

**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, August 30, 2006

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

Present: Brad Wagenknecht, Chairperson, Erin Garner (9:45 a.m.), Carol Klatt, Mark Ross, Pamela Torliatt (9:54 a.m.).

Absent: Yoriko Kishimoto, Nate Miley, John Silva.

Also Present: Scott Haggerty (9:49 a.m.), Gayle B. Uilkema.

- 2. Public Comment Period:** There were none.

- 3. Approval of Minutes of May 31, 2006:** Approval of the minutes was deferred until a quorum was present.

- 4. Spare the Air Program Overview:** *Staff updated the Committee on the 2006 Spare the Air Program and presented survey results of the Free Fare Program.*

Jack Broadbent, Executive Officer/APCO introduced Karen Schkolnick, Program Manager in charge of Public Information.

Mr. Broadbent stated that it is the middle of the Spare the Air season and nine Spare the Air advisories have been issued. The Bay Area has exceeded the national 8-hour standard on 12 days as of August 30th.

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the Air District partnered with the Metropolitan Transportation Commission (MTC) to fund the Free Fare element of the program. Region-wide, transit ridership increased by 15%. Mr. Colbourn reviewed the results of the survey taken on all Free Fare days and discussed the behaviors that people changed due to the Spare the Air advisory.

Director Erin Garner arrived at 9:45 a.m.

It was noted that emission reductions on the six Free Fare days totaled 8.20 tons. Mr. Colbourn reviewed potential refinements for the 2007 Spare the Air Program and potential funding sources.

Director Scott Haggerty arrived at 9:49 a.m.

The Committee discussed ideas for the 2007 season. Some of the topics included:

- Potential list of stationary sources that could curtail emissions on Spare the Air days, such as refineries, ports, railroads, landfills, and school buses.
- Examples included deliveries to gas stations only during certain times of the day when emissions would be lower.

Director Pamela Torliatt arrived at 9:54 a.m.

- Limiting throughput at gas stations or reducing the price of gas during certain hours of the day.
- Educating people regarding fueling their vehicles during the cooler parts of the day.
- District staff to continue to work with MTC.
- Talk to BART about reducing fares on Spare the Air days.

The Committee provided direction to staff on the items discussed. Staff will bring back recommendations to the Committee for next year's campaign at a future meeting.

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

5. Update on the Youth Outreach Program: *Staff presented a report on the Youth Outreach Program.*

Mr. Colbourn presented the report and stated that the Clean Air Challenge teacher workshops will start again for the spring semester. The Clean Air Challenge curriculum is designed for sixth through twelfth grades. The in-school live theatre program, Smogzilla, that targets kindergarten through sixth grade, will also start again.

The objectives of the program are to provide schools with air quality educational programs and to connect behavior with awareness about environmental issues. The current approach customizes the educational programs for local needs and includes raising funds from corporations. The next steps include: 1) fund raising; 2) updating the Clean Air Challenge curriculum; 3) restructuring the program administration; and 4) evaluating future school programs sponsored by the District.

Director Torliatt requested staff prepare a presentation for the next Committee meeting regarding a project done at Analy High School on reducing greenhouse gas emissions.

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

6. Committee Member Comments: Director Garner discussed offering a special t-shirt when people visit a District booth at an event. If they listen to a brief talk on Spare the Air, they would receive the t-shirt with the stipulation that they put the t-shirt on immediately. This would help get the message out and everyone would be wearing the t-shirt.

Director Ross thanked staff on the good job that has been done on the Spare the Air campaign.

Director Torliatt requested that staff provide an update on how many of the vendors used by the District have a Green Business Program. Brian Bunger, Legal Counsel stated that the Green Business Program is part of the RFP process and vendors receive extra points for having a Green Business Program.

3. **Approval of Minutes of May 31, 2006:** There being a quorum present, Director Uilkema moved approval of the minutes; seconded by Director Ross; carried unanimously without objection.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 10:32 a.m.

/s/Mary Romaidis
Mary Romaidis
Clerk of the Boards