ABSENT: Corzo.

INFORMATIONAL ITEM

6. COST RECOVERY STRATEGY FOR AMENDMENTS TO REGULATION 3: FEES FOR FISCAL YEAR 2026 – 2027

Fred Tanaka, Engineering Manager, and Leonid Bak, Senior Advanced Projects Advisor, gave the staff presentation *Cost Recovery Strategy for Amendments to Regulation 3: Fees for Fiscal Year 2027*, including: outline; cost recovery background; fee schedules and percent of fee schedule revenue (Fiscal Year Ending (FYE) 2025); economic update and forecast: inflation, unemployment, and economic performance; cost recovery trends: by fee schedule and overall; cost recovery strategies – historical and smoothing option; cost recovery strategies for FYE 2027; proposed fee change strategy; potential strategy impact; other related considerations; and next steps: budget and rule development schedule.

Public Comments

No requests received.

Committee Comments

The Committee and Air District staff discussed the anticipated timeline for the Request for Proposals to review cost containment and containment practices; the importance of ensuring that the fully-loaded costs of the Air District's regulations and permitting is captured in the Air District's pricing, while driving efficiencies at the same time; the anticipated energy-related inflation rate in future years; which fee schedules recover less than 95% of their costs, and how that is translated in dollar amounts; preference for the proposed smoothing option (minimum 0%, maximum 1%); the Air District's current rate of under cost recovery; and concerns regarding equity impacts within the small business community.

Committee Action

No action taken.

OTHER BUSINESS

7. PUBLIC COMMENTS ON NON-AGENDA MATTERS

No requests received.

8. COMMITTEE MEMBER COMMENTS

None.

9. TIME AND PLACE OF NEXT MEETING

Wednesday, February 18, 2026, at 1:00 p.m. The meeting will be held in-person at the Bay Area Metro Center and at satellite locations as may be specified on the meeting agenda using a remote teleconferencing link. Members of the Finance and Administration Committee and

the public may attend at any of those in-person locations, and members of the public may also attend virtually via webcast.

10. **ADJOURNMENT**

The meeting was adjourned at 2:26 p.m.

/s/ Marcy Hiratzka
Marcy Hiratzka
Clerk of the Boards