

BOARD MEETING DATE: June 7, 2019

AGENDA NO. 7

**PROPOSAL:** Execute Contracts for Community Leadership and Engagement Programs

**SYNOPSIS:** South Coast AQMD seeks to engage with community leadership of disadvantaged and environmental justice communities throughout the South Coast Air Basin with two expert public relation firms. Each firm will host South Coast AQMD with influential leaders in a series of six meetings each that will provide an opportunity to educate and raise awareness on the South Coast AQMD's mission to achieve clean air and the need to meet federal attainment deadlines. This action is to execute sole source contracts for community leadership and engagement programs with the Cordoba Corporation and Bakewell Media for \$150,000 each from the BP ARCO Settlement Project Fund (46), for an amount not to exceed \$300,000.

**COMMITTEE:** Administrative, May 10, 2019; Recommended for Approval

**RECOMMENDED ACTION:**

Authorize the Chairman to execute sole source contracts for community leadership and engagement programs with the Cordoba Corporation for \$150,000 and Bakewell Media for \$150,000 from the BP Arco Settlement Project Fund (46).

Wayne Nastri  
Executive Officer

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**Background**

South Coast AQMD continually seeks innovative ways to engage with community leadership (e.g., representatives from federal, state and local government, business, health, neighborhood, environmental and non-profit groups, and other organizations) to educate and increase air quality awareness within their communities in the South Coast Air Basin through programs and events, and the need to meet federal attainment deadlines by 2023 and 2031, especially within disadvantaged and environmental justice communities.

Past outreach efforts have been effective in raising awareness about South Coast AQMD and air quality issues among local communities, reaching thousands of program and event participants. Additionally, such interactions help make it possible for community leaders to better understand local air pollution problems and to encourage their residents to more actively participate in South Coast AQMD's mission to clean the air.

This program would specifically target community leaders in the disadvantaged and environmental justice areas in South Coast AQMD's jurisdiction. The series of meetings will provide a unique opportunity for South Coast AQMD to educate and engage leaders and decision-makers on the challenges of reaching attainment of the National Ambient Air Quality Standards (NAAQS) as required under the federal Clean Air Act. The meetings will also serve as a forum to facilitate discussion on policy and other solutions needed to reach attainment of the federal air quality standards. As a result of these educational outreach efforts, these leaders and decision-makers in turn can share the information with their constituents to promote community involvement and support for clean air which will lead to improved quality of life in the South Coast region.

### **Sole Source Justification**

Section VIII.B.2. of the Procurement Policy and Procedure identifies provisions under which a sole source award may be justified. This request for sole source award is made under provision B.2.c: The desired services are available from only the sole-source based upon one or more of the following reasons: (1) The unique experience and capabilities of the proposed contractor or contractor team.

The Cordoba Corp and Bakewell Media were selected to be sole source contractors because they both are aware of South Coast AQMD and the unique relationships they have with key-leaders in their respective communities. They possess expertise in air quality, environmental justice and related issues in the South Coast Air Basin.

### **Proposal**

Each contractor proposes to engage the South Coast AQMD in a series of six meetings each in the next twelve months with disadvantaged and environmental justice constituency. The programs will include a robust dialogue focusing on the South Coast AQMD's initiatives and priorities on air quality issues to reach NAAQS attainment, health effects, the need to take action, the role key leaders can play and methods of educating communities.

### **Resource Impacts**

Sufficient funding will exist for these sole source contracts, of \$300,000 from BP ARCO Settlement Projects Fund (46).