



BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BRAD WAGENKNECHT – CHAIRPERSON

ERIN GARNER

CAROL KLATT

MARK ROSS

PAMELA TORLIATT

ROBERTA COOPER - VICE CHAIRPERSON

YORIKO KISHIMOTO

NATE MILEY

JOHN SILVA

**WEDNESDAY**

**MAY 31, 2006**

**IMMEDIATELY FOLLOWING**

**PERSONNEL COMMITTEE MEETING**

**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 APRIL 24, 2006**
4. **SPARE THE AIR PROGRAM OVERVIEW**

**J. Colbourn/5192**  
[jcolbourn@baaqmd.gov](mailto:jcolbourn@baaqmd.gov)

*Staff will update the Committee on the 2006 Spare the Air Program.*
5. **2006 ADVERTISING FOR SPARE THE AIR CAMPAIGN**

**J. Colbourn/5192**  
[jcolbourn@baaqmd.gov](mailto:jcolbourn@baaqmd.gov)

*Staff will present the latest Spare the Air/Free Fare outreach collateral to the Committee.*
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 Wagenknecht and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 22, 2006

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of April 24, 2006.

DISCUSSION

Attached for your review and approval are the draft minutes of the April 24, 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, April 24, 2006

- 1. Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 9:35 a.m.

**Present:** Brad Wagenknecht, Chairperson, Roberta Cooper, Yoriko Kishimoto, Carl Klatt, Mark Ross (9:40 a.m.), John Silva, Pamela Torliatt.

**Absent:** Erin Garner, Nate Miley.

**Also Present:** Scott Haggerty (9:40 a.m.), Gayle B. Uilkema.

- 2. Public Comment Period:** There were none.
- 3. Approval of Minutes of January 23, 2006:** Director Torliatt moved approval of the minutes; seconded by Director Silva; carried unanimously without objection.
- 4. Overview of Recent Public Outreach Activities:** *Staff reviewed the past six months of media coverage.*

Jack Broadbent, Executive Officer/APCO introduced the item and stated that staff will review the outreach activities that the Air District has undertaken in the last six months.

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the song "Beautiful Day" by U2 will be used in the Air District's Spare the Air campaign this year.

Directors Mark Ross and Scott Haggerty arrived at 9:40 a.m.

Mr. Colbourn reviewed the media coverage, community events, symposiums, conferences, and presentations that have occurred between October 2005 and April 2006. Mr. Broadbent added that there was an aviation symposium in early March that talked about the health impacts of aviation emissions, as well as diesel emissions from ground support vehicles. Mr. Colbourn noted that the Spare the Air web site will be up as of May 15<sup>th</sup>.

The Committee viewed a video from Channel 7 that highlighted a "green" dry cleaner and also viewed a video entitled *Creatures of Habit* that has been developed for children. This video will be on the web site. The Committee discussed where the video could be distributed.

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

5. **Spare the Air Planning – 2006:** *Staff presented a report on the Spare the Air Planning for the 2006 season.*

Luna Salaver, Acting Senior Public Information Officer, presented the report and stated that the Spare the Air 2006 season begins on June 1<sup>st</sup> and ends October 13<sup>th</sup>. All day free transit will be offered this year on the first three non-holiday Spare the Air weekdays. There are 23 participating transit operators this year. Ms. Salaver discussed the Spare the Air goals, the “free fare” factors, media events, media relations, and advertising, including some new advertising initiatives.

Samples of the Spare the Air bus wraps and other signage were shown to the Committee.

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

6. **Woodsmoke Survey Results:** *Staff presented a summary of the 2005/2006 Spare the Air Tonight Survey results.*

Emily Hopkins, Public Information Officer, presented a summary of the 2005/2006 wintertime Spare the Air Tonight survey results. Ms. Hopkins discussed the methodology used, the results and trends, and new questions that were added to the survey. Director Torliatt requested that copies of the survey results be sent to the Committee members.

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

7. **Committee Member Comments:** Director Ross requested that staff look into ways for the Air District to promote “casual” carpooling and possibly discussing the issue with BART or the Metropolitan Transportation Commission (MTC) to see if there are ways to facilitate setting up space for this type of carpooling.

Director Torliatt stated that MTC, in addition to other recommendations, is working on a more cohesive sign program throughout the transit agencies in the 9 Bay Area counties as well as providing better information to get to and from different areas.

Director Kishimoto announced that the City of Palo Alto passed a ban on gas powered leaf blowers. Mr. Broadbent noted that there are two more lawn mower buy back events scheduled in May.

8. **Time and Place of Next Meeting:** At the Call of the Chair.

9. **Adjournment.** The meeting was adjourned at 10:55 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: May 19, 2006

Re: Spare the Air Program Overview

RECOMMENDED ACTION

For information only.

BACKGROUND

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

DISCUSSION

The Air District, Metropolitan Transportation Commission (MTC) and 23 participating transit operators have partnered to implement the expanded *Spare the Air/Free Fare* program, which begins on Thursday, June 1, 2006. On the first three nonholiday Spare the Air weekdays, participating operators will offer free rides, all day, to people commuting in the Bay Area. The campaign ends on Friday, October 13, 2006.

The campaign features comprehensive advertising, media and employer partnering strategies. The first *Spare the Air* ad was aired at the May 21, 2006 A's versus Giants game in Oakland. On May 31, 2006, the District, MTC and several of the transit partners will publicly announce the details of the program at a press conference on Treasure Island.

Media and Advertising Update – The highest priority for the media campaign is to ensure reporting of *Spare the Air* advisories on radio and television stations and in newspapers. 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. New television and radio spots publicizing the summertime ozone issue and promoting the *Spare the Air/Free Fare* program will air on NBC11, KQED and Comcast cable channels. New radio spots will air on morning shows such as Alice 93.7, KFOG, and KCBS. 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. New this year are Geo-targeted internet ads on Google, Fandango and Comcast.net.

Employer Program – The Air District has obtained commitments from several large employers in the region to heighten free fare outreach to their employees. These employer

partners include Agilent in Santa Rosa, Yahoo in Santa Clara, Sandia Labs in Alameda County and UCSF in San Francisco.

Web sites - By May 31, 2006, the Spare the Air web page--[www.sparetheair.org](http://www.sparetheair.org)—will be live to reflect the summer program. This page will be linked to the Air District website; [www.baaqmd.gov](http://www.baaqmd.gov), MTC and the 23 transit operators' websites as well.

#### BUDGET CONSIDERATION/FINANCIAL IMPACT

Funds for the advertising, media and employer campaigns have been allocated in the 2005-06 budget and are proposed for continuation in the 2006-07 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: May 19, 2006

Re: Advertising for Spare the Air

RECOMMENDED ACTION

For information only.

DISCUSSION

Staff will present the latest Spare the Air/Free Fare outreach material to the Committee. This presentation will include taped radio ads and interviews and two versions of the television ads.

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.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

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