

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, 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.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards

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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.