

**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, 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.

/s/ Neel Advani

Neel Advani

Deputy Clerk of the Boards