



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
NOVEMBER 8, 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 SEPTEMBER 13, 2004**
4. **WINTERTIME OUTREACH – 2004/2005** T. Lee/4905
tlee@baaqmd.gov
Staff and the consultants will discuss plans for the upcoming wintertime outreach campaign including media and advertising strategies, and take input from the committee.
5. **RESOURCE TEAM UPDATE** T.Lee/4905
tlee@baaqmd.gov
Staff and the consultant will update the committee on the air quality projects undertaken by the Spare the Air Resource teams and take input from the committee.
6. **REFERRALS FROM COMMITTEE** T.Lee/4905
tlee@baaqmd.gov
Staff report on referrals from last committee meeting.

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., JANUARY 10, 2005, 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, September 13, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:51 a.m.
Present: Mark Ross, Chair, Erin Garner, Erling Horn (10:05 a.m.) Julia Miller, Pamela Torliatt, Brad Wagenknecht.
Absent: John Silva, Gayle Uilkema, Shelia Young.
Also Present: Scott Haggerty (10:48 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of June 14, 2004:** Director Wagenknecht moved approval of the minutes; seconded by Director Miller; carried unanimously by acclamation.
4. **Spare the Air Update - 2004:** *Staff and the consultants updated the Committee on the 2004 campaign.*

Peter Hess, Deputy APCO, provided an update of the Spare the Air campaign and noted that there have been four Spare the Air advisories to date. Mr. Hess stated that there have not been any excesses of the federal one-hour or eight-hour standards, but that there have been five excesses of the state standard.

Mr. Hess noted that there was good media coverage for Spare the Air and he reviewed the results of the 829 telephone surveys that were conducted. There were two free BART days, September 7th and 8th, which resulted in a total of 41,000 additional riders. Concurrent with the free BART days, the Livermore Amador Valley Transportation Authority also had a promotion that resulted in 1,586 additional riders on WHEELS. Mr. Hess reported that the transit promotions prevented 2.8 tons of VOC, NO_x and CO pollution and 310 tons of CO₂.

Courtney Newman of Allison and Partners reviewed the meetings she had with meteorologists during the summer in preparation for the Spare the Air Day season. Ms. Newman discussed her outreach efforts to the Hispanic community and noted that the largest Spanish speaking station in the Bay Area, Channel 14, promoted Spare the Air Days.

Director Erling Horn arrived at 10:05 a.m.

Committee Action: None. This report provided for information.

5. **Youth Outreach:** *The Committee was updated on activities associated with youth outreach including the Clean Air Challenge and the National Children's Theater. Also, staff reviewed the partnerships the Air District has developed to assist in funding the programs.*

Frank Kappler of Communications West provided an overview of the Clean Air Challenge pilot program that was done in the Bay Area and stated that the reports on the program at the end of the year were very positive. The Clean Air Challenge program is for middle and high school students and the National Children's Theater performances are geared for elementary schools.

Kevin Plagman of Communications West reviewed the funding and sponsorships that have been secured to carry out the programs through the next academic year. Mr. Plagman stated that the teacher training will start in November and the theater performances will start in October.

Director Torliatt requested a chart be provided to the Board members showing when and where the theater performances will take place. Director Torliatt also requested that Messers. Kappler and Plagman look into working with the garbage companies on possible sponsorship of the programs. Mr. Plagman noted there is a grant pending from Altamont Landfill in the amount of \$70,000.

In response to a question from Director Wagenknecht, Luna Salaver, Public Information Officer, stated that there are activity books and measurement tools for the programs and that the contractors know the standards that are required for the school curriculum.

The Committee requested staff provide a spreadsheet that indicates the location of the schools where the youth outreach programs are being presented. Ms. Salaver reported that the pilot program focused on the following counties: San Mateo, Santa Clara, Alameda, Contra Costa and Sonoma. There was discussion on possible funding from Toyota and NUMMI and their concerns about the curriculum message not being that "cars are bad."

Chairperson Ross requested that copies of the asthma study report be forwarded to Board members.

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

6. **Air District's 50th Anniversary:** *Staff presented ideas and strategies for commemorating the 50th anniversary of the District's founding in 1955.*

Jack Broadbent, Executive Officer/APCO, stated that next year is the Air District's 50th anniversary and that this District is the oldest regional air pollution control agency.

Lucia Libretti, Supervising Public Information Officer, presented ideas and goals for the 50th anniversary celebration. Ms. Libretti reviewed the following: 1) Media strategies; 2) A celebration event; and 3) A 1955-2005 calendar that would highlight "The Clean Air Journey."

The Committee offered the following comments and suggestions:

- The focus should be on fun events like the kite flying.
- Show that the District is working with the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) since they are the District's partners.
- There should be a focus on greenhouse gas emissions as the District's new charge.
- The District needs to be careful about the now and then messages, in particular regarding the number of cars on the road today versus 1955.
- The events should focus on the public and indicate this is how far **you** have come.

Director Scott Haggerty arrived at 10:48 a.m.

- Success stories are good, such as the elimination of lead from gasoline and the reduction of high solids paints and better equipment in this industry.
- The consumer benefit could be highlighted.

Ms. Libretti reviewed the concept of the 2004 Annual Report and an adjunct piece. The adjunct piece would be a separate generic booklet that could be used for about three years before it would be revised. Ms. Libretti reviewed the type of information that would go into the Annual Report.

There was discussion on the size of the report, the cost, creating a document that will be read, using soy-based ink for printing, that the public deserves a report card on what is happening, limiting the number of copies, post the Annual Report to web site, and the need for accountability.

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

7. **Committee Member Comments:** There was discussion on two articles that were in the *San Francisco Chronicle*. One regarding flare monitoring and the lack of incident reports, and another article being critical of the District in that there was only 15% participation in Spare the Air days. Mr. Broadbent stated that the District is preparing a response back to the Editorial Board indicating that it is factually incorrect and that the District will also try to respond to the second article. Director Miller requested the *San Francisco Chronicle* articles be e-mailed to the Board members.

Director Garner announced that the City of Monte Sereno is in the process of adopting a woodsmoke ordinance. There was a discussion on Clean Air Practices certification that are given to agencies or businesses. Director Torliatt stated that the Green Business certificate program could be used as a model. Director Garner suggested a checklist might be appropriate.

8. **Time and Place of Next Meeting:** 9:45 a.m., Monday, November 8, 2004, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 11:16 a.m.

Mary Romaidis
Clerk of the Boards

mr

PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

September 13, 2004

1. Staff was requested to provide a chart to the Board members showing when and where the theater performances will take place.
2. Messers. Kappler and Plagman were requested to look into working with the garbage companies on possible sponsorship of the youth outreach programs.
3. The Committee requested staff provide a spreadsheet that indicates the location of the schools where the youth outreach programs are being presented.
4. Chairperson Ross requested that copies of the asthma study report be forwarded to Board members.
5. Director Miller requested the two *San Francisco Chronicle* articles be e-mailed to the Board members.

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: October 29, 2004

Re: Wintertime Outreach – 2004/2005

RECOMMENDED ACTION

Information.

BACKGROUND

Staff and the consultants will discuss plans for the upcoming wintertime outreach campaign including media and advertising strategies, and will take input from the committee.

DISCUSSION

The Air District will begin its wintertime outreach program the week of November 15th. It will focus on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign will run through February 2005. The Air District will issue a *Spare the Air Tonight* advisory any day that is forecast to reach 150 on the Air Quality Index (AQI) scale, corresponding to the level at which the air is considered unhealthy to breathe for everyone. Staff and the Air District's consultants have developed a draft outreach plan for media and advertising to present to the committee.

Media Outreach

Allison & Partners, the Air District's media consultants, will work on an ongoing basis to supplement staff outreach. A&P will focus on securing placement of feature stories that spotlight the programs and initiatives of the Air District and/or help promote air pollution prevention behaviors among Bay Area residents. The wintertime outreach program will launch with a press release the week of November 15th, the week prior to the Thanksgiving holiday.

Possible media topics include:

- How to burn a cleaner wood fire. Will include information about gas fireplaces and tips for building a more air-friendly fire in a traditional fireplace. Tie this pitch in with asthma and signing up for AirAlerts.
 - Supplemental graphic: How temperature inversions cause dangerous air quality conditions in cold weather.
- Summer's over, but season's fires keep "Spare the Air" alive through the winter.
 - Supplemental graphic: Comparison that graphically shows how much pollution a person will inhale – or that is produced by an average winter's evening home fire.

AGENDA NO. 4

- Indoor air quality for the holidays. Will focus on wood burning tips such as not burning wrapping paper.
 - Supplemental graphic: Effects of PM pollution on the human body.
- Costs and benefits of gas fireplaces and other clean air alternatives to traditional fireplaces.
 - Allison & Partners has secured KGO-TV's Michael Finney ("7 on Your Side") to cover the installation of a gas fireplace in the home of Public Information Officer Luna Salaver.
- Bay Area residents make clean air New Year's resolutions. This pitch may provide an opportunity to highlight the efforts of current Clean Air Champions or Clean Air Challenge Curriculum students.
- Santa Clara residents trade in wood burning fireplaces. This pitch will include the number of South Bay residents who have taken advantage Air District program to swap-out old wood burning stoves for gas ones or to retrofit a wood burning fireplace to burn natural gas.

Strategies to supplement media outreach

- Spokespersons. Identify persons who have been directly affected by wood smoke pollution (e.g., a lung disease sufferer) and recruit them to be spokespersons for the Air District, an approach that lends a human face to the issue of wood smoke.
- Op-eds. Write and place op-eds for Board members in three northern counties that are considering adopting a woodburning ordinance – Napa, Sonoma and Solano.
- Survey. Supplement the wintertime survey that will be conducted by True North regarding what people know and don't know about the dangers of wood smoke to yield headline-making stories. Examples of survey questions and resulting sample headlines include:
 - How many Bay Area residents know the damage a single indoor wood fire can do to the air quality?
 - How many people think it's harmless to the environment to burn a wood fire? (Headline: 99% of respondents think wood fires are romantic and don't know the dangers).

Advertising Strategy

Building on the success of the summer campaign, the Air District will produce a winter *Spare the Air* spot with Executive Officer Jack Broadbent who will deliver a serious wood burning message reinforcing the "family" version of the wood smoke ad produced last spring. There will be both a television and radio spot.

Messages

The message will begin with a "Thank you" to Bay Area residents for taking *Spare the Air* seriously this summer and continue with a message about the air pollution produced from burning wood. It will end with a call to action, asking residents to not burn wood in traditional fireplaces and to instead explore the idea of replacing traditional fireplace with a new gas fireplace.

AGENDA NO. 4

It will have similar look and feel to the summer message and will promote and link *Spare the Air* with the Air District.

Media Buy

Fourth quarter advertising is an expensive time to buy media due to the holiday shopping season, but we plan to place some strategic television and radio spots the three days leading up to Thanksgiving and then book the majority of the media in first quarter of 2005 when time is less expensive. Fortunately, the first quarter begins on Monday, December 27, so we can book a good deal of media from December 27th through the weekend, ending January 2—a popular time to sit around the house watching television and also a popular time for families and friends to start fires in their wood fireplaces.

Events/Partners

Staff and the consultants are working to identify events appropriate to deliver the wood smoke message and distribute material. In some cases partners may distribute the material and in others staff will directly present the materials. We are also working to place *Woodburning Handbooks* in community locations.

Other

The Spare the Air web page – www.sparetheair.org - is being updated to reflect the winter program. The AirAlert e-mail notification system will remain active during the winter and the 24,000 people who subscribe to the system will receive an AirAlert if a *Spare the Air Tonight* advisory is issued.

Staff and RIDES for Bay Area Commuters will continue to work with the 2,200 employers in the Spare the Air program. A thank you letter for participating in the summertime program will be sent in November, along with an order form for wintertime outreach materials.

Staff is also developing internal bus cards with a wintertime message that can be distributed to transit carriers.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds were allocated for the *Spare the Air Tonight* activities in the 2004-05 budget. Funding for the wood smoke/fireplace change out program is being provided by Calpine and Santa Clara Power and Light as part of the California Energy Commission's (CEC's) approval to build and operate power plants in Santa Clara County.

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: October 24, 2004

Re: Resource Team Updates

RECOMMENDED ACTION:

Information.

BACKGROUND

The Air District has a network of grass roots resource teams throughout the Bay Area including six Spare the Air Resource Teams and two Community Resource Teams. Staff and the consultant will give an update on the activities of the teams.

Spare the Air Resource Teams:

Tri-Valley:

The Tri-Valley Air Quality Resource Team is providing support to place the Clean Air Challenge curriculum in four Tri-Valley middle schools (in Dublin, Livermore, San Ramon and Pleasanton). The resource team is also pursuing a more formal relationship with the Go Green Initiative, an initiative sponsored by the national Parent Teacher Association to assist schools and students to be more environmentally responsible. Finally, the team hosted a commuter transit fair at Carr American in Pleasanton on October 7.

Napa:

The Napa Valley Clean Air Coalition is planning a "Car-Free" Napa Valley project. A subcommittee of the team has been formed to incorporate shuttles into the project. The Coalition will develop a web site promoting the project and seek funding for a weekend shuttle service. Clean Air Coalition members also staffed a fair to promote carpooling, transit and the Coalition on October 21 in downtown Napa.

San Francisco-San Mateo:

The San Francisco-San Mateo Air Quality Resource Team is pursuing a car-free tourism project for the City of San Francisco.

Santa Clara:

The Santa Clara County Air Quality Resource Team is considering "exporting" its successful High School Student Transportation Survey model (which it piloted at Gunn High School in Palo Alto) to other schools in Santa Clara County.

AGENDA NO. 5

Southern Alameda:

The Southern Alameda County Air Quality Resource Team is planning a business roundtable on commuter tax benefits to be held in November.

Marin-Sonoma:

The Marin/Sonoma Air Quality Resource Team met on October 19 to plan follow-up to its successful October 6 "Walk & Roll to School Day" event at McDowell Elementary School in Petaluma. At the October 6 event over 140 students walked to school and were joined by school administrators, staff, faculty and the PTA. The event received media coverage from Channel 50 TV of Santa Rosa. Board member Pamela Torliatt represented the Air District at the event.

At the October 19 meeting, the team decided to plan a follow-up event, a bike rodeo, at McDowell Elementary in the spring of 2005. This event will involve partnerships with the local business community, the local police department, the Sonoma County Bicycle Coalition and the Petaluma Bicycle Advisory Committee. Students participating in the rodeo will receive bike safety lessons and free bike helmets.

The resource team also decided to do a business outreach event at Redwood Business Park early in the New Year to encourage more business participation on the resource team and more active commute alternative programs in the business park. In addition, the team plans to be active in Bike to Work Week in 2005.

Community Resource Teams:

Contra Costa:

The Contra Costa Community team met on October 13. The team worked on an in-depth feedback session on the Environmental Justice Summit that they helped to plan. They felt that the event was a great success and listed ways to keep improving the event for next year. They are considering making the Community summit a statewide event next year. Jack Colbourn, Senior Policy Advisor from the Air District, also attended the meeting.

East Palo Alto:

The East Palo Alto Community team met on October 27. Beth Saiki, American Lung Association, and Joel Ervice, Regional Asthma Management Prevention Initiative, gave a presentation on indoor air quality issues. As members of the East Palo Alto Asthma Task Force, they also spoke about their current projects. After the presentation, the team discussed their next project. Possible topics include indoor air quality, policy advocacy, and an outreach event. In addition, the team will need to move forward with the air monitoring project that was recently funded through the Air District SEP funds for \$10,000. The team decided to set a half-day strategic planning session for November 14.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities is included in the 2004-2005 budget.

Respectfully submitted,

Teresa Galvin 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: November 1, 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 five follow-up items from the last meeting of the Public Outreach Committee. The following is a status report on the items.

1. Provide a chart to the Board members showing locations of theater performances.
Chart is attached.
2. Communications West consultants were asked to look into working with garbage companies on possible sponsorships for youth outreach programs.
Communications West filed a grant request with the Altamont Landfill seeking funds for youth outreach. Unfortunately the Education Advisory Board has notified the Air District that the grant was not approved in this funding cycle. Seven hundred thousand dollars (\$700,000) in grant application requests were received for \$150,000 of available funding. The consultant will continue to discuss funding opportunities with Altamont. In addition, Communications West is in the process of seeking other funding opportunities with waste management companies as suggested by the committee.
3. Provide a spreadsheet that indicates the location of schools where youth outreach program (i.e. the Clean Air Curriculum) will be presented.
The exact schools that will participate in the program have not yet been identified for the 2004 – 2005 school year. During November and December teachers are contacted to participate in the Clean Air Curriculum workshops. Teacher sign-ups are underway. In addition, the workshop schedule for 2005 is being set up as follows:
February 26 Contra Costa County
March 5 Alameda County
March 12 Santa Clara County
March 19 Sonoma County

AGENDA NO. 6

After the workshops take place and the teachers are trained, the curriculum will be taught during the spring. Data and feedback from teachers will be collected and forwarded to the Air District in June and July 2005.

4. Chairperson Ross requested that copies of the asthma study be forwarded to Board members. Complete.
5. Director Miller requested that the two San Francisco Chronicle articles be e-mailed to Board members. Complete.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Reviewed by: Peter Hess

FORWARDED: _____

**National Children's Theater
Performances Scheduled October – November 2004**

Date	Time 1	Time 2	Time 3	Contact	School Name	Street Address	City	Zip
10/18/2004	9:00AM	9:35AM	10:10AM	Bob See	Jackson Avenue Elementary	554 Jackson Ave	Livermore	94550
10/19/2004	10:30AM			Diane Collen	Walnut Heights Elementary School	4064 Walnut Blvd	Walnut Creek	94596
10/20/2004	11:00AM			Ron Lay	Howard School	8755 Fontaine St.	Oakland	94605
10/21/2004	1:00PM			Bette Stark	St Philip Lutheran School	8850 Davona Dr	Dublin	94568
10/22/2004	8:15AM			Constance Dalton	Saint Bede School	26910 Patrick Ave	Hayward	94544
10/22/2004	10:30AM			Debra Ferreira	William Deavila Elem School	1351 Haight St	San Francisco	94117
10/22/2004	1:00PM	1:30PM		M Chavez	Green Oaks Kindergarten	2450 Ralmar St.	East Palo Alto	94303
10/25/2004	1:15PM	2:00PM		Kristal Chin	La Escuelita Elem School	1100 3rd Ave	Oakland	94606
10/26/2004	8:30AM	9:00AM		Ronna Tshida	Stewart Elementary School	2040 Hoke Dr	Pinole	94564
10/26/2004	1:15PM	1:45PM		Linda Moore, Principal	Cedar Grove Elementary	2702 Sugarplum Drive	San Jose	95148
10/28/2004	2:00PM			Alisa Chriss	Harvey Milk Civil Rights Academy	4235- 19th St.	San Francisco	94114
10/29/2004	9:00AM	9:35AM		Courtney Crum	El Dorado Elementary School	70 Delta St	San Francisco	94134
10/29/2004	1:00PM	1:40PM	2:20PM	Tammy Harris, Principal	Cesar Chavez Academy Elementary	2450 Ralmar St.	East Palo Alto	94303
11/1/2004	10:30AM	11:00AM		Gayle Fake	Lakeview Elementary	746 Grand Ave.	Oakland	94610
11/1/2004	1:30PM			Lorna Simpkins	Golden Gate	6200 San Pablo Avenue	Oakland	94608

**National Children's Theater
Performances Scheduled October – November 2004**

11/2/2004	8:15AM	8:45AM		Jane Martin	John J Montgomery	2010 Daniel Maloney Drive	San Jose	95121
11/1/2004	10:30AM	11:00AM		Chris K, Principal	Summerdale	1100 Summerdale Drive	San Jose	95132
11/2/2004	1:30PM	2:00PM		Diane Witwer	Edison-Brentwood Academy	2086 Clark St.	East Palo Alto	94303
11/3/2004	8:45AM	9:15AM		Debbie Amundson	James Leitch	47100 Fernald Street	Fremont	94539
11/3/2004	1:30PM	2:00PM		Kelly Stevens	St Patrick School	907 7th St	Rodeo	94572
11/4/2004	2:30PM			Frank Jennings	Montclair Elementary	1757 Mountain Blvd	Oakland	94611
11/4/2004	9:30AM			Mrs Cheryl Weaver	Carden West School	4576 Willow Rd	Pleasanton	94588
Date	Time 1	Time 2	Time 3	Contact	School Name	Street Address	City	Zip
11/5/2004	9:00AM			Jackie, Program Director	Quarry Lane School	3750 Boulder St	Pleasanton	94566
11/5/2004	1:30PM	2:00PM		Tarsha Jordan, Principal	Ohlone Elementary School	1616 Pheasant Dr	Hercules	94547
11/8/2004	10:30AM			Thomas Madson	East Palo Alto Charter Elementary	1286 Runnymede St.	East Palo Alto	94303
11/8/2004	1:00PM	1:30PM		Mary Williams	Charter School of Morgan Hill	9530 North Monterey Rd	Morgan Hill	95037
11/9/2004	9:00AM	10:00AM		Terrance Krista	Lafayette Elementary School	4545 Anza Street	San Fran	94121
11/9/2004	1:30PM	2:00PM		Cheryl Broomak	Stege Elementary	4949 Cypress Ave.	Richmond	94804
11/10/2004	8:30AM	9:00AM		Joy Dean	Amelia Earhart	400 Packet Landing Rd	Alameda	94502
11/10/2004	1:00PM	1:30PM		Dennise Williams	Cadwallader Elementary	3799 Cadwallader Road	San Jose	95121

**National Children's Theater
Performances Scheduled October – November 2004**

11/12/2004	8:30AM			Trisha Casper	Franklin Elementary	1433 San Antonio Ave	Alameda	94501
11/12/2004	1:00PM	1:30PM		Christine Montros, PTA, Charlene Strong	Marshal Lane Elementary School	14114 Marilyn Lane	Saratoga	95070
11/15/2004	8:30AM	9:00AM		Chris Heuer	Vannoy School	5100 Vannoy Avenue	Castro Valley	94546
11/15/2004	12:45PM			Noreen Lindstrom	Saint Clement	790 Calhoun	Hayward	94544
11/16/2004	8:45AM	9:20AM	9:55AM	Tina Choy	Dove Hill Elementary	1460 Colt Way	San Jose	95121
11/16/2004	1:30PM	2:00PM		Ken Wong	Northwood	2760 Trimble Road	San Jose	95132
11/17/2004	9:00AM	9:30AM		Carol Alvarez	James Madison Elementary	14751 Juniper St	San Leandro	94579
11/17/2004	1:30PM			Colleen Langridge	St Pious School	1100 Woodside Rd	Redwood City	94061
11/18/2004	9:00AM	9:30AM		Mary Smith, K Teacher	Dan Mini	1530 Lorenzo Drive	Vallejo	94589
11/18/2004	1:15PM	1:50PM		Sharon Adams,	Wilson Elementary	629 - 42nd St.	Richmond	94805
11/19/2004	8:45AM			Pudge Graybill	St Clare	725 Washington St	Santa Clara	95130
11/19/2004	10:30AM	11:00AM		Tommye Wintle	Westwood Elementary	435 Saratoga Ave	Santa Clara	95050
11/19/2004	12:45PM	1:15PM		Sonia Sharma	West Valley Elementary	1635 Belleville Way	Sunnyvale	94087

Communications West /
Youth Outreach / 01
November 2004