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DATE: October 18, 2018
TO: SJVUAPCD Governing Board
FROM: Samir Sheikh, Executive Director/APCO
Project Coordinator: Jaime Holt



RE: **ITEM NUMBER 14: AUTHORIZE USE OF SERVICE PROVIDERS AS NECESSARY TO ASSIST WITH AB 617 COMMUNITY STEERING COMMITTEES**

RECOMMENDATION:

To assist in ensuring an inclusive and balanced public engagement process under AB 617, authorize Executive Director/APCO, with Board Chair Signature, to enter into agreements with expert meeting-related service providers in a total amount not to exceed \$200,000.

BACKGROUND:

Through implementation of the AB 617 Community Air Protection Program, new resources have been committed to the Valley to reduce air pollution, improve quality of life, and help the region meet its clean air mandates. Building on the Valley's clean air efforts and investments to date, the San Joaquin Valley Air Pollution Control District (District) will continue its work to better understand the concerns of the selected communities and identify additional opportunities for working together with local partners to further reduce air pollution and improve quality of life.

The California Air Resources Board (CARB) announced on September 27, 2018, that two communities, South Central Fresno (including Calwa and Malaga) and the City of Shafter, would be the first Valley communities prioritized for investment of additional resources under AB 617, with additional communities to be selected under AB 617 in the coming years. This CARB action begins an extensive and quickly-developing process for the District to solicit feedback and ultimately prepare community emission reduction programs and monitoring plans

for your Board's consideration and adoption within one year. As mandated in the legislation and as directed by your Board in September 2018, the District has announced the establishment of a consultative steering committee process for each selected community. Under AB 617, the District must hold the first steering committee meetings within 60 days of community identification by CARB.

To ensure that this new and extensive community engagement process is successful and meets your Board's expectations, the use of services to assist the District may be necessary. Given the short timeframe under state law, District staff is seeking your Board's approval to contract with experienced service providers to assist in the facilitation of these steering committees and with community outreach and participation.

DISCUSSION:

Under AB 617, the District is required to develop community emission reduction programs and monitoring plans "in consultation with the state board, individuals, community-based organizations, affected sources, and local governmental bodies in the affected community". With a statutory deadline of October 2019, timing is of the essence in establishing the community steering committee for each selected community.

In September 2018, CARB approved the Community Air Protection Blueprint (Blueprint) that establishes guidance for all facets of implementation of AB 617, including for the establishment of steering committees to assist in satisfying the statutory consultative process for the District's development of community emission reduction programs. The Blueprint includes guidance for the immediate launch of an extensive public engagement process as follows:

"To facilitate community participation and guidance on community emissions reduction program development and implementation, the air district must establish an inclusive, multi-stakeholder community steering committee...The air district should hold the first meeting of the community steering committee within 60 days of community selection."

Meaningful and effective implementation of AB 617 in the San Joaquin Valley requires full engagement of all sectors within each of the Valley's disadvantaged communities. In recognition of the extremely short timeframe under AB 617 and to ensure an inclusive and robust community engagement process, your Board directed the Executive Director/APCO to establish steering committees for the City of Shafter and South Central Fresno and associated guiding principles to seek involvement from interested residents, businesses and other members of the community as follows:

Membership:

- The core of the steering committee should directly represent the residents and businesses in the community.
- Additional committee members may include representatives from city and county planning agencies, transportation agencies, health departments, and schools.
- To further encourage a comprehensive discussion and more thorough understanding of issues impacting the community, and possible solutions, the District will invite additional participants to inform the process as necessary (e.g., academia, health services providers, professional engineering services, etc.).
- All interested stakeholders not appointed to the steering committee will be encouraged to participate at all public meetings.

Role:

- The steering committee's consultative role can take many forms, including the following:
 - Work with the District to establish a Steering Committee Charter (see below for further details)
 - Help the District understand community concerns, including socioeconomic burdens, location of sensitive receptors, etc.
 - Identification of local mobile and stationary sources
 - Assist in developing any community monitoring plans necessary to determine whether local sources are impacting community air quality
 - Assist in developing the community-specific webpage envisioned in the CARB's AB 617 Blueprint
 - Assist with the public engagement process
 - Assist in identifying and evaluating emission reduction opportunities, including socioeconomic considerations of actions identified

Charter:

- In convening and coordinating the community steering committee, the District should work with the steering committee to establish a charter to clearly set out the committee goals, process, and structure. Elements of the charter that should be considered include the following topics:
 - Committee objectives
 - Roles and responsibilities of committee members
 - Meeting procedures
 - Meeting frequency
 - Meeting dates, times, and locations to ensure accessibility
 - Meeting notice requirements
 - Deliberation and consensus expectations and processes
 - Use of interpretation services

Consistent with your Board's direction, the new public engagement process for Shafter and South Central Fresno will require significant work and new approaches for ensuring an inclusive process where all perspectives are heard. To ensure successful community engagement processes that meet your Board's expectations, the use of expert meeting-related service providers could provide the following benefits:

- Assist in establishing meeting facilitation that encourages participation and produces constructive and balanced input from steering committees
- Assist in securing steering committee locations and other necessary logistics
- Assist in localized outreach to complement existing comprehensive multilingual annual outreach campaign to assure participation by community stakeholders
- Provide necessary multilingual support to ensure effective meeting participation by community members

If authorized by your Board, any service providers will work under the direction of the Executive Director/APCO to address specific needs identified by the District through the steering committee process. Given the extremely short timeframes under AB 617 and quickly-developing process, the exact role of any of potential service providers will be continually evaluated and adjusted by the District as needed. Potential services could include:

Assistance with Coordination and Support of Inclusive, Multi-stakeholder Steering Committees (one in South Central Fresno and one in Shafter)

- Assist with the identification and recruitment of Steering Committee members
- Host regular Steering Committee meetings at a convenient and accessible location open to the public
- Work with the District and Steering Committee to identify meeting and workshop objectives and prepare agendas
- Assist District in tracking and communicating progress
- Provide meeting and workshop materials in hardcopy and an online file-share including sign-in sheets, agendas and other materials
- Take notes and prepare meeting summaries
- Develop and implement process for continuous communication with District and Steering Committee
- Send invitations for meetings and workshops, track responses and meeting/workshop attendees
- Arrange for accessibility for Steering Committee members and participants (e.g. interpretation services, child care, etc.)

Localized Public Outreach and Meeting Promotion

- Distribute District-approved materials to local civic, faith-based, business and other community organizations to encourage diverse participation

- Conduct door-to-door outreach to inform residents about key opportunities for engagement and participation
- Provide culturally-relevant information in appropriate languages (translation of materials)
- Identify and share local stakeholder contacts with District and Steering Committee
- When relevant, promote meetings, workshops, events and program progress

Neutral Meeting Facilitation

- Design and run successful steering committee meetings that are inclusive and neutral by bringing out different points of view and preventing individuals from monopolizing discussions
- Provide meeting facilitation that keeps meetings on schedule and on topic using a variety of collaborative facilitation strategies
- Provide post meeting recap summaries to District staff and Steering Committee to document meeting outcomes

Time is of the essence due to the tight timeline associated with convening the two Steering Committees and holding an initial meeting prior to the end of November, as required by the law. Due to this short statutory timeframe, District staff has released a Request for Quotation (RFQ) to solicit interest by October 22, 2018, from interested service providers who possess a minimum of three years proven experience coordinating, convening and facilitating multi-stakeholder groups. If approved by your Board, District staff will evaluate all responses based on the following factors and any additional direction provided by your Board:

- Demonstrated understanding of and ability to provide services required to the District
- Demonstrate ability to utilize a range of tools and methods to ensure that meetings and workshops are kept on schedule and on topic
- Quality and diversity of work product as demonstrated through submitted work samples
- Experience of the organization with comparable communities, stakeholders and types of services
- Understanding of the unique environmental, social, and economic realities of the San Joaquin Valley
- Proposed fee structure relating to services the organization would provide

Upon evaluation of the RFQ submittals and District's needs for service providers moving forward, District staff will work with the selected service providers to develop a scope of work and a total budget not to exceed \$200,000 to carry out the work described above. If approved by your Board through today's action, formal agreements with the selected service providers will be approved by the Executive Director/APCO and sent to your Board Chair for final approval and signature.

FISCAL IMPACT:

The District's Approved Budget includes sufficient appropriations for the recommended services through funds provided by the state for the District's costs of administering the mandates under AB 617. Therefore, no Budget amendments are necessary.