

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000**

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Monday, March 19, 2007

1. **Call to Order - Roll Call:** Chairperson Patrick Kwok called the meeting to order at 9:31 a.m.
Present: Patrick Kwok, Chairperson, Carol Klatt, Janet Lockhart, Michael Shimansky.
Absent: Erin Garner, Scott Haggerty, Yoriko Kishimoto, John Silva, Brad Wagenknecht.
Also Present: Board Chair Mark Ross, Pamela Torliatt (9:34 a.m.), Gayle B. Uilkema.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of August 30, 2006 and October 11, 2006:** Director Shimansky moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
4. **Consideration of Recommendations for Contractors for Public Outreach Programs:** *The Committee considered staff recommendations on contractors for media/employer relations, advertising design, and community outreach.*

Jean Roggenkamp, Deputy APCO, stated that the District uses contractors to complement the abilities of the District staff. Previous contracts were organized by program, but the new contract structure is more streamlined, saves resources, and provides for more flexibility. The new structure is based on work activity type.

Director Pamela Torliatt arrived at 9:34 a.m.

Karen Schkolnick, Air Quality Program Manager, provided a summary of the request for proposal (RFP) process. The contracts would be for a 12-month term and may be extended at the District's discretion. The RFP evaluation criteria, contract scope, and evaluation summary were reviewed. Ms. Schkolnick stated that staff recommends that the Committee consider recommending Board of Directors' approval of the following:

- Community outreach – Community Focus not to exceed 180,000,
- Advertising design and production – O'Rorke not to exceed \$400,000, and
- Media relations and employer program – Allison & Partners not to exceed \$780,000.

In response to a question from Director Shimansky, Ms. Schkolnick stated that two staff members were on the selection team for each contract. There was discussion on the short time period for

submission of the RFP's and the Committee recommended it be lengthened next time. The Committee also requested that more than two people attend the interviews with the contractors.

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

5. **Spare the Air Tonight 2006/2007 – Wintertime Outreach:** *Staff presented a summary of the 2006/2007 Spare the Air Tonight wintertime outreach campaign.*

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the voluntary program is to encourage clean air choices and to reduce particulate matter (PM). The season ran from November 20, 2006 through February 16, 2007. Mr. Colbourn provided information on PM_{2.5}, the sources of PM, and the advisory history from 1991 to the present. Outreach strategy included community events, mailings, the web site, the Santa Clara woodstove rebate program, and advertising and collateral materials.

The messages addressed measures to protect health and persuading the public to make clean air choices to improve air quality. An overview of the program results was presented to the Committee, along with the PM_{2.5} exceedances, and the 2007 survey results. Jack Broadbent, Executive Officer/APCO, added that the program is an educational tool and that the District is working on changing people's behavior through this campaign.

The Committee discussed several aspects of the program that included sending the advisories electronically, educating people and offering incentives to change out their fire places, and the lower standard PM standard that resulted in more alerts. If the lower standard had been in affect in previous years, there would have been an average of 20 days that alerts would have been called.

Staff noted that there is a high level of recognition of the Spare the Air campaign, the message will change to "here are things you can do," the focus will be on clean air choices and that it is a year-round program.

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

6. **2007 Spare the Air – Summer Outreach Campaign Update:** *Staff presented a report on the recommendations for the 2007 Spare the Air summer campaign.*

Mr. Broadbent introduced the item and stated that the District has been working with the Metropolitan Transportation Commission (MTC) and MTC has approved \$7.5 million to fund the free transit incentive; the Air District will provide additional funding. These funds will provide for four free transit days; BART, CalTrain and the ferries will have free morning commutes and the regional bus systems will be free all day.

Mr. Colbourn reviewed the 2007 Spare the Air summer outreach campaign and noted that this is a voluntary program to educate the public to adopt a clean air lifestyle. The program elements were reviewed and include incentives, public outreach, a youth outreach campaign, advertising, media outreach, the employer program, and the web site and *AirAlerts*. Feedback and results on the 2006 program were provided to the Committee

An overview of the 2007 program highlights and outreach strategy was presented to the Committee. Staff noted that to get a better measurement of the long-term behaviors, the phone survey and on-board survey measurements will be expanded. The District is also making an effort to secure private partners and funding for the Spare the Air program.

The Committee discussed a wider distribution of the tip cards and other printed material. Board Chair Ross recommended that the Board cancel Committee meetings on Spare the Air days, unless there is urgent business.

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

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 10:47 a.m.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards