



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

BRAD WAGENKNECHT – CHAIRPERSON

ERIN GARNER
CAROL KLATT
MARK ROSS
JOHN SILVA

ROBERTA COOPER - VICE CHAIRPERSON

YORIKO KISHIMOTO
NATE MILEY
PAMELA TORLIATT

MONDAY
APRIL 24, 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 JANUARY 23, 2006**
4. **OVERVIEW OF RECENT PUBLIC OUTREACH ACTIVITIES**

J. Broadbent/5052
jbroadbent@baaqmd.gov

Review of past six months of media coverage.
5. **SPARE THE AIR PLANNING - 2006**

J. Colbourn/5192
jcolborun@baaqmd.gov

Staff will present a report on the Spare the Air Planning for the 2006 season.
6. **WOODSMOKE SURVEY RESULTS**

J. Colbourn/5192
jcolbourn@baaqmd.gov

Staff will present a summary of the 2005/2006 Spare the Air Tonight Survey results.
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 Wagenknecht and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 10, 2006

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of January 23, 2006.

DISCUSSION

Attached for your review and approval are the draft minutes of the January 23, 2006, 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, January 23, 2006

- 1. Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 9:40 a.m.

Present: Brad Wagenknecht, Chairperson, Erin Garner, Mark Ross, Pamela Torliatt, Marland Townsend (9:47 a.m.), Shelia Young (9:44 a.m.).

Absent: Roberta Cooper, Nate Miley, John Silva.

Also Present: Scott Haggerty (9:46 a.m.), Julia Miller, Gayle B. Uilkema.

- 2. Public Comment Period:** There were none.
- 3. Approval of Minutes of October 24, 2006:** Director Torliatt moved approval of the minutes; seconded by Director Ross; carried unanimously without objection.
- 4. Consideration of Recommendations for Contractors for Public Outreach Programs:** *The Committee considered staff recommendations on contractors for media, advertising, youth, measurement and community outreach.*

Jean Roggenkamp, Deputy APCO, presented the report and stated that staff is recommending that the contracts that assist with public outreach be extended for a one-year period. The contracts are as follows:

- 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)

Ms. Roggenkamp stated that the contracts were awarded in March 2004 and, at that time; there was the possibility of continuing the contracts for two additional one-year time frames in 2005 and 2006. Staff is recommending the contracts be renewed for 2006.

The Committee discussed the criteria used for the recommendation of continuing the contracts.

Director Shelia Young arrived at 9:44 a.m.

During discussion, Director Garner requested that consideration be given to include a “green business” element in future RFPs for contractors that assist in public outreach.

Director Scott Haggerty arrived at 9:46 a.m. and Director Marland Townsend arrived at 9:47 a.m.

The Committee requested that staff provide information on how much the public outreach contractors have spent and that the information be available when the recommendations go to the full Board.

Committee Action: Director Torliatt moved that the Committee recommend Board of Director approval of the staff recommendations for the contractors for public outreach programs and that the financial information be available when the recommendation goes before the full Board of Directors; seconded by Director Garner.

It was noted that if there is a point system for the contracts, that the green business element be part of the point system. The motion then passed unanimously.

5. Wintertime Outreach – 2005/2006: *Staff gave a status report on the 2005/2006 Wintertime Outreach Campaign.*

Jack Colbourn, Senior Policy Advisor, presented the report and reviewed the wood smoke outreach messages, advertising, and media coverage. The Committee viewed several news videos on the health affects of burning wood, one of which was in Cantonese. Mr. Colbourn noted that other languages will be added in the future.

Jack Broadbent, Executive Officer/APCO, reported that the Air District has not yet called a Spare the Air Tonight advisory. He also noted that the federal government is lowering the PM standards and that this might trigger more Spare the Air Tonight advisories in the future.

Director Torliatt requested staff provide information on the number of people that burn wood and what the outreach is to minorities. The Committee discussed and provided input on several items.

Mr. Colbourn discussed the Health etc. event featuring Dr. Phil McGraw and noted that Mr. Broadbent would be introducing Dr. McGraw. The Air District will also have a booth that will provide information on the health effects of particulate matter.

A mid-season wintertime survey was presented and Mr. Colbourn reviewed the preliminary statistics. Mr. Broadbent stated that staff will be recommending that the budget for the Spare the Air Tonight Program be increased for next year.

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

6. Committee Member Comments: Director Ross suggested that if the Board of Directors is asking people to take public transportation or to car pool that the Board itself should, on some scale, do the same thing. Director Ross also discussed the topic of a no idling zone concept that is used in the North West around schools.

Mr. Colbourn stated that a campaign like this has been started in Oakland and the District has done public flyers in various languages. Mr. Colbourn introduced Maria Luz Torre and stated that she has been influential in getting new school buses in San Francisco.

7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 10:30 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: April 11, 2006

Re: Report of the Public Information and Outreach Section

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present a broad overview of Public Information and Outreach activities conducted since October 1, 2005. The presentation will include a summary of the media activities and numerous community events, symposiums and technical conferences the District has participated in over the past six months. The presentation will include a compilation of District-related media coverage and taped examples of staff interviews with the press.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the aforementioned outreach activities were allocated in the 2005/2006 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jack M. Colbourn

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: April 12, 2006

Re: Spare the Air Planning - 2006

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will update the Committee on the 2006 *Spare the Air/Free Fare* campaign.

DISCUSSION

This year, as an incentive to commuters, the Air District, the Metropolitan Transportation Commission (MTC) and 23 participating transit operators have joined forces to expand the free transit element of the *Spare the Air/Free Fare* program. Starting on Thursday, June 1, 2006 participating operators will offer free rides, all day, on the first three non-holiday *Spare the Air* weekdays.

The District *Spare the Air* launch includes co-sponsoring the May 21 A's versus Giants game in Oakland and a press conference with MTC and the transit partners, tentatively planned for Thursday, May 25, which will formally announce the *Spare the Air/Free Fare* program. The campaign ends on Friday, October 13, 2006.

Other elements of the 2006 summer campaign include:

Advertising - The goal of the 2006 advertising campaign is to raise awareness of the Air District and the *Spare the Air* program, maintain healthy air in the region and encourage commuters to drive less and use public transit more. Because the program includes a new concept (three full days), the campaign will use fresh television and radio spots publicizing the summertime ozone issue and promoting the *Spare the Air/Free Fare* program. There will also be bus signs, billboards, some wrapped buses and signage in all BART stations, featuring the new, bold graphics created for the *Spare the Air/Free Fare* program.

Similar to last year, the regional call to action for the public is to sign up for advance notice of *Spare the Air* advisories (Air Alerts) at www.sparetheair.org and to plan a transit commute by calling 511 or visiting 511.org.

Media – The highest priority for the media campaign is to ensure reporting of *Spare the Air* advisories on radio and television. To take advantage of the publicity value of placed media coverage, staff will also promote the *Spare the Air/Free Fare* program to all regional media outlets the weeks prior to June 1.

Employer Program - The Employer Outreach Program involves Bay Area employers who notify their employees whenever a *Spare the Air* advisory is issued. Currently, there are over 1900 employers (reaching over 935,000 employees) registered in the program. Our goal is to increase the number of employer participants to 2090 by the end of the season.

Web sites - By May 15, 2006, the Spare the Air web page--www.sparetheair.org—will be updated to reflect the summer program. Staff will continue to encourage residents to register for AirAlerts. Currently, there are 30,613 registrants. New features for the summer will include Spare the Air/Free Fare information on the home page and an animated video: “Top Ten Tips for Cleaner Air”.

Main Web site -The main Web site (baaqmd.gov) will link from the Spare the Air site.

Partner Web sites - MTC, 511.org and all participating agencies will carry the free fare message. In addition, all the paid advertising media outlets have links to sparetheair.org during the campaign.

Events - Community and employer events continue to be a major strategy to increase awareness about the program and build the AirAlerts network.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funds for the advertising and media campaign have been allocated in the 2005-06 budget and are proposed for continuation in the 2006-07 budget. The largest source of funding for the program comes from the federal Congestion Mitigation Air Quality (CMAQ) program.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jack M. Colbourn

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: April 12, 2006

Re: 2005-06 Winter Season Wood Smoke Survey Report

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present highlights from the Air District's winter survey of public opinion, awareness, and attitudes about wood smoke, and wood burning behavior.

DISCUSSION

The Air District commissioned a survey of 2,625 Bay Area residents about wood burning and wood smoke air pollution. The survey was completed by True North Research using random digit dialing on evenings in November and December 2005, and in January and February 2006. This year's report is substantially longer than last year's due to the enhanced sample and, the ability to conduct analyses that were not possible last year. The passage of California Senate Bill 656 to reduce public exposure to particulate matter (PM10 and PM2.5) was considered in the decision to increase the scope and length of the survey. With a greater emphasis placed on reducing particulate matter in the Bay Area, the 2005 study presented a good opportunity to develop an updated profile of wood burning behavior in the Bay Area that will allow for statistically reliable estimates within each of the nine member counties. Several public policy questions also were added.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the survey was included in the 2005-06 budget. Additional funds for the expanded scope and size of the survey were allocated from the CARE study.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Emily Hopkins
Reviewed by: Jack M. Colbourn