

**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, November 3, 2003

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

Present: Mark Ross, Chair; Maria Ayerdi, John Silva, Gayle Uilkema, Brad Wagenknecht, Shelia Young.

Absent: Roberta Cooper, Julia Miller, Pam Torliatt.

Also Present: Scott Haggerty.
2. **Public Comment:** There were none.
3. **Approval of Minutes of June 16, 2003 and September 8, 2003:** Director Young moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Wintertime Outreach:** *Staff discussed plans, and sought input from the Committee, on the wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, presented the plan for the Air District's wintertime outreach program and reviewed the media outreach, advertising, and the Santa Clara County outreach for the Woodstove/Fireplace Changeout Program. Ms. Lee stated that there has been one Spare the Air advisory, which was on December 7, 2003. Ms. Lee noted that the District has received funding from two power plants in Santa Clara County for the Woodstove/Fireplace Changeout Program. There will be between 1,500 and 1,600 fireplace changeouts this season.

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

5. **Lawnmower Buy-Back Programs:** *Staff reported on the potential for lawn mower buy-back programs in the spring of 2004.*

Ms. Lee stated that the District has been promoting the lawnmower buy-back programs for the last five years. The District, which provides a portion of the funding, partners with local waste management companies for the program. The overall cost for the program is \$125,000 and the Air District's contribution is typically \$25,000. Ms. Lee stated that, in the past, the District has received state grants to help fund this program, but it is anticipated that

this money will not be available in 2004. The District has allocated \$25,000 for the law mower buy-back programs for 2003/04. Additional funding of \$100,000 is needed to continue the program(s) at the spring 2003 level.

Ms. Lee discussed potential sources of funding, which could include Supplemental Environmental Program (SEP) money, but this would limit the program to the specific location covered by the SEP. Another source of funding could be the General Reserves.

Committee Action: The consensus of the Committee was to continue this program in 2004 and that staff will look at ways to fund the program.

6. Resource Team Updates: *Staff and the consultant updated the Committee on recent resource team activities.*

The consultant, Community Focus, updated the Committee on Resource Team activities as follows:

1. The Marin/Sonoma team is developing a vanpool promotion aimed at starting five new vanpools in the Marin/Sonoma corridor. The team is also supporting a "School Pool" project.
2. The Napa team is also working on recruiting people to use vanpools and is looking into producing a downtown transit brochure.
3. The San Francisco/San Mateo team is working with the bike coalitions to promote "Bike to Work Week."
4. The southern Alameda County team is working on a commuter resource guide for southern Alameda County.
5. The Santa Clara team is working on local outreach to support Rideshare Thursday.
6. The Tri-Valley team is discussing ways to support the "Commuter Choice Fair" sponsored by the City of Pleasanton and Hacienda Business Park.

The Committee received an update on the Environmental Justice Resource Teams. In San Francisco, the team is working on the health assessment project in the Bayview-Hunters Point area. In East Palo Alto, the team received a \$20,000 grant from the San Francisco Foundation; the team has submitted proposals to the District for SEP funds; the team is developing a community outreach plan and will be submitting a letter to the Air Resources Board (ARB) to request that the mobile ARB van be placed in East Palo Alto.

Staff and the consultants reviewed the draft "Air Pollution Report Card To The Community." There was considerable discussion on this item. Several Committee members felt the format of the Report Card presented the information in a negative way and did not distinguish the severity levels of the violations, or indicate any violations that had been corrected. The Committee requested the Report Card be redone and another draft be brought back for consideration.

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

7. Rebidding of Contracts for Public Outreach: *Staff provided information on the procedures for rebidding the Air District's public outreach contracts, including Congestion Mitigation Air Quality (CMAQ) requirements.*

Ms. Lee presented information on the rebidding process on the five major contracts. The five contract areas are: advertising, media relations, youth outreach, community outreach and measurement. Ms. Lee reviewed the federal protocols that need to be followed to insure a fair and equitable process. After some discussion, the Committee recommended that staff handle the rebidding process and report back to the Committee on how staff arrived at their decision.

Committee Action: Director Uilkema moved that the staff handle the rebidding process; seconded by Director Young; carried unanimously without objection.

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

Ms. Lee reviewed the referrals from the last meeting.

9. Committee Member Comments/Other Business: Director Uilkema commented on the positive changes she has seen at the community meetings and attributed this to the element of trust and respect that has developed for the Executive Officer/APCO, Mr. Norton.

Director Young noted it is difficult for her to attend meetings on the second Monday of the month because of another commitment.

10. Time and Place of Next Meeting: 9:45 a.m., Monday, January 12, 2004, 939 Ellis Street, San Francisco, CA 94109

11. Adjournment: The meeting was adjourned at 11:02 a.m.

Mary Romaidis

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

November 3, 2003 meeting

1. The Committee requested that the Air Pollution Report Card To The Community be redone and another draft be brought back to the Committee for further consideration.