



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

BRAD WAGENKNECHT – CHAIR  
ERIN GARNER  
MARK ROSS  
PAMELA TORLIATT  
SHELIA YOUNG

ROBERTA COOPER - VICE CHAIR  
NATE MILEY  
JOHN SILVA  
MARLAND TOWNSEND

MONDAY  
JANUARY 23, 2006  
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 OCTOBER 24, 2005**
4. **CONSIDERATION OF RECOMMENDATIONS FOR CONTRACTORS FOR PUBLIC OUTREACH PROGRAMS**

J. Roggenkamp/4646  
[jroggenkamp@baaqmd.gov](mailto:jroggenkamp@baaqmd.gov)

*The Committee will consider staff recommendations on contractors for media, advertising, youth, measurement and community outreach.*

5. **WINTERTIME OUTREACH – 2005/2006**

J. Roggenkamp/4646  
[jroggenkamp@baaqmd.gov](mailto:jroggenkamp@baaqmd.gov)

*Staff will give a status report on the 2005/2006 Wintertime Outreach Campaign.*

6. **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)*

7. **TIME AND PLACE OF NEXT MEETING: AT THE CALL OF THE CHAIR**

8. **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](http://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 Wagenkecht and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 13, 2006

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of October 24, 2005.

DISCUSSION

Attached for your review and approval are the draft minutes of the October 24, 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, 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.

Mary Romaidis  
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Wagenknecht and  
Members of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 12, 2006

Re: Consideration of Recommendations for Contractors for Public Outreach  
Programs

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RECOMMENDED ACTION

Consider recommending Board of Director approval to extend for a one-year period the contracts that assist with public outreach including:

Youth Outreach - Communications West (up to \$100,000)  
Advertising - O'Rorke Advertising (up to \$867,000)  
Media Relations - Allison & Partners (up to \$100, 000)  
Research and Measurement - True North Research (up to \$63,000)  
Community Outreach - Community Focus (up to \$165,000)  
Employer Program – Allison & Partners (up to \$98,000)

BACKGROUND

The Air District has six contracts to assist with various aspects of its public affairs and outreach programs. Contracts were awarded in March 2004 for a one-year period, with the possibility of continuing the contracts for two additional one-year time frames in 2005 and 2006. This is the third and final renewal before a formal RFP process is required. The contractors have successfully fulfilled the work plans outlined in the existing contracts in an efficient and timely manner. Staff is recommending that the existing contracts be extended including:

Youth Outreach - Communications West  
Advertising - O'Rorke Advertising  
Media Relations - Allison & Partners  
Research and Measurement - True North Research  
Community Outreach - Community Focus  
Employer Program – Allison & Partners

Youth Outreach – Communications West

Communications West has been under contract to the Air District for four years and has assisted in developing an Air District presence in Bay Area schools. Communications West has facilitated the introduction of the *Clean Air Challenge*, a 7<sup>th</sup> to 10<sup>th</sup> grade curriculum that meets the State Education Department Standards. They have also sought grant and private sector

funding to support the program. In addition, they have assisted in the development of the National Children's Theater interactive play called "Smogzilla" which has been successfully carrying the clean air message into the lower grades.

Staff recommends that Communications West be retained to continue the current program in schools. The extension of the Communications West contract would be for a one-year period.

#### Advertising – O'Rorke Advertising Inc.

Staff recommends that O'Rorke Inc. continue as the contractor for advertising the *Spare the Air*, *Spare the Air Tonight* and *Smoking Vehicle* programs. O'Rorke has a solid background in social marketing and advertising. Their 2005 campaign was effective and garnered significant media attention. The creative approach also included "branding" the Air District's message to be consistent throughout the three major campaigns. O'Rorke has been flexible and creative and has helped to raise the Spare the Air program to a new level. Staff recommends extending O'Rorke's contract for another one-year term.

#### Media Relations – Allison & Partners

Allison & Partners has given strategic counsel and media assistance to the District for the major outreach programs and other issues. Their communications strategy includes developing messages and programs that tap into the Bay Area's sense of independence and community. Their staff includes both Hispanic and Asian personnel with strong backgrounds in ethnic outreach. Their media relations expertise and extensive network of media contacts has been instrumental in placing a large number of positive media stories concerning Air District programs. Staff recommends that Allison & Partners be retained for the media outreach part of the campaign for another one-year term.

#### Research – True North Research

True North Research evaluates the methodology and design of the summer and winter Spare the Air surveys, collects interviews, processes data and provides top line reports. In collaboration with staff, they also process and analyze survey data and prepare detailed study reports. The reports are used to assess public awareness of the Spare the Air program, and include the percentage of the public who change behavior on Spare the Air days.

True North has performed all work in a professional manner, adhering to principles and best practices of modern survey technology. They also recommend and implement the most precise and accurate methods to acquire valid data. They deliver timely, thorough and comprehensive reports that meet or exceed the expectations of the Air District. Staff recommends that the contract for True North be extended for a one-year period.

#### Community Outreach – Community Focus

It is recommended that Community Focus continue to assist with the community outreach component of the program. They presently facilitate eight resource teams in the Bay Area - six Spare the Air teams and two community involvement teams. The Spare the Air teams are centered in Napa County, the Santa Clara Valley, southern Alameda County, the Tri-Valley, Marin/Sonoma and in San Francisco/San Mateo counties. The community involvement teams include north Richmond and East Palo Alto. These grass roots teams have allowed the Air

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District to spread the clean air message on the community level, to find allies for clean air efforts (like the adoption of the model wood smoke ordinance) and to form partnerships around a variety of issues. The teams also do local projects to benefit air quality. Staff recommends that Community Focus continue to facilitate the existing resource teams. It is recommended that their contract be extended for a one-year period.

### Employer Program – Allison & Partners

Allison & Partners manages the Employer Spare the Air and Spare the Air Tonight programs which include 1900 employers and 550 schools. They were awarded the contract after RIDES for Bay Area Commuters was disbanded earlier in 2005. Allison & Partners is responsible for recruiting employers and schools, managing the database, holding employer workshops, developing materials for the employer portion of the Spare the Air website and supporting the program through on-site events. In addition, Allison & Partners has sought opportunities to bring more participants into the program. Staff recommends that the Allison & Partners contract be extended for another one-year period.

### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2005-06 has been included in the current budget. The funding for the motor vehicle related activities covered by these contracts comes from three sources. Federal funding includes a one million dollar Congestion Mitigation Air Quality (CMAQ) grant which is administered locally by Caltrans on behalf of the Federal Highway Administration. Local funding is through the Transportation Fund for Clean Air (TFCA) program. The remaining non-motor vehicle portion of the funds is from General Revenues.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Ralph Borrmann  
Reviewed by: Jack M. Colbourn



**BAY AREA AIR QUALITY MANGEMENT DISTRICT**  
Memorandum

To: Chairperson Wagenknecht and  
Members of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 11, 2006

Re: 2005/2006 Wintertime Outreach Update

RECOMMENDED ACTION

Receive and file.

DISCUSSION

Since the District began its wintertime outreach program on November 14, 2005, we have not issued any Spare the Air Tonight advisories. However, staff continues to conduct wood smoke prevention outreach by implementing both the media and advertising strategies outlined at the last Public Outreach Committee meeting. As a result, the District has had several high profile news stories covering wintertime pollution issues. Copies of news articles will be disseminated during the meeting.

Media Outreach

Spare the Air Tonight coverage began in mid-November and included radio (KLIV, KGO, KCBS, KQED, KSRO and KTVN, the Vietnamese station) and television (KTVU, KPIX, and Univision, the Spanish language station) interviews, and print new stories in newspapers throughout the Bay Area. In December, a press release discouraging the public from burning wrapping paper resulted in ECO Talk, KLIV, KSRO and KQED radio coverage as well as articles in ANG news outlets throughout the Bay Area.

Surveys

Wintertime surveys were conducted on January 1, 2, 3, 4, and 12, and are scheduled for January 22, 23, and 27 as well. As of the date of this memo, 1,621 interviews were completed. Of those surveyed 49 percent burn wood, 16 percent have natural gas fireplaces and 24 percent never use their fireplace.

Other survey highlights include:

- 50% use their fireplace primarily for ambiance, 47% for heat.
- 52% use their fireplace at least once a week.
- 54% expect to use their fireplace about the same frequency as they did last year.

- 45% were aware of the Spare the Air Tonight campaign.
- 64% were aware of the negative health effects associated with breathing wood smoke.
- 63% support an ordinance requiring the installation of cleaner wood burning appliances in new houses.
- 74% would support the prohibition of residential wood burning when Spare the Air Tonight advisories are issued.

The final survey report will be available April 1, 2006.

### Advertising Strategy

The wintertime 60-second radio spot and 30-second television ad were aired. As part of the advertising agreements with KCBS and RadioDisney, the District had a presence at UC Berkeley sports events, Boo at the Zoo in San Francisco and Jingle Jam in Santa Clara where wood smoke prevention material was distributed.

A quarter-page display ad was published in the Home section of the San Francisco Chronicle. On December 30, 2005 the Spare the Air Tonight banner went up on Treasure Island and will be displayed until January 31, 2006. Another super-sized wintertime banner will go up on January 17 on East Blithedale Avenue in Mill Valley.

### Other

The Spare the Air web page – [www.sparetheair.org](http://www.sparetheair.org) – was updated in November to reflect the winter program. To publicize the woodstove change out program in Santa Clara County, display ads ran in the San Jose Mercury News and bill inserts will continue to be included in San Jose water bills until February 2006. To date, the program has had 1600 woodstove change-outs. In addition, 32,000 Wood Burning Handbooks, the updated PM bookmark and asthma tip cards have been distributed at employer and community events.

### 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: Jack M. Colbourn