

**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, 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:
  - 1<sup>st</sup> STA – Concord BART Station
  - 2<sup>nd</sup> STA – Fremont BART Station
  - 3<sup>rd</sup> STA – Walnut Creek BART Station
  - 4<sup>th</sup> 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.

*/s/ Vanessa Johnson*  
Vanessa Johnson  
Acting Clerk of the Boards