



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  
JANUARY 10, 2005  
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 NOVEMBER 8, 2004**
4. **UPDATE ON WINTERTIME OUTREACH** **T. Lee/4905**  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Update on the wintertime outreach program.*
5. **STATUS OF SPRING LAWN-MOWER BUY-BACK PROGRAMS** **T.Lee/4905**  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff will give a status report on the 2005 lawn mower buy-back programs and discuss funding issues.*
6. **RECOMMENDATIONS FOR CONTRACTORS FOR PUBLIC OUTREACH PROGRAMS** **T.Lee/4905**  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)  
*Staff will recommend renewing contracts for media, advertising, youth, measurement and community outreach for a one-year period.*
7. **UPDATE ON PLANS FOR THE DISTRICT'S 50<sup>TH</sup> ANNIVERSARY** **J. Broadbent//5052**  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)  
*Staff will update the committee on the progress in planning the District's 50<sup>th</sup> anniversary celebration.*

**8. REFERRALS FROM COMMITTEE**

**T.Lee/4905**  
[tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)

*Staff will respond to the referral from the November 8, 2004 meeting.*

**9. 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)*

**10. TIME AND PLACE OF NEXT MEETING: 9:45 a.m., MARCH 14, 2005, 939 ELLIS STREET, SAN FRANCISCO, CA.**

**11. 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](http://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, November 8, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:46 a.m.  
**Present:** Mark Ross, Chair, Erin Garner, Erling Horn (9:55 a.m.) Julia Miller, Pamela Torliatt, Gayle Uilkema.  
**Absent:** John Silva, Brad Wagenknecht, Shelia Young.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of September 13, 2004:** Approval of the minutes was deferred until a quorum was present.
4. **Wintertime Outreach – 2004/2005:** *Staff and the consultants discussed plans for the upcoming outreach campaign including media and advertising strategies, and took input from the Committee.*

Teresa Lee, Director of Public Information and Outreach, stated that the summertime Spare the Air program has ended and that the District will be going into the wintertime program. The wintertime issues are woodsmoke and driving.

Tracy Keough of O'Rourke, Inc. presented information on the upcoming wintertime campaign and noted the Air District will produce a winter Spare the Air spot with Executive Officer Jack Broadbent. The message will focus on air pollution produced from wood burning and will include a thank you message to Bay Area residents for the successful Spare the Air program this summer. Ms. Keough noted that there will be some television and radio spots during the three days leading up to Thanksgiving, with the majority of the media spots in the first quarter of 2005.

Air District staff and the consultants are working to identify events where wood smoke information and materials could be distributed. There will also be information regarding the affects of woodsmoke on people with asthma.

Director Horn arrived at 9:55 a.m.

There was discussion on the fireplace rebate program and several Committee members requested staff provide them with information on this program. The Committee also discussed the need to tell people what they can do to help reduce air pollution during the winterime campaign.

Director Torliatt arrived at 10:07 a.m.

Courtney Newman of Allison and Partners reviewed the strategies to supplement the media outreach. Media topics would include how to build a better fire, indoor air quality for the holiday season, and addressing the Santa Clara County rebate program. Ms. Newman stated that there will continue to be a focus on the Hispanic community. Ms. Lee added that a survey would be conducted as part of the wintertime campaign.

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

3. **Approval of Minutes of September 13, 2004:** There being a quorum present, Director Miller moved approval of the minutes; seconded by Director Horn; carried by acclamation with Director Uilkema abstaining.
5. **Resource Team Update:** *Staff and the consultant updated the Committee on the air quality projects undertaken by the Spare the Air Resource teams and took input from the Committee.*

Ms. Lee stated that the District has six Spare the Air Resource Teams and two Community Resource Teams. Malka Kopell of Community Focus updated the Committee on the activities of the Spare the Air Resource Teams. Ms. Kopell noted that the teams are trying to focus on longer-term projects and becoming part of the communities they serve.

Jim Smith of Community Focus discussed a regional meeting of the teams and highlighted projects the teams are working on.

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

6. **Referrals from Committee:** *Staff reported on the referrals from the last Committee meeting.*

Ms. Lee reported on the referrals from the last Committee meeting. The Committee requested a breakdown by county of the National Children's Theater performances.

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

7. **Committee Member Comments:** Jack Broadbent, Executive Officer/APCO reviewed the following:
  1. The status and progress of the Ozone Strategy Plan.
  2. Announced the selection of Sharon Jackson as the new Community Relations Manager.
  3. Reminded the Committee that the next Board meeting is also a Retreat and that the meeting will be held in Oakland.
  4. Presented a draft of the Spare the Air calendar.

8. **Time and Place of Next Meeting:** 9:45 a.m., Monday, January 10, 2005, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 11:04 a.m.

Mary Romaidis  
Clerk of the Boards

mr

**PUBLIC OUTREACH COMMITTEE**

**Follow-up Items for Staff**

**November 8, 2004**

1. The Committee requested a breakdown by county of the National Children's Theater performances.

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: December 30, 2004

Re: Update on Wintertime Outreach

RECOMMENDED ACTION

Information.

BACKGROUND

The Air District began a wintertime outreach program in November focused on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign will run through February 2005. In addition to media and outreach on the Spare the Air Tonight campaign, the Air District continues a change out program for wood burning fireplaces and old pre-EPA certified woodstoves in Santa Clara County, using mitigation funding from the Pico and Los Esteros power plants. Finally, a localized change out program for old woodstoves and wood burning fireplaces is taking place in Rodeo, with funding provided by a Supplemental Environmental Project (SEP) settlement.

DISCUSSION

The following activities have taken place:

Media Outreach:

- The *Spare the Air Tonight* season was launched with a press release in mid-November.
- An additional press release was issued during the week of December 20<sup>th</sup>. Radio coverage included KCBS, KLIV, KSRO and a half-hour interview with Gimmy Park Li, public affairs director of KNBR/KFOG/KSAN/KTCT.
- A broadcast segment with KGO-TV's "7 On Your Side" on the dangers of wood smoke aired on Thanksgiving eve. The segment featuring Public Information Officer Luna Salaver having her wood burning fireplace changed out to burn natural gas.
- The *Contra Costa Times* ran tips on wood burning in their Home section.
- The *Napa Sentinel* wrote an article on the dangers of wood smoke that appeared on 11/26.
- An article and picture of the Smogzilla performances in San Leandro and Hayward appeared in the Hayward Daily Review and the San Leandro Times.

Advertising:

The advertising campaign includes two television spots on wood burning, one with Executive Officer Jack Broadbent and the second featuring a family "reality" scenario. The radio component of the program includes a spot with Jack Broadbent. The advertising also includes a "real time" buy in the event that a Spare the Air Tonight advisory is issued.

#### AGENDA NO. 4

The advertising buy has included radio and television spots during Thanksgiving week. The majority of the media “buy” is taking places beginning Monday, December 27<sup>th</sup> through the first week in January when many residents are taking time off during the holidays.

Santa Clara County – Outreach for Woodstove/Fireplace Changeout Program - Specialized outreach in Santa Clara County related to the woodstove/fireplace change out program kicked off in November. Thus far it has included:

- Distribution of a bill stuffer on the program,
- On-going outreach to cities and the county,
- Outreach to employers in the Santa Clara Valley,
- A press release,
- In-store advertising with participating dealers, and
- Participation in local community events such as the Jingle Jam Holiday Party sponsored by Radio Disney and upcoming participation in the South Bay Home and Garden show in January.

Response to the change out program has been strong and the Air District has received almost 900 requests. The goal is to change out 1500 to 1700 fireplaces and old wood stoves. This program is the first of its kind in an urban/suburban area of California.

#### Other Related Activities:

Employers continue to play an active role in the wintertime program. Employers were asked to distribute Woodburning Handbooks and related materials to employees and several hundred responded with orders for materials. In addition, op-eds on wood burning have been written and are being distributed in English, Spanish and Chinese for publication. Staff is also working on a direct mail campaign to residents of Rodeo that offers rebates for changing out old woodstoves and wood burning fireplaces to natural gas.

#### 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

FORWARDED: \_\_\_\_\_

Reviewed by: Jean Roggenkamp



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: December 30, 2004

Re: Lawn Mower Buyback Programs – Spring 2005

RECOMMENDED ACTION

Give direction to staff on whether to fund lawn mower buy-back programs in 2005.

BACKGROUND

Staff will give a status report on the 2005 lawn mower buy-back programs and discuss funding issues.

DISCUSSION

For several years, the Air District has co-sponsored lawn mower buy-back programs in the Bay Area. Generally, a \$100 rebate is available to local residents who wish to exchange their old gas-powered mower for a new cleaner electric one. The programs have been co-sponsored with local waste management agencies, Home Depot and Black and Decker. In recent years, approximately \$150,000 in District funding has been expended on the programs. Last year, nine community events were held and approximately 2300 electric lawn mowers were exchanged for old gasoline mowers in the Bay Area. The old mowers are crushed and recycled. Public response to the programs has been very positive and there is a net air quality benefit to the community as a result of the reduced emissions.

Because of budget cuts due to the state fiscal crises, all funding for lawn mower buy-back programs in 2005 was eliminated from the District budget. Two small programs of \$10,000 each will be held in Rodeo and East Palo Alto as a result of Supplemental Environmental Program (SEP) settlements. If the Committee wishes to continue the lawn mower buy-back programs in 2005, funding would have to be transferred from the Reserves for Contingencies. Given the budgetary cut backs that the District may experience due to the state fiscal crises, the program could take place on a more modest scale than the 2004 program for \$100,000. If the committee recommends that the transfer be made, the item will be forwarded to the Budget and Finance committee and the Board of Directors for concurrence.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

An authorization of \$100,000 from the Reserve for Contingencies would reduce the reserves by a corresponding amount.

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

FORWARDED: \_\_\_\_\_

Reviewed by: Jean Roggenkamp

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: December 30, 2004

Re: Recommendations for Contractors for Public Outreach Programs

RECOMMENDED ACTION

Recommend that the committee approve staff recommendations to extend for a one year period the contracts that assist with the Air District's media relations, advertising, youth outreach, employer, measurement and community outreach programs.

BACKGROUND

The Air District has six contracts to assist with various aspects of its public affairs and outreach programs. Contracts were awarded in March 2004 for a one-year period, with the possibility of continuing the contracts for two additional one-year time frames. The contractors have successfully fulfilled the work plans outlined in the existing contracts in an efficient and timely manner and have given good value for the amount of funding expended on the contracts. Staff is recommending that the existing contracts be extended including:

Youth Outreach - Communications West  
Advertising - O'Rorke Advertising  
Media Relations - Allison & Partners  
Research and Measurement - True North Research  
Community Outreach - Community Focus  
Employer Program – RIDES Inc.

Youth Outreach – Communications West

Communications West has been under contract to the Air District for three years and they have assisted in developing an Air District presence in Bay Area schools. Communications West has facilitated the introduction of the *Clean Air Challenge*, a 7 to 10<sup>th</sup> grade curriculum that meets the State Education Department Standards. They have also sought grant and private sector funding to support the program. In addition, they have assisted in the development of the National Children's Theater interactive play called "Smogzilla" which has been successfully carrying the clean air message into the lower grades.

Staff recommends that Communications West be retained to continue the current program in schools and expand it, as funding allows. The extension of Communications West contract would be for a one-year period.

Advertising – O’Rorke Advertising Inc.

O’Rorke Inc. is recommended to continue as the contractor for advertising the *Spare the Air*, *Spare the Air Tonight* and *Smoking Vehicle* programs. O’Rorke has a solid background in social marketing and advertising. Their 2004 campaign was effective and challenged the public to become involved in the Spare the Air campaign in a personal way. The creative approach also included “branding” the Air District’s message to be consistent throughout the three major campaigns. O’Rorke has been flexible and creative and has helped to raise the Spare the Air program to a new level. They are also certified as a Disadvantaged Business Enterprise (DBE) firm. Staff recommends extending O’Rorke’s contract for another one-year term.

Media Relations – Allison and Partners

Allison and Partners has given strategic counsel and media assistance to the District for both the major outreach programs as well as for issues such as the Title V permit for the PG&E power plant in San Francisco and the Clean Air Plan. Their communications strategy includes developing messages and programs that tap into the Bay Area’s sense of independence and community. Their staff includes both Hispanic and Asian personnel with strong backgrounds in ethnic outreach. Staff recommends that Allison and Partners be retained for the media outreach part of the campaign for another one-year term.

Research – True North Research

True North Research evaluates the methodology and design of the summer and winter Spare the Air surveys, collects interviews, processes data and provides top line reports. In collaboration with staff, they also process and analyze survey data and prepare detailed study reports. The reports are used to assess public awareness of the Spare the Air program, including the percentage of the public who change behavior on Spare the Air days.

True North has performed all work in a professional manner, adhering to principles and best practices of modern survey technology. They also recommend and implement the most precise and accurate methods to acquire valid data. They deliver timely, thorough and comprehensive reports that meet or exceed the expectations of the Air District. Staff recommends that the contract for True North be extended for a one-year period.

Community Outreach – Community Focus

Community Focus is recommended to continue to assist with the community outreach component of the program. They presently facilitate eight resource teams in the Bay Area - six Spare the Air teams and two environmental justice teams. The Spare the Air teams are centered in Napa County, the Santa Clara Valley, southern Alameda County, the Tri-Valley, Marin/Sonoma and in San Francisco/San Mateo counties. The environmental justice teams include north Richmond and East Palo Alto. These grass roots teams have allowed the Air District to spread the clean air message on the community level, to find allies for clean air efforts (like the adoption of the model wood smoke ordinance) and to form partnerships around a variety of issues. The teams also do local projects to benefit air quality. Staff recommends that Community Focus continue to facilitate the existing resource teams and develop other grass-roots opportunities for the Air District. It is recommended that their contract be extended for a one-year period.

## AGENDA NO. 6

### Employer Program – RIDES Inc.

RIDES Inc. manages the Employer Spare the Air and Spare the Air Tonight programs which include 2200 employers and 550 schools. RIDES is responsible for recruiting employers and schools, managing the data base, holding employer workshops, developing materials for the employer portion of the spare the air website and supporting the program through on-site events. In addition, RIDES has sought opportunities to bring more participants into the program through partnering with local Chambers of Commerce. This year RIDES has begun to reach out to hospitals to become part of the Spare the Air network.

RIDES has consistently delivered quality services and has been innovative and resourceful in “growing” the program. Staff recommends that RIDES contract be extended for another one-year period.

### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2004-05 has been included in the current budget. The funding for the motor vehicle related activities covered by these contracts comes from the Congestion Mitigation Air Quality (CMAQ) or the Transportation Fund for Clean Air (TFCA) programs. The remainder of the funds comes from General Revenues.

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

FORWARDED: \_\_\_\_\_

Reviewed by: Jean Roggenkamp

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Inter-Office Memorandum

To: Chairperson Ross and  
Members of the Public Outreach Committee

From: Lucia Libretti, Supervising Public Information Officer

Date: December 30, 2004

Re: Update on District's 50<sup>th</sup> Anniversary Celebration

RECOMMENDED ACTION

Information.

BACKGROUND

On September 7, 1955 California Governor Knight signed the bill that established the District as the state's first regional air pollution control agency. To mark this auspicious milestone, the District is planning a celebration event as well as other activities to highlight the District's many accomplishments and pioneering leadership in the field of air quality.

DISCUSSION

- Date and venue: Friday, September 30<sup>th</sup> 2005 - sit down dinner "gala" at the Grand Hyatt Union Square Hotel.
- Program would include a short visual presentation on the history and accomplishments in Bay Area air quality over the last 50 years. The presentation would be posted on the District's website and linked to other state and national sites. Portions of this presentation will also be used for a video news release to be sent to local and national media outlets.

Respectfully submitted,

Lucia Libretti,  
Supervising Public Information Officer

FORWARDED: \_\_\_\_\_

Reviewed by: Jean Roggenkamp

**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: December 30, 2004

Re: Referral from Committee

RECOMMENDED ACTION

Information.

BACKGROUND

Staff response to referral from the last meeting of the Public Outreach Committee.

DISCUSSION

There was one referral from the last meeting of the Public Outreach Committee. The committee requested a breakdown by county of performances of the National Children's Theatre's "Smogzilla."

The spreadsheet for performances is attached. The spreadsheet also includes the teachers trained and students reached with the Air District's Clean Air Challenge. This school year (2004-2005) is the first full year of the student education program, following a year in which the programs were piloted. The "reach" of the program depends on the amount of funding available. Thus far this has consisted of grants from private industry, Supplemental Environmental Program (SEP) and Air District funds. For the current fiscal year, the funding available is \$200,000. The grants and SEP funds have generally been used in the locations in which the funds were generated to benefit those particular communities. Staff and the consultant continue to pursue funding for the program and will seek to introduce the program in all nine Bay Area counties.

**Air District Youth Outreach Program  
2002 – 2005 Academic Years**

	Theater Performances		Clean Air Challenge	
	Performances	Students	Teacher*	Students
San Francisco	10	3,000		
San Mateo	5	1,500	25	2,500
Santa Clara	35	10,500	139	13,900
Contra Costa	23	6,900	27	2,700
Alameda	49	14,700	62	6,200
Marin				
Sonoma	1	300	45	4,500
Napa				
Solano	4	1,200		
Clean Air Curriculum			298	29,800
National Children's Theater	127	38,100		

*\* Projected teachers; workshop seats now being filled*

Respectfully submitted,

Teresa Lee  
Director of Public Information & Outreach

Reviewed by: Jean Roggenkamp

FORWARDED: \_\_\_\_\_