

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: Technical Support Contract with Sonoma Technology Inc. for the 2004 through 2006
Regional Spare the Air Program

Recommendations Staff recommends that the Board:

1. Approve the attached Resolution and Contract with Sonoma Technology, Inc. (STI) and authorize the Chairperson of the Board to sign them on behalf of the Sacramento Metropolitan Air Quality Management District (SMAQMD).
 2. Direct the Clerk of the Board to transmit the fully executed original contracts to the concerned parties.
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Background

The SMAQMD will soon begin the ninth full season of its regional Spare The Air campaign, supported by the Sacramento, Yolo-Solano, and Placer air districts.

Previously (June 6, 1996, March 6, 1997, April 2, 1998, January 28, 1999, February 24, 2000, and March 27, 2003) the Board approved contracts with STI for technical support services for the 1996-2003 Spare the Air campaigns.

Funding for tasks included in the STI contract is provided by the federal Congestion Mitigation Air Quality (CMAQ) program.

**Sole Source
Justification**

STI was chosen to develop ozone forecasting algorithms and issue regional forecasts after competing successfully in the Districts' Request For Proposals (RFP) process in Spring 1996. Since 1996, STI has become the industry leader in the area of ozone forecasting, including development of ozone forecasting equations for the Sacramento region and the development and implementation of ozone mapping and public notification technology.

**Sole Source
cont.**

The District's purchasing policy adopted by this Board on June 6, 1996, authorizes the Air Pollution Control Officer (APCO) to waive the competitive bid process if prior experience and current research has shown that the desired services are only available from a sole source or if the cost of labor for preparing the documents exceeds the possible savings that could be derived from such detailed documents.

The APCO has waived the competitive bid process based upon STI's experience and qualifications and because STI is the only firm with the expertise, infrastructure and personnel to perform the many and diverse technical services required under this Contract.

**Additional
Unique
Qualifications**

STI is virtually alone in its field. Since the first ozone maps appeared on the Internet and in Sacramento TV weathercasts in the summer of 1998, STI has developed and implemented a national ozone mapping program that has drawn worldwide attention.

STI was selected by U.S. EPA to be the sole collector of air quality data, producer of ozone maps, and distributor of real-time information for the entire country.

**Scope of
Services**

Under this Contract, STI will provide the following services for the regional 2004 – 2006 Spare the Air program:

1. Daily forecasting of 8-hour ozone peaks
 2. Operation of the AirAlert electronic notification system
 3. Hourly collection of air monitoring data to support ozone mapping
 4. Web site hosting, programming and maintenance
 5. Scientific and technical consulting
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**8 hour ozone
Standard**

On July 19, 1997 the U.S. Environmental Protection Agency promulgated a new health standard for ozone. Although the 1-hour federal ozone standard is still in place with an attainment deadline of 2005, ozone forecasting and reporting is now based on the new 8-hour standard. In 1999, STI converted the forecasting, mapping and E-Air Alert effort over to the new standard, and the Spare the Air program began using the 8-hour standard in all of its communications with the public and media.

Ozone forecasts

Accurate ozone forecasts are critical to ensuring the credibility of the regional Spare The Air campaign. The campaign includes participation by hundreds of employers and reaches hundreds of thousands of motorists through radio, television, print and outdoor electronic message boards. STI has continued to refine forecasting methods and regularly works with the U. S. EPA and other agencies to develop the best forecasting approaches. STI forecasters are available 7-days a week to issue forecasts and monitor changing meteorological and weather conditions.

Ozone mapping In addition to continuing its ozone forecasting services, this contract with STI includes hourly updates of the ozone mapping technology (“Ozone Movies”) on the Spare The Air Web Page. The daily mapping period for Ozone Movies extends from 8:00 a.m. to 10:00 p.m. STI’s continued work with the national weather firms that provide weather information to local TV stations has resulted in ozone maps being made available to TV station meteorologists directly through their weather computers. Thus, TV stations are able to display ozone maps using their own weather computers rather than lower-quality images taken from an Internet Web page.

AirAlert The AirAlert program, started in 1998, provides free Spare the Air notifications to residents via e-mail, text pager and digital cell phone text messaging. In addition to receiving all Spare the Air forecasts, users can choose to receive a daily air quality forecast as well as real-time notification when air quality reaches pre-selected AQI health levels. Some 5,000 recipients are signed up to receive AirAlert advisories, but research shows that the impact of these advisories may have three-to-five times the impact as advisories are “redistributed” to others (sports coaches to entire teams, employers to all their employees, etc.).

Web hosting and maintenance A portion of the region’s Spare the Air.com Web site is hosted by STI, as well as the myAirAlert.net domain, the award-winning SmogCity.com site, and the new AirShare info site for air quality communicators. This hosting arrangement provides direct data tie-ins to STI data collection computers, allowing automatic updating of forecasts, maps and historical air quality data by County and by Region.

Rate Comparison STI has committed to provide the services under this Contract at costs that are lower than previous fiscal years. STI can provide these services for less money because of the expertise gained under previous contracts and their trained technical personnel can do the work faster and better because of their experience. Below is a table that reflects the costs covered under Contract No. E2000149 for fiscal years 2000/01, 2001/02 and 2002/03.

Fiscal Year 2000/01	Fiscal Year 2001/02	Fiscal Year 2002/03
\$102,200	\$91,100	\$95,500

Fiscal impact and funding source STI will perform the services under this three year Contract for \$91,088 per year or \$273,264 over the term of the contract. STI will provide these services at the locked-in annual rate.

Sufficient funds are budgeted in the 2003/2004 SMAQMD budget to cover the cost of this contract.

Funding for the 2004-2006 Sonoma Technology, Inc. Contract is as follows:

Task	Revenue Account	Funding Source	Calendar Year 2004	Calendar Year 2005	Calendar Year 2006
Ozone forecasting (8-hour peaks)	95958900	CMAQ	\$57,472	\$57,472	\$57,472
AirAlert operations	95958900	CMAQ	\$6,452	\$6,452	\$6,452
Data collection to support ozone mapping	95958900	CMAQ	\$8,174	\$8,174	\$8,174
Web site hosting, programming and maintenance	95958900	CMAQ	\$13,620	\$13,620	\$13,620
Scientific/technical consulting	95958900	CMAQ	\$5,370	\$5,370	\$5,370
Totals:			\$91,088	\$91,088	\$91,088
Three-year total:			\$273,264		

Fiscal Year Budget						
Revenue Account 95958900 CMAQ Funding	2004 Budget		2005 Budget		2006 Budget	
	F/Y 03/04	Fiscal 2004	Year / 2005	Fiscal 2005	Year / 2006	FY 06/07
All Services	April – Jun 30	Jul 1 – Dec 31	Jan 1 – Jun 30	Jul 1 – Dec 31	Jan 1 – Jun 30	Jul 1 – Dec 31
Total budget by fiscal year	\$34,213	\$56,875	\$34,213	\$56,875	\$34,213	\$56,875
Contract Total:	\$273,264.00					

Respectfully submitted,

Norm Covell
 Air Pollution Control Officer

Attachments