

Bay Area Air Quality Management District  
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## **APPROVED MINUTES**

Summary of Board of Directors  
Public Engagement Committee Meeting  
Monday, April 2, 2018

### **1. CALL TO ORDER – ROLL CALL**

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

#### **Roll Call:**

Present: Chairperson Brad Wagenknecht; Vice Chairperson Rebecca Kaplan; and Directors Teresa Barrett, David Canepa, Scott Haggerty, Doug Kim, and Mark Ross.

Absent: Directors Liz Kniss, Nate Miley, Pete Sanchez, and Jim Spering.

Also Present: Board of Directors (Board) Chair, David Hudson.

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

#### Public Comments

No requests received.

#### Committee Comments

None.

#### Committee Action

Director Canepa made a motion, seconded by Director Hudson, to **approve** the Minutes of September 25, 2017; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Ross, and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Kim, Kniss, Miley, Sanchez, and Spering.

NOTED PRESENT: Director Kim was noted present at 9:35 a.m.

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

Lisa Fasano, Communications Officer, introduced Kristine Roselius, Communications Manager, who gave the staff presentation *Approval of a Contract for Spare the Air Advertising and Messaging Campaigns*, including: background; proposals; evaluation; and staff recommendations.

#### Public Comments

No requests received.

#### Committee Comments

The Committee and staff discussed the comparison of the top two highest-scoring firms, and why a new firm is being recommended to manage this campaign; the way in which the Air District's (District's) Communications Office conducts the evaluation of proposals and interviews, which District employees sat on the review panel, and the request that a non-District employee sits on the panel moving forward; whether this contract's scope of work includes providing the public with ways to promote sustainable practices and smart outdoor advertising; and the request that the in-language option surveys be conducted sooner than the third year of the annual contract renewal, so that changes based on public feedback can be implemented before the third year contract renewal; contract termination capabilities.

#### Committee Action

Vice Chair Kaplan made a motion, seconded by Director Barrett, to recommend that the Board **approves** Pro시오 Communications as the selected contractor for the Spare the Air advertising and messaging campaigns, with Vice Chair Kaplan's **amendment** that in-language option surveys will be conducted sooner than the third year of the annual contract renewal; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Kniss, Miley, Sanchez, and Spering.

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

Ms. Fasano gave the staff presentation *Authorization to Execute Contract Amendments for Spare the Air Program Website Development*, including: background; overview; and staff recommendation.

#### Public Comments

No requests received.

Committee Comments

The Committee and staff discussed the history of the working relationship between Cylogy and the District; the timeframe and anticipated duration of services specified in this particular contract; the anticipated interaction and related scopes of work between the website developer and advertising contractor for the Spare the Air program; the reason that the District requires amendments to Cylogy’s contract; and feedback about the user-friendliness of the Spare the Air website, and request that the language be refined and the website be revised to be more mobile-friendly.

Committee Action

Vice Chair Kaplan made a motion, seconded by Director Barrett, to recommend that the Board **authorizes** the Executive Officer/Air Pollution Control Officer to execute contract amendments with Cylogy in the amount of \$100,000 for backend website content management system development, integration, customization, and infrastructure support, to meet 2018 calendar year-end goals; and the motion carried by the following vote of the Committee:

- AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.
- NOES: None.
- ABSTAIN: None.
- ABSENT: Kniss, Miley, Sanchez, and Spering.

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

Kristina Chu, Senior Public Information Officer, and Kristen Law, Community Engagement Specialist, gave the staff presentation *Selection of a Contractor to Facilitate the Spare the Air Resources Teams*, including: Spare the Air resource teams; resource team projects at a glance; Request for Proposals; proposal evaluation; overview of final scores; and staff recommendations.

Public Comments

No requests received.

Committee Comments

The Committee and staff discussed the Board members’ acknowledgement of the effectiveness of the Spare the Air Resource Teams.

Committee Action

Director Barrett made a motion, seconded by Director Ross, to recommend that the Board **approves** the four staff recommendations associated with this item; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Kniss, Miley, Sanchez, and Spering.

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

David Ralston, Community Engagement Manager, gave the staff presentation *Accept and Appropriate Funds to Support Community Engagement Efforts in Alameda County*, including: engaging to secure climate investments for the Bay Area; San Leandro Creek Urban Greenway - Phase 1; Marcus Garvey Commons Urban Biofilter Project; and staff recommendations.

Public Comments

No comments received.

Committee Comments

The Committee and staff discussed the fact that both projects have a history of support from the environmental justice community, and are in areas that have inordinately high levels of air pollution; the status of a potential maintenance licensing agreement between key partners that submitted an application for the San Leandro Creek Urban Greenway, Phase I; similar projects in other counties that may be interested in the District's involvement or are already being supported by the District, and how the District will be identifying mitigation projects under the State's Community Air Protection Program (Assembly Bill 617.)

Committee Action

Vice Chair Kaplan made a motion, seconded by Director Ross, to recommend that the Board **accepts and appropriates** 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; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Kniss, Miley, Sanchez, and Spering.

**7. PUBLIC COMMENT ON NON-AGENDA MATTERS (OUT OF ORDER, ITEM 9)**

No requests received.

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

Mr. Ralston introduced Raquel Trinidad, Public Information Officer and Ms. Chu, who gave the staff presentation *Overview of the Spare the Air Youth for Environmental Sustainability (YES) Conference*, including: overview; and video summary of the event.

Public Comments

No requests received.

Committee Comments

The Committee and staff discussed the Committee's request for data indicating from where the conference participants came; and the request that the District advertises to the community about this event well in advance, before the winter holidays, as the event occurs in February.

Committee Actions

None; receive and file.

**9. OVERVIEW OF AWARDED FISCAL YEAR ENDING (FYE) 2019 JAMES CARY SMITH COMMUNITY GRANT PROJECTS (ITEM 8)**

Jack Broadbent, Executive Officer/Air Pollution Control Officer, introduced Mr. Ralston, who gave the staff presentation, *Overview of Awarded Fiscal Year Ending (FYE) 2019 James Cary Smith Community Grant Projects*, including: Community Grant program overview; grant program areas; FYE 2018 the Air District funded grant projects around; 2018-2019 Community Grant Call for Proposals; grant review criteria; grant awardees; and thank you.

Public Comments

No requests received.

Committee Comments

The Committee and staff discussed the Committee's appreciation for community participation and interest in this program; the average amount of time it takes to complete an application, and the request that staff remains cognizant that this issue has been a complaint of applicants applying to other District programs; the interest in using the Eco2School project application (submitted by Sonoma County) as a potential template for other schools to use throughout the Bay Area; and the request for a public display of awarded projects so that potential applicants can see what kinds of projects are being accepted.

Committee Actions

None; receive and file.

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

None.

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

At the Call of the Chairperson.

**12. ADJOURNMENT**

The meeting adjourned at 10:54 a.m.

*/s/ Marcy Hiratzka*  
Marcy Hiratzka  
Clerk of the Boards