



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 26, 2004
9:15 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 APRIL 12, 2004
4. SPARE THE AIR PLANNING - 2004 T. Lee/4905
tlee@baaqmd.gov
Staff and the consultant will present and receive input on the revised 2004 advertising campaign.
5. OUTREACH FOR THE 2004 OZONE STRATEGY P. Hess/4971
phess@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. 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)
7. TIME AND PLACE OF NEXT MEETING: 9:45 a.m., JUNE 14, 2004, 939 ELLIS STREET, SAN FRANCISCO, CA.
8. 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, April 12, 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, Shelia Young (10:30 a.m.).
Absent: Brad Wagenknecht.
Also Present: Scott Haggerty (10:30 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of February 9, 2004:** Director Silva moved approval of the minutes; seconded by Director Uilkema; carried unanimously by acclamation.
4. **Spare the Air Planning - 2004:** *Staff and the consultant presented and received input on the concepts for the 2004 advertising and media campaign.*

Teresa Lee, Director of Public Information and Outreach, stated that the District is preparing for the 2004 Spare the Air campaign, which runs from June 1, 2004 through October 15, 2004. The consultants then made their presentations.

Allison & Partners presented its plan for the media campaign, which included the following:

1. Objective, strategies, and program emphasis.
2. Conducting an aggressive media relations program, including outreach to non-English speaking residents.
3. Using partnerships to extend the communications budget and increase exposure through both media and regional corporations.
4. Creating materials for an information kit that can be used by the media and a "Partner Pack" that would be available to prospective partners.
5. Develop and pitch seasonal feature stories.

The consultant also reviewed the activities and milestones for each quarter. During discussion it was noted that the Board members should be included in the process. Other discussion included the possibility of a weekly theme, recruiting volunteers, interacting with schools, working with youth to spread the message, and making sure there is an element of fun.

O'Rorke, Inc. presented their advertising theme of "Have a Plan...And Use it" and highlighted the following aspects of the campaign:

1. Ad campaign goals, which include promoting Spare the Air's importance, showing how changes in behavior can make a difference, and directing people to the web site.
2. The ad campaign strategy, which focuses on families, friends, neighbors and colleagues in real-life situations.
3. The campaign will make changing behaviors as easy as possible.
4. Once Bay Area residents have made the shift, the campaign will encourage and support them.

The consultant reviewed a progressive story that would focus on how a family would work out alternative plans to driving alone because the car is in the shop. There was considerable discussion on the story and the Committee requested O'Rorke, Inc. to return on Monday, April 26th to present more detailed information to the Committee members.

5. **Outreach for the 2004 Ozone Strategy:** This item was deferred to the next meeting on April 26, 2004. Director Uilkema requested staff provide her with a roster of the attendees of the meetings that have been held so far.
6. **Update on 2004 Lawn Mower Buy-Back Programs:** *Staff presented the upcoming lawn mower buy-back program dates and program activity to the Committee.*

Ms. Lee stated the Air District is doing approximately 25 events for Earth Day this year. Ms. Lee updated the Committee on the lawn mower events and noted that approximately 2500 lawn mowers are available for Bay Area residents. There was a discussion on battery operated electric lawn mowers and Ms. Lee reported that one had been featured in the past, but that it had been recalled, therefore, until there is something reliable, the District does not want to change them out.

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

7. **Referrals from Committee:** *Staff reported on referrals from the last Committee meeting.*

Ms. Lee reported all the referrals had been completed.

8. **Committee Member Comments:** There were none.
9. **Time and Place of Next Meeting:** 9:15 a.m., Monday, April 26, 2004, 939 Ellis Street, San Francisco, CA 94109.
10. **Adjournment.** The meeting was adjourned at 11:18 a.m.

Mary Romaidis
Clerk of the Boards

Public Outreach Committee

Follow-Up Items for Staff

April 12, 2004 meeting

1. Director Uilkema requested staff provide her with a roster of attendees fo the 2004 Ozone Strategy meetings that have been held so far.

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 19, 2004

Re: Spare the Air Planning - 2004

RECOMMENDED ACTION

Information.

BACKGROUND

Staff and the consultant will present updated concepts for the 2004 advertising campaign.

DISCUSSION

O'Rorke Inc. presented advertising concepts for the summertime Spare the Air campaign and the Smoking Vehicle program on April 12, 2004. Based on input from the committee, O'Rorke will present updated concepts for radio and television. This will include a storyboard of a television commercial and a recording of the select radio spots.

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 19, 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