



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
NOVEMBER 3, 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 AND SEPTEMBER 8, 2003**
4. **WINTERTIME OUTREACH** **T. Lee/4905**
tlee@baaqmd.gov
Staff will discuss plans, and seek input from the Committee, on the wintertime outreach program.
5. **LAWN MOWER BUY-BACK PROGRAMS** **T. Lee/4905**
tlee@baaqmd.gov
Report on potential for lawn mower buy-back programs in the spring of 2004.
6. **RESOURCE TEAM UPDATES** **T.Lee/4905**
tlee@baaqmd.gov
Staff and the consultant will update the Committee on recent resource team activities.
7. **REBIDDING OF CONTRACTS FOR PUBLIC OUTREACH** **T.Lee/4905**
tlee@baaqmd.gov
Staff will provide information on the procedures for rebidding the Air District's public outreach contracts, including CMAQ requirements.
8. **REFERRALS FROM COMMITTEE** **T. Lee/4905**
tlee@baaqmd.gov
Staff will respond to referrals from the September 8, 2003 meeting.

9. 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)

10. TIME AND PLACE OF NEXT MEETING: 9:45 a.m., JANUARY 12, 2004, 939 ELLIS STREET, SAN FRANCISCO, CA.

11. 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
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, September 8, 2003

1. **Call to Order:** Chairperson Ross called the meeting to order at 9:56 a.m.

Present: Mark Ross, Chair, Roberta Cooper (10:23 a.m.), John Silva, Gayle Uilkema.

Absent: Maria Ayerdi, Julia Miller, Pam Torliatt, Brad Wagenknecht, Shelia Young.

Also Present: Scott Haggerty (10:23 a.m.)
2. **Public Comment:** There were none.
3. **Approval of Minutes of June 16, 2003:** Due to the lack of a quorum, approval of the minutes was deferred to the next meeting.
4. **Spare the Air – 2003:** *Update on the status of the 2003 summertime program.*

Teresa Lee, Director of Public Information and Outreach, presented an update on the Air District's summertime Spare the Air program. Ms. Lee reviewed the significant activities and noted that the Spare the Air summertime program will end on October 17, 2003. There have been seven Spare the Air days. Ms. Lee reviewed the exceedances of the California 1-hour ozone standard for 2003 and noted there were 15 excesses of the standard. In addition, there were five excesses of the federal 8-hour standard.

There was discussion on the free transit on the Livermore Amador Valley Transit Authority (LAVTA) bus system and staff stated that LAVTA anticipated a 10% increase in ridership and they have had a 15-18% increase. Director Uilkema requested staff conduct research to see if there are any additional incentives being offered by employers on Spare the Air days (i.e. a certificate for Starbucks, etc.).

William C. Norton, Executive Officer/APCO added that the Air District has started a Clean Air Consortium with cities and counties. When there is a Spare the Air day, they will postpone activities that use internal combustion engines, such as lawn mowers and leaf blowers as well as painting. In addition, some refineries have not loaded tanks and have curtailed the lawn and garden activities of their contractors on Spare the Air Days. There

was also mention of the need for more park and ride lots; people want to use public transit, but they do not have a place to park.

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

5. Youth Outreach: *Update on outreach to schoolchildren including the National Children's Theater, a curriculum project and the results of the feasibility study for a mobile exhibit.*

Ms. Lee and Communications West updated the Committee on outreach to schoolchildren including the National Children's Theater, the curriculum-based science in-school program and ongoing partnerships with museums. The Committee viewed a portion of a video showing the National Children's Theater in action. Staff noted that the Air District funded 30 performances this year.

Communications West provided information on corporate and public sponsors and noted Agilent Technology has committed to a \$100,000 grant, which will expand the Clean Air Challenge program to 200 teachers, or 20,000 students (Santa Clara and Sonoma Counties will be served by this grant). There was also discussion of a grant from Calpine for San Jose schools and a potential one from Alameda County that could help fund the Ozone Survey Lab.

The Committee discussed ways to expand the program and the possibility of earmarking some Supplemental Environmental Projects (SEP) monies for this education program. There was also a brief discussion on a Clean Air Foundation to approach refineries and other businesses to contribute funds to support this type of activity.

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

6. Rebidding of Contracts for Public Outreach: *Staff updated the Committee regarding rebidding of contracts to assist with the Air District's public outreach programs.*

Ms. Lee stated that the Air District will begin the process of rebidding contracts and selecting contractors to assist with public outreach activities. Staff received input from the Committee on the following:

1. The process of rebidding contracts and selecting contractors to assist with public outreach activities. The consensus of the Committee is to have one-year contracts, with the possibility of two annual extensions, for a total not to exceed three years.
2. The Committee concurred with the staff recommendation that RIDES for Bay Area Commuters be a sole source contract.
3. The Committee also agreed with the staff recommendation that the Air District reserve \$100,000 to continue the youth programs.
4. The role the Committee should play in the selection of the contractors. Staff will put out the RFPs and will narrow them down to three to five contractors for each area – including media, advertising, you, community outreach and measurement. Interested members of the Committee will then sit in on the interviews.

Committee Action: None.

7. **Referrals from Committee:** *Staff responded to referrals from the June 16th meeting.*

Ms. Lee reviewed the referrals from the last meeting.

8. **Committee Member Comments/Other Business:** There were none.

9. **Time and Place of Next Meeting:** 9:45 a.m., Monday, November 3, 2003, 939 Ellis Street, San Francisco, CA 94109

10. **Adjournment:** The meeting was adjourned at 11:15a.m.

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

September 8, 2003 meeting

1. The Committee requested staff conduct research to see if there are any additional incentives being offered by employers on Spare the Air days.

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: October 23, 2003

Re: Wintertime Outreach – 2003/2004

RECOMMENDED ACTION

Information.

BACKGROUND

The Air District will soon begin a wintertime outreach program focused on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign is part of the *Spare the Air Tonight* program and will run from early November through February 2004. Staff and the Air District's consultants have developed a draft outreach plan for media and advertising that will be presented to the committee. In addition, because the Air District has recently received funding through the California Energy Commission (CEC) as mitigation for particulate matter (PM) emissions from two new power plants in Santa Clara County, there is an opportunity to do a fireplace and old woodstove change-out program in Santa Clara County.

DISCUSSION

Activities that are planned include media outreach and advertising (free and paid).

Media Outreach

- Spare the Air Tonight season launch with kick off press release in early November
- Bay Area cable show interviews – November/December/January
- Holiday pitching – November/December
- Wood burning op-ed's – December

Advertising

Objective: To affect change in the target audience's behavior that results in reduced wood burning and driving. The target audience for the broadcast campaign includes Bay Area residents' aged 25-54 with a 50/50 gender split. For the ethnic campaign, residents whose primary language is Spanish or Chinese will be targeted.

Media: The radio campaign will be directed primarily to the English speaking residents, but will include Spanish and Chinese language spots running on in-language stations.

Timing: November 25 – January 31

AGENDA NO. 4

Budget:

- English language campaign: \$39,000
- Ethnic campaign: \$10,000
- Total: \$49,000

The consultant is evaluating last year's radio stations for this year's campaign. Radio stations used in the campaign last year included KGO, KCBS, KKSF, KBRG (Spanish) and KVTO (Chinese).

Santa Clara County – Outreach for Woodstove/Fireplace Changeout Program

Specialized outreach in Santa Clara County related to the mitigation funding for a woodstove/fireplace change out program will kick off in November. Staff is still discussing the possibilities, but a tentative list includes:

- Production of a brochure,
- Outreach to cities and the county
- Local newspaper advertising
- Op-ed's in papers (English, Spanish, Vietnamese)
- Employer outreach
- Bill Stuffers
- In-store advertising with participating dealers

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds have been allocated for the *Spare the Air Tonight* activities in the 2003-04 budget. Funding for the wood smoke/fireplace change out program is being provided by Calpine and Santa Clara Power and Light as part of the CEC's approval build and operate power plants in Santa Clara County.

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: October 24, 2003

Re: Lawn Mower Buyback Programs – Spring 2004

RECOMMENDED ACTION

Staff would like direction from the committee.

BACKGROUND

Report on the potential for lawn mower buy back programs in the spring of 2004.

DISCUSSION

For several years, the Air District and local waste management agencies have co-sponsored lawn mower buy-back programs in the Bay Area in the springtime. This spring almost 1100 gasoline lawn mowers were changed out for electric mowers at seven different sites. The Alameda County Waste Management Agency changed out an additional 740 mowers. Typically, rebates of \$100 were offered to local residents who traded-in their old gasoline mowers for an electric mulching mower. Seventy dollars of the rebate monies was provided by the Air District, with \$15 each from Black & Decker and Home Depot. In Alameda County the entire rebate amount was contributed by the county.

Because of potential budget cuts, the Air District did not allocate funding for lawn mower buy-back programs in the fiscal 2003-04 budget. The amount of funding needed to continue the program at the previous level is \$100,000. At this time, we do not anticipate that the Air Resources Board or the California Integrated Waste Management Board will provide any funding as they have in the past. In addition, corporate contributions are 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.

Planning for the spring programs must begin before the end of 2003 to make the programs possible and successful. Absent additional funding, the programs will not occur next spring.

If the Committee wishes to continue this program, potential sources of funding could include Supplemental Environmental Programs (SEPs). However, this would limit the programs to the specific locality covered by the SEP and not, for instance, a whole county. Another source of funding might be the general reserves.

Staff wants to make the committee aware of this situation and seek guidance on what, if anything, the committee wishes to do. If the committee wishes to continue the program with general reserve funding, the issue should be referred to the Budget and Finance Committee.

AGENDA NO. 5

BUDGET CONSIDERATIONS/FINANCIAL IMPACT:

Twenty five thousand dollars has been allocated for lawn mower buy-back programs for 2003/04. Additional fund of \$100,000 is needed to continue the program(s) at the spring 2003 level. Potential sources of funding, if any, are outlined above.

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: October 24, 2003

Re: Resource Team Updates

RECOMMENDED ACTION:

Information.

BACKGROUND

The Air District has grass roots resource teams throughout the Bay Area. Staff and the consultant will give an update on the activities of the teams.

Spare the Air Resource Teams:

The Marin/Sonoma Resource Team on Air Quality met on September 11th. The team is targeting prominent Sonoma County employers for a vanpool project and is supporting a "School Pool" project in Marin County.

The Tri-Valley team met on September 15th. The team discussed ways to support the Commuter Choice Fair on October 9th sponsored by the City of Pleasanton and Hacienda Business Park.

The Napa Valley team met on September 16th. The resource team hosted a "pool party" at Dey Laboratories and had 100 employees sign up indicating an interest in vanpooling. The resource team will now approach other employers in the Napa Valley to do similar pool parties with the objective of organizing several vans along a transit corridor that will include Dey Laboratories. The resource team also plans to continue looking into producing a brochure to promote existing public transit options to local tourist attractions to visitors to the Napa Valley.

The Santa Clara team met on September 17th. The team decided to support Rideshare Thursday (a RIDES program asking people to rideshare/take transit every Thursday) by asking VTA to donate space for bus cards, local newspapers to donate ad space, and cities to outreach through bill stuffers. Team members were also interested in supporting RIDES "School Pool" program and the wood smoke ordinance in Santa Clara County by sending a letter from the team to ask the county to pass the ordinance.

The San Francisco/San Mateo team is considering working on Bike to Work week that will occur in May 2004 and is interested in supporting Car Free Day in San Francisco as well.

Environmental Justice Resource Teams:

The Contra Costa Environmental Justice Air Quality Resource Team conducted interviews for a community member (paid a stipend and housed at the Air District one day a month) who would be responsible for interpreting pollution emissions reports and getting that information out to other interested community members.

The East Palo Alto team met on September 3, and is moving forward on its air monitoring project as well as strategic planning for the future.

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: October 22, 2003

Re: Rebidding of Public Outreach Contracts

RECOMMENDED ACTION:

Staff is seeking input from the Committee on the rebidding process for public outreach, specifically how many contract proposals the committee wants to hear and the time commitment involved.

BACKGROUND

At its last meeting, the Committee gave input on the rebidding process for six major contracts that are up for rebidding including media relations, advertising for *Spare the Area* and the Smoking Vehicle programs, youth outreach, employer programs, community outreach and measurement. The present contracts expire on March 1, 2004.

Several issues were resolved. Staff would now like the committee to consider and give input on the role that committee members will take in the rebidding process. Because the program is funded with Congestion Mitigation Air Quality (CMAQ) funds, there are also federal protocols that need to be followed to insure a fair and equitable process. These include:

- Appointment of a selection committee to review and hear all proposals equally
- Development of criteria for evaluation of proposals
- Development of final rankings based on evaluation criteria and
- Retention of all records for three years following federal reimbursement.

There are five major areas for rebidding: advertising, media relations, youth outreach, community outreach and measurement. For each of these, staff can review the proposals that are received and bring the committee, or subcommittee, the three strongest in each area. To streamline the process, and allow for the best use of the committee's time, staff is suggesting that measurement proposals be reviewed and that a final recommendation be brought to the committee. In addition, the committee may want to assign a similar role to staff for community-based outreach and/or another topic.

If the committee agrees that it wants to hear three areas - advertising, media relations and youth outreach, staff will bring the three strongest proposals. The presentations would take approximately 30 minutes each – 15 to 20 minutes for the presenters, five minutes for questions and then five minutes for committee discussion. The total time commitment for three proposals would be approximately 4.5 hours, including 30 minutes for a lunch break. If the committee chooses to hear final proposals for community outreach and/or measurement components, the time commitment increases by 1.5 hours for each category.

AGENDA NO. 7

Questions:

1. Does the committee as a whole, or a subcommittee, want to hear the proposals?
2. How many proposals does the committee want to hear - media, advertising and youth, and/or a larger group including community outreach and measurement?
3. The committee meeting date is January 12, 2004 and the time commitment for hearing media, advertising and youth proposals is approximately 4.5 hours (including a lunch break). In the event the committee wants to hear the community outreach and/or measurement proposals, will the committee hear these proposals the same day, or on two days? If so, we need to set a second meeting date in January.

Staff is also requesting that the meeting on January 12th be set for 9:30 AM, with the first presentations at 9:45 AM. To hear three proposal areas, the meeting would run to approximately 3 PM. Staff will be 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.

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: October 27, 2003

Re: Referrals from Committee

RECOMMENDED ACTION

Information.

BACKGROUND

Staff will respond to a referral from the September meeting of the Public Outreach Committee.

DISCUSSION

At the last Public Outreach Committee meeting there was one referral for follow-up response.

The Committee requested staff conduct research to see if there are any additional incentives being offered by employers on *Spare the Air* days.

After speaking to several employers and RIDES for Bay Area Commuters, staff has not found any specific incentives that employees are offering only on *Spare the Air* days. While not an “employer” incentive, the free transit program on the Wheels bus system on *Spare the Air* days that occurred this summer is probably the closest analogy.

There are, however, more long-term incentives that are recognized as beneficial to changing behavior among employees. These include:

- An active commute alternatives program in the workplace with an employee on staff designated as the Employee Transportation Coordinator,
- Active participation, involvement and support by management,
- Getting the word out to employees so they can take advantage of employer programs geared to carpooling, van pooling and transit,
- Incentives that lower the cost of taking transit such as Commuter Choice, Eco Pass and/or another form of subsidized transit,
- Preferential parking for carpools and vanpools where parking is an issue at an employer site,
- In-house ride matching services for employees with incentives, such as t-shirts, for those who sign up for the service,
- Guaranteed ride home for transit, vanpool and carpool participants,
- Other incentives that make it easier for employees not to drive commute alone, and provide assurance that management supports the program.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____