



BOARD OF DIRECTORS  
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BRAD WAGENKNECHT – CHAIR  
TERESA BARRETT  
SCOTT HAGGERTY  
LIZ KNISS  
MARK ROSS  
JIM SPERING

REBECCA KAPLAN - VICE CHAIR  
DAVID CANEPA  
DOUG KIM  
NATE MILEY  
PETE SANCHEZ

MONDAY  
APRIL 2, 2018  
9:30 A.M.

1<sup>ST</sup> FLOOR BOARD ROOM  
375 BEALE STREET  
SAN FRANCISCO, CA 94105

AGENDA

1. **CALL TO ORDER - ROLL CALL – PLEDGE OF ALLEGIANCE – PUBLIC MEETING PROCEDURE**

*The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members. The Committee Chair shall lead the Pledge of Allegiance.*

*This meeting will be webcast. To see the webcast, please visit [www.baaqmd.gov/BODagendas](http://www.baaqmd.gov/BODagendas) at the time of the meeting. Closed captioning may contain errors and omissions, and are not certified for their content or form.*

**Public Comment on Agenda Items:** *The public may comment on each item on the agenda as the item is taken up. Public Comment Cards for items on the agenda must be submitted in person to the Clerk of the Boards at the location of the meeting and prior to the Board taking up the particular item. Where an item was moved from the Consent Calendar to an Action item, no speaker who has already spoken on that item will be entitled to speak to that item again.*

*Speakers may speak for up to three minutes on each item on the Agenda. However, the Chairperson or other Board Member presiding at the meeting may limit the public comment for all speakers to fewer than three minutes per speaker, or make other rules to ensure that all speakers have an equal opportunity to be heard. The Chairperson or other Board Member presiding at the meeting may, with the consent of persons representing both sides of an issue, allocate a block of time (not to exceed six minutes) to each side to present their issue.*

2. **APPROVAL OF THE MINUTES OF SEPTEMBER 25, 2017**

Clerk of the Boards/5073

*The Committee will consider approving the draft minutes of the Public Engagement Committee meeting of September 25, 2017.*

3. **APPROVAL OF A CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS**

J. Broadbent/5052

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will consider approving a contract for Spare the Air advertising and messaging campaigns.*

4. **AUTHORIZATION TO EXECUTE CONTRACT AMENDMENTS FOR SPARE THE AIR PROGRAM WEBSITE DEVELOPMENT**

J. Broadbent/5052

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will consider recommending authorizing the Executive Officer/APCO to execute contract amendments for the Spare the Air program website development.*

5. **SELECTION OF A CONTRACTOR TO FACILITATE THE SPARE THE AIR RESOURCE TEAMS**

J. Broadbent/5052

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute a contract for the facilitation of Spare the Air Resource Teams.*

6. **ACCEPT AND APPROPRIATE FUNDS FROM TWO STATE COMMUNITY CLIMATE INVESTMENT GRANTS FOR SUPPORTING COMMUNITY ENGAGEMENT EFFORTS IN ALAMEDA COUNTY**

J. Broadbent/5052

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will receive a presentation regarding two State Climate Investment grant contracts totaling \$279,000.*

7. **OVERVIEW OF THE SPARE THE AIR YOUTH FOR ENVIRONMENTAL SUSTAINABILITY (YES) CONFERENCE**

J. Broadbent/5052

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will receive an update on the February 24, 2018, YES Conference held in partnership with MTC.*

8. **OVERVIEW OF AWARDED FISCAL YEAR ENDING (FYE) 2019 JAMES CARY SMITH COMMUNITY GRANT PROJECTS**  
J. Broadbent/5052  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*The Committee will receive an update of the awarded new and continuing Community Grants for FYE 2018-2019.*

9. **PUBLIC COMMENT ON NON-AGENDA MATTERS**

*Pursuant to Government Code Section 54954.3 Speakers wishing to address the Board on non-agenda matters will be heard at the end of the agenda, and each will be allowed up to three minutes to address the Board at that time.*

*Members of the Board may engage only in very brief dialogue regarding non-agenda matters, and may refer issues raised to District staff for handling. In addition, the Chairperson may refer issues raised to appropriate Board Committees to be placed on a future agenda for discussion.*

10. **COMMITTEE MEMBER COMMENTS / OTHER BUSINESS**

*Any member of the Board, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)*

11. **TIME AND PLACE OF NEXT MEETING**

*At the call of the Committee Chair.*

12. **ADJOURNMENT**

*The Committee meeting shall be adjourned by the Committee Chair.*

## **CONTACT:**

**ACTING MANAGER, EXECUTIVE OPERATIONS**  
**375 BEALE STREET, SAN FRANCISCO, CA 94105**  
[vjohnson@baaqmd.gov](mailto:vjohnson@baaqmd.gov)

**(415) 749-4941**  
**FAX: (415) 928-8560**  
**BAAQMD homepage:**  
[www.baaqmd.gov](http://www.baaqmd.gov)

- To submit written comments on an agenda item in advance of the meeting. Please note that all correspondence must be addressed to the “Members of the Public Engagement Committee” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Board meeting. Any correspondence received after that time will be presented to the Board at the following meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District’s offices at 375 Beale Street, Suite 600, San Francisco, CA 94105, at the time such writing is made available to all, or a majority of all, members of that body.

### **Accessibility and Non-Discrimination Policy**

The Bay Area Air Quality Management District (Air District) does not discriminate on the basis of race, national origin, ethnic group identification, ancestry, religion, age, sex, sexual orientation, gender identity, gender expression, color, genetic information, medical condition, or mental or physical disability, or any other attribute or belief protected by law.

It is the Air District’s policy to provide fair and equal access to the benefits of a program or activity administered by Air District. The Air District will not tolerate discrimination against any person(s) seeking to participate in, or receive the benefits of, any program or activity offered or conducted by the Air District. Members of the public who believe they or others were unlawfully denied full and equal access to an Air District program or activity may file a discrimination complaint under this policy. This non-discrimination policy also applies to other people or entities affiliated with Air District, including contractors or grantees that the Air District utilizes to provide benefits and services to members of the public.

Auxiliary aids and services including, for example, qualified interpreters and/or listening devices, to individuals who are deaf or hard of hearing, and to other individuals as necessary to ensure effective communication or an equal opportunity to participate fully in the benefits, activities, programs and services will be provided by the Air District in a timely manner and in such a way as to protect the privacy and independence of the individual. Please contact the Non-Discrimination Coordinator identified below at least three days in advance of a meeting so that arrangements can be made accordingly.

If you believe discrimination has occurred with respect to an Air District program or activity, you may contact the Non-Discrimination Coordinator identified below or visit our website at [www.baaqmd.gov/accessibility](http://www.baaqmd.gov/accessibility) to learn how and where to file a complaint of discrimination.

Questions regarding this Policy should be directed to the Air District’s Non-Discrimination Coordinator, Rex Sanders, at (415) 749-4951 or by email at [rsanders@baaqmd.gov](mailto:rsanders@baaqmd.gov).

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
375 BEALE STREET, SAN FRANCISCO, CALIFORNIA 94105  
FOR QUESTIONS PLEASE CALL (415) 749-4941**

**EXECUTIVE OFFICE:  
MONTHLY CALENDAR OF AIR DISTRICT MEETINGS**

**APRIL 2018**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Public Engagement Committee</b> <i>(At the Call of the Chair)</i>	Monday	2	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	4	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Ad Hoc Refinery Oversight Committee</b> <i>(At the Call of the Chair)</i>	Monday	9	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	16	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Regular Mtg.</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	18	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	25	9:30 a.m.	1st Floor, Yerba Buena Room #109
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	26	9:30 a.m.	1 <sup>st</sup> Floor Board Room

**MAY 2018**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	2	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Personnel Committee</b> <i>(At the Call of the Chair)</i>	Monday	7	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Regular Mtg.</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	16	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets on the 3<sup>rd</sup> Thursday of every other Month)</i>	Thursday	17	9:30 a.m.	1 <sup>st</sup> Floor Board Room

## MAY 2018

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	21	9:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of every other Month)</i>	Monday	21	10:30 a.m.	1 <sup>st</sup> Floor Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	23	9:30 a.m.	1st Floor, Yerba Buena Room #109
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	24	9:30 a.m.	1 <sup>st</sup> Floor Board Room
MV – 03/28/18 – 2:44 p.m.				G/Board/Executive Office/Moncal

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 19, 2018

Re: Approval of the Minutes of September 25, 2017

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**RECOMMENDED ACTION**

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of September 25, 2017.

**DISCUSSION**

Attached for your review and approval are the draft minutes of the Committee meeting of September 25, 2017.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Marcy Hiratzka  
Reviewed by: Vanessa Johnson

Attachment 2A: Draft Minutes of the Committee Meeting of September 25, 2017.

## AGENDA: 2A – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of September 25, 2017

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

### DRAFT MINUTES

Summary of Board of Directors  
Public Engagement Committee Meeting  
Monday, September 25, 2017

#### 1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Chairperson, Mark Ross, called the meeting to order at 9:33 a.m.

##### Roll Call:

Present: Chairperson Mark Ross; Vice Chairperson Rebecca Kaplan; and Directors Teresa Barrett, Scott Haggerty, and Hillary Ronen.

Absent: Directors Pauline Cutter, John Gioia, Nate Miley, and Brad Wagenknecht.

Also Present: None.

#### 2. PUBLIC COMMENT ON NON-AGENDA MATTERS:

No requests received.

#### 3. UPDATE ON THE SPARE THE AIR RESOURCE TEAMS IDLE-FREE BAY AREA CAMPAIGN (OUT OF ORDER, ITEM 4)

Jean Roggenkamp, Deputy Executive Officer, introduced Luz Gomez, Community Engagement Manager, who gave the staff presentation, *Update on the Spare the Air Resource Teams Idle-Free Bay Area Campaign*, including: introduction and background; Contra Costa County Resource Team; Napa Valley Clean Air Coalition; Sonoma County Resource Team; Tri-Valley Resource Team; other teams planning idle-free projects; why address idling; the birth of a campaign; the campaign grows; the campaign continues; Pittsburg Unified School District; and Alhambra High School Idle-Free project.

NOTED PRESENT: Director Haggerty was noted present at 9:47 a.m.

##### Public Comments:

No requests received.



Committee Comments:

The Committee discussed bans on new drive-thru windows, and the agencies and organizations with whom they planned to share the idle-free initiative.

Committee Action:

None; receive and file.

**4. APPROVAL OF THE MINUTES OF MARCH 6, 2017 (ITEM 3)**

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Hudson, to approve the Minutes of March 6, 2017; and the motion carried by the following vote of the Committee:

AYES:	Barrett, Haggerty, Kaplan, Ronen, and Ross.
NOES:	None.
ABSTAIN:	None.
ABSENT:	Cutter, Gioia, Miley, and Wagenknecht.

**5. FISCAL YEAR ENDING 2018 JAMES CARY SMITH COMMUNITY GRANT PROGRAM GUIDELINES**

Ms. Roggenkamp introduced David Ralston, Community Engagement Manager, who gave the staff presentation *Fiscal Year Ending (FYE) 2018 James Cary Smith Community Grant Program Guidelines*, including: Community Grant Program background; funded projects and activities in FYE 2016 and 2017; FYE 2018 Community Grant Program elements; proposed timeline; and recommendation.

Public Comments:

No comments received.

Committee Comments:

The Committee and staff discussed the request for a map and/or summary of the geographical dispersion of the grants; the request for enhanced targeted program outreach to Community Air Risk Evaluation (CARE) communities; the expansion of/demand for the In-Classroom Teacher Support Grant; the need to potentially streamline the application as the detail currently required

may be a deterrent to applicants; and the feasibility of rewarding grant writers who are successful at obtaining a grant.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Ronen, to approve the FYE 2018 Community Grant Program guidelines; and the motion carried by the following vote of the Committee:

AYES: Barrett, Haggerty, Kaplan, Ronen, and Ross.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Cutter, Gioia, Miley, and Wagenknecht.

**6. SUMMARY OF 2017 SPARE THE AIR SEASON**

Ms. Roggenkamp introduced Kristine Roselius, Air Quality Program Manager, who gave the staff presentation *Summary of 2017 Spare the Air Season*, including: advertising; campaign highlights; social media; media relations; hourly Air Quality Index map of combined Particulate Matter (PM) and ozone on September 4, 2017; employer program; and research.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed how surveys on the efficacy of the Spare the Air program were conducted; the request for staff to send individual alerts to Board members when a District event is happening in their area; the causes of the unusual weather over Labor Day weekend; the request for a presentation on how the District can increase targeted carpool-matching outreach; and the need for increased opportunities for bike rider education and information on bike repair and upgrades at public events.

Committee Actions:

None; receive and file.

**7. UPDATE ON THE 2017/2018 WINTER SPARE THE AIR SEASON OUTREACH PROGRAM**

Ms. Roggenkamp introduced Lisa Fasano, Communications Officer, who gave the staff presentation *Update on the 2017/2018 Winter Spare the Air Seasons Outreach Program*, including: outreach; advertising; Winter Spare the Air 2016-7 map of advertisements; map of outreach for Wood Smoke Reduction Incentive program 2016 ads; multicultural advertising and the [www.sparetheairnow.org](http://www.sparetheairnow.org) website; door-to-door outreach; media outreach; social media; and research.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed a pilot campaign that will utilize text messaging to alert the public of Spare the Air alerts; requests for additional Winter Spare the Air outreach in the Tri-Valley area; the importance of ensuring that events directed towards city and county staff are advertised with advanced notice and not held on Fridays; the request for a shift to Spare the Air campaigns focusing on outdoor activity, as so much of the campaigns have focused on wood burning inside homes; the District’s plan to repurpose the remaining funds from the current cycle of the Wood Smoke Reduction Incentive program (WSRIP); the request for a more perpetual, ongoing WSRIP, rather than cycles of funding with narrow application deadlines; the distinction between *local production* and the *regional transport* of wood smoke; the possibility of the District awarding projects outside of highly-impacted areas once it becomes apparent that residents in highly-impacted areas are not going to participate; the need for the District to create an improved map that better indicates the participation in the WSRIP for the Board’s review; the request for non-attainment areas to especially be included in the enhanced targeting for Spare the Air and the WSRI programs; and the danger of making decisions based on the number of complaints reported about an area, as that may not be a fair representation of the magnitude of a given concern or problem.

Committee Actions:

None; receive and file.

**8. COMMITTEE MEMBER COMMENTS**

Vice Chair Kaplan noted that no legislation restricts the District on its amount of public engagement, and encouraged the District to do as much public outreach as possible to encourage changing behaviors, even in areas in which the District has no authority.

Vice Chair Kaplan suggested that the District weigh in with transportation agencies on Express Lanes for Transbay buses.

**9. TIME AND PLACE OF NEXT MEETING**

At the Call of the Chairperson.

**10. ADJOURNMENT**

The meeting adjourned at 11:04 a.m.

Marcy Hiratzka  
Clerk of the Boards

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Approval of a Contract for Spare the Air Advertising and Messaging Campaigns

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors approval of Prosio Communications as the selected contractor for the Spare the Air Campaigns, Advertising, Communications and Evaluation Services.

The Committee will also consider recommending Board of Directors authorization for the Executive Officer/APCO to execute a contract with Prosio Communications, for an amount not to exceed \$1,950,000 per contract year, during Fiscal Year Ending (FYE) 2019 and FYE 2020, and \$2,019,000 for FYE 2021, to be broken down as follows:

- Spare the Air Every Day Campaign
  - Advertising \$600,000
  - Media Relations \$200,000
  - Social Media \$75,000
  - Employer Program \$200,000
  - Public Opinion Surveys \$50,000
  
- Winter Spare the Air Campaign
  - Advertising \$600,000
  - Media Relations \$100,000
  - Social Media \$75,000
  - Public Opinion Surveys \$50,000
  - In-Language Option Surveys \$69,000 (3rd year of contract only)

## BACKGROUND

The Air District's Communications Office relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications Office recently completed a Request for Proposal (RFP) process to solicit responses for the following services: Advertising, Media Relations, Social Media, Public Opinion Surveys and Employer Outreach services.

- **Advertising Services:** To develop professional quality broadcast, print, digital advertising and educational materials for the Spare the Air campaigns.
- **Media/Public Relations Services:** To provide media relations services to promote activities through the media that support the Spare the Air campaigns.
- **Social Media Services:** To provide social media strategies including concept development, writing, design, production and technical services.
- **Public Opinion Survey Services:** To measure the effectiveness of the Air District's Spare the Air Every Day and Winter Spare the Air campaigns, and assess public behavior patterns/change.
- **Employer Outreach Services:** To notify Bay Area employers of the Commuter Benefits Program requirements, encourage employers in the Spare the Air Employer Program to educate their employees about air quality, notify them when a Spare the Air Alert is called and change commute behaviors to benefit air quality.

## DISCUSSION

The RFP for Spare the Air Advertising, Communications & Evaluation Services was released on February 6, 2018. The RFP was posted on the Air District website for three weeks and sent to many media relations and advertising firms in the Bay Area.

Thirteen proposals were received from the following:

Big Wave Media	Flip2 Agency	RALLY
Cohn & Wolfe	H&L Partners	TTWN
Creative Digital Agency	NCM National Cinemedia	Westfield
D&A Communications	O'Rorke Inc.	
The Elevated Tribe	Prosio Communications	

A panel of three Air District staff, performed a thorough evaluation of proposals and conducted interviews based on the six evaluation criteria outlined in the RFP:

Expertise	30
Skill	20
Approach	20
Cost	20
References	5
Local/Green	5
<b>Total Points</b>	<b>100</b>

### EVALUATION

The panel members' scores were averaged and the average scores were summed for each bidder. Interviews were conducted for the top four proposals. The tables below list the RFP evaluation criteria and show each firm's averaged score for the proposal evaluations and the interviews.

#### **RFP proposal and interview scores – Spare the Air Advertising/Messaging Campaigns**

<b>Firm</b>	<b>Proposal / 100 pts</b>	<b>Interview / 100 pts</b>	<b>Total / 200 pts</b>
<b>Pro시오 Communications</b>	81.33 pts	91.33 pts	<b>172.67 pts</b>
<b>O'Rorke, Inc.</b>	86.33 pts	80.33 pts	<b>166.67 pts</b>
<b>Big Wave Media</b>	71.33 pts	65 pts	<b>136.33 pts</b>
<b>Creative Digital Agency, Inc.</b>	77.67 pts	51 pts	<b>128.67 pts</b>

Pro시오 Communications received the highest combined score of 172.67 for the proposal and interview evaluation.

Firms not selected for interviews received the following scores for their proposals:

<b>Company</b>	<b>Score</b>
Cohn & Wolfe	55
D&A Comm.	66.6
Elevated Tribe	45.3
Flip2 Agency	47.6
H&L Partners	39
NCM National Cinemia	10.6
Rally	43
TTWN	15
Westfield	10

**BUDGET CONSIDERATION/FINANCIAL IMPACT**

Funding for this contract comes from the following sources:

- Spare the Air Every Day
  - Congestion Mitigation Air Quality (CMAQ) - \$925,000 per contract year FYE 2019-21
  - Transportation Fund for Clean Air (TFCA) - \$200,000 per contract year FYE 2019-21
  
- Winter Spare the Air
  - General Revenue - \$825,000 per contract year FYE 2019 and FYE 2020
  - General Revenue - \$894,000 contract year FYE 2021

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Authorization to Execute Contract Amendments for Spare the Air Program Website  
Development

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RECOMMENDED ACTION

Recommend Board of Directors authorize the Executive Officer/APCO to execute contract amendments with the following vendor in the amount listed below:

Vendor	Amount	Service Description
Cylogy	\$100,000	Backend website content management system development, integration, customization, and infrastructure support.

BACKGROUND

Air District staff is recommending contract amendments for an existing vendor, assisting with website development and management to meet 2018 calendar year-end goals for the Spare the Air program online.

DISCUSSION

The Spare the Air components on the BAAQMD.gov and the SpareTheAir.org websites, provide important information and functionality to the public.

To continue supporting the Air District’s Spare the Air-related content management infrastructure and enhance current features, staff plans to focus on the following activities during the second half of the 2018 calendar year:

- Enhance the text alert system for Spare the Air Alerts
- Improve functionality for the website alert system for Spare the Air Alerts
- Implement language translation services for the Spare the Air website
- Improve search functionality, content tagging, and form support
- Integration of web short-links to facilitate access
- Improve analytics and user experiences



Staff recommends the continued use of a proven vendor familiar with Air District website and content management system, for the additional work needed in the remainder of the 2018 calendar year. The Air District has successfully collaborated with Cylogy, Inc. in the design, development and testing of the Air District websites and content management system through prior contracts.

Vendor	Type of Services	Current Contract	Most Recent Procurement Method
Cylogy, Inc.	Backend website content management system integration, customization, and infrastructure support.	<a href="#">2013.115</a>	Request for Proposal (RFP) rebid in FYE 2014. One of four firms to respond had appropriate staff, expertise and availability to perform the required scope of work.

**BUDGET CONSIDERATION/FINANCIAL IMPACT**

Funding for this contract amendment comes from the following sources:

- Spare the Air Every Day
  - Transportation Fund for Clean Air (TFCA) - \$40,000 from FYE 2018 budget
- Winter Spare the Air
  - General Revenue - \$60,000 from FYE 2018 budget

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

## Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Selection of a Contractor to Facilitate the Spare the Air Resource Teams

**RECOMMENDED ACTION**

Recommend Board of Directors:

- Approve the selection of Community Focus, a contractor to facilitate the Spare the Air Resource Team;
- Approve the selection of Kearns and West, a contractor to establish a Spare the Air Resource Team in Marin County;
- Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$222,000 per contract year, for up to three years; and
- Authorize the Executive Officer/APCO to execute a contract with Kearns and West to create a new Spare the Air Resource Team and meeting facilitation support in an amount not to exceed \$38,000 per contract year, for up to three years.

**BACKGROUND**

One of the Air District's innovative efforts to engage the public was the formation of local resource teams in 1991, in conjunction with the creation of the Spare the Air program. Since the inception of the program, local community groups, public agencies, businesses and environmental organizations meet regularly and work collaboratively to implement projects that promote cleaner air. The Air District will operate eight pre-existing teams in the region:

- Contra Costa County Spare the Air Resource Team
- Napa Valley Clean Air Coalition
- San Francisco Spare the Air Resource Team
- San Mateo County Spare the Air Resource Team
- Santa Clara County (and San Jose) Spare the Air Resource Team
- Sonoma County Spare the Air Resource Team
- Southern Alameda County Spare the Air Resource Team
- Tri-Valley Spare the Air Resource Team

The Air District would like to start a new team in Marin County during this contract period, for a total of nine teams.

The teams meet at least every two months, to select and coordinate work on team projects. Past projects have included:

- Idle Free Bay Area;
- Walk and Roll to School;
- The Great Race for Clean Air;
- Green Business Workshops; and
- Home Energy Workshops

**DISCUSSION**

The Community Engagement Section relies on a contractor to assist with the administration, coordination, recruitment, retention and facilitation of the nine Spare the Air Resource Teams.

On December 12, 2018, the Air District issued a request for proposals (RFPs) for this project. In this request, the Air District invited proposals from qualified firms experienced in: community engagement to bring together businesses, civic organizations and local governments to collectively develop and implement collaborative, community-wide air pollution reduction programs; and with the capability to foster innovative ideas among team members. The RFP was posted on the Air District website for approximately eight weeks and was distributed to a list of over 30 civic engagement firms and the Air District’s Community Groups mailing list made up of approximately 85 stakeholders.

**EVALUATION**

Staff evaluated all proposals according to the criteria below:

<b>Criteria</b>	<b>Description</b>	<b>Weight</b>
Expertise	Related expertise, size and structure of the firm and personnel assigned to RFP tasks; firm’s ability to perform and complete the work in a professional and timely manner.*	25%
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	25%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	25%
Cost	Cost or cost effectiveness and resource allocation strategy	10%

<b>Criteria</b>	<b>Description</b>	<b>Weight</b>
Outreach	Proposed plan to target Members. The advertising plan will be evaluated for effectiveness and the ability to reach as many prospective Members in the Bay Area as possible.	10%
Firm's Specialty Focus Area	Local business (2.5%)/Green Business (2.5%)	5%
	<b>Total</b>	<b>100%</b>

Based on the evaluation described above, staff recommends Community Focus as the contractor to facilitate the existing Spare the Air Resource Team Program and Kearns and West to establish a Spare the Air Resource Team in Marin. Below is a summary of the scores of the proposals submitted on the RFP:

<b>Civic Edge Consulting</b>	<b><u>Avg</u></b>
<b>Evaluative Criteria</b>	
Expertise	<b>0</b>
Skill	<b>0</b>
Approach	<b>0</b>
Cost	<b>7</b>
Outreach	<b>0</b>
Firm's Focus Area	<b>0</b>
<b>Total Points</b>	<b>7.3</b>
<b>Community Focus</b>	
<b>Evaluative Criteria</b>	<b><u>Avg</u></b>
Expertise	<b>22</b>
Skill	<b>22</b>
Approach	<b>22</b>
Cost	<b>7.3</b>
Outreach	<b>6</b>
Firm's Focus Area	<b>3.6</b>
<b>Total Points</b>	<b>83</b>

<b>Hughes Collaboration</b>	
<b>Evaluative Criteria</b>	<b><u>Avg</u></b>
Expertise	<b>19.3</b>
Skill	<b>21</b>
Approach	<b>10</b>
Cost	<b>6</b>
Outreach	<b>4.3</b>
Firm's Focus Area	<b>1.3</b>
<b><u>Total Points</u></b>	<b>62</b>

<b><u>Kearns and West</u></b>	
<b><u>Evaluative Criteria</u></b>	<b><u>Avg</u></b>
<u>Expertise</u>	<b>22.67</b>
<u>Skill</u>	<b>21</b>
<u>Approach</u>	<b>21.67</b>
<u>Cost</u>	<b>8</b>
<u>Outreach</u>	<b>6.6</b>
<u>Firm's Focus Area</u>	<b>2.8</b>
<b><u>Total Points</u></b>	<b>82.83</b>

**BUDGET CONSIDERATION/FINANCIAL IMPACT**

Funding for the first year of this contract is included in the Fiscal Year Ending 2019 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Luz Gomez

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

## Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Accept and Appropriate Funds from Two State Community Climate Investment  
Grants for Supporting Community Engagement Efforts in Alameda County

**RECOMMENDED ACTION**

The Committee will consider recommending Board of Directors, accept and appropriate California State Climate Investment funds, as part of two separate grant contracts allocated to the Air District, in support of ongoing community engagement efforts in East and West Oakland respectively:

- (1) Accept and appropriate funds from the County of Alameda Flood Control District for the California Natural Resources Agency Urban Greening Grant in an amount not to exceed \$109,000 in support of the San Leandro Creek Urban Greenway, Phase 1 project in East Oakland; and
- (2) Accept and appropriate funds from the California Department of Conservation for the State Transformative Climate Community Program in an amount not to exceed \$170,000, in support of the West Oakland Marcus Garvey Commons Project.

**BACKGROUND**

The Community Engagement staff began working with stakeholders in East Oakland in 2015 and participated in discussions on what modes of green infrastructure projects could realize both climate/greenhouse gas (GHG) reduction benefits as well as air pollution impact and local health benefits. One specific project that was discussed was the on-going vision for a 6-mile greenway through East Oakland along the San Leandro Creek. This greenway would provide a dense urban forest corridor/buffer that would filter air pollution and mitigate urban heat island effects as well as providing a safe route for hikers and bicyclists to access transit, jobs and recreation, thereby enabling reduction of VMT. Overall, this project seeks to provide a naturalized green-space to offset the fragmented concrete urban landscape of East Oakland.

Staff assisted in the mapping and community coordination of this project including bringing it to the attention of the California Environmental Protection Agency (EPA) and the Strategic Growth Council as the type of local-regional co-benefit mitigation and adaptation strategy we should be collaborating to support. A \$4.1 million capital grant application for the first-phase of the project

was submitted by the County of Alameda Flood Control District, working with local community partners. The Air District was listed as a key agency community engagement partner. The grant was selected for funding and awarded in October 2017. Pursuant to the grant, the Air District has been asked by the County Flood Control District to lead the outreach and engagement portions of the community design work in an amount not to exceed \$109,000.

Concurrent to the above grant program, the State opened a separate and new climate investment grant program entitled the Transformative Climate Community Program (TCCP). While the majority of the \$140M funding is allocated to large-scale capital projects that are situated in the most disadvantaged census tracts in the State, a portion of funding was set-aside for planning projects.

As the grant required a local government entity serve as lead, the West Oakland Environmental Indicators Project (WOEIP), formally requested the Air District serve as lead, for a grant application, to engage residents and other stakeholders in the development, design and planning of a large-scale urban biofilter alongside the heavily-trucked I-880 freeway, that courses between the residential areas and Port areas of West Oakland. Given our ongoing work in West Oakland, and our AB 617 involvement, staff agreed to be the lead applicant for a TCCP grant. In addition to awarding a TCCP planning grant for East Oakland and Richmond, the state awarded this project – the Marcus Garvey Commons Urban Biofilter project – a grant of \$170,000, to carry out this proposed planning work. The Air District is slated to become the grant administrator and pass through the majority of funds to the project partners including WOEIP and Urban Biofilter design group.

## DISCUSSION

Staff believes that involvement in these two grant projects will enable us to focus our engagement and resident participation activities in two key CARE community areas, in addition to helping mobilize local awareness of air quality planning actions that are be proposed via AB 617. Staff have established good working-relations with stakeholders in each community and will utilize our existing involvement as well as community grant programs to further leverage collaborative local air pollution mitigation planning and implementation.

## BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for both grant projects are reimbursable by the State, but not specifically included in the current Fiscal Year Ending (FYE) 2018 or proposed FYE 2019 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: David Ralston  
Reviewed by: Greg Nudd

Attachment 6A: California Natural Resources Agency – San Leandro Creek Urban Greenway  
Phase

Attachment 6B: TTCP Grant – West Oakland Marcus Garvey Commons Project



**PROJECT DESCRIPTION – California Natural Resources Agency - San Leandro Creek Urban Greenway Phase I**

**Applicant:**

County of Alameda Flood Control District and the San Leandro Creek Alliance<sup>1</sup>. Key partners include the Civicorps and the Bay Area Air Quality Management District.

**Project Description:**

Create a functional 1.2-mile greenway segment linking the MLK Jr. Shoreline Park to 105<sup>th</sup> Ave along the San Leandro Creek in Oakland, CA. The project is based on ongoing community planning and a 30% Caltrans Sustainable Communities funded master plan as well as earlier design work by the UC-Berkeley Landscape Architecture Department. This project is the first phase of a multi-phase project designed to connect the MLK Jr. Regional Shoreline, Downtown San Leandro BART and the Lake Chabot/Bay Area Ridge trail through this dense urbanized East Bay area. Other grants will be sought for further planning, floodplain improvements and stream naturalization in appropriate areas.

Phase 1 of the greenway project consists of completing a dense urban forestry corridor of 300-500 new trees along with a top of bank multi-modal path as part of a linear green space combined with native riparian landscape installation and community access amenities incorporating design-build spaces, places for art, performance and concessions. The greenway provides direct and safe route connections between three adjacent neighborhoods, two schools, business and commercial districts to transit (Coliseum BART) as well as the regional Shoreline Park. The estimated cost for the project is \$4 M for implementation. This is a multi-agency cooperative project using the existing public lands owned by the County of Alameda and leveraging other public investments and resources from the City of Oakland, Oakland Unified School District and the Bay Area Air Quality Management District.

The project sits within two of the worst cumulative impact disadvantaged census tracts in the Bay Area (per CES 2.0). The surrounding low-income neighborhoods of Brookfield Village, Columbia Gardens and Sobrante Park are predominantly African American and Latino with significant populations of Mien, Tongan/Samoan populations. The project builds on over 8-years of community planning and involvement by Merritt College and boasts many committed partners such as Planting Justice, Sobrante Park Leadership Council, Higher Ground, East Oakland Boxing Association. The project is designated as a Bay Area priority conservation urban greening areas and is designated in the City of Oakland's *Open Space, Conservation and Recreation Element*. Many storm drains adjacent to the project are also designated on the City's green infrastructure plan. San Leandro Creek is part of a designated floodplain and hazard mitigation area leading to the sensitive Arrowhead Marsh wetlands.

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<sup>1</sup> Includes representatives from Friends of San Leandro Creek, EBRPD, Merritt College, BART, Cities of Oakland and San Leandro.

### **Project Quantification and Benefits:**

This project provides direct net GHG benefits in addition to fulfilling the requirements of SB 859 and providing multiple co-benefits. The project will sequester carbon by implementing the urban forestry corridor with up to 600 trees and will, through construction of a bicycle and pedestrian path, reduce VMT by diminishing trips that may otherwise be done by motorized transit. The greenway establishes safe routes to school for local youth; routes to transit for local businesses, and direct routes to recreation and commercial centers for adjacent residents. In addition to reducing GHG emissions, this project will achieve measurable benefits by creating community green space via a linear greenway that connects and enhances access to existing parks and incorporates the natural systems of the San Leandro Creek riparian zone as the frame for the greening corridor. Other co-benefits include air pollution reduction by establishing vegetative buffers to mitigate emissions from the I-880 freeway; greening existing school facilities at Madison Park Academy including the alleyway linking to the school; decreasing water pollution from storm runoff and dumping/trash from adjacent streets through permeable green street aspects such as bioswales and debris catch basins; reducing urban heat island with the increased tree canopy; providing healthy and active living opportunities by connecting neighborhoods to the now inaccessible MLK Jr. Regional shoreline; and improving riparian habitat by providing shading for fish passage and top of bank native landscaping. Finally, through a design-build engagement and stewardship process, this greenway project provides critical pathways for job/workforce opportunities for local residents and youth.

**TTCP Grant - West Oakland Marcus Garvey Commons Project**

Community Led Response to Air Pollution & Climate Change: Developing solutions at the Freeway-Residential Interface in West Oakland

**Primary Applicant:** Bay Area Air Quality Mitigation District (BAAQMD)

**Sub-Applicant:** West Oakland Environmental Indicators Project (WOEIP)

**Application Supplements:** Diagram map of project area; letters of support (ACPHD)

This neighborhood scale project is for the research, analysis and planning phase of a citizen based and led urban planning, climate change and environmental health adaptation project. It is motivated by the environmental justice issues of air pollution and the associated health impacts in West Oakland that are and will be exacerbated by climate change. It seeks to explore how freeway-adjacent land can be developed with green infrastructure and other technology to mitigate and adapt to the various impacts of climate change, especially where there is existing freeway-adjacent housing and planned future affordable and transit-accessible housing near freeways. The project supports comprehensive data collection and research to understand the challenges and localized constraints and a multi-stakeholder engagement process connecting residents with researchers, developers, government agencies and City officials. The intention is to use this project as a planning phase of future mitigation implementation for this neighborhood and to use the process as a pilot for developing community led solutions for climate change and other environmental health and justice challenges in other communities.

Therefore, this project will both further the understanding of climate change's impact on air quality and human and environmental health and identify viable tools to adapt to and mitigate exposure and health risk, with a particular focus on freeways as a source of pollution and opportunity for adaptation. Climate change impact on freeways has been analyzed, but there is little information or response to how freeways may exacerbate the negative impacts of Climate Change. This project will help fill that knowledge gap.

**Project Site**

The project site sits in the bend of the 880 freeway, between 7th and 9th Streets that encompasses several different freeway typologies including a recessed on-ramp, freeway adjacent sound wall and a wide flat buffer zone. This area includes an existing affordable housing complex and planned ultra-low income housing on the former industrial site of the Phoenix Ironworks and is adjacent to the public Prescott elementary school. As a westernmost part of West Oakland, this area falls partially within a 2050 flood scenario and fully in a 2100 scenario.

**Motivation and Need: Freeways, Air Pollution and Climate Change**

The project is motivated by the understanding that freeways are a source of air pollution and exacerbate several negative impacts of climate change: ground level ozone, urban heat island effect and increased stormwater pollution and flooding off of freeways in large storm events. All of these contribute to an environmental justice issue that impacts people's' health now and will likely increase in the future with climate change. This project also recognizes the opportunity to

proactively address these challenges and to adapt freeways as a potential infrastructure solution for reducing resident exposure and health impact.

Numerous studies show higher levels of ambient and localized air pollution in the historically African American community of West Oakland than other parts of Oakland. A 2008 California Air Resources Board (CARB) health risk assessment found that air diesel pollution levels in West Oakland are three times higher than the average levels in the Bay Area. Alameda County Public Health Department (ACPHD) and Bay Area Air Quality Mitigation District (BAAQMD) reports link high levels of air pollution to lower life expectancy, premature death, higher rates of emergency department visits for asthma among children. ACPHD data shows that rates of emergency department visits for asthma are disproportionately higher for African American children living in West Oakland than other groups. Air pollution is also linked to higher rates of stroke, congestive heart failure and cancer. Additional studies conducted in the last year have increased the amount and quality of data on air pollution in West Oakland and help us to better understand the type, amount and distribution of pollution and risk. These include an Environmental Defense Fund (EDF) study conducted in collaboration with Google street car data collection and WOEIP to sample air quality in the residential streets of West Oakland and a block by block study to look at air quality in the places people live and work.

This data offers a higher level of detail to ambient air quality monitored by regulatory agencies. It suggests high levels of pollution associated with the freeways that bound West Oakland in addition to the industrial activities and truck traffic of the Ports of Oakland. And it shows more clearly the inequities in and hotspots of pollution that in many cases overlap with affordable housing and residential areas adjacent to freeways. And it confirms this project's site area as a particular hotspot of pollution.

Ground level ozone is produced solely by the chemical reaction of nitrogen oxides and volatile organic compounds which are both produced and released from fuel combustion in vehicles. Additionally, ozone production is exacerbated by higher temperatures and increased sunlight, particularly when wind speeds are low, both of which are likely to increase with climate change. Research also links ozone with a variety of health problems, particularly for sensitive populations, and harmful environmental impacts. And modeling studies suggest an increase in asthma related emergency room visits with increased ground level ozone production. With increased traffic from the densification of Oakland and the Bay Area and likely increased temperatures, longer summers and more cloud-less days, ground-level ozone production in freeway adjacent zones is likely to increase in the future with urban development and climate change.

### **Project Summary**

This project is a three-year project that is divided into three phases: initial research and data collection, collaborative problem solving, and solution implementation planning.

### **Research & Data Collection: Citizen Science, Health Impacts and Climate Change**

The initial research phase intends to fill in data and knowledge gaps in collaboration with appropriate project partners including the Alameda County Public Health Department (ACPHD), academic air modeling researchers, climate change researchers, etc. Neighborhood based data collection will be conducted to gain updated, relevant data about this neighborhood with WOEIP's citizen team process and team. This data includes additional air quality monitoring and resident health surveys. Additional research conducted in this phase includes: CFD air modeling of wind and air movement patterns in and around the project area, air quality exacerbation with temperature rise modeling and economic cost-benefit analysis of mitigation. The program manager will also collect all relevant data related to the project area, air pollution and exposure risk, health impacts, climate change, sea level rise and flooding, etc. and summarize into a presentation that can be communicated to the community. The intent for this phase is to organize and build a body of knowledge that can enable an informed collective decision making process in the second phase.

### **Collaborative Problem Solving with Community Leadership**

Fundamental to this process is community engagement and leadership. The second phase builds a community led, multi-stakeholder workgroup to analyze the data, identify viable solutions, and develop an implementation plan to address the question: How can CalTrans adjacent land be adapted to mitigate air pollution and climate change exposure and related health risks on communities living in freeway-adjacent housing?

Facilitation support will include communicating and explaining data from phase one, coordinating additional consultants and experts as requested, facilitating discussion and decision making and supporting with initial outreach and retention of additional work group participants. The core project team of WOEIP staff will provide supervision and technical assistance to the working group, while allowing stakeholders to have leadership and ownership in the work and ensuring that the community needs are centered and addressed. Intended non-community participants include the landowners: CalTrans, Holliday Development landowner and intended manager of the ultra low income housing and East Bay Asian Local Development Corporation (EBALDC) owner of the affordable housing complex Marcus Garvey. Agency and government participation include: City of Oakland Planning and Sustainability Offices, the EPA, ACPHD, BAAQMD and CARB. Additional experts on green infrastructure, transportation planning and air quality will be incorporated into the work group as needed. Attention will be given to include various community organizations and institutions in the neighborhood that include: residents of Marcus Garvey affordable housing, members of the two Churches, neighboring residences in the surrounding blocks, the Parent Teachers Association and Principal and Teachers at nearby Prescott Elementary.

### **Implementation-Ready Planning**

The expectation from the workgroup is that stakeholders will collectively develop an implementation plan that leverages resources, knowledge, skills and tools from their various organizations and clearly identifies a process for solution implementation, research study designs, community participation, community job training and employment and potential implementation funding.

### **West Oakland Environmental Indicators Project**

West Oakland Environmental Indicators Project (WOEIP) is a community based organization in West Oakland that has fought for environmental justice in the historically African American neighborhood of West Oakland for over twenty years. One of the particular and ongoing issues that WOEIP faces is air pollution that contributes to a variety of health challenges and reduced life expectancy for West Oakland residents. Air pollution is linked to the major freeways surrounding the neighborhood in addition to the Port of Oakland and site preparations for, as well as possible future activities of, the new bulk terminal for the City of Oakland.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

## Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Overview of the Spare the Air Youth for Environmental Sustainability (YES)  
Conference

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**RECOMMENDED ACTION**

None; receive and file.

**BACKGROUND**

The Youth for the Environment and Sustainability (YES) conference is an annual Spare the Air Youth program, jointly sponsored by the Metropolitan Transportation Commission and the Air District. The conference, typically scheduled at the beginning of the year, provides high school and middle school students the opportunity to present on and discuss active transit, clean air and climate change issues with their peers from around the Bay Area. The program includes youth keynote speakers, interactive presentations and various breakout sessions. For this year's conference, based on strong support from the Board of Directors, we sought to continue growing the conference and succeeded in bringing together more than 1,000 youth from throughout the region to the Laney College campus in Oakland.

**DISCUSSION**

The 2018 YES Conference, took place on Saturday February 24, 2018, from 10:00 a.m. to 3:00 p.m. featuring over 50 youth-led interactive sessions and presentations. The theme for this year's conference was social equity and sustainability. Staff from the Air District, in conjunction with support from the Spare the Air Youth program, MTC and our event contractors, successfully grew this year's conference and increased attendance, outreach and impact. The YES Conference continues to garner the interest and attendance of many teachers and youth-serving groups across the nine-county Bay Area region who wished to participate in this youth-led environmental sustainability education convening. This year, we also attracted attendees from Stanislaus County.

Overall, we received positive feedback from conference attendees and are looking forward to continuing our efforts to produce a high quality and impactful conference. We will also continue our efforts in outreach, with more diversity in schools and youth and hopefully provide interest in air quality careers for a new generation of leaders.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for expanding this program is included in the Fiscal Year Ending (FYE) 2019 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: David Ralston  
Reviewed by: Greg Nudd



**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

## Memorandum

To: Chairperson Brad Wagenknecht and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 21, 2018

Re: Overview of Awarded Fiscal Year Ending (FYE) 2019 James Cary Smith  
Community Grant Projects

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**RECOMMENDED ACTION**

None; review and file.

**BACKGROUND**

In October 2017, the Air District released a call for the third round of the James Cary Smith Community Grants with an allocation of \$250,000. The James Cary Smith Community Grant Program, was developed as a means for supporting community groups, schools and nonprofits across the region to proactively address air quality issues.

For this year's cycle, the Community Grant program sought projects in the following focus areas: education and engagement; local air pollution impact mitigations; and community-based participatory research/"citizen science" as well as a separate set-aside for K-12 teacher support mini-grants. We received 15 full-applications by our December 1, 2018, deadline and after our review process, selected eight grantees for funding as well as three projects for second-phase funding.

**DISCUSSION**

The FYE 2019 Community Grant Program, approved specific projects in seven-different counties all of which included direct partnerships with community-based organizations, or with one or more local high/junior high schools. Projects ranged from expanding a community-led air monitoring network in Vallejo; conducting ground-truthing and fence-line receptor-oriented monitoring at a local elementary school in West Oakland; measuring fire/smoke impact to community garden crops and soil in the Santa Rosa area; conducting a bike-build program in the Mission; to engaging local groups on resiliency, adaptation and community air planning in Marin City, East Palo Alto and East Oakland. (please see Attachment A for an overview and highlights for each project). Phase-two projects included support for a focused community-science PM<sub>2.5</sub> monitoring campaign in Bayview Hunters Point; implementation of the Green Ninja air quality and low-cost sensor curricula in East San Jose and a similar interactive AQ curriculum project in San Leandro and Fremont.

Most of these awarded projects focused on education and engagement activities. Three projects focused on some degree of “citizen science”/community-based participatory research. All the selected projects directly involved CARE communities or areas adjacent to a major freeway and two projects are specifically-focused in the fire recovery area of Sonoma County. Staff has sent out award letters and held a grant kick-off orientation on February 20, 2018. We are now in the process of developing contract scopes and look forward to having these projects start up in May.

BUDGET CONSIDERATION/FINANCIAL IMPACT

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: David Ralston  
Reviewed by: Greg Nudd

Attachment 8A: 2018 James Carey Smith Community Grant Program

**2018 James Cary Smith Community Grant Program**

	<b>Grantee</b>	<b>Project</b>	<b>Area (Bold=CARE)</b>	<b>Ave Score</b>	<b>Amount Asked</b>	<b>Amt Rec</b>	<b>Description</b>
1	ECO2School	ECO2School Youth Leadership Program	<b>Sonoma</b>	96	\$25,000	\$25,000	Initiate Eco2School curriculum at 3 high schools in Sonoma County. Collect transportation data, youth leadership training, Implement engagement activities with students
2	WOEIP	Owning Our Air: A Neighborhood Science Investigation	<b>West Oakland</b>	90.5	\$25,000	\$25,000	Re-use monitors deployed from 100x100 study to measure BC (with support from UCB) along fence-line of Prescott School. Ground-truth Prescott neighborhood? Engage school, parents and teachers
3	St. Vincent	<b>Vallejo Community Air Monitoring Network: Outreach and Development</b>	<b>Vallejo</b>	87.5	\$25,000	\$25,000	Further develop community sensor network from 17 monitors to up to 42 with ancillary equipment support. Hold 6 public outreach events about AQ data. Develop metrics for measure of success and community-accessible database set-up.
4	Rose Found.	West Oakland Tree Planning and Youth Education taskforce	<b>West Oakland</b>	86.5	\$25,000	\$15,000	Work with high school students from McClymonds in West Oakland to hold AQ community workshops and to participate in neighborhood tree and vegetative buffer planning as part of the ongoing AB617 work.
5	SEI	Student Air Quality Citizen Science and Action Program	<b>San Rafael</b>	84.5	\$25,000	\$15,000	AQ education and instructional support - Leverage Kids Making Sense educational team with AirBeam and Air casting online database to monitor local AQ. With 2 high schools including San Rafael.
6	PODER	Bicis del Pueblo (Bicycles for the People)	<b>SF, Mission</b>	80.5	\$25,000	\$25,000	Education and Engagement project in Mission, excelsior, Bayview. Project includes community safety workshop event, 200 bike giveaways, advocates climate change and behavior change.
7	UC/Sonoma	Produce Safety After Urban Wildfire	<b>Sonoma/Roseland</b>	80	\$25,000	\$25,000	Teach how to get other AQ data beyond getting AD data; Petaluma, county food access, do full air testing by produce at 5 community gardens, lab testing, garden control site next to freeway
8	Rooted in Resilience	Empowering Community to Address Air Pollution and Climate Impact Mitigation	<b>EPA, East Oakland, Marin City</b>	79	\$25,000	\$15,000	Conduct workshops and trainings in 2 Bay Area communities (Marin City and East Oakland) and connect with AB617 preparedness.
						<b>\$170,000</b>	