

Bay Area Air Quality Management District
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

APPROVED 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.

/s/Mary Romaidis
Mary Romaidis
Clerk of the Boards

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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.