

SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT

Resolution No. _____

WHEREAS, Health and Safety Code Section 41014 authorizes the SMAQMD to conduct public education, marketing, demonstration, monitoring, research and evaluation programs and projects respecting transportation emission control measures; and

WHEREAS, Health and Safety Code Section 41060 directs the SMAQMD to adopt an air quality improvement strategy to reduce public exposure to air pollution; and

WHEREAS, Health and Safety Code Section 41065 requires that the strategy include a public education program designed to achieve effective implementation of all feasible transportation system management measures. In compliance with Section 41065, SMAQMD developed a Public Education and Outreach Program (Campaign) which must be regularly revised to remain abreast of pollution control actions and issues; and

WHEREAS, the SMAQMD requires special services in the field of public relations and advertising to update and implement the Campaign; and

WHEREAS, on November 17, 2006 SMAQMD released a Request for Proposals (RFP) to interested parties qualified in the field of public relations and advertising; and

WHEREAS, Contractor responded to the RFP and as a result, is awarded this Contract for public relations and advertising services commencing February 15, 2007 and terminating February 14, 2009; and

WHEREAS, it is understood that Contractor must successfully participate in a pre- or post-award audit performed by the California Department of Transportation (Caltrans) because this project is partially funded by Congestion Mitigation and Air Quality (CMAQ); and

WHEREAS, on June 11, 2007, SMAQMD received notification from Caltrans with final post-award audit findings and recommendations relating to the contract language; and

WHEREAS, the SMAQMD is responsible for educating the public about particulate matter air pollution, which is a health problem in Sacramento County during the fall and winter months; and

WHEREAS, the SMAQMD would like to amend Contract E2006028-A to incorporate Caltrans' recommended contract language and include an additional \$220,000 in Measure A Funds for particulate matter outreach; and

WHEREAS, the total amount of the contract will not exceed \$2,420,000; and

THEREFORE, BE IT RESOLVED AND ORDERED that the Air Pollution Control Officer is authorized to negotiate and sign an Amendment, in consultation with District Counsel, in a form similar to the attached sample contract, on behalf of the Sacramento Metropolitan Air Quality Management District, with Katz & Associates and to do everything necessary to carry out the purpose of this Resolution.

Be it further Resolved and Ordered that the Air Pollution Control Officer is authorized, in consultation with District Counsel, to approve any subsequent minor changes to the Contract, that may be required during the performance of the Contract.

On a Motion by Director _____, seconded by Director _____, the foregoing Resolution was passed by the Board of Directors of the Sacramento Metropolitan Air Quality Management District, State of California this 23rd day of August, 2007, by the following vote:

AYES: Directors

NOES: Directors

ABSTAIN: Directors

ABSENT: Directors

Chairperson of the Board of Directors
Sacramento Metropolitan Air Quality
Management District

(SEAL)

ATTEST: _____
Clerk of the Board