



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS– CHAIRPERSON
ERIN GARNER
JULIA MILLER
GAYLE UILKEMA
SHELIA YOUNG

JOHN SILVA - VICE CHAIRPERSON
ERLING HORN
PAMELA TORLIATT
BRAD WAGENKNECHT

MONDAY
SEPTEMBER 13, 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 JUNE 14, 2004**
4. **SPARE THE AIR UPDATE - 2004** **P.Hess/4971**
phess@baaqmd.gov
Staff and the consultants will update the committee on the 2004 campaign.
5. **YOUTH OUTREACH** **T.Lee/4905**
tlee@baaqmd.gov
Update on activities associated with youth outreach including the Clean Air Challenge and the national Children's Theater. Also staff will review the partnerships the Air District has developed to assist in funding the programs.
6. **AIR DISTRICT'S 50th ANNIVERSARY** **T.Lee/4905**
tlee@baaqmd.gov
Staff will present ideas and strategies for commemorating the 50th anniversary of the District's founding in 1955.
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., NOVEMBER 8, 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, June 14, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:48 a.m.
Present: Mark Ross, Chair, Erin Garner, Julia Miller, John Silva, Pamela Torliatt (9:59 a.m.), Gayle Uilkema, Brad Wagenknecht.
Absent: Shelia Young.
Also Present: Scott Haggerty (10:38 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of April 26, 2004:** Director Miller moved approval of the minutes; seconded by Director Silva; carried unanimously by acclamation. (The approval of the minutes includes a change in the heading to indicate the meeting was scheduled to begin at 9:15 a.m.)
4. **Spare the Air Update - 2004:** *Staff and the consultants updated the Committee on the 2004 campaign including advertising, media and partnerships.*

Tracy Keohe of O'Rourke, Inc. presented the television and radio spots for the Spare the Air, Smoking Vehicle, and Wintertime Spare the Air campaigns. Ms. Keohe noted that the spots reflect the feedback received from the Committee at its April 26th meeting. The Committee provided suggestions for some minor revisions to several of the spots.

Courtney Newman of Allison and Partners updated the Committee on the summer media plan and reported on the lawn mower race between the mascots from the Giants and A's baseball teams (Lou Seal and Stomper). Ms. Newman discussed the press conference that will take place on June 16th at 1:00 p.m. at the Hayward BART yard to promote Spare the Air and announce the five free week day morning commutes BART is offering. The press conference will also highlight the BART trains that have been wrapped with a Spare the Air message. In response to a question from Director Torliatt, Ms. Newman noted that a 511 trip planning message will be included in the Spare the Air press releases.

The Committee discussed, and requested that staff investigate, the possibility of holding Board and Committee meetings by teleconference on Spare the Air days. Chairperson Ross referred this item to the Board Executive Committee.

Ms. Newman also discussed the following: 1) general Spare the Air op eds that can be customized for each county; 2) a feature on one of the Clean Air Champions; and 3) continuing to work with various corporate partnerships. Ms. Newman noted that several of the corporate partners will be donating items for the end of the Spare the Air season drawings.

Judi Goldblatt of RIDES updated the Committee on their work with employers, schools and libraries. Ms. Goldblatt also discussed the reader boards that will announce that it is a Spare the Air day. Several Committee members suggested additional reader boards that might also be available to run the Spare the Air message. Ms. Goldblatt reported on the employer workshops and events that RIDES has attended.

Committee Action: None. This report provided for information.

5. **Air District's 50th Anniversary:** *Staff presented preliminary ideas and strategies for commemorating the 50th anniversary of the District's founding in 1955 and sought input from the Committee.*

Teresa Lee, Director of Public Information and Outreach, stated that the 50th anniversary of the founding of the Air District would occur in 2005. Ms. Lee noted that the celebration would be a year-long opportunity to talk about how far the Air District has come and how much still needs to be done. Other ideas include:

- Producing an annual report,
- Op-ed pieces on air quality for local papers,
- Planning a media event around the date of the initial legislation or first meeting of the Board of Directors,
- Distributing the Air Resources Board video "With Every Breath: Health Effects of Smog" and the Air District video, and
- Integrating a 60 second spot for television on the history and future challenges of air pollution control into the 2005 summer advertising campaign,

The Committee discussed a theme or slogan for the anniversary and suggested staff see what other agencies and organizations have done. Ms. Lee stated that staff would conduct the research and bring the item back to the Committee in September.

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

6. **Lawn Mower Buy-Back Programs – 2004:** *Staff presented a summary of the seven lawn mower buy-back programs that were held in the spring of 2004.*

Ms. Lee presented the report and stated that all of the events were completed from April 10th through May 22nd and noted that San Francisco and San Mateo counties were added this year. There were 1,588 lawn mowers exchanged.

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

7. **Committee Member Comments:** Ms. Lee reported on the 5 day forecast for air quality, which is an enhancement to the Spare the Air program, and that it will be on the web site soon.

Chairperson Ross asked about additional monies that might be available to extend the 5 free days on BART. Peter Hess, Deputy APCO, noted that the funds come from Congestion Mitigation Air Quality (CMAQ) through the Metropolitan Transportation Commission (MTC).

8. **Time and Place of Next Meeting:** 10:00 a.m., Monday, August 9, 2004, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 11:02 a.m.

Mary Romaidis
Clerk of the Boards

mr

PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

June 14, 2004

1. The Committee requested staff follow-up on the possibility of holding Board and Committee meetings by teleconference on Spare the Air days; this issue was referred to the Executive Committee.

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: September 2, 2004

Re: Update on the Spare the Air 2004 Campaign

RECOMMENDED ACTION

Receive and file.

BACKGROUND

Staff will give an update on the 2004 campaign.

DISCUSSION

The first Spare the Air day of 2004 occurred on Saturday August 28th when warm temperatures and stagnant air caused an advisory to be issued. Staff issued a press release, alerted the employer network, sent e-mails to 2200 members of the AirAlert network and triggered changeable message signs with Caltrans and a number of other partners. Real time radio and television ads were also purchased. Press response was very good, with television interviews on four Bay Area networks, several radio interviews and print stories in most major newspapers on Saturday. In addition, at least three Bay Area meteorologists mentioned the Spare the Air advisory in the weathercast. A copy of the media report is attached.

In spite of the warm temperatures, there were no excesses of the federal one hour or eight hour ozone standards. There was a single excess of the more stringent state ozone standard at Livermore. Thus far there have been four days of excesses of the state standard. These occurred in Redwood City and Sunnyvale on April 26, in Livermore on May 2, August 11 and August 28, and in Bethel Island on August 11.

Prior to the weather pattern in the last week in August, weather conditions in the Bay Area had been characterized by a series of upper level troughs off the coast. This produced a deep marine layer along the coast, with windy and cooler temperature conditions inland.

Advertising and Media

Seven "wrapped" BART trains have been running since mid June. A press conference to announce the partnership with BART was held on June 16th, and was extensively covered in the media. Television and radio ads with a Spare the Air message continue to run throughout the month of August, as does a premier billboard on the west side of the Bay Bridge. Several of the 8-sheets and 30-sheets outdoor billboards remain up as well.

During the months of June and July, youth television ads as well as the Chinese television and Spanish radio ads were running.

In addition, the Air District participated in a number of high profile community events this summer including the Health and Harmony Festival (Sonoma), Fiesta Filipina (San Francisco), Radio Disney's "Evening of Magic and Music" (Mountain View), First Wednesday Street Parties (Livermore), and the Art and Wine Festival (Vallejo). Upcoming events include KFOG's Art and Soul Festival (Oakland), the South Beach Block Party (San Francisco), the Sunol Country Festival (Sunol), KISS Old School Fiesta (San Jose), and the Alameda County Home and Garden Show (Pleasanton). The Air District also had a presence at numerous employer events.

BUDGET CONSIDERATIONS/FISCAL IMPACT:

Funds for the advertising and media campaign are contained 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

Reviewed by: Peter Hess

FORWARDED: _____

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: August 26, 2004

Re: Youth Outreach

RECOMMENDED ACTION

Information.

BACKGROUND

Staff will update the committee on activities associated with youth outreach including the National Children's Theater and the Clean Air Challenge. This will include the partnerships the Air District has developed to assist in funding the programs.

DISCUSSION

The Air District has begun to establish a presence in Bay Area schools through two programs. The National Children's Theater has performances with a clean air theme for kindergarten through fifth grade and the Clean Air Challenge is a curriculum for sixth through tenth grades.

Funding for this element of youth outreach has come from a variety of sources: partnerships with private companies, supplemental environmental projects (SEPs) and Air District funding. Private sector partnerships have been established with Agilent Technologies, NUMMI, Toyota and Kaiser Permanente. These partners have committed nearly \$100,000 toward the in-school programs for the current 2004-2005 school year.

The Air District has supplemented the school programs by earmarking a certain percent of SEP funds to schools near the facilities that generated the funding. This has included SEPs in Martinez, Rodeo, East Palo Alto and Livermore. Air District funding of \$35,000 is being used to supplement the private and SEP funding and is being earmarked for areas that would not otherwise have funding. For the 2004-05 school year, the Air District's clean air message will reach students in six of the nine counties in the Air District's jurisdiction including San Francisco, San Mateo, Santa Clara, Contra Costa, Alameda and Sonoma. The three counties that remain – Marin, Napa and Solano – will be targeted in the next round of funding.

The combined private and public resources translates into a robust in-school program that includes instruction of the Clean Air Challenge curriculum in 170 Bay Area middle schools, and more than 100 theater performances in more than 50 elementary schools. Air District in-school programs will

reach nearly 50,000 students throughout the upcoming school year at an average cost of \$4.25 per student.

The Bay Area's in-school programs are becoming a model for other Air Districts. Similar programs are now developing in Sacramento and Placer counties, through our partnerships with these Air Districts.

Staff and the consultant, Communications West, will be available to answer questions from the committee.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the 2004-05 in-school programs has been allotted in the Air District budget. The amount is \$35,000. Supplemental funding is being contributed by private funds and by SEP funds dedicated to education.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

FORWARDED: _____

Reviewed by: Gary Kendall

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: August 27, 2004

Re: Air District's 50th Anniversary

RECOMMENDED ACTION

Receive and file.

BACKGROUND

The Air District will be commemorating its 50th anniversary in 2005. Staff 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 established the Bay Area Air Pollution Control District. The first meeting of the Board of Directors was held on Wednesday, November 16, 1955.

Next year, the Air District will celebrate its 50th anniversary. Staff has met with media consultants Allison and Partners to bring ideas to the committee for input. The following are suggestions to consider. In order to proceed in a timely manner, the basic framework of the anniversary celebration should be decided soon.

I. Feature Articles and Stories

Staff is identifying publications with long lead times for feature articles so we can begin pitching story angles now for publication in 2005. Some of these include the local monthly magazines, major newspaper Sunday magazine sections as well as business journals around the Bay Area—each pitch would be geared to local interests. Broadcast public affairs programs and national media outlets are also being researched. The strategy is to keep the air quality progress story going throughout the year.

The overarching theme is “How far we’ve come and where we are going.” Media pitches being considered include:

- Focus on air quality improvements over the past 50 years

- The Air District as a leader in the field - first-of-its-kind regulations and other innovative programs
- Illuminate special landmark regulations and the associated emissions reductions (e.g., semiconductor regulation, vapor recovery, refinery controls, etc.)
- “Command and control” and voluntary participation (e.g., Spare the Air) as means to reducing air pollution
- Behind-the-scenes: Journalist to ride along in source test van or with an inspector
- Rule-making: focus on the workshop process involving industry, community groups and others to develop reasonable, feasible regulations

Other strategies:

- Inserts in Bay Area newspapers
- Sixty second radio spots on air quality
- “Charticles” – charts or graphs with short explanatory blurbs or facts
- B roll of historical footage
- Photo news releases with then/now pictures

II. **The Clean Air Journey – 1955-2005 Calendar**

Overall Goal: Since the anniversary is a one-year event—the calendar would keep the message going for a full year. The historical research and data included in the calendar would also be used for the background section proposed for the adjunct piece in the Annual Report. The major goal of the calendar would be to showcase the District’s leadership role in air quality improvements over the last 50 years despite the tremendous growth of the region.

Possible Concept: Each month would feature a present-day view of a county in the District. The caption would cite the county’s population and motor vehicle statistics for 1955 and 2005, the percent of industry and agriculture—and/or other pertinent facts. Pictures of three bridges that connect the counties can be used to fill out the twelve months. Design permitting, a timeline of air quality landmarks might be run along the bottom of every page.

To the right of the calendar grid – historical pictures showing an air quality problem (such as open burning) – and then the remedy.

III. **Annual Report:**

Staff has begun to do research on an Annual Report which would be expanded to include past statistics and trends. If the Annual Report is to include all calendar year statistics, and be quality-assured, it would be ready for publication at the end of February.

IV. **Celebration** – We could consider having a celebration around one of the key events in 1955 – the September signing of the legislation creating the District (September 7) or the first meeting of the Board of Directors (November 16). This could be a dinner or a luncheon. Possible dates could include late August or early September or a date around the first meeting of the Board in November. Invited guests could include prominent air quality officials, the Bay Area’s Congressional delegation and past board members—many of whom have gone on to higher office. Present Board members could act as “hosts or ambassadors” for their fellow past board members. We would need to send a “save the date” notice well ahead of time to enhance the possibility of attendance.

Costs:

To defray the cost of the 50th anniversary celebration we could consider sponsorships—for advertising in newspaper inserts, possible sponsorship of “Clean Air Minutes” on radio, and display possibilities if there is a gala event.

Other:

“Clean Air Leadership” Awards could be given to individuals, innovations, companies, industries or groups that have assisted in clearing the path to clean air over the five decades.

Kite flying for clean air – The Air District could hold a kite-flying event at Crissy Field, offering free kites with the Air District logo and “Celebrating 50 years” to the first 300 participants to arrive.

Website: Online historical photos and stats could be made available for education of the general public and use for the media.

A panel of experts from government and industry could be assembled for a predictions piece on “Bay Area air quality fifty years from now.”

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding of \$50,000 has been allocated for the 50th anniversary. Additional funding could be secured by sponsorships or underwriting. With input from the committee, staff will proceed and develop a more precise budget.

Respectfully submitted,

Teresa Galvin Lee
Director of Public Information and Outreach

FORWARDED: _____

Reviewed by: Gary Kendall