



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS– CHAIRPERSON
ERIN GARNER
PAMELA TORLIATT
BRAD WAGENKNECHT

JOHN SILVA - VICE CHAIRPERSON
JULIA MILLER
GAYLE UILKEMA
SHELIA YOUNG

MONDAY
JUNE 14, 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 APRIL 26, 2004**
4. **SPARE THE AIR UPDATE - 2004**

T.Lee/4905
tlee@baaqmd.gov

Staff and the consultants will update the committee on the 2004 campaign including advertising, media and partnerships.
5. **AIR DISTRICTS 50th ANNIVERSARY**

T.Lee/4905
tlee@baaqmd.gov

Staff will present preliminary ideas and strategies for commemorating the 50th anniversary of the District's founding in 1955 and seek input from the committee.
6. **LAWN MOWER BUY-BACK PROGRAMS – 2004**

T.Lee/4905
tlee@baaqmd.gov

Staff will present a summary of the seven lawn mower buy-back programs that were held in the spring of 2004.
7. **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)

8. **TIME AND PLACE OF NEXT MEETING: 9:45 a.m., AUGUST 9, 2004, 939 ELLIS STREET, SAN FRANCISCO, CA.**

9. **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 26, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:24 a.m.
Present: Mark Ross, Chair, Erin Garner (9:25 a.m.), Julia Miller, Pamela Torliatt, Gayle Uilkema, Shelia Young (9:26 a.m.).
Absent: John Silva, Brad Wagenknecht.
Also Present: Scott Haggerty (9:27 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of April 12, 2004:** Director Torliatt moved approval of the minutes; seconded by Director Miller; carried unanimously by acclamation.
4. **Spare the Air Planning - 2004:** *Staff and the consultant presented and received input on the revised 2004 advertising campaign.*

Teresa Lee, Director of Public Information and Outreach, stated that the campaign has been revised at the direction of the Committee. The consultant, O'Rorke, reviewed the campaign and the Committee listened to a rough version of the 60-second radio promotion. The Committee provided comments and input regarding the clarity of the message, the connection to a Spare the Air day, and that the Air District's name should be more prominent.

O'Rorke presented the storyboards for the 30-second television spots and noted the television spots are a continuation of the story from the radio spots. The television spots will also be posted on the Air District's web site. The Committee provided comments and input on the following:

- The concept is good.
- The spots could highlight more specific ways to Spare the Air.
- The dialogue could be changed to include other topics related to clean air and asthma.
- The campaign should be about changing your life style.

O'Rorke received the comments and will work to implement them in the final campaign.

Committee Action: None. This report provided for information.

5. **Outreach for the 2004 Ozone Strategy:** *Staff reviewed the outreach to date for the 2004 Ozone Strategy and plans for community involvement and input in the future.*

Peter Hess, Deputy APCO, presented the report and reviewed the public outreach programs for the 2004 Ozone Strategy. Since March 2003, the outreach has included the Ozone Working Group, community meetings, training meetings, information is on the Air District's web site, there are informational materials, *Air Currents*, and coordination with the Metropolitan Transportation Commission (MTC). Mr. Hess updated the Committee on the activities of each of these programs.

Mr. Hess reviewed what the next steps would be and they include the following:

- Continue with the Ozone Working Group; its next meeting is scheduled for May 20th.
- On April 20th there will be a California Environmental Quality Act (CEQA) scoping meeting.
- During the summer of 2004 there will be public review and comment on the draft 2004 Ozone Strategy.
- Additional community meetings will be held.
- The information on the web site and in *Air Currents* will be updated.

The Committee also discussed greenhouse gas emission reductions and it was noted that the Air District would be looking at this issue. In response to a question from Chairperson Ross, Mr. Hess stated that the first draft of the Ozone Strategy Plan has been released and it is anticipated that it would come before the Board at the end of the year.

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

6. **Committee Member Comments:** There were none.
7. **Time and Place of Next Meeting:** 9:45 a.m., Monday, June 14, 2004, 939 Ellis Street, San Francisco, CA 94109.
8. **Adjournment.** The meeting was adjourned at 10:33 a.m.

Mary Romaidis
Clerk of the Boards

mr

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: June 3, 2004

Re: Update on the Spare the Air 2004 Campaign

RECOMMENDED ACTION

Information.

BACKGROUND

Staff and the consultants will give an update on the 2004 campaign including advertising, media and partnerships.

DISCUSSION

Advertising: The goal of the Air District's advertising campaign is to help residents see the *Spare the Air* program in a new, more holistic way and to lead people through the thinking and planning steps towards sparing the air.

Incorporating Public Outreach Committee feedback, the original progressive series was altered to revolve entirely around *Spare the Air* days. The series now focuses on the many factors contributing to *Spare the Air* days and 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.

To appeal to the broadest possible audience and most accurately represent the true ways people think, talk, and behave, the strategy focuses on family, friends and colleagues in real-life situations. Using an episodic approach with seven to eight television and radio commercials, the Real People *Spare the Air* campaign will make changing behaviors as easy as possible by identifying moments of decision when behaviors can change and then showing progressive action steps.

On the surface, the episodes are intended to convey a sense of fun. At the same time they are serious and hard-hitting and packed with information and incremental behavior changes for *Spare the Air* days. Themes addressed in each episode include:

Weekend Spot: Shows how the family adjusts their routine because it is a *Spare the Air* Day-by not painting the porch or using BBQ lighter fluid – they decide to go to the ballgame instead and take BART.

AGENDA NO. 4

- Office AirAlerts: Highlights the email AirAlert for Spare the Air days, and discusses various commute alternatives for Spare the Air days—such as working from home, carpooling, bike to work and traveling in a hybrid.
- Trip-linking: Addresses the problem of cold starts and the price of gas, and emphasizes BART, trip-linking, and carpooling as desirable behaviors.
- Smoking Vehicle: Shows how children riding bikes are impacted by vehicle exhaust and that it is not good for lungs. Encourages people to report smoking vehicles to reduce this problem.
- Spare the Air: Explains what a *Spare the Air* day is and why it is important (preventing and reducing asthma attacks). Encourages people who normally drive alone to take BART or bike on *Spare the Air* days.
- Wood Smoke: Explains the winter Spare the Air program and how winter pollutants—fine particulate matter can contribute to deteriorated breathing function.

To set the tone from the start, the Real People *Spare the Air* campaign will be preceded by a campaign launch, which links the Air District with *Spare the Air*. It features the Executive Officer introducing the summer campaign while highlighting its importance and the very serious health issues at hand. In it, he encourages everyone—especially employers—to sign up for email AirAlerts today.

The audience is provided with clear direction on the steps to take. Each *Spare the Air* spot closes with the following call to action: “So—what are YOU going to do on the next *Spare the Air* day?”

Campaign Schedule: The campaign was developed to ensure that it captures viewers’ and listeners’ attention early on, enticing them to pay more attention as the campaign progresses. It also makes judicious use of prime time scheduling:

- | | |
|---------|---|
| June 7 | Radio launches, promoting the “roadblocked” launch ad with Jack Broadbent scheduled for June 9 prime time on most network stations and cable. |
| June 16 | The first “episode”—Weekend Spare the Air—is also roadblocked for prime time (the radio promos launch June 14).
BART wrap advertising launch, featuring a very clean, elegant design simply stating, “Spare the Air. Ride BART.” |
| Summer | The remaining episodes and the outdoor campaign are staggered throughout the summer. |
| Fall | Wood Smoke episode airs. |

AGENDA NO. 4

The media consultants, Allison and Partners, will also update the committee on the summer media plan and partnerships that have been formed and take input from the committee.

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: Teresa Galvin Lee
Director of Public Information and Outreach

Date: June 3, 2004

Re: Air District's 50th Anniversary

RECOMMENDED ACTION

Information and input.

BACKGROUND

The Air District will be commemorating the 50th anniversary of its founding in 2005. Staff and the consultant will present some ideas for outreach on this event and take input from the committee.

DISCUSSION

On September 7, 1955 Governor Goodwin Knight signed the Bay Area Air Pollution Control Law which authorized the establishment of the Bay Area Air Pollution Control District. The first meeting of the Board of Directors of the new District was held on Wednesday, November 16, 1955. At the time there were 3 million people in the Bay Area and 1.7 million vehicles. Air pollution was becoming a problem – in fact the agricultural interests in the Santa Clara Valley were so alarmed about air pollution damage to their crops that they initiated the call for an air pollution control district to tackle the problem on a regional basis. In addition to motor vehicles, industrial emissions were unrestrained and large dump fires burned 24 hours a day.

Next year, the Air District will mark the 50th year of its existence. This is an opportunity to engage the public in a conversation about air quality in the Bay Area. Staff would like to receive input from the committee on a number of ideas and to begin planning the 50th anniversary. Some initial thoughts include:

- Discussing the improvements that have occurred in air quality over the years,
- Stressing that while improvements have been made, much still needs to be done,
- Focusing on the near term and longer term solutions,
- Producing an “annual report” that would include historical data as well as current air quality conditions and challenges in the Bay Area,
- Inviting special feature coverage in the Sunday magazine section of local papers,

- Op-ed pieces on air quality for local papers authored by Board members,
- Seeking opportunities to highlight the Air District in the media, possibly with longer pieces devoted to the history and challenges ahead,
- Planning a mid-September (signing of the initial legislation) or mid-November (first meeting of the Board of Directors) media event,
- Widely distribute the ARB video “With Every Breath: Health Effects of Smog” and the District video) presently in production).
- Integrating a 60 second spot for TV on the history and future challenges of air pollution control into the 2005 summer advertising campaign.

Staff would like input from the committee on these suggestions and any additional ideas that committee members may have.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Some of the costs for media outreach can be included in the scope of work of the existing contractors. Additional costs would depend on the items included in the campaign. A more detailed budget will be developed with associated costs as the campaign unfolds.

Respectfully submitted,

Teresa Galvin Lee
Director of Public Information and 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: June 2, 2004

Re: Lawn Mower Buyback Programs – Spring 2004

RECOMMENDED ACTION

Information.

BACKGROUND

Staff will present a summary of the 2004 lawn mower buy back programs that were held in April and May of 2004.

DISCUSSION

Between April 10 and May 22, the Air District's Lawn Mower Exchange Program held its annual series of events to promote reduction of air pollution and green waste. Bay Area residents were invited to nine locations where they could trade-in their old gasoline mowers for recycling and receive a \$100 instant rebate on a Black & Decker corded electric mower. The new mower that normally retails for \$179 was available at the event for the reduced price of \$79 plus tax. In all, 1588 mowers were exchanged at these Air District-sponsored events.

These Lawn Mower Buyback events were run as partnerships between the Air District and local waste management agencies. Events were held in eight locations including: San Francisco, San Mateo, Alameda, Contra Costa, Solano, Sonoma, and Napa, and the City of Sunnyvale. The events were held in the parking areas of Home Depot stores, except for the San Francisco event, which was offsite in a school parking lot.

The use of "overflow vouchers" ensured that any resident who showed up at one of these events could get a mail-in rebate if new mower supplies ran out. Only eight overflow vouchers were used. The estimated emissions reductions for replacing 1588 gasoline lawn mowers with 1588 electric lawn mowers are:

- ROG: 6.48 tons per year
- NOx: .18 tons per year
- PM: .20 tons per year
- CO: 59.35 tons per year

OUTREACH

The District received free media coverage in the newspapers as a result of press releases issued for each event. In addition, paid advertising was purchased in Alameda County newspapers. Free television included two television pieces – the first was a feature story on KGO with Sandra Patel at Sims Metal Recycling in Redwood City where the lawn mowers are crushed. There was also a live KTVU (Channel 2) broadcast at 8 AM in Golden Gate Park featuring a footrace between the mascots of the Giants and the A's.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Partial funding for these programs (\$35,000) was allocated in the FY 03-04 budget. Additional funding of \$135,000 was allocated from the Reserve for Contingencies. Staff estimates that when all the bills are received, the total cost will be \$130,000.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

FORWARDED: _____

Reviewed by: Peter Hess