



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
SEPTEMBER 8, 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 JUNE 16, 2003**
4. **SPARE THE AIR - 2003**

T. Lee/4905
tlee@baaqmd.gov

Update on the status of the 2003 summertime program
5. **YOUTH OUTREACH**

T. Lee/4905
tlee@baaqmd.gov

Update on outreach to schoolchildren including the National Children's Theater, curriculum project and the results of the feasibility study for a mobile exhibit.
6. **REBIDDING OF CONTRACTS FOR PUBLIC OUTREACH**

T. Lee/4905
tlee@baaqmd.gov

Staff will update the committee regarding rebidding of contracts to assist with the Air District's public outreach programs.
7. **REFERRALS FROM COMMITTEE**

T. Lee/4905
tlee@baaqmd.gov

Staff will respond to referrals from the June 16th 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., NOVEMBER 10, 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, June 16, 2003

1. **Call to Order:** Chairperson Ross called the meeting to order at 9:45 a.m.

Present: Mark Ross, Chair, Roberta Cooper, Maria Ayerdi, Julia Miller, Pam Torliatt, Gayle Uilkema, Brad Wagenknecht, Shelia Young.

Absent: John Silva.

Also Present: Scott Haggerty (9:47 a.m.)
2. **Public Comment:** There were none.
3. **Approval of Minutes of April 21, 2003:** Director Miller moved approval of the minutes; seconded by Director Cooper; carried by acclamation with Directors Young and Wagenknecht abstaining.
4. **Spare the Air – 2003:** *Staff updated the Committee on the 2003 program, which began on June 2nd.*

Teresa Lee, Director of Public Information and Outreach, presented the report and stated that the District's summertime Spare the Air Campaign began on June 2nd and will run through October 17th. Ms. Lee noted that a press conference was held in Livermore to announce free transit on the Livermore Amador Valley Transit Authority's (LAVTA) bus service on Spare the Air days. The cost for this program is \$85,000, with \$55,000 from the Air District and \$30,000 from LAVTA. Ms. Lee reported that the Air District is working with school districts to sign up for the Spare the Air notifications and with refineries to reduce their emissions voluntarily on Spare the Air days. Deputy Director Ayerdi requested a list of the San Francisco schools that the Air District is working with and Ms. Lee indicated she would provide that information.

During discussion, Ms. Lee stated that a survey would be done on the LAVTA project that would have, among other things, the vehicle miles traveled that will be saved by people taking transit. Director Miller noted that the Secretary of Transportation would be coming to the BART to San Francisco Airport opening. Director Miller requested staff provide her with a list of the libraries in Santa Clara County that have responded to the District's request to carry Spare the Air literature and sign up for Spare the Air notification. Director Uilkema requested staff provide the Committee with a copy of the draft letter and check list that is

being sent to the Western States Petroleum Association (WSPA) asking that their association join the Spare the Air program. In response to a question from Director Young, Ms. Lee indicated it is anticipated there will be between six and eight Spare the Air days this year. Ms. Lee also indicated that LAVTA wanted to increase their ridership from 7100 to 7800.

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

5. **Lawn Mower Buy-Back Programs - 2003:** *Six lawn mower programs were held in April and May. Staff reviewed the programs and potential partnerships for further programs in 2003.*

Ms. Lee presented the report and stated that the Air District sponsored six events and Alameda County held a seventh event at the Kaiser Center. Staff is coordinating with the City of San Francisco to use some of the remaining funds for an event that is tentatively scheduled for September 2003. Ms. Lee stated that there is \$25,000 in the District's budget for next year, but other sources of funding will need to be found to continue this program. There was discussion on the San Francisco event and staff was given direction to also hold an event at the Home Depot in Livermore. There was also discussion on transport and the Committee requested that staff provide the modeling that indicates the percent of time the wind is carrying pollution to the East Bay and Tri-Valley areas.

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

6. **Resource Teams:** *Staff and the consultant updated the Committee on the three environmental justice resource teams.*

Sarah Goldberg of Community Focus reported on the Contra Costa EJ Resource Team and stated that the Team is doing a pilot project that is concentrating on doing a "report card" for the area focused on the Chevron Refinery. The information, which is already available to the public, would be put into a form that could be easily distributed to the community.

The San Francisco EJ Resource Team is working with Community Advocates on an air pollution mapping project. Maps of neighborhoods are being mailed out to community members who will then mark on the map where they think air pollution is coming from. The group will then compile the information, have the District look at it, and then the information will be disseminated to the community. In response to a question from Chairperson Ross, the consultant indicated they would add an asthma component to the mapping.

There was discussion on mission statements for the Resource Teams and it was noted that the East Palo Alto Team would be considering a formal mission statement at its next meeting. One of the objectives of the Teams is to provide information to the community and communicate to them.

Malka Koppel of Community Focus reported that the East Palo Alto Team is interested in getting information on air pollution in its area and is in the process of asking the Air Resources Board (ARB) to install an air monitoring trailer in the East Palo Alto area. The

Team is seeking two grants for support of the monitoring project. Once the monitoring is complete, the ARB will release the data at the end of the year, in August or September.

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

7. Referrals from Committee: *Staff responded to referrals from the April 21, 2003 meeting.*

Ms. Lee reviewed the referrals from the last meeting and the Committee directed staff to discontinue the Clean Air Calendar for at least one year and to use the funds for part of the lawn mower buy-back program.

8. Committee Member Comments/Other Business: Ms. Lee provided a status report on the Air District's video contract and project. Interested members of the Committee will be contacted to view the top three videos.

9. Time and Place of Next Meeting: At the Call of the Chair.

10. Adjournment: The meeting was adjourned at 10:55a.m.

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

June 16, 2003 meeting

1. Deputy Director Ayerdi requested a list of the San Francisco schools that the Air District is working with and Ms. Lee indicated she would provide that information.
2. Director Miller requested staff provide her with a list of the libraries in Santa Clara County that have responded to the District's request to carry Spare the Air literature and sign up for Spare the Air notification.
3. Director Uilkema requested staff provide the Committee with a copy of the draft letter and check list that is being sent to the Western States Petroleum Association (WSPA) asking that their association join the Spare the Air program.
4. Committee requested that staff provide the modeling that indicates the percent of time the wind is carrying pollution to the East Bay and Tri-Valley areas.

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: August 25, 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 2003 campaign.

DISCUSSION

There have been six Spare the Air days thus far in 2003, on June 25, 26 and 27, July 21 and 27 and August 25th. Thus far there has been one excess of the one-hour federal standard, five excesses of the federal 8-hour standard and 11 excesses of the state one-hour ozone standard (see attached tables).

To date, a review of the Bay Area readings shows that we still attain both the federal one-hour and eight-hour air quality standards.

Media coverage of the Spare the Air days has been good, with 146 television stories, 122 radio interviews and 39 print articles. This surpasses the 2002 totals.

Other significant activities include:

- Use of two dozen CalTrans changeable message signs to announce Spare the Air days,
- Over 400 schools signed up for spare the air notification,
- Over 2,000 employers in the Spare the Air network,
- Free transit on the LAVTA bus system, with a 15 to 18% rise in ridership,
- Almost 650 random digit dial telephone interviews completed on Spare the Air evenings and
- Paid advertising on television, radio and billboards on-going through September.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds have been allocated for these activities 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: August 26, 2003

Re: Youth Outreach

RECOMMENDED ACTION

Information.

BACKGROUND

Staff and the consultant will update the committee on outreach to school children including the National Children's Theater, the curriculum project and ongoing partnerships with museums. In addition, the results of the mobile exhibit study will be presented.

DISCUSSION

Communications West has been under contract with the Air District to assist with youth outreach. Among the initiatives started are the Clean Air Challenge, a curriculum for school age children, and the National Theater for Children air quality performances in schools. The consultant will give an update on these activities, including the showing of a 6 minute video on the National Theater performances in the Bay Area.

In addition, Communications West was awarded a contract to do a feasibility and cost analysis report for a Mobile Air Quality Outreach program. The study is complete and the Executive Summary is attached. The consultant is available to discuss the findings.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT:

Funding for the consultant is included in the 2003 – 2004 budget. Additional limited funding has been provided by the Air District for the curriculum and theater performances (\$50,000).

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: August 25, 2003

Re: Rebidding of Contract for Public Outreach

RECOMMENDED ACTION:

Staff is seeking input from the Committee on the rebidding process.

BACKGROUND

The Air District will soon begin the process of rebidding contracts and selecting contractors to assist with public outreach activities. This includes:

- Media relations
- Advertising for Spare the Area and the Smoking Vehicle programs
- Youth outreach
- The Employer Spare the Air program
- Community Outreach including nine resource teams - six Spare the Air teams and three environmental justice (EJ) teams
- Measurement of effectiveness of Spare the Air
- Maintenance of an electronic(e-mail) notification network

The present contracts expire on March 1, 2004. Funding for these programs is approximately \$1.55 million per year, which is a combination of Congestion Mitigation Air Quality (CMAQ) funds (\$1 million), Transportation Fund for Clean Air (TFCA) funds (\$450,000) and the General Reserve (\$100,000).

There are several issues to consider in rebidding these contracts:

1. Length of contract – at present, contracts are for two years. All of the public outreach contracts expire at the same time. As a result of consultation with other public agencies, staff is suggesting that we rebid the contracts for a one-year period, with the possibility of two annual extensions, for a total not to exceed three years. This will make the contractors more accountable on an annual basis, and give staff the option of not renewing contracts that are marginal.

AGENDA NO. 6

2. Sole source – staff is recommending that RIDES for Bay Area Commuters be a sole source contract. RIDES is the only nine county organization that provides direct employer ridesharing services. The Air District employer program has been able to utilize RIDES expertise in employer outreach, as well as employ the “indirect” resources available to the Spare the Air coordinator. RIDES maintains a comprehensive data base of Bay Area employers, annually solicits these employers to join the Spare the Air program, participates in 80+ employer events per year, and provides regular and after hours staffing of Spare the Air telephone lines. RIDES has also begun to do outreach to libraries and schools.
3. The Air District has launched two youth outreach projects to school age children, including the “Clean Air Challenge” and the National Theater for Children’s air quality performances (Smozilla). Both have been piloted and have been well received. Outside funding is being sought to continue and expand these initiatives, but in the current fiscal climate, finding additional funding has been difficult. Staff is recommending that the Air District reserve \$150,000 to continue the youth programs. This would result in \$1.4 million for the remaining contracts. In the event that a major sponsor of the youth program(s) emerges, the Air District funding for youth can be reallocated to other outreach activities.
4. There has been committee discussion as to what role, if any, the committee should play in the selection of contractors. Given the time commitment that goes into the selection, staff is suggesting that the committee receive a recommendation from staff as to the contractors that will provide the best service for the most reasonable price.

Staff is available to discuss these issues with the committee.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2003-04 has been included in the current budget. In addition, the Air District has been advised by MTC that funding for CMAQ related activities is expected to continue for the next three years.

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: August 25, 2003

Re: Referrals from Committee

RECOMMENDED ACTION

Information.

BACKGROUND

Staff will respond to referrals from the June 16th meeting of the Public Outreach Committee.

DISCUSSION

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

1. Deputy Director Ayerdi requested a list of the San Francisco schools that the Air District is working with and Ms. Lee indicated that she would provide that information.

Director Ayerdi was advised that there are no San Francisco schools presently on the notification list for Spare the Air days. Director Ayerdi is contacting the Superintendent of Schools and when this is done, staff will follow up with the Superintendent to sign up the individual schools for the fall.

2. Director Miller requested staff provide her with a list of the libraries in Santa Clara County that have responded to the District's request to carry Spare the Air literature and sign up for Spare the Air notification.

This information has been provided to Director Miller. All libraries in San Jose, as well as the Saratoga and Milpitas libraries have responded to the Air District request. Director Miller provided the name of the Sunnyvale librarian and staff followed up with the librarian. Materials were ordered and sent.

3. Director Uilkema requested staff provide the Committee with a copy of the draft letter and check list that is being sent to the Western States Petroleum Association (WSPA) asking that the their association join the Spare the Air program.

Complete, information sent.

AGENDA NO. 7

4. Committee requested that staff provide the modeling that indicates the percent of time the wind is carrying pollution to the East Bay and Tri-Valley areas.

Complete, information on wind roses and direction of prevalent wind patterns has been provided to the committee.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____