

**Northern Sonoma County
Air Pollution Control District**

**AB 617 Community Air Protection Program
Implementation Grant Report**

**Grant # G18-CAPP-22
And # G19-CAPP-22**

**Fiscal Grant Term: 2018-2019
And 2019-2020**

**Submitted to the California Air Resources Board on:
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1. Contact Information

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2. Anticipated Timeline

Work Task	Completed
District Resolution	6/6/2018
Advance Disbursement Request, G18-CAPP-22	5/15/2020
Advance Disbursement Request, G19-CAPP-22	5/15/2020
Final Report for period 2/1/2020 to 5/31/2021	5/31/2021
Website Development Project	1/18/2021
Payment to Website Development Consultant	2/2/2021
Liquidation of all G18-CAPP-22 and G19-CAPP-22 Funds	2/26/2021

3. Summary of Anticipated Tasks

The following summary describes the Northern Sonoma County Air Pollution Control District's ("District" or "NSCAPCD") Community Air Protection implementation campaign for Grant Numbers G18-CAPP-22 and G19-CAPP-22. The District was not selected by

CARB for a community project, but it elected to devote its Community Air Protection Program (CAPP) Implementation funds to a campaign that incorporates CAPP categories.

For this project, the total project cost of \$53,590.88 exceeded the total CAPP grant funding of \$38,674. The District used \$14,916.88 of its own funds to match the CAPP funds and to complete the project. All CAPP funds for G18 and G19 were liquidated prior to the deadline.

New Website

The District has utilized the remainder of its G18 and G19 grant funds, plus some of its own District funds to upgrade to a new website. This project captures the spirit of the CAPP because it enhances our ability to communicate and interact with the public.

The District has never had a professionally developed website. For decades, our only web presence was a single page located deep within the website of the County of Sonoma. No links were included, and most constituents had to call or visit the office to get the information they needed. We upgraded to a transitional site about three years ago when the District reconstituted its Board of Directors to include city representatives, but we used internal staff to create a basic information site on the DIY GoDaddy platform. This helped our constituents find basic information and download a limited number of documents using our website. However, this did not provide the requisite level of service the District deemed necessary for top-notch community support and engagement.

The development of the new site began with a comprehensive review of District activities and programs to define the site goals and to develop a site architecture. The attached web site proposal document from the contractor (“Engine is Red”) describes the individual steps or “phases” of building the site out and the attached invoices show the corresponding actual costs. The site was successfully launched and is live with the URL www.NoSoCoAir.org.

We had several priorities for the new website. First and foremost, we recognized the importance of updating to an ADA compliant web site for accessibility. In addition, we required: proper copy edit for effective communication; a mission-focused navigation system for expanded content; an e-mail subscription service to notify the community of important events and advisories; public access to Board members, meeting dates and agenda materials; online permitting information and an online payment option for open burn permits; spaces for important community air quality incentive programs and activities, including AB 617; a page for air quality information and wildfire smoke response; the presentation of the current AQI on our home page with recent air quality news items; and embedded GIS map functions; among many other important elements. The GIS map function uses an ESRI-licensed service to help residents in Sonoma County identify if they are in the NSCAPCD or Bay Area AQMD territory, which has been a recurring source of confusion for the public.

The District recognized that development of these features required specific technical and communication skills that required it to employ a professional consultant to design, organize, and launch the brand-new web site product. Of note, the District has a staff of 5.5 full time equivalent employees, and it does not have its own IT staff; therefore, without project funding and external contracting it may not otherwise have been able to develop and implement a commercial-grade site as it has done with the assistance of CAPP funding.

The new web site was launched in January 2021 and uses the new primary URL of www.NoSoCoAir.org. Additional, or redirecting URLs, were included to help the public find our site and include: NoSoCoAir.net/org and NSCAPCD.org/net/com. In addition, the site is embedded with the MailChimp email platform to provide e-mail subscription services. These services allowed the District to establish three focused e-mail groups for parties interested in grants, open burning, and public meetings and notices. An important benefit of this subscription service is the ability to provide advisories during wildfire and smoke events. Currently, the District has amassed 208 unique subscribers, and membership continues to grow.

The new site is on a state-of-the-art platform for content management and future development using the Craft content management system. The web site is served via Server Pilot and backups are via Digital Ocean. The site includes industry standard statements on its Privacy Policy, Accessibility, Information Requests, Terms and Conditions, Cookie Consent, and Sitemap. Photos, fonts, and graphics are licensed or proprietary products of the District. Specific site analytics are collected using Google analytics to track individual page visits and use.

The District encourages the reviewer(s) of this report to visit the site for a first-hand review of its content and capabilities that it now uses to support, inform, and engage the public.

4. Grant Funds

a. <u>Received before last report:</u>	\$7,440 (G18-CAPP-22)
b. <u>Requested Advance Funds:</u>	\$15,219 (G18-CAPP-22) \$16,015 (G19-CAPP-22)

Total CAPP funds for expenditure:	\$38,674

5. Itemized Invoice Information

The following is a summary of staff and contractor time used in the foregoing tasks. Please see the attached contractor proposal and paid invoices for additional detail.

Community Air Protection Tasks Performed by NSCAPCD Staff (from 6/19/2020 to 5/31/2021)	Staff Hours Worked	Dollar Amount
2020-21 District Grant Services Weighted Labor Rate	@ weighted rate	
APCO	70hr@ \$115.96	8,117.20
Office Administrator	60hr@ \$52.20	3,132.00
Grants Manager	8hr@ \$86.46	691.68
District Legal Counsel	4hr@ \$225.00	900.00
Subtotal		\$12,840.88
Community Air Protection Tasks Performed by Contractor "Engine is Red" (from 6/19/2020 to 5/31/2021)	@ contract rate	See attached contract and invoices.
Web site development, testing, and launch.		
Phase 1, Week 1		7,900.00
Phase 1, Week 2		7,900.00
Phase 2, Week 1		7,000.00
Phase 2, Week 2		7,300.00
Phase 2, Week 3		4,000.00
Phase 2, Week 3		3,000.00
Final		3,650.00
Subtotal		\$40,750.00
Total		\$53,590.88
Total Grant Liquidated		\$38,674.00
Remaining Unliquidated Grant Funds		\$0
NSCAPCD Local Share		\$14,916.88