



**DATE:** Oct. 1, 2009  
**TO:** Qualified Market Research Companies  
**FROM:** Jaime Holt, Chief Communications Officer  
**RE:** 2010 Public Opinion Survey and Market Research Project

The San Joaquin Valley Air Pollution Control District (the District) proposes to contract with a qualified research consultant to conduct a public opinion survey and marketing research report. The goal of this project is to statistically measure public perception and knowledge of air quality, the Valley Air District and the District's outreach programs against baseline data gathered in 1997, 2001 and 2005.

As potential emission reductions from stationary sources continue to pose a challenge, public behavior change is essential to help the District reach attainment. Due to funding limitations and the complexities involved in promoting behavior change through public outreach efforts; it is becoming increasingly important for the District to further understand public opinion.

Furthermore, a key priority in this research survey is to analyze the effectiveness of our new comprehensive Healthy Air Living Program as a motivation for behavior change. While this program is relatively new, we hope to use this survey to better understand the saturation of the program brand in the marketplace, the public understanding of the program's goals, and the extent to which the program is producing real change. We plan to use the information gathered through this process to further develop the program. Details of this new and innovative program can be found at [www.healthyairliving.com](http://www.healthyairliving.com).

It should be noted that the District put serious thought into the retirement of the highly recognizable Spare the Air program when launching the Healthy Air Living Program. While our goal is for Healthy Air Living to surpass the success of the Spare the Air program, we realize that with only one and a half years of outreach completed, we may not be there yet.

The Valley Air District would appreciate proposals to conduct the research. We are required through policy to open up the bid process to any qualified research company. We will select a vendor based on:

- Budget,
- Qualifications in the field of market research, and
- Relevant experience (particularly in dealing with air quality, environmental or government organizations).

We plan to begin the project this winter and would like to receive the results and report by February or March, 2010. Please see the Project Overview for details.

Following are preliminary parameters developed for this project.

### **Focus**

The four main focus areas of the project will be to measure respondents' basic air quality knowledge, opinions of the District, recognition of outreach programs and behavior change that has occurred since the earlier research. A primary objective of this research is to provide District

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Executive Director/Air Pollution Control Officer

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#### **Northern Region**

4800 Enterprise Way

Modesto, CA 95356-8718

Tel: (209) 557-6400 FAX: (209) 557-6475

#### **Central Region (Main Office)**

1990 E. Gettysburg Avenue

Fresno, CA 93726-0244

Tel: (559) 230-6000 FAX: (559) 230-6061

#### **Southern Region**

34946 Flyover Court

Bakersfield, CA 93308-9725

Tel: 661-392-5500 FAX: 661-392-5585

staff with data to assist in the strategic development of effective outreach activities and public education programs.

### **Budget**

The Valley Air District has established a budget range of \$20,000 to \$30,000 for this project. Quotes over \$30,000 will not be reviewed.

### **Specifics for quote submission**

Please limit your quote to:

- A one page cover letter, and
- No more than five additional pages total for budget breakdown, qualifications, relevant experience and up to five references.

Include contact name and number for each reference, and highlight any references from the environmental, air quality or government field.

### **Project Overview**

#### **Objectives**

The results of the survey will be used to more effectively direct the District's media campaigns, to help determine educational priorities, to find out residents' level of understanding about air quality and to assess what behavioral changes residents are willing to make.

Findings should provide an attitudinal profile of District residents. Some questions might be: Do they understand that we have poor air quality and why? Do they understand ozone and particulate matter? What is their perception of the District? Have they ever attended a workshop, visited the website or interacted with staff?

Have they heard of the *Healthy Air Living* campaign? Where did they hear about *Healthy Air Living*? Did they respond to the *Healthy Air Living* campaign message by reducing their driving or pledging certain behaviors? Do they recall the *Check Before You Burn* campaign and understand the message? Did they consider the air quality index before lighting their fires?

#### **Preliminary methodology**

Our intent is for the vendor to use telephone interviews to create a statistically significant response group. The sample should include both English and Spanish-speaking adults throughout the District and reflect the demographic diversity of the region. Preliminary survey parameters include:

- Conduct research in English and Spanish among adults 18+.
- Interview residents in three large cities in the District such as Fresno, Stockton and Bakersfield and two smaller cities such as Ceres, Hanford or Arvin.

The District is open to alternative research strategies if a vendor feels a different approach would be more successful.



**Projected timeline**

Proposals due in District office	Oct. 19, 2009
Select vendor, contract before Governing Board	Nov. 5, 2009
Meet with vendor, develop questionnaire and methodology	Nov. 2009
Conduct surveys, compile results	Dec 2009 – Jan 2010
Review results and report	Feb – Mar 2010
Present results to Governing Board	April 15, 2010

**Past Research Efforts by the District**

**2005 Public Opinion Survey and Market Research Report**

A total of 600 randomly selected adults within the District’s boundaries participated in this telephone survey. Both English and Spanish adults were surveyed and when possible the survey was done on a Spare the Air Day. Furthermore, the survey was designed to develop an objective, statistically reliable understanding of the public’s awareness, knowledge, perceptions and behavior as they relates to air quality, the District and the District’s programs.

**2001 Public Awareness Study**

Random telephone sampling of 400 adults in five cities (Fresno, Clovis, Bakersfield, Stockton and Modesto). Objectives: identified perception of major environmental problems in the local area; measured perception of the extent of specific air polluting practices and events in the local area, awareness of the Spare the Air campaign and its effectiveness; usage patterns of BBQ charcoal, lighter fluids and aerosol products; changes in these perceptions, usage patterns and awareness since the '97 study.

**1997 Public Awareness Survey, A Comparison of Public Attitudes, Awareness and Behavioral Changes**

Telephone sampling of 400 adults 18 and older: 45% Fresno-Clovis, 25% Bakersfield, 30% Stockton-Modesto area, representing the population spread of the District. Target market - women 25-54. Survey methodology included Hispanic responses.

**About the Valley Air District**

The San Joaquin Valley Air Pollution Control District was created in 1992. The District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. The District’s mission is to improve the health and quality of life for all Valley residents through cooperative and effective air quality programs.

The District regulates primarily stationary sources. These include power plants, oil refineries, manufacturing plants and businesses such as dry cleaners and processing plants. Over the past 10 years, the District has reduced emissions from these sources by 80%. As stationary sources experience even tighter emissions controls, addressing the contribution of the average Valley resident to the emissions inventory becomes a huge factor. The District also relies on a very successful grants program that has provided funding to help businesses, organizations, agriculture and individuals throughout the Valley reduce emissions ahead of state and federal deadlines.



# San Joaquin Valley

## AIR POLLUTION CONTROL DISTRICT



With its many assets, the San Joaquin Valley also is one of the most polluted regions in the nation. The long, warm summers that make the area especially suited for agriculture are the same factors that contribute to air quality problems. Heat and sunlight transform volatile organic compounds and nitrogen oxides from vehicle exhaust, industrial processes and other operations into ground-level ozone, also known as smog. The surrounding mountains – the Sierra Nevada to the East, the Coastal Range to the West and the Tehachapi to the South, trap ozone in the Valley.

In addition to ozone, our dry weather conditions and topography allow small particles of man-made compounds, as well as soot, ash and dust to become suspended in the air, creating another harmful pollutant: particulate matter.

The Valley does not meet health-based standards set by the United States Environmental Protection Agency for ozone and particulate matter. These standards have been established to protect public health, as both smog and particulate matter can cause or aggravate respiratory and cardiac conditions. Research indicates that long-term exposure to either pollutant can contribute to the premature death of people and animals.

In 2008, the District launched an ambitious new outreach campaign. The Healthy Air Living program was designed to align with behavior change theories that highlight the success of regular daily change as opposed to episodic seasonal change. The goal of Healthy Air Living is for all businesses, organizations and individuals in the Valley to make air quality a priority in their decision-making process on a daily basis, and not just when air quality is at its worst.

For additional information on the programs of the Valley Air District, visit our website at [www.valleyair.org](http://www.valleyair.org) or see [www.healthyairliving.com](http://www.healthyairliving.com).

### **Proposals are due by 5:30 p.m. Mon., October 19, 2009 to:**

Jaime Holt  
Chief Communications Officer  
San Joaquin Valley Air District  
1990 E. Gettysburg Ave.  
Fresno, CA 93726

Electronic quotes will be accepted if emailed to the email address below as a pdf. Please call when sending over your email to confirm receipt and to avoid any situations where the quote might get pushed into a spam file.

Questions, electronic quotes and general inquires can be addressed to Jaime Holt, Chief Communications Officer, (559) 230-6000, [jaime.holt@valleyair.org](mailto:jaime.holt@valleyair.org).