

# SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT

For Agenda of May 27, 2004

To: Board of Directors  
Sacramento Metropolitan Air  
Quality Management District

From: Norm Covell  
Air Pollution Control Officer

Subject: Contract Between the Sacramento Metropolitan Air Quality Management District (SMAQMD) and the American Lung Association of Sacramento-Emigrant Trails (ALASET) for a Clean Air Public Education Program for Fiscal Years 2004-2005 and 2005-2006.

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**Recommendations** Staff recommends that the Board:

1. Approve the attached resolution and contract with ALASET and authorize the Chairperson of the Board to sign them for the SMAQMD.
  2. Direct the Clerk of the Board to transmit the fully executed contract to the concerned parties.
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## **Background**

Fiscal Year 2004-05 will mark the fifteenth year the SMAQMD has contracted with ALASET to conduct specific elements of its public education program and the twenty-ninth year ALASET has conducted a clean air public education program.

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## **Highlights**

Highlights of ALASET's Clean Air Public Awareness Program for FY 2004-06 include:

- Task A – Education
    - Clean Air Awards process and luncheon
    - Clean Air Education
    - Walking and Biking Sub Grants
    - Youth Leadership Summit
  - Task B – Policy and Advocacy
    - Cleaner Air Partnership liaison activities
    - Community Volunteer Network advocating a Clean Air Agenda
    - Sacramento Regional Council
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**Highlights (cont.)**

Task C - Research

- Support of research of the health impacts of air pollution
  - Health Effects Task Force
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**Sole source**

The SMAQMD's January 28, 1999 *Purchasing, Travel and Fiscal Policies and Procedures* (page 1-14) authorizes the APCO to award a sole source bid if circumstances exist which allow such waiver in the satisfactory interests of the SMAQMD. ALASET is uniquely qualified to perform the services under this contract based upon twenty-eight years of experience, knowledge and leadership within the Sacramento region in matters related to air quality and air quality education.

Significant among ALASET's accomplishments:

- Teaming with the SMAQMD and the Sacramento Metropolitan Chamber of Commerce to establish the Cleaner Air Partnership. This highly successful alliance serves as a national model for bringing disparate interests to the table, including business, regulatory and environmental leaders to:
    - Cooperate on the common goal of improving the region's air quality.
    - Educate the business community and the public on the health and fiscal impacts of poor air quality.
    - Secure DMV Surcharge Fee revenues to help implement the SMAQMD's innovative Mobile Source program.
  - In addition, ALASET has developed unique relationships and credibility in the business community and the public through its very popular Clean Air Awards Luncheon. This annual event attracts business and community leaders from throughout the Sacramento region to focus attention on the importance of good air quality.
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**Sole source (cont.)**

- ALASET's leadership on the Health Effects Study Task Force has been instrumental in attracting some of the world's leading air pollution researchers. The result of such studies supported establishment of a more stringent federal eight-hour, health-based ozone standard to protect those populations most impacted by air pollution: the very young, the elderly and those with asthma and other respiratory ailments. As a result of these studies, the SMAQMD's overall public education program has evolved to emphasize the health implications of air pollution in the region.
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**Fiscal impact**

Funding for this contract will come from DMV Surcharge Fee revenues:

Description	Total	Revenue Account	Funding Source	Funding Amount
ALASET Public Education (FY 04-05)	\$194,405.40	91915100	DMV Surcharge	\$194,405.40
ALASET Public Education (FY 05-06)	\$196,276.45	91915100	DMV Surcharge	\$196,276.45

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**Attachments**

The following documents accompany this Board letter:

1. Resolution approving Contract No. E2004003.
  2. Contract No. E2004003, between the Sacramento Metropolitan Air Quality Management District and the American Lung Association of Sacramento-Emigrant Trails for a Clean Air Public Education Program for Fiscal Years 2004-2005 and 2005-2006.
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Respectfully Submitted,

Norm Covell  
Air Pollution Control Officer

*ALASET-PE 04-06 Board Letter*