



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
OCTOBER 24, 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 JULY 18, 2005**
4. **SPARE THE AIR SEASON - 2005 WRAP-UP**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will give a final report on the 2005 Spare the Air season including Free Morning Commute, media, advertising and measurement.
5. **WINTERTIME OUTREACH – 2005/2006**

J. Colbourn/5192
jcolbourn@baaqmd.gov

Staff will present plans for the upcoming wintertime outreach campaign including new thresholds for Spare the Air Tonight advisories, media and measurement.
6. **2006 LAWN MOWER BUY-BACK PROGRAM**

J. Colbourn/5192
jcolbourn@baaqmd.gov

Staff will present plans for the Spring 2006 lawn mower-buy back program.
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: AT THE CALL OF THE CHAIR

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: October 18, 2005

Re: Public Outreach Committee Draft Meeting Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of July 18, 2005.

DISCUSSION

Attached for your review and approval are the draft minutes of the July 18, 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, July 18, 2005

1. **Call to Order - Roll Call:** Chairperson Shelia Young called the meeting to order at 9:32 a.m.
Present: Shelia Young, Chairperson, Julia Miller, Mark Ross, Pamela Torliatt, Gayle B. Uilkema.
Absent: Erin Garner, Scott Haggerty, John Silva and Brad Wagenknecht.
Also Present: Marland Townsend.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of May 16, 2005:** Director Torliatt moved approval of the minutes; seconded by Director Ross; carried unanimously without objection.
4. **Spare the Air Update - 2005:** *Staff updated the Committee on the Spare the Air season including the status of air quality excesses, media, advertising and Resources Team activities.*

Teresa Lee, Director of Public Information and Outreach introduced Gary Kendall, Director of Technical Services, who presented the report on the status of air quality excesses and meteorological conditions in the Bay Area to date. Director Uilkema suggested that when there are exceedances, the public should be informed of them in some type of message and requested to perform some activity that would make a difference to air quality, along with the phrase “little things do mean a lot”.

Ms. Lee updated the Committee on the Spare the Air season and media and advertising activities. The Spare the Air season began on June 1, 2005 and will continue through October 14, 2005. During the first week of June, there was an entire segment on Spare the Air Day that aired on Evening Magazine. Advertising is being done on buses, BART trains, the media and billboards. In addition, staff has been doing some high profile events in the community. To date there are 5,000 new sign-ups for AirAlert and there are approximately 26,000 people in the database.

Ms. Lee introduced Jim Smith of Community Focus who presented details on the “Great Race for Clean Air” event. This event is a Tri-Valley Resource Team project which will allow participants to use various commute alternatives including rail, bus, rideshare, biking and walking, within a four-week period from September 1 through September 30, 2005. The objectives of the event are

to promote commute alternatives (including regional transit systems) to improve air quality; highlight air quality improvement contributions that the Bay Area Resource Teams make; and commemorate the District's 50th Anniversary.

Committee Action: None. This report provided for information.

5. **Contractor Selection for the Spare the Air Employer Program:** *The Committee considered recommending Board of Director approval of a contractor to assist with the Employer Spare the Air program.*

Ms. Lee reported on the Spare the Air Employer Program. The contract for this program was recently rebid because the previous contractor, RIDES for Bay Area Commuters, ceased operations on June 30, 2005. Ms. Lee presented details on the evaluation and interview process used for screening bidders. Staff recommended that the Committee recommend Board of Directors approval of the following recommendations:

- (1) Approval of Allison and Partners as the contractor to assist with the Air District's Employer Program.
- (2) Authorization of 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.

Committee Action: Director Torliatt moved that the Committee recommend that the Board approve staff recommendations as listed in items (1) and (2) above, with the inclusion of the Committee's direction to staff; seconded by Director Uilkema; carried unanimously without objection.

6. **Walk to School Day:** *Staff reviewed the Air District's involvement in Walk to School Day scheduled for October 5th, 2005.*

Ms. Lee reviewed the Air District's involvement in Walk to School day scheduled for October 5, 2005. The District has supported Walk to School Day primarily through the Resource Teams. Jim Smith, Community Focus, reported on the details of the various Resource Teams involvement throughout the Bay Area.

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

7. **Committee Member Comments:** In response to a question from Director Miller, Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that due to changes in fuel and the fact that the District is in attainment of all carbon monoxide standards, staff has not identified a particular air quality problem with drive-through window service at businesses.

Chairperson Young reported that she was part of a group of 45 Mayors who recently attended "The Local Governments for Sustainability ICLEI Sundance Summit – A Mayors Gathering on Climate Protection", held in Salt Lake City and Sundance, Utah.

8. **Time and Place of Next Meeting:** 9:30 a.m., Monday, September 12, 2005, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 10:45 a.m.

Neel Advani
Deputy Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Young and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 17, 2005

Re: 2005 Spare the Air Wrap-Up

RECOMMENDED ACTION

Receive and file.

BACKGROUND

The Spare the Air program was created to notify the public when air pollution is expected to reach unhealthy concentrations and to encourage Bay Area residents to take individual action to reduce harmful pollutants.

The summertime 2005 smog season began on June 1 and came to an official close on October 14, 2005, with just one Spare the Air advisory called this summer, the lowest since the Spare the Air program began in 1991.

DISCUSSION

2005 Spare the Air/Free Morning Commute Campaign

This year the Air District and the Metropolitan Transportation Commission expanded the successful Spare the Air/Free Morning Commute program and partnered with 20 regional transit operators to offer free morning commutes on the first five Spare the Air weekdays.

The single Spare the Air day of 2005 occurred on Tuesday, July 26, when warm temperatures and stagnant air triggered an advisory. Staff issued a press release, alerted the employer network, notified all the transit partners, sent e-mails to over 27,000 members of the AirAlert network and triggered changeable message signs with Caltrans and a number of other partners. Real time radio and television ads were also purchased.

Press response was excellent, with television interviews on seven Bay Area networks, four radio interviews and print stories in five major newspapers, including back-to-back feature stories in the San Francisco Chronicle. A copy of the summer media highlights will be provided at the committee meeting.

Public response to the Spare the Air program included:

- Increasing overall transit ridership in the region by 6.7%. According to MTC, the estimated vehicle miles reduced by commuters taking advantage of the free morning commute is about 64,270 miles, which is the equivalent distance of driving between San Francisco to Los Angeles 85 times.
- Reducing driving. Over seven percent of Bay Area drivers reduced at least one trip to help Spare the Air.
- Joining AirAlerts, the e-mail notification system which gives 24 hour advance notice of Spare the Air days. As of October 14, AirAlert registrants reached an all time high of over 31,200 individuals.

Advertising and Media

The Spare the Air/Free Morning Commute program was a well-publicized campaign. For the first time, buses on 15 transit systems were wrapped with Spare the Air messages in addition to the five wrapped BART cars. The wrapped vehicles were in service from mid-June through October 14. A press conference to announce the partnership was held on May 26 and was extensively covered in the media. The media value of both the press conference and the July 26 episode resulted in an audience exposure of 5,290,729 people with an advertising value of \$70,640. All 20 transit systems carried Spare the Air posters, signs or banners and helped distribute 56,350 Spare the Air/Free Morning Commute post cards to their constituents.

Television ads (189) and radio ads (65) with a Spare the Air message ran throughout the month of June, as did two billboards in San Mateo and Contra Costa counties. A Spare the Air banner was hung on Treasure Island in May, July and August which had an audience exposure value of 11 million people for that time period. Jumbotron ads were played at the Oakland Coliseum and at SBC Park during several A's and Giant's home games.

During the months of June and July, youth television ads as well as Chinese television and Spanish radio ads were running.

In addition, to help promote AirAlerts registration, the Air District participated in a number of high profile community events this summer including the Health and Harmony Festival (Sonoma), the first annual Sierra Summit (San Francisco), Radio Disney's "Evening of Magic and Music" (Mountain View), First Wednesday Street Parties (Livermore), the San Jose Jazz Festival (San Jose), and the Alameda County Home and Garden Show (Pleasanton). The Air District also participated at numerous employer events.

Survey Information

On the single Spare the Air day, the public was surveyed to quantify the effects that the Spare the Air public education program had on driving behavior. The 2005 survey results demonstrate a continued high recognition rate by the public and continued positive program effectiveness. Survey highlights include:

- Over seven percent of Bay Area drivers reduced at least one trip to help Spare the Air.
- 54% were aware it was a Spare the Air day.
- 53% were aware of the Free Morning Commute option.
- 58% of drivers knew of the Air District.
- 50% had a favorable opinion of the Air District.
- 80% of drivers knew of the Spare the Air program.
- 70% recalled being exposed to a Spare the Air news story days before the survey.

BUDGET CONSIDERATIONS/FISCAL IMPACT:

Funds for the Spare the Air campaign are contained in the 2005-06 budget. The largest source of funding for the program comes from the Congestion Mitigation Air Quality (CMAQ) program.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Young and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 14, 2005

Re: 2005/2006 Wintertime Outreach

RECOMMENDED ACTION

Receive and file.

BACKGROUND

Staff will present plans for the upcoming wintertime outreach campaign including media and survey strategies.

DISCUSSION

The Air District will begin its wintertime outreach program November 14, 2005, focusing on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign will run through February 17, 2006. In addition, staff will continue the woodstove change out program in areas where funding is available.

In order to be more protective of public health, the Air District will issue a *Spare the Air Tonight* advisory on any day that is forecast to reach 130 on the Air Quality Index (AQI) scale, corresponding to the range at which the air is considered unhealthy to breathe for sensitive groups. Sensitive groups include small children, the elderly and those with lung or respiratory ailments.

Media Outreach

Staff will conduct wintertime outreach through two major strategies, media outreach for “Spare the Air Tonight” and placement of feature stories or op-ed pieces.

Strategy 1 - Secure the participation of local broadcast and print media in announcing “Spare the Air Tonight.” This will include:

- A press release prior to November 14 to announce the program.

- Media advisories before the major wintertime holidays, such as Thanksgiving, Christmas and New Year’s Eve.
- Outreach to broadcast meteorologists.
- Public service announcements for radio stations (especially ethnic outlets), that encourage residents to sign up for AirAlerts.

Strategy 2 - Placement of feature stories or op-ed pieces that spotlight the programs and initiatives of the Air District and/or help promote air pollution prevention behaviors among Bay Area residents. This will include:

- Approaching local broadcast news programs with woodsmoke-related features customized for specific outlets such as:
 - **The Hidden Costs of Burning Wood** - A side-by-side comparison of heating your home with gas vs. wood.
 - **The Health Risks of Burning Wood** - A comprehensive segment featuring an asthma sufferer, a doctor, and an Air District expert.

Surveys

Wintertime surveys will be conducted the day after a Spare the Air Tonight advisory. The purpose of the study is to better understand the public’s attitudes and behavior with respect to burning wood, their awareness of the Spare the Air Tonight Program, as well as the impact that the Program has had on awareness, opinions and behavior relevant to burning wood and air quality. The results will be useful to the Air District as a gauge of the effectiveness of education and outreach programs, and will inform future public education, media outreach and advocacy for local governments adopting the Air District's model woodsmoke ordinance.

Other

The Spare the Air web page – www.sparetheair.org - is being updated to reflect the winter program. The AirAlert e-mail notification system will remain active during the winter and the 31,200 people who subscribe to the system will receive an AirAlert when a *Spare the Air Tonight* advisory is issued.

To publicize the woodstove change out program in Santa Clara County, 200,000 bill inserts will be included in San Jose water bills this winter.

Staff will continue to work with the 1300 employers in the Spare the Air program.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds were allocated for the *Spare the Air Tonight* activities in the 2005-06 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,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Inter-Office Memorandum

To: Chairperson Young and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 14, 2005

Re: 2006 Lawn Mower Buy-back Program

RECOMMENDED ACTION

Receive and file.

BACKGROUND

Staff will give a report on developing plans for the 2006 lawn mower buy-back program.

DISCUSSION

For the past seven years, the Air District has coordinated 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 & Decker. In 2005, three community events were held and approximately 500 Bay Area residents traded-in their old gasoline mowers to receive a \$100 instant rebate on a Black & Decker corded electric mower. Media coverage included two TV news pieces.

Four events are planned for 2006. Staff will analyze past lawn mower exchanges and solicit input from program co-sponsors to determine the appropriate 2006 venues.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds for the lawnmower program are contained in the Public Information and Outreach 2005-06 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jean Roggenkamp