



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

JULY 18, 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 MAY 16, 2005**
- 4. SPARE THE AIR UPDATE – 2005**

T. Lee/4905
tlee@baaqmd.gov

Staff will update the committee on the Spare the Air season including the status of air quality excesses, media, advertising and Resources Team activities.
- 5. CONTRACTOR SELECTION FOR THE SPARE THE AIR EMPLOYER PROGRAM** **T. Lee/4905**
tlee@baaqmd.gov

The committee will consider recommending Board of Director approval of a contractor to assist with the Employer Spare the Air program.
- 6. WALK TO SCHOOL DAY** **T. Lee/4905**

tlee@baaqmd.gov

Staff will review the Air District's involvement in Walk to School Day scheduled for October 5th 2005.

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: 9:30 a.m., SEPTEMBER 12, 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

Memorandum

To: Chairperson Young and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: July 6, 2005

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 16, 2005.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 16, 2005, Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

**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, May 16, 2005

1. **Call to Order - Roll Call:** Chairperson Shelia Young called the meeting to order at 9:36 a.m.
- Present:** Shelia Young, Chairperson, Erin Garner, Scott Haggerty, Julia Miller, Mark Ross, Pamela Torliatt, Brad Wagenknecht.

Absent: John Silva, Gayle B. Uilkema.

Also Present: Marland Townsend.

2. **Public Comment Period:** There were none.
3. **Approval of Minutes of March 21, 2005:** Director Wagenknecht moved approval of the minutes; seconded by Director Miller; carried unanimously without objection.
4. **Spare the Air 2004 Summer Survey Results:** *Staff and the consultant presented highlights of the 2004 summertime survey.*

Teresa Lee, Director of Public Information and Outreach, introduced Timothy McLarney, Ph.D. of True North Research, who presented the report.

Dr. McLarney reviewed and presented highlights from the public opinion surveys conducted during the two weekday Spare the Air days in 2004. Dr. McLarney noted that the 2004 campaign has been the most successful one to date. Approximately 800 surveys were conducted over the nine Bay Area counties.

There was discussion on having the wrapped BART train again this year. Jack Broadbent, Executive Officer/APCO, stated that BART management has some concerns about the wrapped trains because they are in the middle of contract negotiations that may not be concluded before the program starts this year. It was noted that other transit agencies will have wrapped vehicles this year.

The Committee requested the survey questions be forwarded to them and that staff follow-up with BART about the wrapped train.

Committee Action: None. This report provided for information.

5. **2005 Summertime Campaign:** *Staff and the consultant reviewed media and advertising plans for the upcoming 2005 Spare the Air season.*

Courtney Newman of Allison and Partners updated the Committee on the 2005 Spare the Air campaign. Ms. Newman reviewed the media coverage, events that will be happening throughout the campaign, the May 26th press conference regarding free transit days, World Environment Day, and the District's 50th Anniversary symposium in June.

The Committee requested that the Spare the Air signs be put on shuttle buses that receive grants from the Air District.

Ms. Lee reviewed the employer outreach program and noted there are approximately 2,200 companies that participate in the program.

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

6. **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 reported on the recent activities in preparation of the Air Quality Symposium to be held on June 20th at Yerba Buena Gardens in San Francisco. Ms. Lee reviewed the material being produced for the celebration, which includes a 50th Anniversary pin, kites, and blue "Think Clean Air" wrist bands.

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

7. **Update on Lawn Mower Buy-Back Programs:** *Staff gave a report on the 2005 lawn mower buy-back programs, including advertising and media for the program.*

Ms. Lee provided a status report on the 2005 lawn mower buy-back programs. Three lawn mower buy-back programs are being held this year in Sunnyvale, Pleasanton, and Concord. The Committee viewed two television segments that promoted the lawn mower buy-back program.

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

8. **Referrals from Committee:** *Staff reported on the referrals from the March 21, 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 noted that National Walk to School Day is scheduled for October 6, 2005 and inquired about sources of funding for the event. Mr. Broadbent stated that staff will report back to the Committee on this issue at a future meeting.

10. **Time and Place of Next Meeting:** 9:30 a.m., Monday, July 18, 2005, 939 Ellis Street, San Francisco, CA 94109.
11. **Adjournment.** The meeting was adjourned at 11:02 a.m.

Mary Romaidis
Clerk of the Boards

DRAFT

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-office Memorandum

To: Chairperson Young and
Members of the Public Outreach Committee

From: Teresa Galvin Lee
Director of Public Information and Outreach

Date: July 6, 2005

Re: Spare the Air Update - 2005

RECOMMENDED ACTION

Informational only.

BACKGROUND

Staff will update the committee on the Spare the Air season including the status of air quality excesses, media, advertising and Resource Team activities.

DISCUSSION

The Spare the Air season began on June 1, 2005 and will continue through October 14, 2005. Staff will update the committee on:

- Meteorological conditions in the Bay Area to date
- Excesses of federal and state air quality standards
- Media and Advertising activities and
- The “Great Race for Clean Air” sponsored by the Tri-Valley Resource Team.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the 2005 Spare the Air program and resource team activities has been allocated in the 2005-06 budget.

Respectfully submitted,

Teresa Galvin 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 Galvin Lee
Director of Public Information & Outreach

Date: July 1, 2005

Re: Spare the Air Employer Program

RECOMMENDED ACTION

- 1) Recommend Board approval of Allison and Partners as the contractor to assist with the Air District's Employer program.
- 2) Recommend that the Board authorize the Executive Officer/APCO to execute a contract with Allison and Partners for a seven month period, from July 27, 2005 to February 28, 2006 in the amount of \$98,600 with the possibility of extending the contract for an additional one-year period.

BACKGROUND

The Air District has several contractors that assist with various aspects of the Spare the Air program. The contract for the Spare the Air Employer program was recently rebid because the previous contractor, RIDES for Bay Area Commuters, ceased operations on June 30, 2005.

DISCUSSION

Because the previous contractor was no longer available, a "Request for Proposals" to solicit a new contractor was issued on May 12th, 2005. The announcement was sent out through mailings, posted on prominent websites, sent to prior RFP lists, and published in the *San Francisco Chronicle*.

A bidders' conference was held on May 20th at Air District headquarters. Five proposals were received by the deadline of May 31st. The proposals were reviewed and evaluated according to published criteria that included:

- 1) Innovation and creativity of the proposal
- 2) Demonstrated expertise as evidenced by examples of past work
- 3) Expertise and qualifications of the assigned project team
- 4) Thoroughness in responding to the RFP
- 5) Cost effectiveness

Based on the written proposals, three finalists were invited to make oral presentations to Air District staff on June 17th 2005 including:

- Allison and Partners
- Communications West and
- the Majic Consulting Group

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The presentations were evaluated based on the following criteria:

- 1) Understanding the goals and scope of the program
- 2) Presenting innovative/new methods for growing the program and accomplishing all goals,
- 3) Experience or ability to perform the tasks and
- 4) Presenting an efficient use of the budget

The candidates were scored with the following results:

- Allison and Partners 94.3
- Majic Consulting Group and 94.3
- Communications West 84

After reviewing the written proposals and listening to the oral presentations, staff is recommending that Allison and Partners be awarded the contract. Allison and Partners is located in the Bay Area and is currently the District's contractor for media relations. Staff has been pleased with Allison and Partners' performance and believes that given the existing relationship, restarting the employer component of the Spare the Air program will be more readily accomplished.

For the Employer Program, Allison and Partners strategies include:

- Maintaining the basic core of the Employer Program, including soliciting new employers to grow the program, managing the database, attending on-site events and providing one-on-one assistance to employers,
- Working with their existing clients to leverage resources to reward AirAlert registrants,
- Enhancing the employer web site
- Using the media to build awareness of the employer program and
- Incorporating economic messages as a reason to join the Spare the Air program.

Allison and Partners offered an innovative program with new, creative ideas. In addition, they can leverage their existing clients to make the employer program more effective.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the Employer Spare the Air Program is provided by a federal Congestion Mitigation Air Quality (CMAQ) grant and has been included in the 2005-06 budget. The contract would be for a seven month period in the amount of \$98,600.

Respectfully submitted,

Teresa Galvin 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 Galvin Lee
Director of Public Information and Outreach

Date: July 8, 2005

Re: Walk to School Day – October 5, 2005

RECOMMENDED ACTION

Informational and input.

BACKGROUND

Staff will review the Air District's involvement in Walk to School Day scheduled for October 5, 2005.

DISCUSSION

National Walk to School day is promoted by the Partnership for a Walkable America, which is a national coalition working to improve the conditions for walking in America and to increase the number of Americans who walk regularly. Walk to School day this year is October 5th, and is part of the larger International Walk to School Week - October 3 to 7, 2005. Walk to School day is supported by organizations concerned about:

- Improving air quality and the environment by replacing car trips to school with walking or bicycling,
- Enhancing the health of children by increasing physical activity, and
- Creating safer routes for walking and bicycling with education programs, traffic calming measures and awareness.

The Air District has supported Walk to School Day primarily through the Resource Teams. Last year, the Marin/Sonoma Resource Team participated in Walk to School day at McDowell Elementary School in Petaluma. The event was very successful and received local media coverage. The Air District supported the event with planning and staffing resources. In addition, the team funded a Walk to School banner which the children carried. The principal at McDowell Elementary School remains committed to the program and is interested in collaborating on an event again this year.

In addition, the Santa Clara Resource Team has completed transportation evaluations at four schools in Milpitas and Sunnyvale (two middle schools, one elementary and one high school). Walk to School Day provides a good opportunity to follow-up with these schools.

Finally, the Sonoma County Resource Team is planning to hold a workshop in October in Santa Rosa for parents, teachers and school administrators on how to reduce traffic around school sites. Walk to School program activities and guidance can be incorporated into the workshop.

In addition to resource team activities, the Air District can support Walk to School day this year by:

- Issuing a press release emphasizing the connection between air quality and walking or biking to school,
- Supporting additional local events where resources are available,
- Supplying Air District youth materials - such as bookmarks and pencils with air quality messages - to participating schools, and
- Linking the Air District's web site to the Walk to School site at www.walktoschool.org.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities has been allocated in the 2005-06 budget.

Respectfully submitted,

Teresa Galvin Lee
Director of Public Information and Outreach

FORWARDED: _____

Reviewed by: Jean Roggenkamp