

**SACRAMENTO METROPOLITAN
AIR QUALITY MANAGEMENT DISTRICT**

For the Agenda of: August 23, 2007

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 Contract Amendment No. E2006028-B between the Sacramento Metropolitan Air Quality Management District (SMAQMD) and Katz & Associates for Public Education, Advertising and Outreach Campaign Support

Recommendation

Approve the attached Resolution authorizing the Air Pollution Control Officer, in consultation with the District Counsel, to amend Contract No. E2006028-B between the SMAQMD and Katz & Associates for the District's ongoing public education, advertising and outreach campaign.

Instruct the Clerk of the Board to transmit fully executed documents to concerned Parties.

Legal Mandate

Implementation of an air quality public education and outreach campaign is mandated in the Health and Safety Code. Section 41014 authorizes SMAQMD to conduct public education, marketing, demonstration, monitoring, research, and evaluation programs and a project respecting transportation emission control measures. 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.

Background

Under Resolution No. 2007-001, dated January 25, 2007, the Board authorized the Air Pollution Control Officer, in consultation with the District Counsel, to negotiate and sign a contract between the SMAQMD and Katz & Associates for the District's ongoing public education, advertising and outreach campaign, pending successful completion of a Caltrans post-award audit.

The purpose of this Contract Amendment is to amend the existing Katz & Associates Contract to include an additional \$220,000 in Measure A funds for particulate matter outreach, and to update contract language following the successful completion of the Caltrans post-award audit.

Measure A will add additional funds to the AQMD's particulate matter (PM) public education and outreach campaign, which may include, but is not limited to:

- Management of the SpareTheAir.com Web site
- Creating, printing and distribution of public outreach materials
- Radio and/or television commercial production
- Media placement for print and/or broadcast advertising

In addition, the Contract is partially funded by Congestion Mitigation and Air Quality (CMAQ), that requires the Contractor to successfully participate in a pre-or post-award audit performed by Caltrans. On June 11, 2007, SMAQMD received final post-award audit findings from Caltrans. This amendment will incorporate the recommendations relating to the contract language.

Fiscal Impacts

The proposed Contract amendment will cover outreach activities through February 14, 2009. Sufficient program funding for the 2007-08 fiscal year is available in the District budget. Funding for additional years will be allocated on an annual basis as part of the SMAQMD's budget submission.

Contract Total

The total Contract amount through February 14, 2009 is not to exceed \$2.42 million.

Respectfully submitted,

Larry Greene
Air Pollution Control Officer

Reviewed by:

Katherine Pittard
District Counsel

Attachments