

BOARD MEETING DATE: March 6, 2020

AGENDA NO. 9

PROPOSAL: Appropriate Funds and Amend Contract for Consultant Services for South Coast AQMD's Why Healthy Air Matters High School Program

SYNOPSIS: The current contract with Lee Andrews Group, Inc., for outreach efforts conducted for the WHAM Program, expires on April 17, 2020. This contract includes an option for two one-year extensions. Based on the firm's effective performance during their current contract, this action is to approve the one-year extension of the consultant's contract in the amount of \$500,000 for Calendar Year 2020 from the BP ARCO Settlement Projects Fund (46).

COMMITTEE: Administrative, February 14, 2020; Recommended for Approval

RECOMMENDED ACTIONS:

1. Appropriate \$500,000 from the BP ARCO Settlement Projects Fund (46) to the Legislative, Public Affairs & Media FY 2019-20 Budget, Services and Supplies Major Object, Professional & Specialized Services account; and
2. Approve a one-year extension of the contract with Lee Andrews Group, Inc. at the current contract amount of \$500,000.

Wayne Natri
Executive Officer

DJA:LTO:mjk

Background

In February 2019, the South Coast AQMD Governing Board approved the implementation of an air quality education program at 100 high schools in environmental justice communities within its jurisdiction. The program targeted 40 schools in Los Angeles County, and 20 schools each in Orange, Riverside, and San Bernardino Counties.

After a Request for Proposals (RFP) process, the Lee Andrews Group Inc. (LA Group) was contracted to support implementation of the high school air quality educational program in April 2019. The program now known as, “Why Healthy Air Quality Matters” (WHAM) was successfully launched in school districts resulting in 100 schools participating from all four counties.

The LA Group provided comprehensive support to successfully develop, launch and implement the program. Deliverables received from the LA Group are as follows:

Research, Strategy and Project Preparation:

1. **Tracking System:** An overall project tracking system to monitor tasks and to ensure all information contained therein was complete and accurate.
2. **Project Status:** Regular updates on the status of the project.
3. **Curriculum Guide:** Expert tips and guidance on how to successfully implement Kids Making Sense[®] curriculum by Sonoma Technology Incorporated (STI).
4. **Outreach Materials:** Presentations, fact sheets and outreach materials needed to present the program to school district administrators to garner participation by their schools.
5. **Implementation Plan:** A detailed Program Implementation Plan that included:
 - a. Overall outreach program description and guidelines.
 - b. A plan based on research for the most effective outreach approach to work with schools in each of the four counties. This plan includes details on requirements, limitations and/or restrictions for outside organizations implementing educational curricular programs for schools in all four of the counties.
 - c. An implementation strategy based on confirmed research to work with schools in each of the four counties.
 - d. Specific recommendations on how to promote South Coast AQMD’s air quality educational message to school administrators, teachers and students through the implementation of the Kids Making Sense[®] curriculum which relates to South Coast AQMD programs such as AB 617, AQ-SPEC, and other environmental justice related issues.
 - e. Criteria to identify and select 100 schools within environmental justice communities and a prioritization/target list of high schools with a brief description of justification for selection.
 - f. An implementation schedule based on academic and administrative calendars for each of the four counties.
 - g. A tracking system for all organizations and schools contacted including contact information, administrative procedures by school district and school, and, if any, guidelines on implementing the program.
 - h. A wait list for schools interested in participating in the program in the future.
 - i. A process for South Coast AQMD to share with schools that are not participating in the program and/or schools that would like to contact STI to purchase their own Kids Making Sense[®] educational kits;
 - j. A tracking system for the Kids Making Sense[®] educational kits that lists each item and established a system to distribute, collect and replenish materials on an on-going basis; and,
 - k. A survey teachers and students on WHAM.

6. **Staff Volunteer Training:** Held a day-long training for South Coast AQMD staff volunteers including a unit-by-unit lecture and hands-on demonstrations by STI and a classroom etiquette guide.

Program Implementation:

1. **Meetings and Presentations with School Districts, School Administrators and Teachers:** Facilitated and coordinated 145 meetings to offer the WHAM Program to school districts, school administrators and teachers. The multi-step process involved meeting with school districts to garner approval to participate, working with the school districts to confirm specific school participation and then partnering with the school administrators to confirm participation of teachers. LA Group assisted in the development of presentation materials, fact sheets, and other outreach materials needed to present the program to stakeholders to secure participation by their schools in environmental justice communities.
2. **Execution of Agreements:** Assisted with the execution of 31 agreements with school districts and schools within South Coast AQMD's jurisdiction, securing participation from 100 schools.
3. **Delivery and Collection of Kits:** Delivered Kids Making Sense® kits to participating schools prior to classes being taught to enable teachers to become familiar with the materials. Collecting of kits upon completion of the curriculum for South Coast AQMD, so the materials may be re-used in the following year.
4. **Scheduling:** Assisted with the scheduling of South Coast AQMD staff volunteers to present the WHAM curriculum in the classrooms.
5. **Technical Assistance:** Provided technical assistance as needed to teachers to facilitate implementation of the curriculum.
6. **Evaluation:** Assisted in the development of a program evaluation methodology, questionnaire, and mechanism to collect data in a timely fashion from school administrators, teachers, and students.

The LA Group effectively collaborated with South Coast AQMD staff to research, design, develop and implement the WHAM Program, and as a result, helped advance the South Coast AQMD Board's environmental justice interests and policies.

At this critical point in time, it is important that the momentum with school districts and high schools continue in the coming year as we work towards achieving clean air in disadvantaged communities, consistent with South Coast AQMD's mission and goals.

The second year of implementation for WHAM requires revisiting with each year one school district to reconfirm participation by their schools, including any necessary paperwork and administrative procedures. School districts follow strict guidelines to protect their students and to ensure any external educational curriculum is appropriate. Although strong relationships have been developed with school districts, South Coast AQMD must follow their protocols to implement the WHAM program. Further, school

districts have expressed an interest in implementing WHAM in more of their high schools as South Coast AQMD was limited to 100 locations in the first year. Some school districts expressed that they would like to offer the WHAM program to all their high schools to provide parity in the educational experiences available to their students. There are also some school districts that were unable to participate in year one who expressed interest in participating in the next academic school year. Additionally, South Coast AQMD's WHAM program has been well received as air quality and environmental education, especially hands-on experiential learning experiences, are highly valued by the academic community. This positive response from school districts and high schools warrants South Coast AQMD to offer the WHAM program to the existing 100 participants with up to an additional 100 campuses in the second year of implementation. In effect, there are significant actions related to the WHAM program that need to be taken to prepare for, implement, build and maintain the school district and school participation.

The LA Group is an effective consulting team for South Coast AQMD. Their extensive experience in implementing a complicated public outreach program with sensitive requirements involving schools and students strengthen the South Coast AQMD's ability to support the Board's environmental justice priorities. The WHAM program also has elevated awareness about South Coast AQMD and air quality issues. The LA Group has created a successful model to follow for a second year of implementation of WHAM.

Proposal

The contract with the LA Group expires on April 17, 2020. South Coast AQMD staff is extremely satisfied with the performance of the firm and recommends the Board retain them for a one-year contract extension. The present contract, based on a competitive selection process, has an option for up to two one-year extensions that may be exercised at the Board's discretion pursuant to the original RFP. This proposal is to approve the first one-year extension for the contract.

Resource Impacts

Sufficient funding will exist for this contract upon the transfer of \$500,000 from the BP ARCO Settlement Projects Fund (46) to the Legislative, Public Affairs & Media FY 2019-20 Budget, Services and Supplies Major Object, Professional & Specialized Services account.