

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
9:30 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.

/s/ Mary Romaidis

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.