

**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, October 24, 2005

1. **Call to Order - Roll Call:** Vice Chairperson John Silva called the meeting to order at 9:35 a.m.  
  
**Present:** John Silva, Vice Chairperson, Erin Garner, Scott Haggerty (9:39 a.m.), Julia Miller, Mark Ross, Gayle B. Uilkema (9:43 a.m.), Brad Wagenknecht.  
  
**Absent:** Pamela Torliatt, Shelia Young.  
  
**Also Present:** Marland Townsend.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of July 18, 2005:** Director Miller moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Spare the Air Season – 2005 Wrap-Up:** *Staff gave a final report on the 2005 Spare the Air season including Free Morning Commute, media, advertising and measurement.*  
  
Jean Roggenkamp, Deputy APCO, presented the report and reviewed the program goals, the 2005 Spare the Air highlights, the expanded publicity and outreach, and the media coverage.  
  
Director Scott Haggerty arrived at 9:39 a.m.  
  
Ms. Roggenkamp reviewed the July 26<sup>th</sup> survey and the campaign results. It was noted that the 2005 campaign reduced 1.5 tons of NOx, 1.7 tons of reactive organic gases (ROG), and .53 tons of small particulate pollution.  
  
Director Gayle B. Uilkema arrived at 9:43 a.m.  
  
The Committee provided in-put on ideas for next year's campaign.  
  
**Committee Action:** None. This report provided for information.
5. **Wintertime Outreach – 2005/2006:** *Staff presented plans for the upcoming wintertime outreach campaign including new thresholds for Spare the Air Tonight advisories, media and measurement.*

Jack Colbourn, Senior Policy Advisor, presented the report and stated that the pollution concern during the wintertime is particulate matter (PM). The campaign will focus on health effects of PM. Mr. Colbourn reviewed the sources of PM and the main sources of PM 2.5 in the Bay Area. The wintertime Spare the Air season begins on November 14<sup>th</sup> and ends February 17, 2006. Mr. Colbourn discussed the media outreach and noted that there will be media advisories before the major wintertime holidays. Other outreach strategies include: wintertime surveys, new radio ads, employer and community events, and the continuation of the woodstove changeout in Santa Clara County.

During discussion, the Committee provided direction to staff on several items.

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

6. **2006 Lawn Mower Buy-Back Program:** *Staff presented plans for the Spring 2006 lawn mower buy-back program.*

Mr. Colbourn outlined the program and stated that this is the seventh annual lawn mower rebate event. Some environmental facts were presented to the Committee on gas and electric mowers in addition to a review of the local agency partnerships.

Ralph Borrmann, Public Information Officer, stated that there will be a battery-operated lawn mower available this year. Jack Broadbent, Executive Officer/APCO recognized Mr. Borrmann for running this successful program.

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

7. **Committee Member Comments:** Vice-Chairperson Silva discussed recycling computers and how many of them are being sent overseas instead of being recycled.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment.** The meeting was adjourned at 10:25 a.m.

*/s/ Mary Romaidis*  
Mary Romaidis  
Clerk of the Boards