

**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, 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.

*/s/ Mary Romaidis*

Mary Romaidis  
Clerk of the Boards