



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

SHELIA YOUNG – CHAIRPERSON
ERIN GARNER
JULIA MILLER
PAMELA TORLIATT
BRAD WAGENKNECHT

JOHN SILVA - VICE CHAIRPERSON
SCOTT HAGGERTY
MARK ROSS
GAYLE B. UILKEMA

MONDAY
MAY 16, 2005
9:30 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 MARCH 21, 2005**
4. **SPARE THE AIR 2004 SUMMER SURVEY RESULTS**

T. Lee/4905
tlee@baaqmd.gov

Staff and the consultant will present highlights of the 2004 summertime survey.
5. **2005 SUMMERTIME CAMPAIGN**

T. Lee/4905
tlee@baaqmd.gov

Staff and the consultant will review media and advertising plans for the upcoming 2005 Spare the Air season.
6. **UPDATE ON PLANS FOR THE DISTRICT'S 50TH ANNIVERSARY**

T. Lee/4905
tlee@baaqmd.gov

Staff will update the committee on the progress in planning the District's 50th anniversary celebration.
7. **UPDATE ON LAWN MOWER BUY-BACK PROGRAMS**

T. Lee/4905

tlee@baaqmd.gov

Staff will give a report on the 2005 lawn mower buy-back programs, including advertising and media for the program.

8. REFERRALS FROM COMMITTEE

T.Lee/4905

tlee@baaqmd.gov

Staff will respond to the referral from the March 21, 2005 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: 9:30 a.m., JULY 18 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

- 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
9:30 a.m., Monday, March 21, 2005

1. **Call to Order - Roll Call:** Chairperson Shelia Young called the meeting to order at 9:32 a.m.

Present: Shelia Young, Chairperson, Erin Garner, Scott Haggerty, Julia Miller, Mark Ross, Pamela Torliatt, Gayle B. Uilkema, Brad Wagenknecht.

Absent: John Silva.

Also Present: Marland Townsend.

Chairperson Young discussed a set day when the Committee should meet and suggested meeting on the 4th Monday of those months that the Stationary Source Committee does not meet. Chairperson Young stated that the Committee should meet before the 50th Anniversary in June and that a date will be discussed at the end of this meeting.

2. **Public Comment Period:** There were none.
3. **Approval of Minutes of January 10, 2005:** Director Miller moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Update on Wintertime Outreach:** *Staff reported on the 2004-2005 wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, updated the Committee on the Wintertime outreach program and stated that there had been only one exceedance of the PM2.5 federal standard, which was on Christmas day in Concord. Ms. Lee reviewed the results of the survey on wood burning and wood smoke air pollution and the health effects of woodsmoke. It was noted that the City of Gilroy has adopted a model woodsmoke ordinance and it is anticipated that Sonoma County will adopt one soon. Ms. Lee reported that the media outreach campaign went well.

In response to a question from Chairperson Young, Ms. Lee indicated that P.G. &E. was not receptive to a bill stuffer and the Air District would have had to pay for it. Chairperson Young requested staff contact P.G. &E. again.

Committee Action: None. This report provided for information.

5. **Status of Report on Spring Lawn Mower Buy-Back Program:** *Staff gave a status report on the 2005 lawn mower buy-back program and an approach to this year's program.*

Ms. Lee stated that staff is working on the lawn mower buy-back program for 2005 and is in discussions with Home Depot and Black & Decker. Ms. Lee reported that staff is looking at the feasibility of offering the program for several months at all of the Home Depot stores in the nine counties. With this program, participants would take their old mowers to a recycle center, get a receipt and then go to the Home Depot for the rebate. It is anticipated the program could start in May.

The Committee discussed the advantages of the one-day events. It was also suggested some of the events could be held near the borders of counties so more people could participate.

Committee Action: Director Uilkema moved that the program return to the Saturday events and requested staff prepare another plan with the existing funding, with a cap of \$100,000. Staff was requested to report back to the Committee; seconded by Director Miller.

During discussion it was noted that this program is not eligible for Transportation Fund for Clean Air (TFCA) funding. Chairperson Young requested staff to contact the Waste Management Authorities again.

Director Uilkema restated the motion as follows: to continue the original program with Saturday events; allow staff to move forward with planning; and that there be a maximum cap of \$100,000 for the program. The motion then passed without objection.

6. **American Lung Association "Report Card":** *Staff recapped the methods used by the American Lung Association to produce a yearly "Report Card" of air quality throughout the country.*

Ms. Lee reviewed the methods used by the American Lung Association (ALA) to produce its yearly "Report Card" of air quality throughout the country. The Report is issued by the national ALA organization and local affiliates have little or no input into the report.

Linda Civitello-Joy, Executive Director of the ALA of San Francisco-San Mateo, stated that she has contacted the state and national offices to voice the Air District's concerns and is trying to collaborate with them on changes to the report to better reflect air quality conditions. Ms. Civitello-Joy noted that the current rating system does not distinguish between being over the standard for just 3 days a year or 300 days a year. Ms. Civitello-Joy commented that the ALA must also weigh in on the public health issues such as asthma.

There was discussion on getting away from a letter grade and using something else. Jack Broadbent, Executive Officer/APCO noted that the ALA and the Air District partner on several activities. The Committee requested that staff draft a letter to the national organization, with copies to the local affiliates, regarding the Air District's position on the grading system and that it be sent to all the Board members for signature. The Committee also directed staff to send out a preemptive press release since it is already known that the District will be receiving an F.

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

7. **Update on Plans for the District's 50th Anniversary:** *Staff updated the Committee on the progress in planning the District's 50th anniversary celebration.*

Ms. Lee updated the Committee on the following activities for the 50th anniversary celebration:

- A theme of "Sparing the Air for a Healthier Future" has been developed;
- The new District video is available and will be sent to the District's employer network;
- A logo has been developed and will be used on the District's stationary;
- The symposium will be in May or June at the Yerba Buena Gardens and will focus on the progress made and looking to the future.

Tracy Keough of O'Rourke reported that efforts are being made to have Christie Todd Whitman as the speaker for the symposium. Ms. Lee noted other activities for the anniversary include the annual report, historical information and photos on the District's web site, media coverage, and advertising.

The Committee discussed a special dinner for Board members to be held at the end of the year. It was also suggested that a former Board member, such as Barbara Boxer, speak at the symposium. There was considerable discussion on the logo for the stationary and the Committee provided direction to staff on minor changes to the logo. The Committee also suggested that fun events for schools be considered and proposed giving kites away that say Spare the Air.

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

8. **Referrals from Committee:** *Staff reported on the referrals from the January 10, 2005 meeting.*

Ms. Lee reported on the referrals from the last Committee meeting.

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

9. **Committee Member Comments:** Chairperson Young requested staff develop talking points to go with the District video.

In response to a question from Director Miller, Ms. Lee stated that the District will participate in a number of events in April and May for Earth Day.

Director Ross commented that he would like to talk to staff about the issue of casual car pooling.

10. **Time and Place of Next Meeting:** 9:30 a.m., Monday, May 16, 2005, 939 Ellis Street, San Francisco, CA 94109.

11. **Adjournment.** The meeting was adjourned at 10:56 a.m.

Mary Romaidis
Clerk of the Boards

PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

March 21, 2005

1. Chairperson Young requested staff contact P.G. &E. again regarding bill stuffers for the wintertime outreach program.
2. Chairperson Young requested staff contact the Waste Management Authorities again regarding the lawn mower buy-back program.
3. The Committee requested that staff draft a letter to the American Lung Association's national organization, with copies to the local affiliates, regarding the Air District's position on the grading system and that it be sent to all the Board members for signature.
4. The Committee directed staff to send out a preemptive press release on the American Lung Association Report Card since it is already known that the District will be receiving an F.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-office Memorandum

To: Chairperson Young and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information and Outreach

Date: May 16, 2005

Re: Spare the Air 2004 Summer Survey Results

RECOMMENDED ACTION

Informational only.

BACKGROUND

Staff and Dr. Tim McLarney of True North Research, the Air District's measurement consultant, will review and discuss the key findings from the public opinion surveys conducted during the summer of 2004 on Spare the Air days.

DISCUSSION

For several years the Air District has conducted measurement surveys as part of the *Spare the Air* and *Spare the Air Tonight* campaigns. The primary motivation for conducting summertime measurement surveys is to quantify the behavioral changes and emission reductions that result from issuing *Spare the Air* advisories. Specifically, the surveys measure changes in driving behavior, the use of select household products, and gasoline lawn and garden tools. In addition, the surveys measure overall awareness of the program and of the Air District's mission and functions. Finally the 2004 survey collected some new information -- such as data on the lifestyles and the attitudes of drivers -- that allows staff to begin to draw a profile of what demographic audiences are most receptive to *Spare the Air* messages. This helps to target advertising and media strategies more effectively.

Historical data provided from previous surveys also allows for analysis of trends.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the measurement effort is provided by the Congestion Mitigation Air Quality (CMAQ) grant that the Air District receives for the overall *Spare the Air* program.

Respectfully submitted,

Teresa Lee
Director of Public Information and Outreach

FORWARDED: _____

Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Young and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: May 6, 2005

Re: Spare the Air Planning - 2005

RECOMMENDED ACTION

Informational only.

BACKGROUND

Staff and the consultant will update the committee on the 2005 *Spare the Air* campaign.

DISCUSSION

Air District staff are working with O'Rorke Public Relations and Allison and Partners, the District's consultants, on the summertime 2005 *Spare the Air* campaign. It will include:

Advertising – The goal of the 2005 advertising campaign is to help residents see the *Spare the Air* program in a cohesive way and to lead people through the thinking and planning steps towards sparing the air. The campaign will use radio and TV advertising from last year, augmented by a new television and radio spot featuring Executive Officer Jack Broadbent. One of the spots will specifically include a message about the free morning commute program on *Spare the Air* weekdays. There will also be bus signs, billboards, some wrapped buses and signage in all BART stations.

The call to action for the public is to sign up for advance notice of *Spare the Air* advisories (Air Alerts) at www.sparetheair.org and to plan a transit commute by calling 511 or visiting 511.org.

Media – The highest priority for the media campaign is to ensure coverage of *Spare the Air* advisories on radio and television. To increase the impact of the 2005 program staff and the consultant will:

- Utilize media events (such as a kick-off press conference, a fuel-cell car demonstration, etc.)
- Seek editorial support for the program
- Incorporate the Executive Officer as a spokesperson and
- Offer high-quality graphics to the media that visually tell the Air District's story

The following are some of the major activities for the summer season:

- A *Spare the Air* kick-off with a press conference on May 26, 2005
- A World Environment Day delegate event/ fuel-cell car unveiling – June 1, 2005
- An Air District Symposium – June 20, 2005

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In addition, there will be ongoing *Spare the Air* media outreach including:

- 7-day-a-week coverage, including calls to the media to notify them of *Spare the Air* days, plus next-day follow-up regarding ridership results
- Meeting with public affairs directors of ethnic broadcast outlets, including Chinese, Vietnamese and Latino, to ensure 2005 *Spare the Air* coverage
- Revising the *Spare the Air* fact sheet
- Distribution of the Air District's background footage (b-roll) to the broadcast media
- Developing and distributing the following feature pitches:
 - Air District profiles for publications like *Diablo Magazine* and *San Francisco Chronicle Magazine*
 - How to have an air-friendly 4th of July barbecue
 - Top-ten ways the Air District has improved air quality in the Bay Area over the past 50 years

Employer Program

The Employer Outreach Program is presently contracted to RIDES Inc. As of July, the Air District will have a different contractor due to RIDES loss of the rideshare contract. Thus far, the existing contractor has:

- Sent pre-season packets to employers, schools and libraries with a welcome letter, informational sheets and a materials order form.
- School recruitment is underway. Thus far 30 new schools and/or school districts encompassing approximately 100 schools have registered for *Spare the Air* notification.

Electronic sign boards are also handled under the RIDES contract. Staff and the consultant have followed up with the electronic sign boards that can display real time *Spare the Air* messages. Thus far, the electronic boards participating are:

- Henry J. Kaiser Convention Center
- Golden Gate Fields
- Bay Meadows
- IKEA in E. Palo Alto
- Pacific Bell Park (depending on availability)
- Oakland Coliseum
- Auto Plaza of Petaluma
- Alameda County Fairgrounds
- Southland Mall
- Serramonte Mall
- Antioch Auto Mall
- Dublin Auto Mall
- AdArt Board on 101 (formerly KFOG board)

Additional electronic sign board recruitment continues. Contact has also been made with the San Leandro Auto Mall at Marina Square. They do not do have real time messaging; all programming is done at least a week in advance. The Auto Mall may be willing to do a

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non-real time public service message and run it for a week at a time. It could carry a message like “Spare the Air this summer. Drive Less. www.sparetheair.org”. The consultant will follow up on this opportunity.

BUDGET CONSIDERATIONS/FISCAL IMPACT:

Funds for the advertising and media campaign have been allocated in the 2004-05 budget and are proposed for continuation in the 2005-06 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

FORWARDED: _____

Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-office Memorandum

To: Chairperson Young and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information and Outreach

Date: May 6, 2005

Re: Air District's 50th Anniversary

RECOMMENDED ACTION

Informational only.

BACKGROUND

Staff will update the committee on the progress made in planning the District's 50th anniversary celebration.

DISCUSSION

Planning for the District's 50th anniversary is well underway. Recent activities include:

- The 2005 Air Quality Symposium will be held on June 20th at Yerba Buena Gardens in San Francisco. The symposium will include 300 to 400 key invited guests. The event will begin with a luncheon speaker, followed by panel discussions and an address by Dr. Steven Schneider of Stanford University. Dr. Schneider is a world renowned expert on climate change. Governor Christine Todd Whitman will deliver the keynote address at approximately 3:30 PM, followed by a reception. "Save the Date" postcards have been sent out and formal invitations will follow.
- An Annual Report of the District's activities, including statistics and trends, will be available for the anniversary symposium.
- The Air District website (www.baaqmd.gov) is being augmented with materials on the District's history, including a timeline with appropriate pictures and significant events (such as landmark regulations, clean air progress, etc.) from the past 50 years. The website is expected to go "live" in late May.
- Media feature stories will include the 50th anniversary theme. Staff will also seek editorial support of the District's accomplishments and goals. To assist with media outreach, background (or "B") roll of District activities has been compiled from footage in the video "Sparing the Air for a Healthier Future."

- Collateral material has been produced including a 50th anniversary logo, stationery, bookmark, portfolio and pin. Items in production include kites and wrist bands.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding of \$50,000 has been allocated for the 50th anniversary. Additional funding will be secured by sponsorships and/or underwriting.

Respectfully submitted,

Teresa Lee
Director of Public Information and Outreach

FORWARDED: _____

Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

AGENDA NO. 7

To: Chairperson Young and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: May 6, 2005

Re: Spring Lawn Mower Buy-Back Programs

RECOMMENDED ACTION

Informational only.

BACKGROUND

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

DISCUSSION

For several years, the Air District has coordinated lawn mower buy-back programs in cooperation with Home Depot and Black and Decker. The public can turn in an old gasoline mower and purchase an electric mower for a \$100 discount. This year, three lawn mower programs are being held:

- Saturday, May 7th at Home Depot in Sunnyvale
- Saturday, May 14th at Home Depot in Pleasanton
- Saturday, May 21st at Home Depot in Concord

At the first event in Sunnyvale, 170 mowers were exchanged. Media coverage was good, including a segment on Channel 7 ("Michael Finney on Your Side") and Henry Tenenbaum, host of "Henry's Garden" on KRON Channel 4. In addition, staff used paid advertising and a press release to get the word out about the mower event.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for this program has been approved by the Board.

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 Young and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: May 6, 2005

Re: Referrals from Committee

RECOMMENDED ACTION

Informational only.

BACKGROUND

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

DISCUSSION

There were four follow-up items from the last meeting of the Public Outreach Committee. The following is a status report on the items.

1. Chairperson Young requested staff contact PG&E again regarding bill stuffers for the wintertime outreach program.
Contact has been made with PG&E, in progress.
2. Chairperson Young requested staff contact the Waste Management Authorities again regarding the lawn mower buy-back program.
Complete. Staff contacted all the waste management agencies in the Bay Area.
3. The Committee requested that staff draft a letter to the American Lung Association's national organization, with copies to the local affiliates, regarding the Air District's position on the grading system and that it be sent to all the Board members for signature. A draft of a letter to the American Lung Association has been prepared and is being internally reviewed.
4. The Committee directed staff to send out a preemptive press release on the American Lung Association Report Card.
Completed.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

FORWARDED: _____
Reviewed by: Jean Roggenkamp

AGENDA NO. 8