



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

JULIA MILLER – CHAIRPERSON
ROBERTA COOPER
TIM SMITH
MARLAND TOWNSEND
BRAD WAGENKNECHT

MARK ROSS - VICE CHAIRPERSON
SCOTT HAGGERTY
PAMELA TORLIATT
GAYLE UILKEMA

MONDAY
FEBRUARY 10, 2003
10:00 A.M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

AGENDA

1. **CALL TO ORDER - ROLL CALL**
2. **PUBLIC COMMENT PERIOD** (*Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3*) *Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to five (5) minutes each.*
3. **APPROVAL OF MINUTES OF DECEMBER 9, 2002**
4. **WOODSMOKE UPDATE**

T. Lee/4905
tlee@baaqmd.gov

Update on the 2002/2003 wintertime outreach program
5. **COMMUNITY FOCUS CONTRACT**

T. Lee/4905
tlee@baaqmd.gov

Consider recommending to the Board of Directors approval of sole-source contract for Community Focus for a one year period to February 28, 2004.
6. **YOUTH OUTREACH UPDATE**

T. Lee/4905
tlee@baaqmd.gov

Update on outreach to youth including curriculum development, National Children's Theater and upcoming partnerships with museums.
7. **UPDATE ON REFERRALS**

T. Lee/4905
tlee@baaqmd.gov

Update on referrals from recent Public outreach meetings.

8. COMMITTEE MEMBER COMMENTS/OTHER BUSINESS

Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)

9. TIME AND PLACE OF NEXT MEETING: 10:00 a.m., APRIL 14, 2003, 939 Ellis Street, San Francisco, CA.

10. ADJOURNMENT

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
10:00 a.m., Monday, December 9, 2002

1. **Call to Order:** Chairperson Miller called the meeting to order at 10:10 a.m.

Present: Julia Miller, Chair, Scott Haggerty, Mark Ross (10:14 a.m.), Pam Torliatt (10:13 a.m.), Marland Townsend, Gayle Uilkema.

Absent: Roberta Cooper, Tim Smith, Brad Wagenknecht.
2. **Public Comment:** There were none.
3. **Approval of Minutes of October 7, 2002:** Approval of the minutes was deferred until a quorum was present.
5. **Request for Quotes (RFQ):** *Staff discussed the responses received to the RFQ for a Traveling Air Quality Education Program for youth.*

Teresa Lee, Director of Public Information and Outreach, presented the report and stated that staff released an RFQ to find a firm to do research on a mobile exhibit and educational program. There were five responses to the RFQ, of which two met the criteria in the RFQ. The item can be forwarded to the Budget & Finance Committee for their recommendation on how to proceed in this fiscal year or the next one.

During discussion Ms. Lee stated that part of the RFQ would be to identify sources of funding for implementation of the program, some of which might be grants. There was discussion on funds being available from the electric vehicle parking stations that could be used for this project. Director Townsend expressed support to move forward. There was discussion on having private sponsorship to help defray costs. Staff stated that International Truck indicated they might have a prototype vehicle going into production in the future.

Ms. Lee stated that if the Committee wanted to move ahead on this project, the contractor for the project would need to develop the program and costs associated with its implementation.

In response to Director Torliatt's inquiry on what was to be taught to the kids, Ms. Lee stated that if the District hired a firm, part of the sub-contract would be hiring someone who does educational exhibits. The District staff would work with them to determine what

would be done. Examples of subject matter would be causes of air pollution, prevention, existing problems and possible solutions.

Ms. Lee updated the Committee on educational work that will be done in schools by a consultant. 1) Piloting a curriculum next Spring in a number of school districts; 2) There was a teacher training in Alameda County; 36 teachers came to learn about the curriculum and who have agreed to pilot it; and 3) Developing museum-type exhibits and hand-outs with the Coyote Museum in San Mateo, the Tech Museum in San Jose and the Chabot Observatory in Oakland. The proposed traveling museum would be another tool that can be used to educate children. Other items of discussion were: 1) the issue of getting out of the car as a primary message; 2) multiple messages and rotating messages; and 3) working with the California State Board of Education because they have programs and criteria for the different grades and this program should fit into the school curriculum.

Ms. Lee suggested that the Committee take the staff recommendation of Communications West for the contractor and that the Budget and Finance Committee would determine the allocation of funding for the project.

Committee Action: Director Haggerty moved Communications West be the contractor for the Traveling Air Quality Educational Program and the item be referred to the Budget and Finance Committee for further consideration; seconded by Director Townsend.

There was discussion on the vehicle being a “green” vehicle; the concept being developed; if it is a diesel truck, it would have to meet EPA standards; and the use of alternative fuel vehicles, such as CNG, natural gas, or biodiesel. The motion then carried unanimously by acclamation.

3. **Approval of Minutes of October 7, 2002:** There being a quorum present, Director Townsend moved approval of the minutes; seconded by Director Torliatt; carried unanimously by acclamation.
4. **Update-Woodsmoke Outreach:** *Update on the 2002/03 wintertime outreach program.*

Ms. Lee stated that wintertime air pollution is being predicted based on the new stricter standard of PM2.5 and that the first wintertime Spare the Air day was on Saturday, December 7th. Ms. Lee reviewed the media coverage on the advisory. There was discussion on the San Joaquin Valley Air District and their advertising about a new proposal to ban burning in fireplaces on nights when PM levels are high. Ms. Lee indicated they are under a court order to come up with a plan to come into compliance with PM10.

Luna Salaver, Public Information Officer, presented a report on the woodsmoke ordinance and stated that the County of Marin has concluded their public community meetings about the woodburning ordinance, but it will not come before their Board until next year. The Mayor of the City of Sebastopol introduced an ordinance last week, but did not involve Air District staff. Included in that ordinance is a component involving change-out of old uncertified stoves when a house is sold and the Board of Realtors had some concerns about that component. Continuing, Ms. Salaver stated that the County of Santa Clara has the ordinance on their agenda for December 10th. The American Lung Association has also been invited to attend that meeting. Ms. Lee added that the Mayors of El Cerrito and

Oakland have been sent literature on the ordinance since neither city has adopted the ordinance.

Mr. Norton stated that on December 4th several District staff members attended the meeting of the Santa Clara County Planners Group and the District made presentations on Urban Heat Islands, green vehicles, CO2 emissions, and woodsmoke. These presentations were made at the request of the Santa Clara County Planners Group Chairperson. Ms. Lee indicated that 22 cities have adopted the ordinance and 11 of these are in Santa Clara County. Director Miller requested that Director Kniss' staff be notified of tomorrow's meeting.

A representative from Swirl discussed the research that has been done with census data that looks at cities in the Bay Area that have the highest incidences of woodburning. Four areas have been identified where community outreach is being done. The four areas are: Santa Rosa, San Jose, Tri-Valley area (Livermore, Pleasanton and Dublin); and Concord. Swirl is talking to malls to get the Woodsmoke Handbook distributed over the holiday season. In addition, Ms. Lee stated that order forms and sample materials have been sent to every school in the Bay Area, to many community centers and thousands of the Woodburning Handbooks have been distributed. The employers in the District's Spare-the-Air network have been asked to distribute them to their employees.

There was discussion on incentives for people to do change-outs and Director Townsend requested information on installation costs. Director Torliatt requested information on where information was being distributed in Santa Rosa. Director Uilkema suggested that Director Ross introduce the woodsmoke ordinance at the Mayor's Conference and ask that it be put on the agenda and District staff should make a presentation. Director Miller requested staff notify her with the results of the Santa Clara County Board's vote and the four remaining cities in the county that have not adopted the ordinance.

Committee Action: None. This report provided for information only.

6. Environmental Justice and Spare the Air Resource Team Highlights: *The consultant updated the Committee on recent activities of the resource teams.*

Community Focus provided an update on recent activities of the resource teams that included: 1) Working on the complaint procedures; 2) The meetings that are starting in East Palo Alto; 3) Advising the public about the emissions from Chevron; 4) Working on youth-oriented projects; and 5) A review of a publication, *Commuter Choice Tax Benefits*. Director Townsend requested that he be kept informed of the meetings being scheduled with the East Palo Alto resource team. It was also noted that 10 Marin/Sonoma resource team members participated in an event on the new HOV lanes opened on highway 101 in Marin County.

There was also a brief discussion on the status of the "Toxic Tour" and the refinery tour. Ms. Lee stated a status report would be provided to the Committee members on these issues. Director Haggerty also mentioned that the refineries should be informed that if a quorum of the Board is present, then the tour would have to be noticed as a public meeting.

Ms. Lee discussed the Community Focus contract, which is up in March 2003. Ms. Lee stated that the Committee could continue the contract for another year and bring it in line with the rest of the contracts that the Committee approved; or the contract could be re-bid. Ms. Lee stated that the work Community Focus does is very specialized and another contractor might not do the grassroots, comprehensive outreach that Community Focus has done. The consensus of the Committee was to continue the contract with Community Focus for one more year, and next year the contract would go out to bid and it would be a 3-year contract.

Committee Action: None. This report provided for information only.

7. **Staff will Review a Referral from the Board of Directors for Consideration of Personalized Versions of Air Currents:** *The Committee considered directing staff to prepare personalized versions of Air Currents.*

Ms. Lee provided information on preparing personalized versions of *Air Currents*, which included the staff time, printing, layout costs, and a budget to prepare the personalized versions. Chairperson Miller requested this item be on the agenda for the next Board meeting. A draft of the Fall 2002 issue was distributed to the Committee.

Committee Action: None. This report provided for information only.

8. **Committee Member Comments/Other Business:** There were none.
9. **Time and Place of Next Meeting:** 10:00 a.m., Monday, February 10, 2003, 939 Ellis St., San Francisco.
10. **Adjournment:** The meeting was adjourned at 11:38 a.m.

Submitted by

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

December 9, 2002 meeting

1. Director Townsend requested information on the cost of installation for a fireplace change-out.
2. Director Torliatt requested a report on where the information was being distributed in Santa Rosa.
3. Chairperson Miller requested staff notify her with the results of the Santa Clara County Board's vote and the four remaining cities in the county that have not adopted the ordinance.
4. Director Townsend requested that he be kept informed of the East Palo Alto resource team meetings.
5. Staff to provide status reports on the "Toxic Tour" and refinery tours.
6. Chairperson Miller requested the issue of personalized versions of *Air Currents* to be put on the next Board agenda.
7. Refer to the Budget and Finance Committee the issue of a \$20,000 contract to research costs and possibilities for a Traveling Air Quality Education Program.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 30, 2003

Re: Woodsmoke Update

RECOMMENDED ACTION

Receive and file.

BACKGROUND

Update on the 2002/03 wintertime outreach program.

DISCUSSION

The Air District had a multi-faceted outreach program this winter for wood smoke. It included press releases, radio advertising, internal transit bus cards, outdoor bus shelters in the South Bay, mass mailings of the *Woodburning Handbook* (60,000 copies distributed), outreach to 2100 Bay Area employers, a partnership with the City of San Francisco to hang a banner over the Treasure Island Tunnel and an e-mail campaign with the Bay Chapter of the Sierra Club. In addition, students from Concord High School distributed *Woodburning Handbooks* in their communities as part of a science class project.

Press relations included radio interviews around the holiday season, a front page article in the Home and Garden section of the *San Francisco Chronicle* on January 18th, a front page story in the *Oakland Tribune* and several woodsmoke stories in the *West County Times*.

In addition, since the last meeting of the Committee, Swirl Advertising did out-reach to retailers and malls in targeted areas throughout the Bay Area to ascertain their interest in distributing or allowing the Air District to distribute *Woodburning Handbooks*. The four specific target areas that were identified as high woodburning areas include: Santa Rosa, Santa Clara/San Jose, Dublin/Pleasanton, and Concord/Walnut Creek.

In contacting retailers (specifically branches of Home Depot, Safeway, and Lowe's), Swirl found that they were not willing to distribute woodburning material to the public. As retailers, they are not set up to provide information on woodsmoke to the public.

At the same time, Swirl contacted malls in the targeted areas and received approval to distribute *Woodburning Handbooks* at Coddington Mall in Santa Rosa, Sun Valley Mall in Concord, and Valley Fair Mall in Santa Clara. The Air District will have a booth at each location to distribute materials over the weekend of February 1st and 2nd.

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Several other malls were contacted but declined to have an Air District presence on-site. This includes Broadway Plaza in Walnut Creek, StoneRidge Mall in Pleasanton, Southland Mall in Hayward, Westgate Mall and Marina Square Shopping Mall in San Leandro and New Park Mall in Newark.

Swirl will continue to focus effort to identify suitable locations in or around the Dublin/Pleasanton area for future campaigns. With our geographical understanding and the headway that we've made with malls throughout the Bay Area, we are in a strong position to implement similar programs in the future.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding has been allocated for these activities in FY 2002/2003 budget.

Respectfully submitted,

Teresa Lee
Director of Public Information and Outreach

Prepared by: Teresa Lee

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 29, 2003

Re: Community Focus Contract for Spare the Air and Environmental Justice
Resource Teams

RECOMMENDED ACTION:

Recommend to the Board of Directors approval of a sole source contract with Community Focus to continue the Spare the Air and Environmental Justice Resource Teams for a one year period from March 1, 2003 to February 28, 2004.

BACKGROUND

Community Focus has been under contract with the Air District for several years to facilitate six grassroots resource teams that help to carry the clean air message into the community, and do local projects on air quality related issues. The work has been very successful in building a relationship between the Air District and the community. In addition, Community Focus was hired last year to begin three additional resource teams in environmental justice areas of the Bay Area to build trust with these communities and help to resolve air quality issues of long standing concern to community members. The Community Focus contract for these services expires on February 28, 2003. Staff is recommending that the contract be continued for a one-year period as a sole-source contract.

DISCUSSION

Community Focus facilitates three resource teams in environmental justice areas of the Bay Area and six grassroots Spare the Air Resource Teams. Based on the recommendation of the Public Outreach Committee, the Community Focus contract for these services was extended for one year from February 28, 2002 to February 28, 2003 because, after a bidding process in the late 2002, there were no suitable competitors for the grassroots outreach work that Community Focus specializes in.

According to the Air District's Administrative Code, Division 11, Section 4.6, C, 4, a contract may be sole-sourced if "Prior Experience has shown that the desired services are only available from the sole-source". Based on past experience and because of the unique nature of the work, staff is recommending that the Community Focus contract be sole-sourced for one additional year to February 28, 2004. In the fall of 2003, all of the public outreach contracts, including the Community Focus contract, will be rebid.

BUDGET CONSIDERATION/FINANCIAL IMPACT

The amount of the existing one-year contract is \$160,000. Of that amount, there are cost savings of approximately \$20,000, leaving a balance of \$140,000 to fund the contract for an additional year. About half of the work and projects of the resource teams is related to motor vehicle and Spare the Air activities, making these activities eligible for TFCA or CMAQ

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funding. There are sufficient funds in the Environmental Justice Program and Public Information programs to cover the additional \$70,000 in costs.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Prepared by: Teresa Lee

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 29, 2003

Re: Youth Outreach Update

RECOMMENDED ACTION:

Receive and file.

BACKGROUND

Staff and the consultant will update the committee on outreach to youth, including curriculum development, the National Theater for Children and upcoming partnerships with museums.

DISCUSSION

For the past nine months, Communications West and District staff have been developing an air quality program geared towards the youth market. Input has been taken from the Public Outreach Committee and several initiatives have been developed and are in the pilot stage. Staff will update the Committee and ask for input in three areas: curriculum development, the National Theater for Children and museums.

Curriculum Development – after researching several air quality related curricula, the “Clean Air Challenge” was selected as the most appropriate and most easily implemented curriculum for the Bay Area. The self-contained curriculum fits the state science requirements for schools, and crosses into several other subject areas. A teacher workshop was held in November with 38 teachers currently teaching grades 6 to 12 in attendance. Response was very positive; all the teachers will teach the “Clean Air Challenge” sometime between November 2002 and March 2003.

Teacher Profile & Program Snapshot

- Half of the teachers will use the curriculum as part of their Physical and Environmental Science classes, one-third as part of Life Sciences, Earth Sciences and Integrated Science programs and ten percent as part of existing Science classes.
- All 38 teachers said the science concepts presented in the workshop fit the parameters of their in-classroom course requirements.
- Middle school teachers expect to pilot the curriculum to 3,000 students. High school teachers expect to reach 1,000 students.
- Most of the teachers said the “Clean Air Challenge” curriculum is an interesting, low-cost approach to deliver relevant, timely science instruction that will encourage environmental stewardship.

Teacher Comments:

- "It was an important topic to study, because it not only affects their (student) lives, but their choices affect others."

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- "Every person, regardless of where they live, needs to understand how our actions, life styles and choices affect our environment. The population density in the Bay Area makes this especially important."
- "It is important for students to understand how they affect the environment in which they live and make it a better place to live."
- "Many kids have asthma. It's important to understand possible links."
- "Our school is located within sight of oil refineries. We are on the border of areas that won't meet new standards. We have had several 'lock downs' due to refinery emissions. This (program) would give a way for students to understand the science behind the 'lock downs'."
- "There is a lack of environmental education in the state. This is a good start."
- "I feel like the Bay Area is a progressive area that is often a leader in reform for the rest of the U.S. It is crucial that our students are educated in the physical science and social/public science around these issues."
- "It applies our science knowledge and is a way to connect our everyday lives with learning science concepts."

Next Steps – While there is funding to undertake the pilot program, Enterprise for Education, the developer of the curriculum, needs the Air District's cooperation to seek additional funding, through grants and other means, to expand the use of the curriculum in the Bay Area. With the committee's input, staff and Communications West will partner with Enterprise for Education to seek additional funding.

National Theater for Children – The National Theater does in-school productions for students. We have worked with the National Theater staff to develop an air quality interactive presentation for lower and middle school students. A script has been written and collateral materials for students and teachers are in production. The program will be piloted in the spring with ten school presentations in four counties: San Mateo, Alameda, Contra Costa and Santa Clara. We are trying to reach a variety of audiences from different backgrounds in different settings. The program will be evaluated for content and interest by the school personnel and students. The National Theater has an on-going contract with the East Bay Municipal Utility District to do in-school performances on water issues. The National Theater comes highly recommended and staff and the consultant have gone to performances sponsored by East Bay MUD.

Next Steps – there is funding available only for the pilot program. To promote the program and expand it to additional students in the 2003-04 school year, a source of funding must be found. The cost per school is approximately \$1,000 for two performances (one lower grades and one middle school grades), or \$2 per student.

Museum Partnerships – The Air District will partner with the San Jose Tech Museum for their Earth Day celebration on Saturday, April 19th. The theme is Sustainability, with a focus on the health of our air and oceans. The Air District will have a table at the event and is helping to secure a number of alternative and fuel cell vehicles for the event including cars, refuse trucks and possibly bicycles. We have also been asked to find a

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speaker to focus on air quality issues and what “you can do...” to improve air quality. Other partners for the event include the Coral Reef Alliance, NBC11, VTA and the Surfrider Foundation.

Chabot Space and Science Museum – Chabot has an on-going “Enviro Garden” event from January to March 2003. The Air District had a table at the January 18th event and will be part of a program for children on three Fridays in March.

Coyote Point Museum – continue to explore partnerships. The Coyote Point Museum carried the Air District’s *Woodburning Handbooks* during December.

Next Steps: Continue to develop partnerships with limited available resources and funding.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Prepared by: Teresa Lee
Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: January 30, 2003

Re: Update on Referrals

RECOMMENDED ACTION:

Informational

BACKGROUND

Update on referrals from the Public Outreach Committee meeting of December 9, 2002.

1. Director Townsend requested information on the cost of installation for a fireplace change-out.

Research is underway, and costs will be provided to the Board of Directors.

2. Director Torliatt requested a report on where the Woodburning information was being distributed in Santa Rosa.

Because of the holiday season, retailers were not interested in additional booths in their malls. However, some were receptive in January. The Coddington Mall in Santa Rosa is one of the malls that are allowing an Air District presence at their mall on Saturday, February 1st.

3. Chairperson Miller requested staff notify her with the results of the Santa Clara County Board's vote on adoption of the Model Woodsmoke Ordinance and the four remaining cities in the county that have not adopted the ordinance.

Chairperson Miller was informed that the Board of Supervisors in Santa Clara County has not voted on the ordinance as of yet. The city of Campbell is considering adopting the ordinance, as it has been incorporated it in their General Plan. The remaining three cities have not agendized the ordinance.

4. Director Townsend requested that he be kept informed of the East Palo Alto resource team meetings.

Community Focus, the resource team consultant, will keep Director Townsend informed of activities of the East Palo Alto resource teams.

5. Staff to provide status reports on the "Toxic Tour" and refinery tours.

Staff is discussing dates for the "Toxic Tours" with the sponsoring groups. It has been suggested that refinery tours be arranged for small groups of Board members on

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days when Board meetings have been cancelled. Staff will follow up on this suggestion.

6. Chairperson Miller requested the issue of personalized versions of *Air Currents* to be put on the next Board agenda.

This item will be agendized for the next Board meeting.

7. Refer to the Budget and Finance Committee the issue of a \$20,000 contract to research costs and possibilities for a Traveling Air Quality Education Program.

This item will be agendized for the next Budget and Finance Committee meeting.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Prepared by: Teresa Lee
Reviewed by: Peter Hess

FORWARDED: _____