

BOARD MEETING DATE: October 2, 2015

AGENDA NO. 13

**PROPOSAL:** Execute Contract for Community Outreach with Los Angeles Sentinel, Inc.

**SYNOPSIS:** This action is to partner with Los Angeles Sentinel, Inc. to increase the SCAQMD's visibility and broaden public awareness of agency programs in key Los Angeles urban communities through publication of a 4-page broadsheet full-color newspaper wrap for a cost not to exceed \$50,000.

**COMMITTEE:** Administrative, September 11, 2015; Recommended for Approval

**RECOMMENDED ACTION:**

Authorize the Executive Officer to execute a contract with Los Angeles Sentinel, Inc. for a total cost not to exceed \$50,000 to produce a newspaper wrap targeted to their readership with relevant air quality information.

Barry R. Wallerstein, D.Env.  
Executive Officer

GSA:DA:LBS

---

**Background**

As SCAQMD continues to reduce air pollution and meet clean air goals, public involvement remains essential to our agency attaining healthy air for all. To help achieve on-going success, under Board direction, SCAQMD is increasing its focus on seeking partnerships with groups and organizations that can help share news of the significant strides made to reduce urban smog, fine particulates, and toxic air contaminants through the implementation of regulations and programs, while advising the public that our region's pollution levels are still unacceptably high. Such partnerships help SCAQMD target its outreach in and around specific Southland communities – particularly those designated environmental justice, minority and lower income communities – to make it possible for residents in those impacted neighborhoods to better understand our local air pollution problems and to encourage them to more actively participate in SCAQMD's mission driven work to clean the air.

Last year, the SCAQMD partnered with the Los Angeles Sentinel, Inc. to produce a 4-page broadsheet full color newspaper wrap specifically targeted to update the *Los Angeles Sentinel* and *LA Watts Times* readership on the agency's ongoing efforts to reduce air pollution and create healthier communities. With an environmental justice focus the wrap included a series of concisely written, informative articles that introduced readers to the SCAQMD, explained how to report air quality problems, gave timely updates on current and upcoming programs, like Check Before You Burn and the Air Quality Sensor Performance Evaluation Center (known as AQ-SPEC), and promoted SCAQMD's smartphone app, as well as the agency's 2015 Martin Luther King Day of Service Forum and Environmental Justice conference.

As a cover for the January 8, 2015 issues of the two weeklies, the SCAQMD wrap reached 300,000 readers, predominantly in the African-American communities in and around the City of Los Angeles. The Los Angeles Sentinel, Inc. also provided SCAQMD with additional copies of the 2015 wrap for distribution at other community events. Since its founding in 1933, the *Los Angeles Sentinel* has been a relied upon source of news and information for the urban African-American community.

### **Proposal**

Based upon the extensive distribution potential, the publication's credibility with its readership, and the positive community response to the 2015 wrap, execution of this contract will enable SCAQMD to produce another 4-page full color feature that will be published and distributed with the *Los Angeles Sentinel* and *LA Watts Times* newspapers in January 2016. This ongoing partnership will enable the SCAQMD to continue to reach a significant number of Los Angeles area households with relevant air quality information and through those articles motivate residents to be more engaged in improving the environmental quality of their communities.

In sum this partnership with the Los Angeles Sentinel, Inc. will:

- Increase awareness among members of the African-American community of the many ways in which air quality impacts public health;
- Provide an informative, well designed news piece to share information about SCAQMD programs and efforts to reduce air pollution and protect residents' health; and
- Promote individual decisions and community involvement that will help reduce urban air pollution and climate change.

### **Resource Impacts**

Funding for this contract is available in Legislative and Public Affairs budget for Fiscal Year 2015-16.