



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

## BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

### COMMITTEE MEMBERS

MARK ROSS- CHAIRPERSON  
JULIA MILLER  
GAYLE UILKEMA  
SHELIA YOUNG

JOHN SILVA - VICE CHAIRPERSON  
PAMELA TORLIATT  
BRAD WAGENKNECHT

MONDAY  
APRIL 12, 2004  
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 FEBRUARY 9, 2004**
4. **SPARE THE AIR PLANNING - 2004** T. Lee/4905  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff and the consultant will present and receive input on the concepts for the 2004 advertising and media campaign.*
5. **OUTREACH FOR THE 2004 OZONE STRATEGY** T. Lee/4905  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff will review the outreach to date for the 2004 Ozone Strategy and plans for community involvement and input in the future.*
6. **UPDATE ON 2004 LAWN MOWER BUY-BACK PROGRAMS** T. Lee/4905  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff will present the upcoming lawn mower buy-back program dates and program activity to the committee.*
7. **REFERRALS FROM COMMITTEE** T. Lee/4905  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff report on referrals from last committee 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., JUNE 14, 2004, 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](http://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, February 9, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:47 a.m.  
**Present:** Mark Ross, Chair, Julia Miller, John Silva, Pamela Torliatt (9:50 a.m.), Gayle Uilkema.  
**Absent:** Roberta Cooper, Brad Wagenknecht, Shelia Young.  
**Also Present:** Scott Haggerty (10:45 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of November 3, 2003:** Approval of the minutes was deferred until a quorum was present.
4. **Update on Wintertime Outreach:** *Staff provided an update on the wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, presented the report and stated that the wintertime outreach program will run through February 2004. Ms. Lee noted that as of today, the District has had no excesses of the federal 2.5 PM standard compared to seven excesses last year. Ms. Lee reviewed the media outreach, advertising, and the Santa Clara County outreach for their woodstove/fireplace change out program. There have been about 200 stoves and fireplaces changed out and the goal is to change out at least 1500 stoves and fireplaces through the duration of this program. There was discussion on the Woodsmoke Ordinance and the Committee recommended staff provide "point of sale" language to cities and counties considering a Woodsmoke Ordinance.

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

3. **Approval of Minutes of November 3, 2003:** With the arrival of Director Torliatt, a quorum present and Director Miller moved approval of the minutes; seconded by Director Torliatt; carried unanimously by acclamation.
6. **Update on the Air Pollution Report Card to the Community:** *A revised version of the air quality Report Card was brought to the Committee.*

Sarah Goldberg and Malka Koppell of Community Focus updated the Committee on the revised draft of the Air Pollution Report to the Community. Some of the changes include:

- Only closed violation notices (NOV's) are now listed.
- The exact street address location of the Air District's monitoring stations has been deleted.
- More educational information is listed on the Report.
- The Title V permit information that is listed is now Bay Area wide.

When the report is finalized, it will be sent to 60-75 businesses and community organizations. The Committee recommended several additional changes that will be incorporated into the Report.

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

7. **Recommendations for Contractors for Public Outreach Programs:** *Staff recommended contractors for media, advertising, youth, measurement and community outreach to the Committee.*

Ms. Lee reviewed the bidding process for the public outreach contracts. Staff recommends the proposed contracts be for a one-year period, with the possibility of continuing the contracts for two additional one-year periods. Staff recommends the Board approve the following contracts:

1. Communications West for youth outreach.
2. Community Focus for community outreach.
3. O'Rorke Public Relations Inc. for advertising.
4. Allison and Partners for media relations.
5. True North Research for measurement.

During discussion, the Committee also recommended that the elements of the "Thank you" man campaign be incorporated into future campaigns.

**Committee Action:** Director Torliatt moved that the Committee recommend Board approval of the staff recommendations for contractors, including the length of the contracts; seconded by Director Silva; carried unanimously by acclamation.

5. **Status of Spring Lawn Mower Buy-Back Programs:** *Staff presented an update on planning for the spring 2004 lawn mower buy-back program and funding issues.*

Ms. Lee reported that this year six counties – Contra Costa, Solano, Sonoma, Napa, San Mateo and San Francisco – and the City of Sunnyvale are interested in working with the Air District on local lawn mower buy-back programs. Staff is requesting the Board refer to the Budget and Finance Committee the transfer of \$100,000 from the Reserve for Contingencies to implement this program for 2004. Partial funding in the amount of \$35,000 has been allocated in the fiscal year 2003/04 budget.

Director Torliatt requested staff put together a brief e-mail about the lawn mower buy-back program and the specific information for each of the six counties and one city indicating how many events there are, the location and time.

Director Haggerty discussed having the lawn mower buy-back program in Alameda County again this year and requested staff to contact Alameda County to try to coordinate another buy-back program this year in that county and recommended that an additional \$35,000 be added to the request for funds.

**Committee Action:** Director Miller moved the Committee recommends the Board refer the transfer of \$135,000 from the Reserve for Contingencies to the Budget and Finance Committee to implement the Lawn Mower Buy-Back Programs for the 2004 Spring-time campaign, including expanding it to Alameda County; seconded by Director Haggerty; carried unanimously by acclamation.

8. **Committee Member Comments:** Director Miller discussed the funding and status of the Resource Teams. Ms. Lee responded that the budget process has begun for the next fiscal year. For the Resource Teams that are Spare the Air teams, the District can claim about 80% of the funding from Congestion Mitigation and Air Quality (CMAQ) funds. Funding for the Environmental Justice Resource Teams comes out of the General Fund and there is enough money in the budget now to fund the programs for next year. If there are cuts from the state, it is possible the Resource Teams will be affected.

Director Miller requested staff advise the Budget and Finance Committee if there are any other funds that have to come out of the Reserve for Contingency between now and the end of the year.

The Committee requested staff list three months on the calendar of meetings and include information on when the Committees regularly meet.

9. **Time and Place of Next Meeting:** 9:45 a.m., Monday, April 12, 2004, 939 Ellis Street, San Francisco, CA 94109.
10. **Adjournment.** The meeting was adjourned at 10:55 a.m.

Mary Romaidis  
Clerk of the Boards

mr

**Public Outreach Committee**

**Follow-Up Items for Staff**

**February 9, 2004 meeting**

1. Director Torliatt requested staff put together a brief e-mail about the lawn mower buy-back program and the specific information for each of the 6 counties and 1 city.
2. Director Haggerty discussed having the lawn mower buy-back program in Alameda County again this year and requested staff to contact Alameda County to try to coordinate another buy-back program this year in that county.
3. Director Miller requested staff advise the Budget and Finance Committee if there are any other funds that have to come out of the Reserve for Contingency between now and the end of the year.
4. The Committee requested staff list three months on the calendar of meetings and include information on when the Committees regularly meet.

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: April 1, 2004

Re: Spare the Air Planning - 2004

RECOMMENDED ACTION

Information.

BACKGROUND

Staff and the consultant will present and receive input on the concepts for the 2004 advertising and media campaign.

DISCUSSION

The Air District has retained the services of O'Rourke Advertising and Allison and Partners to assist the District with advertising and media relations. O'Rourke has been preparing concepts for the 2004 Spare the Air campaign and will present these to the committee. The following is a description of the strategy.

**Advertising Strategy:  
Real People *Spare the Air* (and they report Smoking Vehicles)**

The goal of the 2004 advertising campaign is to help residents see the *Spare the Air* program in a new, more cohesive way and to lead people through the thinking and planning steps towards sparing the air. The campaign will make changing behaviors seem possible by replacing preconceived ideas about the difficulty of change, presenting desired actions in manageable steps, and helping audience members internalize their appreciation for actions that improve their quality of life.

The strategy will focus on families, friends, neighbors and colleagues in real-life situations to appeal to the broadest possible audience and most accurately represent the true ways people think, talk and behave.

Using a progressive series of six to seven television and radio commercials, the campaign will make changing behaviors as easy as possible by:

- Identifying moments of decision when behaviors can change (such as having a car break down and deciding to call 511 for a carpool).
- Integrating existing help-based programs, such as 511 and [www.sparetheair.org](http://www.sparetheair.org).
- Showing progressive action steps: talk to boss about telecommuting, find an online bus schedule, sign up for *Spare the Air* alerts, call 1-800 EXHAUST to report a smoking vehicle, and so on.

## AGENDA NO. 4

The campaign will also encourage and support changing driving and other behaviors on Spare the Air days by:

- Demonstrating how community members—interacting together—can help each other define, achieve and maintain goals.
- Promoting the website with calls-to-action on TV and radio.
- Establishing an interactive link for community members to report activities and progress. Staff could use this feedback and ask to quote the respondents and/or involve them in media outreach activities.

### **Reality-Based Creative**

The strategy presents a ‘this is the way we live’ campaign that addresses the real-life situations and thought processes families, friends, neighbors and colleagues face in establishing values and changing behavior. The discussion format will mirror popular reality television shows. This format lets us present many messages and actions in a compelling and contemporary way, while targeting broad age and ethnic demographics and promoting all supportive options such as Bike to School, 511, and telecommuting.

The real-life format allows us to use the “family” dynamic to employ many emotions, including humor, frustration, confusion, and of course, pride and satisfaction. We will introduce friends, neighbors, and colleagues of the “family,” allowing for cultural flexibility and broad reach.

### BUDGET CONSIDERATIONS/FISCAL IMPACT:

Funds for the advertising and media campaign have been allocated in the 2003-04 budget and are proposed for continuation in the 2004-05 budget. The largest source of funding for the program comes from the Congestion Mitigation Air Quality (CMAQ) program.

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

FORWARDED: \_\_\_\_\_

Reviewed by: Peter Hess



**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Inter-office Memorandum

To: Chairperson Ross and  
Members of the Public Outreach Committee

From: Jean Roggenkamp  
Director of Planning and Research

Date: April 5, 2004

Re: Update on Outreach for the 2004 Ozone Strategy

RECOMMENDED ACTION

Information

BACKGROUND

The Air District, in cooperation with the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG), is preparing the Bay Area 2004 Ozone Strategy. The 2004 Ozone Strategy will address national and state air quality planning requirements. The 2004 Ozone Strategy will include a redesignation request and maintenance plan for the national 1-hour ozone standard and a triennial revision to the Bay Area strategy to attain the California State 1-hour ozone standard.

DISCUSSION

The District is conducting extensive public outreach associated with the 2004 Ozone Strategy, including Ozone Working Group meetings, community meetings, postings on the District website, mail-outs, printed materials, and Air Currents articles.

The Ozone Working Group (OWG) provides regular opportunities for public involvement in the ozone planning process. At OWG meetings, staff present updates on various aspects of the process and solicit discussion and public comment. Topics include public involvement efforts, modeling, development and evaluation of control measures, regulatory and rule-making updates, MTC's Transportation 2030 process, and other items. The OWG meets bimonthly, during business hours, at MetroCenter in Oakland. OWG meetings are conducted by professional facilitators, with presentations primarily by District and MTC staff. OWG meeting notices are sent to environmental and community groups, business and industry groups, elected officials, local staff, and other interested parties on District, MTC and ABAG distribution lists. Seven OWG meetings have been conducted to date.

The District has also conducted community meetings on the 2004 Ozone Strategy. Community meetings were held in the evening at community centers in Rodeo, East Palo Alto, Richmond, East San Jose, West Oakland, and southeast San Francisco. The community meetings were intended to provide background information on ozone health effects and regulatory programs, and to solicit suggestions on potential control measures. Professional facilitators assisted with the meetings, and Spanish translation and refreshments were provided. Outreach for the

meetings included: email notices to elected officials, community and environmental groups, and other interested parties; coordination with local community groups to help publicize the meetings, and; notices on local cable access community calendars. Six community meetings were held in the autumn of 2003.

In addition, District staff worked with community groups to conduct “pre-meetings”. These pre-meetings served as training sessions in which staff met with community members to provide background information, answer questions, and otherwise help participants prepare for the community meetings. Two pre-meetings were held prior to the community meetings.

Staff has prepared extensive informational materials, ranging from fact sheets and general information geared towards the layperson to more detailed discussions of modeling, control measure evaluations, and draft control measure descriptions.

The District website has a 2003-2004 Ozone Planning section that provides extensive technical information, status reports, announcements and meeting notices. Information on the website regarding the 2004 Ozone Strategy is regularly updated. Articles on the ozone planning process have appeared in Air Currents.

Future outreach efforts. The Ozone Working Group will continue to meet. The next OWG meeting is May 20, 2004 at 9 a.m. The Draft 2004 Ozone Strategy is scheduled to be released for public review and comment this summer. Staff will conduct additional OWG meetings to discuss the Draft 2004 Ozone Strategy. Staff will also conduct additional community meetings to invite public discussion. Other outreach efforts to facilitate public discussion of the Draft 2004 Ozone Strategy will include website postings, preparation of additional informational materials, Air Currents articles, and other processes.

#### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Outreach efforts for the 2004 Ozone Strategy require considerable resources. The proposed FY 2004/05 budget includes funding to continue to conduct these efforts through the completion of the process.

Respectfully submitted,

Jean Roggenkamp  
Director of Planning and Research

FORWARDED: \_\_\_\_\_

Prepared by: Henry Hilken  
Reviewed by: Peter Hess

**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: April 1, 2004

Re: Lawn Mower Buyback Programs – Spring 2004

RECOMMENDED ACTION

Information

BACKGROUND

Staff will present the upcoming lawn mower buy-back program dates and program activity to the committee.

DISCUSSION

Once again, the Air District is co-sponsoring mower exchange events with several local waste management agencies. A \$100 rebate will be available to residents of Alameda, Contra Costa, Sonoma, Solano, Napa, San Mateo, and San Francisco counties, and for residents of the City of Sunnyvale, who wish to exchange their old gas-powered mower for a new cleaner electric one.

The Air District will participate in nine community events and will have approximately 2500 lawn mowers available for Bay Area residents. This is the largest Air District sponsored lawn mower rebate program to date. With a rebate of \$100 per unit, \$70 will be contributed by the Air District, with Home Depot and Black and Decker contributing \$15 each. Local waste management agencies are providing outreach and advertising support, as well as help at the events themselves.

**Schedule of Lawn-Mower Buy-Back Events - 2004**

<b>COUNTY</b>	<b>DATE</b>	<b>TIME</b>	<b>LOCATION</b>	<b>MORE INFO</b>
<b>Contra Costa</b>	April 10	7:00 am - 10:00 pm	San Ramon Home Depot, 2750 Crow Canyon	(925) 906-1806
<b>Sunnyvale</b>	April 10	8:00 am - 11:00 am	Sunnyvale Home Depot, 690 Kifer Road	(408) 730-7262
<b>Contra Costa</b>	April 17	7:00 am - 10:00 pm	Pittsburg Home Depot, 2300 North Park Blvd	(925) 906-1806

**AGENDA NO. 6**

<b>Solano</b>	April 24	check website	Go to <a href="http://www.mowerexchange.org">www.mowerexchange.org</a> for pre-registration	(707) 421-6765
<b>Napa</b>	April 24	8:30 am - 12:00 pm	Napa Home Depot, 225 Soscol Avenue	(707) 251-0162
<b>Sonoma</b>	May 1	7:00 am - 12:00 pm	Rohnert Park Home Depot, 4825 Redwood Drive	(707) 565-3375
<b>Alameda</b>	May 8	8:00 am - 12:00 pm	San Leandro Home Depot, 1933 Davis Street	(510) 636-9600
<b>San Mateo</b>	May 15	8:00 am - 11:00 pm	San Mateo Home Depot, 2001 Chess Drive	(650) 525-9343
<b>San Francisco</b>	May 22	9:00 am - 12:00 pm	Sunset Elementary School, 1920 41st Avenue, SF	

**BUDGET CONSIDERATIONS/FINANCIAL IMPACT**

Partial funding for these programs (\$35,000) was allocated in the FY 03-04 budget. An additional authorization of \$135,000 from the Reserve for Contingencies to implement the 2004 springtime programs has been incorporated into the budget.

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

FORWARDED: \_\_\_\_\_

Reviewed by: Peter Hess

**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: April 2, 2004

Re: Referrals from Committee

RECOMMENDED ACTION

Information.

BACKGROUND

Staff response to referrals from the last meeting of the Public Outreach Committee.

DISCUSSION

There were four follow-up items from the last meeting of the Public Outreach Committee. The following is a status report on the items.

1. Director Torliatt requested staff put together a brief e-mail about the lawn mower buy-back program and the specific information for each of the 6 counties and 1 city.  
Complete, e-mail sent.
2. Director Haggerty discussed having the lawn mower buy-back program in Alameda County again this year and requested staff to contact Alameda County to try to coordinate another buy-back program this year in that county.  
Complete, the Alameda County Waste Management Agency was not sponsoring an event this year. However, the Air District will sponsor a lawn mower buy-back event at the Home Depot in San Leandro on May 8<sup>th</sup>.
3. Director Miller requested staff advise the Budget and Finance Committee if there are any other funds that have to come out of the Reserve for Contingency between now and the end of the year.  
Complete.
4. The Committee requested staff list three months on the calendar of meetings and include information on when the Committees regularly meet.  
Complete.

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

FORWARDED: \_\_\_\_\_

Reviewed by: Peter Hess