

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

APPROVED 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

Mary Romaidis
Clerk of the Boards

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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.