

SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT

For the Agenda of: January 27, 2004

To: Board of Directors
Sacramento Metropolitan Air Quality
Management District

From: Larry Greene, Air Pollution Control Officer

Subject: Authorization for the Air Pollution Control Officer to Negotiate and Sign a Contract
Between Sacramento Metropolitan Air Quality Management District and Crocker-
Flanagan / Katz & Associates for Education and Outreach Program Support

Recommendation Approve the attached Resolution authorizing the Air Pollution Control Officer, in consultation with the District Counsel, to negotiate and sign a two-year contract with Crocker/Flanagan-Katz & Associates to assist SMAQMD staff in conducting its ongoing public education and outreach campaign.

Legal mandate Implementation of an air quality public education and outreach campaign is specifically mandated in the Health and Safety Code. Section 41014 authorizes SMAQMD to conduct public education, marketing, demonstration, monitoring, research, and evaluation programs and projects respecting transportation emission control measures; and Sections 41060 and 41065 requires SMAQMD to adopt an air quality improvement strategy to reduce public exposure to air pollution that includes a public education program designed to achieve effective implementation of all feasible transportation system management measures.

Background This new contract with Crocker/Flanagan-Katz & Associates replaces a previous contract with JHME Advertising. JHME ceased operations in October, 2004, following completion of AQMD's 2004 summer smog season public education program.

In November, AQMD issued a Request for Proposals & Qualifications (RFP&Q) to seek qualified firms to provide assistance in conducting a regional outreach program.

Special attention was devoted to reaching Disadvantaged Business Enterprises in accordance with AQMD's policy. Notification efforts included ad placement in the Sacramento Bee and AQMD's web site, as well as mailed notices to DBE lists and other lists of advertising agencies and public relations firms.

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**Background
(continued)**

Seven firms responded; two of the seven were eliminated from consideration by the RFP&Q review team following a review of submitted documents.

Five firms were offered the opportunity to bring their proposed account team members to AQMD for a presentation to the RFP&Q review team on January 3 and 4, 2005.

Following the presentations, the RFP&Q review team unanimously chose Crocker/Flanagan-Katz & Associates as the best-qualified firm to continue AQMD's legacy of creating effective air quality public outreach programs for the next two years.

**Program
direction**

AQMD continuously works to refine its approach to public education and behavior change. Our outreach efforts will continue to include:

Strong emphasis on driving reduction appeals on high ozone days -

The regional "Spare the Air" component asks motorists to reduce, postpone or eliminate driving on days when ozone air quality is forecast to be unhealthy. This program has achieved nationwide recognition, and has gained the support of local broadcast meteorologists and news organizations in distribution of the message.

Increased health notification efforts throughout the ozone season -

SMAQMD offers a unique combination of real-time ozone mapping on the Internet ("Ozone Movies") and instant notification of air quality levels ("AirAlert") via e-mail, text pager and digital cellular text messaging.

Regionally-coordinated efforts -

Because the Sacramento Valley ozone non-attainment area is a smog "bowl" encompassing several counties and air districts, the education campaign is designed to carry a unified message throughout the region. Efforts are underway at several levels to closely coordinate our campaigns with all air districts within the Sacramento Valley air basin.

Involvement of business and environmental organizations -

SMAQMD continues to work with business interests and environmental organizations to develop and implement the most effective approach to reach the public and encourage voluntary driving reduction during high ozone periods. We are working with the Sacramento Chamber of Commerce to increase business participation in the Spare The Air Employer Network. The Cleaner Air Partnership, American Lung Association, and Sacramento Area Council of Governments are also among our most valuable partners.

**Program
direction
(continued)****Build on survey information to target the message -**

AQMD has developed a wealth of knowledge regarding public attitudes about air quality and transportation issues in the Sacramento region. This information is being used to more precisely target the audience for messages aimed at affecting behavioral change

Reinforce general air quality education programs -

General air quality education will continue as the foundation for the voluntary driving reduction components. SMAQMD will continue its own campaign and seek to closely coordinate the campaign with those of other business and environmental organizations who have a stake in the air quality message.

Promote transit alternatives -

The outreach campaign will continue to look for ways to work closely with Sacramento Regional Transit to encourage the use of alternative transit to reduce air pollution.

**Funding
outlook**

This contract covers advertising activities through January, 2007 and is primarily supported by funding from two sources: Congestion Mitigation Air Quality (CMAQ) and Department of Motor Vehicles (DMV) registration surcharge.

Sufficient funding for this program for the 2004/05 fiscal year is available in the District budget. Funding for additional years will be allocated on an annual basis as part of AQMD's budget submission. The contract will be contingent on annual allocation of funds in the budget.

Spending plan

The following overall spending plan is anticipated over the next three years of the contract.

Calendar-Year Public Outreach Campaign Budgets				
Program element and funding source	2005 Campaign		2006 Campaign	
	Feb 1 – Jun 30	Jul 1 – Dec 31	Jan 1 – Jun 30	Jul 1 – Dec 31
General air quality awareness campaign • DMV funds	\$97,947	\$95,000	\$95,000	\$95,000
Spare The Air campaign • CMAQ funds	\$147,000	\$147,000	\$147,000	\$147,000
Mobile source – general • DMV funds	\$45,245	\$15,000	\$15,000	\$15,000
	\$290,192	\$257,000	\$257,000	\$257,000
Annual Totals:	\$547,192		\$514,000	
Total Contract:	\$1,061,192			

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Contract total The total contract amount over two years is \$1,061,192.

An estimated 50% of the contract value is actually “pass-through” money which the advertising agency uses to purchase advertising and other professional services for the campaign on our behalf, at a competitive cost without any commissions or markups typically charged to other clients.

Fiscal impact The following table details the fiscal impact for the first half of the 2005 public education campaign (Feb. 1- Jun. 30, 2005). Fiscal year 2004/05 costs will be funded by the remaining balance from the terminated contract with previous vendor:

Description	Total	Revenue Account	Funding Source(s)
General air quality awareness	\$97,947	91915100	DMV Surcharge
Spare The Air campaign	\$147,000	95953100	CMAQ
Mobile Source Div. - general	\$45,245	95958900	DMV Surcharge
Total:	\$290,192		

Respectfully submitted,

Larry Greene
Air Pollution Control Officer

Approved as to form:

Katherine Pittard
District Counsel

Attachments