



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

PATRICK KWOK – CHAIRPERSON
ERIN GARNER
YORIKO KISHIMOTO
MICHAEL SHIMANSKY
BRAD WAGENKNECHT

CAROL KLATT - VICE CHAIRPERSON
SCOTT HAGGERTY
JANET LOCKHART
JOHN SILVA

THURSDAY
SEPTEMBER 27, 2007
IMMEDIATELY FOLLOWING
MOBILE SOURCE 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 MAY 21, 2007**
4. **2007 SPARE THE AIR PROGRAM UPDATE** **J. Colbourn/5192**
jcolbourn@baaqmd.gov
Staff will provide a summary of the 2007 Spare the Air Program including media coverage and public survey measurement results.
5. **2007 YOUTH OUTREACH PROGRAM** **J. Colbourn/5192**
jcolbourn@baaqmd.gov
The Committee will receive an update on the Air District's Youth Outreach campaign.
6. **CLIMATE OUTREACH OVERVIEW AND NEW CLIMATE OUTREACH CAMPAIGN** **J. Colbourn/5192**
jcolbourn@baaqmd.gov
The Committee will receive an update on the Air District's climate outreach program, including a new climate outreach campaign.
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 Patrick Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: September 5, 2007

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 21, 2007.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 21, 2007, 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) 749-5000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Monday, May 21, 2007

1. **Call to Order - Roll Call:** Chairperson Patrick Kwok called the meeting to order at 9:30 a.m.
Present: Patrick Kwok, Chairperson, Carol Klatt, Janet Lockhart, Michael Shimansky, John Silva, Brad Wagenknecht.
Absent: Erin Garner, Scott Haggerty, Yoriko Kishimoto.
Also Present: Board Chair Mark Ross.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of May 7, 2007:** Director Shimansky moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **2007 Spare the Air/Free Transit Program – Summer Campaign Follow-Up:** *The Committee received follow up information on the Spare the Air/Free Transit program as requested by the Committee at its May 7, 2007 meeting.*

Jean Roggenkamp, Deputy APCO, informed the Committee the presentation included materials for the upcoming Summer Spare the Air Program and provided answers to questions that the Committee had at its last meeting.

Mr. Jack Colbourn, Director, Outreach and Incentives, and Karen Schkolnick, Air District Spokesperson provided the Committee with the staff presentation, which included the following:

- Spare the Air Summer Program begins June 1, 2007 through October 12, 2007;
- 32 transit operators will participate this year, an increase from 26 last year;
- 4 days of free transit with BART, CalTrain, Ace Train and Bay Area ferries operating from the start of business until 1:00 p.m.; and
- All Bay Area bus systems are free the entire day

A telephone survey showed that in 2003, 4% of drivers made clean air choices by taking public transit and in 2006 the number increased to 10%. Ridership was counted at the turnstiles or mode of transportation. In 2004, ridership increased by 8%, in 2005 by 7.5%, and in 2006, ridership increased by 15%.

Scheduled media events include:

- May 30, 2007, noon – 1:00 p.m. (kickoff event) Justin Herman Plaza in San Francisco
- June 1, 2007, LAVTA in Livermore
- Spare the Air Day events:
 - 1st STA – Concord BART Station
 - 2nd STA – Fremont BART Station
 - 3rd STA – Walnut Creek BART Station
 - 4th STA – Daly City BART Station

A public affairs staff member will be on hand at the designated BART station on the days that a Spare the Air is called.

Ms. Schkolnick, informed the Committee of the improved look to the website's infrastructure. The site has been updated and simplified, as an easier way to locate the Air District's information.

In addition, the website now offers ozone movies as an educational tool. The movies depict the ozone change at any given part of the day, providing the status of the air quality throughout a 24-hour period. On days where there are exceedances, whether it is 1-hour or an 8-hour exceedance, the monitors record this information, and it is loaded to the Air District's website. The monitors are located throughout the region and computer programs help interpolate the data.

Staff also presented storyboards of the Spare the Air and Protect the Climate television campaign, which consists of a series of three, 30-second ads, written and produced by O'Rorke, Inc. The ads capture the connection between sparing the air and protecting the climate. The key message of the ads is, "Keep Your Commitment, Spare the Air..Everyday".

Director Shimansky inquired about notification on days that a Spare the Air Day is called and there is a Board Meeting. Mr. Broadbent responded that the direction from the Board Chair is that if there is a Board Meeting, staff will notify the Board Members immediately and cancel the meeting.

Chairperson Kwok asked that staff expound on the Spare the Air Kickoff event. Ms. Schkolnick noted that several wrapped buses representing the Bay Area transit agencies will be on display. Representatives from both the Air District and the Metropolitan Transportation Commission (MTC) will be on hand, and there are approximately 10 booths scheduled to be on display, representing companies that are involved in providing clean air choice products.

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

5. Recommendation for Contractor for Public Opinion Research Service: *Staff presented a report on the recommendation for a public opinion research firm.*

Jack Colbourn, Director of Outreach and Incentives, presented the report on the new RFP procedures for the opinion research company.

Summary of the RFP includes:

- Provide data on effectiveness of District outreach programs and measure the public's behavior patterns;
- Conduct telephone surveys throughout the year;
- Contract will not exceed \$175,000; and
- 12-month term (possible extension)

Programs that will be part of this measurement include summertime "Spare the Air" days and wintertime "Spare the Air Tonight". In addition, other programs for measurement include:

- Climate Protection Program
- Clean Air Choices; and
- Other programs as needed

The RFP was posted on the website and emailed to approximately 10 research companies throughout the state. The criteria used to evaluate the proposals included:

- 65% - Proposal;
- 25% - Cost; and
- 10% - Green and Local Businesses

Three bids were received and the scores ranged from 74.3 to 90.7 points. The bids were from companies in Southern California, Sacramento and Berkeley. Staff recommended True North Research, given their extensive experience conducting statistically reliable survey research, cost effectiveness, flexible work plan, and extensive experience working with public agencies including the Air District and State agencies.

Committee Action: Director Shimansky moved the staff recommendation; seconded by Director Wagenknecht; carried unanimously without objection.

6. Recommendation for Strategic Media Contractor: *Staff presented a report on the recommendations for Strategic Media Contractor.*

The Committee considered recommending Board of Directors' approval of 1) P&P Communications as the contractor to provide strategic communication services; and 2) Authorization for the Executive Officer to execute a contract with the selected contractor for an amount not to exceed \$150,000.

Mr. Broadbent introduced the item, noting that the intent of this contract is to augment the staff's expertise in the area of strategic media communications. Mr. Gary Polakovic is a Pulitzer Prize winning writer for the Los Angeles Times. Mr. Polakovic recently created P&P Communications, and the Air District is looking at this as a timely opportunity.

In discussing this potential opportunity with Mr. Polakovic, the Air District is proposing the following:

- Assist with strategic media communications, and development of press releases;
- Write speeches, prepare talking points, provide media training; and;
- A contract in the amount not to exceed \$150,000 with a 12-month term

The contract would be on an as needed basis with an estimate of about \$200 per hour.

Committee Action: Director Lockhart moved the staff recommendations; seconded by Director Wagenknecht; carried unanimously without objection.

7. **Committee Member Comments:** There were none.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment.** The meeting was adjourned at 10:00 a.m.

Vanessa Johnson
Acting Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Patrick Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: September 18, 2007

Re: 2007 Spare the Air Program Update

RECOMMENDED ACTION

Receive and file. For information only.

BACKGROUND

The *Spare the Air* program was created in 1991 to notify the public when ground-level ozone is forecast to reach unhealthy concentrations and to persuade residents to take individual action to reduce air polluting activities. A free transit element was introduced in 2003.

Earlier this year, the Metropolitan Transportation Commission (MTC) approved \$7.5 million for the *2007 Spare the Air/Free Transit Incentive Program*, which was augmented by \$1 million in TFCA funds contributed by the Air District. This year, 29 Bay Area transit agencies are participating in the program. Based on rider and transit operator feedback from last season, the *2007 Spare the Air/Free Transit Incentive Program* was designed to provide free morning commutes (until 1 P.M.) on Caltrain, BART, ACE train, and Bay Area ferries, and full-day commutes on all Bay Area bus systems.

DISCUSSION

The summer 2007 *Spare the Air* season runs from June 1 through October 12. Cooler weather this season has kept ozone concentrations relatively low. Spare the Air advisories were issued for August 29 and 30, 2007.

Advertising & Outreach

The 2007 *Spare the Air/Free Transit Incentive Program* launched on May 30 with a well-attended press conference held at Justin Herman Plaza in San Francisco. The 2007 program has received extensive coverage on all media stations and outlets. Since May 30, coverage has included over 130 print and online articles, and 238 television and radio stories, resulting in an advertising value of more than \$700,000. Advertising value is based on rates for a 30-second news segment for broadcast media, and an average of 50 words per column-inch for print coverage. The total number of media impressions numbered over 19 million. Copies of a comprehensive media summary report will be distributed to the Committee at the meeting.

To date, District staff has attended over 30 community events, distributing program literature and signing up new registrants for AirAlerts. The District sponsored a special screening of Paramount Studio's "Arctic Tale" on July 19 in Concord. Over 260 residents attended this free movie screening. In addition, District staff traveled to the Concord and Fremont BART stations to conduct media interviews for the morning shows on the two *Spare the Air* days. All participating transit systems carry the 2007 *Spare the Air/Free Fare* posters, signs and banners, and buses on 14 transit systems were "wrapped" with the 2007 *Spare the Air* campaign graphic.

Public Involvement:

- Transit: MTC reported strong transit ridership numbers. Preliminary estimates showed an increase of 20%, versus 15% last year.
- AirAlerts: Email AirAlert registrants reached an all time high of over 54,000 individuals, an increase of 14,000 over the previous year.
- Spare the Air website emails: The District has received 104 email queries from the public through the Spare the Air website since May 30, and 264 emails since January 1, 2007.

Survey Information

The preliminary telephone survey results for the first two *Spare the Air* episodes were positive and consistent with last year's results. Over 750 interviews were completed with Bay Area residents between August 28-29.

Regarding awareness of the *Spare the Air* program, 73% of those surveyed said they heard, read, or saw something about the program on those two days (compared to 76% in 2006), 65% said they were aware it was a *Spare the Air Day* (also 65% in 2006), and 63% were aware of free public transit rides (66% in 2006).

Later in the year, staff will present a final *Spare the Air* program report.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for *Spare the Air* program is included in the FY 2007/08 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen M. Schkolnick
Reviewed by: Jack M. Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Patrick Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: September 12, 2007

Re: 2007 Youth Outreach Program

RECOMMENDED ACTION

Receive and file. For information only.

BACKGROUND

Staff will update the committee on current activities of the Air District's youth outreach program.

DISCUSSION

An important component of the Air District's comprehensive outreach effort is the youth outreach program. This effort is primarily focused on science-based education for middle and high school students through the Clean Air Challenge curriculum. This curriculum helps science teachers to meet California standards while students conduct research on environmental problems that impact their health. During the 2007/2008 school year, the Air District will support an expansion of the Clean Air Challenge teacher trainings to include greater outreach to schools and more targeted teacher workshops (potentially training an additional 50 teachers). Since 2003, more than 500 teachers have attended the training and an estimated 60,000 students received the curriculum.

Staff is currently conducting focus groups with 4th and 5th grade and 8th through 10th grade students to test messages, images and collateral addressing climate change and particulate matter pollution to be distributed at outreach events and in school presentations throughout the Bay Area in the 2007/2008 school year.

The Air District also supports additional youth outreach efforts including:

- Piloting a climate change curriculum targeting 4th and 5th grade students.
- Developing a comprehensive database of all schools in the Bay Area to be used in marketing youth outreach efforts.
- Helping seed grants for the establishment of Safe Routes to School programs in Sonoma County. (Through Resource Team)
- Piloting a promotion of walking and healthy lifestyle alternatives to driving at Pomeroy Elementary and Russell Middle schools in the City of Milpitas. (Through Resource Team)
- Speaking at schools about climate change, ozone and particulate matter.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the youth outreach is included in the FY 2007/2008 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Richard Lew
Reviewed by: Jack Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Patrick Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: September 18, 2007

Re: Climate Outreach Overview and New Climate Outreach Campaign

RECOMMENDED ACTION

None. For information only.

BACKGROUND

On June 1, 2005, the District's Board of Directors adopted a resolution establishing the agency's Climate Protection Program. The Outreach and Incentives Division has since worked to integrate climate protection into its overall outreach efforts. Recent efforts to promote awareness of climate change have relied on traditional approaches, including enhanced Spare the Air notifications, printed brochures and other material for students and the public, and distribution of Clean Air Challenge curriculum to Bay Area schools. The Air District will host the upcoming Climate All-Stars Conference, and develop a series of climate protection radio ads. The Green Thing is an innovative media campaign to expand the public's participation in climate protection activities.

DISCUSSION

The Green Thing will be the District's first public outreach initiative that fully utilizes the potential of the worldwide web to improve air quality. It will create an internet-based community where people meet, share ideas and collaborate on climate protection strategies. The format will be unique and appealing, presenting environmental activities as fun, not difficult or obligatory. The Green Thing combines monthly environmental protection tips with poetry, music, literature, and other ingredients. The campaign targets youth, creative individuals, and tech-savvy people. The Green Thing is produced by two British creative marketers who are experienced in both online and traditional marketing.

The following agencies and businesses have pledged or are considering financial or in-kind support of this project:

- SF Environment
- Metropolitan Transportation Commission (MTC)
- Municipal Railway (MUNI)
- San Francisco Municipal Transportation Agency (SFMTA)
- Norcal Waste Systems, Inc. (Norcal)
- Pacific Gas & Electric (PG&E)
- Bay Area Rapid Transit (BART)
- San Francisco County Transportation Authority (SFCTA)
- San Francisco Public Utilities Commission (SFPUC)
- Flex Your Power
- Livable City
- Bay Area Alliance for Sustainable Communities
- San Francisco Bike Coalition (SFBC)

BUDGET CONSIDERATION / FINANCIAL IMPACT:

None. No action is requested at this time. Staff may return to the Board with recommendations for proposals that would draw from funds available in the Reserve for Climate Protection, of which \$500,000 is earmarked for regional climate protection outreach campaigns.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen M. Schkolnick
Reviewed by: Jack M. Colbourn