



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIRPERSON

MARIA AYERDI

JOHN SILVA

GAYLE UILKEMA

SHELIA YOUNG

ROBERTA COOPER - VICE CHAIRPERSON

JULIA MILLER

PAMELA TORLIATT

BRAD WAGENKNECHT

**MONDAY
JUNE 16, 2003
9:45 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 three (3) minutes each.*
3. **APPROVAL OF MINUTES OF APRIL 21, 2003**
4. **SPARE THE AIR - 2003**

T. Lee/4905
tlee@baaqmd.gov

Staff will update the committee on the 2003 program which began on June 2nd.
5. **LAWN MOWER BUY-BACK PROGRAMS - 2003**

T. Lee/4905
tlee@baaqmd.gov

Six lawn mower programs were held in April and May. Staff will review the programs and potential partnerships for further programs in 2003.
6. **RESOURCE TEAMS**

T. Lee/4905
tlee@baaqmd.gov

Staff and the consultant will update the committee on the three environmental justice resource teams.
7. **REFERRALS FROM COMMITTEE**

Staff will respond to referrals from the April 21, 2003 meeting.

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: 9:45 a.m., AUGUST 11, 2003, 939 ELLIS STREET, SAN FRANCISCO, CA.

10. ADJOURNMENT

**CONTACT CLERK OF THE BOARDS - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-4965
FAX: (415) 928-8560
BAAQMD homepage:
www.baaqmd.gov**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Clerk's Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.

**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
9:45 a.m., Monday, April 21, 2003

- 1. **Call to Order:** Chairperson Ross called the meeting to order at 9:45 a.m.
- Present:** Mark Ross, Chair, Roberta Cooper (9:50 a.m.), Maria Ayerdi, Julia Miller, John Silva, Pam Torliatt (9:51 a.m.), Gayle Uilkema.
- Absent:** Brad Wagenknecht, Shelia Young.
- Also Present:** Scott Haggerty (9:53 a.m.)
- 2. **Public Comment:** There were none.
- 3. **Approval of Minutes of February 10, 2003:** Director Miller moved approval of the minutes; seconded by Director Uilkema; carried by acclamation with Director Silva abstaining.
- 4. **Lawn Mower Buy-Back:** *Staff provided a report on the six lawn mower buy-back events for 2003.*

Teresa Lee, Director of Public Information and Outreach, presented the report and stated that the 2003 lawn mower buy-back program has started and there are six events where the Air District is partnering with local waste management agencies. The Alameda County Waste Management Authority is doing a seventh event on its own. The first two events were on April 12th in Marin and Sonoma counties. Three events will be held on April 19th in Contra Costa County, Sonoma and Sunnyvale. During the first two events, there was a rainstorm that resulted in a lower number of lawn mowers being exchanged than was anticipated. Staff has contacted Marin and Sonoma counties about having an event in May.

Last year, in Santa Clara County there were more people that wanted to change out lawn mowers than the District was able to accommodate, therefore, the City of Sunnyvale has contacted the 30-35 people who did not receive a lawn mower last year and invited them to participate this year. Ms. Lee stated that funding for this year's program includes \$25,000 from the Air District and \$100,000 from the back-up generator (BUG) funding the District received from the Air Resources Board.

In response to a question from Director Uilkema, Ms. Lee stated that the emission reduction is about 5 tons and the cost per ton is approximately \$20,000. Director Haggerty requested

information on the Alameda County event and Ms. Lee stated that she would report back to him on their location choice and how many lawn mowers were exchanged. There was discussion on the outreach efforts done for these events.

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

5. **Spare the Air -- 2003:** *Staff provided an overview of the 2003 summertime program and took input from the Committee.*

Ms. Lee stated that the 2003 summertime Spare the Air campaign would begin in early June and end in mid-October. The consultant, Swirl, reviewed the components of the campaign, which includes radio, television, outdoors, youth, Spanish and Chinese language campaigns. On July 1, 2003, the outdoor and radio campaigns will be launched with a new spot, which will focus on asthma. Ms. Lee stated that on May 7th, the Board will be asked to approve a pilot project with the Livermore Amador Valley Transit Authority (LAVTA) for no fare transit on up to eight Spare the Air days.

There was discussion on using women and minorities in the "Thank you" campaign. There was also discussion on using reader boards and fixed signs at several different locations.

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

6. **Measurement of the 2002 Spare the Air Campaign and the 2003 Wintertime Survey:** *Godbe Research and Analysis presented a report on the results of telephone surveys of two recently completed survey cycles.*

Ms. Lee stated that the 2002 questionnaire was developed by the California Air Resources Board (CARB), the U.S. Environmental Protection Agency (EPA), and the consultant, and is expected to become the standard for all regions in the country that receive Congestion Mitigation Air Quality (CMAQ) funding. Godbe Research and Analysis discussed the following:

- Methodology;
- An overview of the study;
- The focus of the Summer 2002 survey;
- Driving and travel impacts;
- 2002 emission impacts;
- Product use reduction;
- Awareness of message; and
- Awareness/opinion of the District.

Godbe Research discussed the 2002/2003 Winter Survey and stated that the purpose of the survey was to assess woodburning behavior and if people knew about Spare the Air Tonight. The results of the survey were reviewed.

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

7. **2004 Clean Air Calendar:** *Staff discussed the issues of the calendars and whether the Air District wants to do one for the 2004 calendar year.*

Ms. Lee stated that the calendar was started several years ago as an education piece and included children's art work. Ms. Lee stated that about 10,000 pieces are printed and the unit cost is \$1.36. Ms. Lee reviewed the distribution of the calendar and indicated all of the calendars are distributed by mid-January.

There was discussion on the following:

- The cost of the pictures used in the 2003 calendar.
- The possibility of using aerial photographs, having a clean air picture contest for youth, and contacting the Chambers of Commerce in the nine counties for pictures.
- The information listed in the lower left-hand corner is helpful, but the District's web address is not on each page.
- Staff was requested to research the cost if 1,000 less were printed (would there be a cost-savings).
- Using some pictures that show smog so people could see the progress that has been made.
- The calendar being considered a "luxury" and the money spent on the calendar could be used someplace else, such as the lawn mower buy-back program.

Committee Action: The Committee determined to continue the item to the June meeting and requested staff to research alternatives/options and to address the cost issue.

8. **Committee Member Comments/Other Business:** Ms. Lee discussed the daily news clips sent by e-mail on air and water quality throughout the state. This is a free service that the District gets from Cal EPA. Ms. Lee offered to forward these news clips to the Committee members by e-mail. Chairperson Ross encouraged the Directors to visit the Air District events. Director Uilkema requested staff look at a different way of outreach by contacting industry and sending them material on how they can help clean the air.
9. **Time and Place of Next Meeting:** 9:45 a.m., Monday, June 16, 2003, 939 Ellis St., San Francisco.
10. **Adjournment:** The meeting was adjourned at 11:25a.m.

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

April 21, 2003 meeting

1. Director Haggerty requested staff provide him with information on the Alameda County lawn mower buy-back event with respect to the choice of location and how many lawn mowers were exchanged.
2. Director Miller requested staff research what the cost of the calendar would be if 1,000 less were printed.
3. Director Uilkema requested staff look at a different way of outreach by contacting industry and sending them material on how they can help clean the air.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: June 5, 2003

Re: Spare the Air - 2003

RECOMMENDED ACTION

Information.

BACKGROUND

The Air District's 2003 summertime Spare the Air campaign began on Monday June 2nd and will continue until October 17th. Staff will update the committee on the kick-off and recent activities associated with the program.

DISCUSSION

A press release was issued on June 2nd to announce the start of the 2003 Spare the Air campaign. Also on June 2nd a press conference was held in Livermore to announce free transit on the Livermore Amador Valley Transit Authority's bus service (Wheels) on Spare the Air days. Media coverage was good with several articles in newspapers, two television segments and several radio interviews.

In addition to the kick-off, staff and the Air District's consultants have recently:

- Partnered with several organizations to carry Spare the Air messages on changeable boards including the Giants scoreboard, Golden Gate Fields, Bay Meadows, Kaiser Convention Center (Oakland) and all Digitron media boards in Santa Clara, Hayward, Daly City, Burlingame and San Francisco.
- Worked with school districts to sign up schools for Spare the Air notification. Thus far there are 14 school districts registered, primarily in Contra Costa and Santa Clara counties.
- Mailed Spare the Air materials to public libraries asking that they carry literature and sign up for Spare the Air notification. Thus far there is a ten percent response. "Tip" cards have been ordered for all San Jose libraries.
- Sent updated mailer and materials to all Spare the Air employers.
- Met with BART regarding possible collaborations and agreed to:
 - share e-mail lists (my BART lists),
 - have Spare the Air messages on destination signs at BART,
 - place a joint Spare the Air/BART banner in the Pleasanton station,
 - do outreach to Spare the Air employers around the opening of the new BART stations on June 22,
 - help to promote a BART August campaign around "Kids Ride Free" on BART on weekends in August.
- Participated in thirty-three Spare the Air events in April and May.

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- Prepared to have Air Quality Index (AQI) readings posted on the District web site in Spanish and Chinese,
- Finalized 2003 summertime survey and protocols,
- Worked with LAVTA and MTC on monitoring of the pilot program for free transit to obtain needed survey information.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds have been allocated for these activities in the 2002-3003 budget and are proposed for continuation in the 2003-04 budget.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: June 4, 2003

Re: Lawn Mower Buyback Program – Spring 2003

RECOMMENDED ACTION

Information.

BACKGROUND

The Air District partnered with local waste management agencies to sponsor six lawn mower buyback programs in the Bay Area from April 12th to May 3rd. A seventh program was sponsored by the Alameda County Waste Management Authority.

DISCUSSION

The purpose of the lawn mower buy back programs was to promote reduction of air pollution and green waste by providing a rebate of \$100 to Bay Area residents who traded-in their old gasoline mowers for an electric mulching mower. One Black & Decker corded mower was available (MM 575) for the reduced prices of \$79 plus tax.

The events were held in the parking areas of Home Depot stores. This spring five counties - Marin, Contra Costa, Solano, Sonoma, and Napa participated, along with the City of Sunnyvale. The Alameda County Waste Management Authority event was held at the Kaiser Convention Center in Oakland. Including Alameda, a regional total of 1836 mowers were changed out, 1096 of which were part of Air District sponsored programs.

The buy back events went very smoothly, except for heavy rain during the Marin and Solano events. To avoid the problem of demand exceeding supply, a system of back-up vouchers was used this year. The vouchers were used in only one county, when 32 vouchers were used in Contra Costa County.

Because staff anticipated changing out 1500 lawn mowers, there is excess funding from this years program. Staff is coordinating with the City of San Francisco to use the remaining funds in a San Francisco based event tentatively scheduled for September 2003.

OUTREACH:

As in past years, outreach for the program was a collaboration among the Air District and waste management agencies. It included several press releases, flyers at community events and bill stuffers in waste management bills. The events were covered in the local media, including a television story and a San Francisco Chronicle lengthy article in the home section. The Sonoma County Water Agency shared information on water conservation and dry gardening at the Rohnert Park event.

PROGRAMS AND SITES:

COUNTY	DATE	LOCATION	# MOWERS
Alameda	May 11	Kaiser Convention Center, Oakland	740
Napa	May 3	Napa Home Depot, 225 Soscol Ave.	162
Marin	April 12	San Rafael Home Depot, 111 Shoreline Parkway	78
Sonoma	April 26	Rohnert Park Home Depot, 4825 Redwood Drive	138
Contra Costa	May 3 April 26	Pittsburg Home Depot, 2300 N. Park Blvd. Concord Home Depot, 2090 Meridian Blvd.	225 258
Solano	April 12	Vacaville Home Depot, 510 Orange Drive	128
Sunnyvale	April 26	Sunnyvale Home Depot, 690 Kifer Road	107

BUDGET CONSIDERATIONS/FINANCIAL IMPACT:

The Air District contributed \$25,000 towards this year’s program. The remainder of the funding (\$100,000) came from an allocation by the Board of Directors of back-up generator (BUG) funds. A further \$5100 contribution was made by the Yolo – Solano Air District to support the campaign in Solano County.

Funding for a program in the next fiscal year is problematic. At this time, we do not anticipate that the Air Resources Board or the California Integrated Waste Management Board will provide funding. Corporate contributions are also likely to be difficult to obtain. The typical Air District contribution of \$25,000 will not be sufficient to uphold the current level of programming, especially in light of continued expansion.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: June 6, 2003

Re: Environmental Justice Resource Team Highlight: Contra Costa

RECOMMENDED ACTION:

Information.

BACKGROUND

The Air District has three grass roots environmental justice resource teams in Contra Costa County, San Francisco and East Palo Alto. Staff and the consultant will give an update on the activities of the team operating in the North Richmond/Iron Triangle area of Contra Costa County. This team has been researching the possibility of creating and distributing a "Scorecard" that would contain air quality information including enforcement actions and violation settlements.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities is included in the 2002-2003 budget and is proposed to be continued in the 2003-2004 budget.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Ross and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: June 5, 2003

Re: Referrals from Committee

RECOMMENDED ACTION

Information.

BACKGROUND

Staff will respond to referrals from the April 21st meeting of the Public Outreach Committee.

DISCUSSION

At the last Public Outreach Committee meeting there were three referrals for follow-up response. These include:

1. Director Haggerty requested that staff provide him with information on the Alameda County lawn mower buy-back event with respect to the choice of location and how many lawn mowers were exchanged.

Response: According to the Alameda County Waste Management Authority, this year's event was held in Oakland to serve residents in northern Alameda County. Previously the event was held in Pleasanton for valley and east county residents and last year in Hayward for south county residents. Five hundred and forty electric mowers and an additional 200 push mowers were purchased with the turn-in of a gas mower. The Waste Management Agency feels that the event was a success because it is the third year it was offered, and residents are now familiar with the concept, that the north county has a high response to recycling initiatives and that there was massive publicity.

2. Director Miller requested that staff research what the cost of the calendar would be if 1,000 less were printed.

Response: For the 2003 Clean Air Calendar, 10,000 calendars were produced for a total of \$13,600. For 9,000 calendars, the production costs would be \$13,170. Savings would be in the \$430 range.

3. Director Uilkema requested staff look at a different way of contacting industry and sending them material on how they can help clean the air.

Response: The Air District already does outreach to some groups directly, such as the local members of the Truckers Association to advise them of funds (primarily Moyer funds) that are available to retrofit trucks. In addition, many other owners of commercial maritime or

AGENDA NO. 7

construction operations know how they can reduce pollution from their equipment through familiarity with Moyer funding. Manufactures of the equipment used to reduce emissions also contact clients regarding potential funding. In addition, the Air District has information on its web site regarding funding opportunities. The Air District staff has numerous contacts with industries which allow us to promote clean technologies. Lastly, staff is a participant in the "Green Business" program that promotes lesser polluting industrial activities.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____