

BOARD MEETING DATE: February 2, 2018

AGENDA NO. 8

PROPOSAL: Authorize Funding, Recognize Anticipated Revenue and Conduct Air Quality Conferences for Seniors

SYNOPSIS: SCAQMD seeks to continually foster awareness and an increased understanding of air quality and related health issues across all age groups. Seniors represent a unique target audience and SCAQMD strives to empower seniors to become active participants in improving air quality as well as provide information on what they can do in their home, neighborhood and community. This action is to authorize funding for conference expenditures up to \$225,000 from the BP ARCO Settlement Projects Fund (46), recognize anticipated revenue, and conduct two air quality conferences for seniors.

COMMITTEE: Administrative, January 12, 2018; Recommended for Approval

RECOMMENDED ACTIONS:

1. Authorize the Executive Officer to approve expenditures from the BP ARCO Settlement Projects Fund (46) up to \$225,000, to conduct two air quality conferences for seniors in 2018; and,
2. Recognize revenue, upon receipt, from sponsors and exhibitors into the BP ARCO Settlement Projects Fund (46) to partially offset expenditures from conducting the conferences for seniors.

Wayne Nastri
Executive Officer

DA:LTO:

Background

Over the last several years the SCAQMD has hosted or co-hosted several conferences that reached out to business and environmental leaders, government policy makers, elected officials, technology companies, procurement and fleet managers, venture capital investors, high schools, colleges and universities and the general public. In 2011 and 2012, the SCAQMD held a series of highly successful air quality conferences throughout the Basin to reach the senior population (55+) who are often influential when sharing information regarding air quality issues among their peers, neighborhood and community.

Proposal

Staff proposes to host two air quality conferences for seniors in 2018. The 2011 and 2012 events in Los Angeles were very successful with nearly 50 exhibitors and 3,000 attendees at each conference. Senior conferences in 2018 will continue efforts to foster awareness and an increased understanding of air quality and related health issues and to empower seniors to become active participants in improving air quality as well as provide information on what they can do in their home, neighborhood and community.

Outreach will be conducted throughout the region targeting senior centers, religious institutions and other appropriate venues to reach this demographic. The program will include speakers addressing air quality, health, air quality videos, and a keynote speaker during lunch. Sponsor and tabletop exhibits will be on display and, if venue space permits, alternative fuel vehicles will be displayed.

Transportation will be made available to bus seniors from centralized locations such as senior centers and religious institutions, to the conference venue and back. The transportation costs will be covered under the conference budget and should greatly enhance participation.

This action is to authorize the Executive Officer to approve expenditures up to \$225,000 from BP ARCO Settlement Projects Fund (46) to conduct two air quality conferences for seniors in 2018 and recognize revenue anticipated from sponsors and exhibitors into the BP ARCO Settlement Projects Fund (46) to partially offset the expenditures for conducting the senior conferences.

Benefits to SCAQMD

The senior population (55+) is a demographic that has great potential to influence healthy lifestyle changes not only for themselves but their extended family members and friends. Conducting events for seniors would enhance public education goals for SCAQMD communities and residents.

Resource Impacts

There are sufficient funds available in the BP ARCO Settlement Projects Fund (46) to cover the proposed expenditures. The BP ARCO Settlement Projects Fund (46) as of December 2017 has a balance of \$12,382,388 excluding any Board actions that have not been encumbered.