

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

APPROVED MINUTES

Summary of Board of Directors
Meeting of the Public Outreach Committee
9:30 a.m., Monday, May 7, 2007

1. **Call to Order – Roll Call:** Chair Patrick Kwok called the meeting to order at 9:30 a.m.

Present: Chairperson, Patrick Kwok, Vice Chair, Carol Klatt, Janet Lockhart, Michael Shimansky, Brad Wagenknecht, Mark Ross, Scott Haggerty (9:35 a.m.).

Absent: Erin Garner, John Silva, Yoriko Kishimoto.
2. **Public Comment Period:** There were none.
3. **Approval of Minute of March 19, 2007:** Director Shimansky move approval of the minutes, seconded by Director Lockhart
4. **Presentation of 2007 Spare the Air/Free Transit Ozone Campaign update:**
The Committee received an update on the Spare the Air/Free Transit ozone Campaign.

Jack Colbourn, Director, Outreach and Incentives Division introduced Karen Schkolnick, Spokesperson for the Air District to present to the Committee an update on the Spare the Air/Free Transit Campaign. The *Spare the Air Program* is a voluntary program to motivate the public to adopt a clean air lifestyle to reduce ozone. This reduction can be achieved through driving less, telecommuting, using public transit, walking and biking.

2007 program highlights included:

- Campaign focus on promotion of clean air choices and climate messages;
- Expansion of program measurement to begin process of estimation on-going behavioral changes and assessing program impact;
- Explore opportunities to partner with the private sector and pursue incentives and funding to augment the 2007 season and future campaigns (e.g. PG&E, Chevron, ALA);

- Integration of public health based message about District's role in protecting air quality and current events (e.g. providing assistance to MTC during E. Bay Bridge incident);
- Integration of 32 transit participants (Six New Operators: City of Vallejo Ferry, Vallejo Transit, Healdsburg Transit, American Canyon, Yountville Shuttle, St. Helena Shuttle); and
- 4 partial-day commutes (until 1 p.m.) on BART, CalTrian, Ace and ferries; bus systems free all day.

Chairperson Kwok requested information on how the message would be relayed to the public as they ride free transit. Ms. Schkolnick responded that information will be provided to riders via collateral cards and sandwich board ads detailing how the program operates; information cards would be available for riders to read as they ride transit. This information will reinforce the message to the commuters as well as the media campaign.

Outreach strategies include the kick-off media event of May 30, 2007 and media advisories that will be issued before the season and all through the season. The community event will involve talking to the community at the grass root level as well as employer partnership joining the Air District in future campaign as partners.

Tracy Keough presented the new design for the 2007 Spare the Air Free/Transit Campaign. Ms. Keough stated that the strategy was bold, positive, benefit-based and focused on individual action. The 2007 design will have the inscription "Cool Guy" that shows a man portraying things individuals can do while riding transit such as reading, listening to music on an ipod, and using the computer. The initiative is about a design that will work with the program. Twelve different designs were developed and 4 designs were selected by the staff. There are 25 collaterals customized with translation in English and Spanish.

5 Presentation on Youth Outreach Program: *The Committee received an update on the Youth Outreach Program.*

Richard Lew, Community Outreach Manager, presented the report on the youth outreach program entitled *Clean Air Challenge*. The objective of the program is to provide schools with Air quality educational programs that connect with issues of environment and behaviors. The teacher workshops include a science curriculum for middle and high school students that currently meet the state of California science standards. It also includes teacher's manuals, student workbook, catalogue and laboratory supplies. The Clean Air Challenge curriculum provided training through presentation of slide shows which was used to train teachers in Livermore. From 2003 – 2006, there were a total of 500 teachers and 60,000 students trained. In 2006/2007, 133 teachers and 14,000 students received training.

Youth outreach efforts include:

- “Greening the Student Commute Project”;
- Sponsoring youth panel at the Climate All Stars Conference in San Francisco September 2007;
- Promote Safe Route to School program in Sebastopol – program that can be replicated;
- Milpitas School District traffic reduction project; and
- Funding school traffic assessments in Sunnyvale, Mountain View and Palo Alto.

A discussion ensued on the distribution of information regarding the curriculum to schools, staff was provided direction.

- 6. Committee Member Comment/Other Business:** Director Ross distributed a newspaper article related to a survey conducted on wood smoke and the responses from individuals polled.
- 7. Time and Place of Next Meeting:** Next meeting will be at 9:30 a.m. on Thursday, May 21, 2007 at 939 Ellis Street, San Francisco, CA 94109.
- 8. Adjournment:** The meeting adjourned at 10:45 a.m.

/s/ Chioma Dimude
Chioma Dimude
Acting Executive Secretary