

## **SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT**

**For the Agenda of: January 25, 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 a Contract between the Sacramento Metropolitan Air Quality Management District (District or 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 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 pre- or post-award audit.

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 require the 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**

Under Resolution No. 2006-017, dated March 23, 2006, the Board approved acceptance of \$1,200,000 in federal CMAQ funding to cover the regional Spare The Air program for 2007 and 2008. An additional \$155,473 in local matching funds for this CMAQ grant has been obligated from counties within the Sacramento Federal Non-attainment Area.

SMAQMD released a Request for Proposals for Public Education and Outreach services in October 2006. Katz & Associates responded to the RFP and based upon their proposal was unanimously selected to provide public education, advertising and outreach services for the District and its regional Spare The Air campaign.

### **Program Direction**

SMAQMD Communications Office staff continues to refine and expand the SMAQMD's Spare The Air campaign and its goal to achieve and increase public behavior change. Outreach efforts include:

**Emphasis on driving reduction appeals on high pollution days:**

- The regional Spare The Air campaign asks motorists to reduce, postpone or eliminate driving on days when air quality is forecast to be unhealthy. This program has achieved nationwide recognition and has the support of local broadcast meteorologists, news organizations and the general public.

**Expanded health notification efforts throughout the year:**

- SMAQMD provides a unique combination of real-time air quality maps on the Internet and instant notification of air pollution levels through its Air Alert notification system via e-mail and text messaging. These services are now available 365 days a year.

**Particulate matter forecasting, notification and public education:**

- In 2006, the SMAQMD expanded its public outreach program to include information on particulate matter (PM) during the fall and winter months when particle pollution levels are high. Public outreach efforts include PM forecasting, provided by Sonoma Technology, Inc., Air Alert notifications, plot-maps on [www.SpareTheAir.com](http://www.SpareTheAir.com), particulate matter health effects information, and wood smoke & PM reduction outreach. Katz & Associate's tasks will include assisting the District with advertising and public outreach activities related to PM.

**Regionally-coordinated efforts:**

- The Spare The Air campaign carries a unified message throughout the Sacramento region.

**Involvement of business, environmental and community organizations:**

- SMAQMD works with business, environmental and community groups to provide air quality information to the public and encourage behavior to decrease pollution. We have nearly 400 local air quality improvement partners, including pharmacies, elementary schools, Chambers of Commerce, senior centers, and PTA organizations. Katz & Associates will assist the District in expanding outreach to youth, senior and ethnic groups within the region.

**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 campaign and seek to coordinate the campaign with those of other business and environmental organizations who are dedicated to air quality improvement.

**Continue public opinion research components:**

- Two public opinion surveys will continue to be conducted each year –
  - 1) Spare The Air mini-poll surveys conducted the day following a Spare The Air day to assess regional awareness of the campaign's request for residents to reduce driving, health impacts of air pollution, and emission reductions attributable to the program.
  - 2) Annual Air Quality & Transportation survey conducted in the fall to assess overall population awareness of the region's air pollution problem, transportation issues, air quality attitudes, and seasonal responses to Spare The Air.

**Fiscal Impacts**

The proposed Contract will cover advertising and outreach activities through February 14, 2009. The Contract is funded with Congestion Mitigation & Air Quality (CMAQ) funds, Department of Motor Vehicles (DMV) funds, Measure A funds, and other funding as specified in the District's annual fiscal year budget.

Sufficient funds are budgeted in the District's FY06-07 budget. In addition, sufficient funds will be budgeted in the District's FY07-08 and FY08-09 budgets to cover the services under the timeline of this Contract.

Funding for additional years will be allocated on an annual basis as part of SMAQMD's budget submission. The Contract will be contingent on annual allocation of funds in the budget.

**Contract Total**

The total Contract amount through February 14, 2009 is not to exceed \$2.2 million.

***NOTE: An estimated 50% of the contract value is actually "pass-through" money, which the advertising agency uses to purchase radio, television and print advertising and other professional services for the campaign on our behalf, at a competitive cost with no commissions or markups.***

Respectfully submitted,

Larry Greene  
Air Pollution Control Officer

Reviewed by:

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Katherine Pittard  
District Counsel

Attachments