



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIRPERSON  
ERIN GARNER  
JANET LOCKHART  
JOHN SILVA

CAROL KLATT - VICE CHAIRPERSON  
SCOTT HAGGERTY  
MICHAEL SHIMANSKY  
BRAD WAGENKNECHT  
KEN YEAGER

FRIDAY  
SEPTEMBER 26, 2008  
9:30 A.M.

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 5, 2008**

4. **OVERVIEW OF 2008 SUMMER SPARE THE AIR EVERY DAY CAMPAIGN**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an overview of the 2008 Summer Spare the Air Every Day Campaign.*

5. **UPDATE ON DEVELOPMENT OF WOOD SMOKE RULE OUTREACH CAMPAIGN**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive a summary of the planning efforts for the Wood Smoke Rule Outreach Campaign.*

6. **CONSIDERATION OF WOOD SMOKE REDUCTION REBATE PROGRAM**

**J. Colbourn/5192**  
[jcolbourn@baaqmd.gov](mailto:jcolbourn@baaqmd.gov)

*The Committee will consider recommendations regarding the Wood Smoke Reduction Rebate Program.*

7. **CONSIDERATION OF RECOMMENDATION TO EXTEND PUBLIC OUTREACH CONTRACTS**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will discuss and consider contract extensions for public outreach consultant contracts.*

8. **YOUTH OUTREACH PROGRAM FOR BACK-TO-SCHOOL**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on current activities of the Air District's Youth Outreach Program.*

9. **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)*

10. **TIME AND PLACE OF NEXT MEETING:** 9:30 A.M. OCTOBER 2, 2008, 939 Ellis Street, San Francisco, CA 94109

11. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET SAN FRANCISCO, CA 94109**

**(415) 749-5073**  
**FAX: (415) 928-8560**  
**BAAQMD homepage:**  
[www.baaqmd.gov](http://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 Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website ([www.baaqmd.gov](http://www.baaqmd.gov)) at that time.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**(415) 771-6000**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF DISTRICT MEETINGS**

**SEPTEMBER 2008**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Climate Protection Committee Meeting</b> <i>(Meets 3<sup>rd</sup> Thursday Every Other Month)</i>	Thursday	18	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Joint Policy Committee</b>	Friday	19	10:00 a.m. – 12:00 p.m.	MTC 101 - 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Legislative Committee</b> <i>(Meets 4<sup>th</sup> Monday of the Month)</i>	Monday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets 4<sup>th</sup> Wednesday of each month)</i>	Wednesday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>– (Meets 4<sup>th</sup> Thursday of each Month)</i>	Thursday	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Public Outreach Committee</b> <i>(Meets 1<sup>st</sup> Thursday every other Month)</i>	Friday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Executive Committee</b> <i>- (At the Call of the Chair)</i>	Monday	29	9:45 a.m.	4 <sup>th</sup> Floor Conf. Room

**OCTOBER 2008**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	1	9:45 a.m.	Board Room
<b>Advisory Council Air Quality Planning Committee</b> <i>(Meets 1<sup>st</sup> Thursday Even Month) – RESCHEDULED TO THURSDAY, OCTOBER 16, 2008</i>	Thursday	2	9:30 a.m.	4 <sup>th</sup> Floor Conf. room
<b>Advisory Council Technical Committee</b> <i>(Meets 1<sup>st</sup> Monday of every even Month) - RESCHEDULED TO WEDNESDAY, OCTOBER 22, 2008</i>	Monday	6	9:30 a.m.	Board Room
<b>Advisory Council Public Health Committee</b> <i>– (Meets 2<sup>nd</sup> Wednesday Even Month)</i>	Wednesday	8	1:30 p.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
<b>Advisory Council Air Quality Planning Committee</b> <i>(Meets 1<sup>st</sup> Thursday Even Month)</i>	Thursday	16	9:30 a.m.	Board Room

## OCTOBER 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets 4<sup>th</sup> Wednesday of each month)</i>	Wednesday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Advisory Council Technical Committee</b> <i>(Meets 1<sup>st</sup> Monday of every even Month)</i>	Wednesday	22	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>– (Meets 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 4<sup>th</sup> Monday of the Month)</i>	Monday	27	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## NOVEMBER 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(Meets 1<sup>st</sup> Thursday every other Month)</i>	Thursday	6	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Advisory Council Executive Committee Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday Every Other Month)</i>	Wednesday	12	9:00 a.m.	Room 716
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday Every Other Month)</i>	Wednesday	12	10:00 a.m.	Board Room
<b>Joint Policy Committee</b>	Friday	14	10:00 a.m. – 12:00 p.m.	MTC 101 - 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
<b>Board of Directors Climate Protection Committee Meeting</b> <i>(Meets 3<sup>rd</sup> Thursday Every Other Month)</i>	Thursday	20	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 4<sup>th</sup> Monday of the Month)</i>	Monday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets 4<sup>th</sup> Wednesday of each month)</i>	Wednesday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

HL  
9/17/08 (12:45 p.m.)  
P/Library/Forms/Calendar/Calendar/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 26, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 5, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 5, 2008, 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  
Monday, May 5, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.  
**Present:** Mark Ross Chairperson, Scott Haggerty, Carol Klatt, Janet Lockhart, Michael Shimansky.  
**Absent:** John Silva, Brad Wagenknecht, Ken Yeager.  
**Also Present:** Gayle B. Uilkema.
2. **Public Comment Period:** There were none.
4. **Spare the Air 2008 Campaign Update:** *Staff provided an update on the development of the 2008 Spare the Air Campaign.*

Jack P. Broadbent, Executive Officer/APCO, introduced the item and noted that the Spare the Air Summer Campaign would begin June 2, 2008. Mr. Broadbent stated that the Committee has been instrumental in reviewing staff's recommendations and giving direction to the program. Mr. Broadbent continued, stating that this would be the last year of funding for free transit secured through CMAQ and the Metropolitan Transportation Committee (MTC). Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that due to the lower federal standard, more Spare the Air days will be called this summer, and staff is leaning towards picking a specific date for free transit.

Jean Roggenkamp, Deputy Air Pollution Control Officer introduced Lisa Fasano, Communications Director, and stated that Ms. Fasano will make the presentation.

Ms. Fasano provided the Committee with the following background:

***Spare the Air Program:***

- Created in 1991
- Notifies the public when air quality is unhealthy
- Persuades public to make behavior changes to reduce polluting activities
- EPA recently adopted more stringent ozone standard

Highlights for the program transition include:

**2008 *Spare the Air, Every Day*:**

- Year-round campaign that integrates climate protection messages
- Advertising & Outreach
- Partnerships & Incentives

Ms. Fasano stated that advertising would consist of a year round campaign that would be seasonal, so that the advertising, publicity and press materials distributed will focus on seasonal behavioral changes throughout the year.

Advertising and Outreach will include:

- Television, Radio, Print & In-Theater
- Internet/Web
  - Social Networking Sites (Yelp, Facebook, etc.)
- Community Outreach
  - Events
- Media Outreach
  - Interviews, Editorial Board Visits, News Releases
- Telephone surveys to measure program progress and behavior change

Ms. Fasano continued stating that June 19, 2008, is considered Dump the Pump Day, sponsored by the California Air Resources Board (CARB), on this day, no gas would be purchased. This could potentially be a good link for the Air District to have its free transit day.

Possible partners and incentives include:

**Exploring Partnerships**

**Ideas for Incentives/Promotions**

MTC

Free Transit Day(s)

Peet's

Bring Mug for Discount on Coffee

Safeway

Free Grocery Delivery

Zip Cars

Discount on Hybrid Cars

511.org

TransLink Passes

Safe Routes to School

Free/Discounted Bikes

Mike's Bikes

Method

Discounted Healthy Cleaning Products

Ms. Fasano concluded the presentation stating that the benefits associated with this campaign will include:

- Sustainable, cost-effective and environmentally comprehensive;
- Businesses and community groups play an active role in the campaign; and
- Residents are encouraged to do more and are rewarded for their efforts

Mr. Broadbent stated that the STA, everyday campaign is in transition and that due to the standards being lowered, violations will occur more frequently. Because the Air District is at the end of its funding cycle with MTC and its CMAQ funding program; the Air District will move towards selecting STA dates. Mr. Broadbent continued stating that the free transit program will continued to be explored in the future. Also, if the Air District were to establish a foundation, it can seek to receive private monies and essentially fund the program. This would consist of the Air District contributing funds and the foundation contributing, and the Air District will head in this direction during Summer 2009.

**Action:** The Committee provided direction to staff with regard to the program.

3. **Approval of Minutes of March 3, 2008:** Director Haggerty moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
5. **Summary of Wood Smoke Outreach and Incentives:** *Staff provided an overview of the Wood Smoke Outreach and Incentives to date.*

Mr. Broadbent addressed the Committee introducing Ms. Fasano to provide the Committee with the presentation. Mr. Broadbent also noted that the Spare the Air Tonight campaign recently ended.

Ms. Fasano provided the Committee with the background of this program which included:

- In 2006 US EPA adopts more stringent PM standards
- Average of 20 unhealthy nights per season
- District's Wood Smoke Reduction Effort
  - ✓ Financial Incentives
  - ✓ Regulation
  - ✓ Outreach & Spare the Air Tonight

Ms. Fasano continued that the Air District conducted surveys from a period of 2007-2008 to gauge the public's perception on wood smoke and particulate matter issues. Survey results include:

- Approx. 70% perceive negative health effects associated with breathing wood smoke.
- 21% perceive their neighborhood periodically experiences air pollution from wood smoke.
- 22% households that have a woodstove are unsure if it is EPA certified.
- 84% support a policy that would limit wood burning on nights when air quality is unhealthy.

The financial incentive efforts include:

**Objectives:**

- Help residents invest in cleaner devices
- Raise awareness regarding cleaner-burning alternatives



**Program Highlights:**

- Press releases, interviews, feature TV/radio/print stories, notices to individuals
  - **1st Round** - \$100K - Opened January 15th
    - 185 Rebates distributed
  - **2nd Round** - \$400K - Opened April 7th and runs through July 7th
    - 650 vouchers issued

The regulatory efforts include:

**Outreach Highlights:**

- Press releases, interviews, feature TV/radio/print stories
- Coordinated seven (7) and nine (9) informational meetings
- Notified approx. 1,000 individuals, 200 civic, environmental, and health organizations
- Advertised in local papers, websites, and sent notices to local cities and counties

**Regulation 6, Rule 3:**

- Limits burning on nights with unhealthy air quality
- Limits excessive smoke pollution
- Requires cleaner burning technology for sale and resale
- Requires cleaner burning technology in new construction
- Prohibits burning of garbage
- Requires labels on seasoned wood and solid fuel

In addition, Ms. Fasano continued stating that the outreach effort will include:

- Emphasis on health effects of fine particulate pollution
- Communicate how to burn cleanly and how to comply with Rule
- Promote incentives and cleaner-alternatives
- Outreach Highlights:
  - Advertisements and public service announcements
  - Community and employer events
  - Media advisories and press releases
  - Marketing materials
  - Spanish and Chinese-language materials
  - Op-ed and editorial board meetings
  - Surveys

Ms. Fasano stated that the main message throughout the campaign will include:

**Check before you burn:**

- Advertising on television, radio and in newspapers
- Alerts to weathercasters
- Alerts on Air District and Spare the Air websites [sparetheair.org](http://sparetheair.org) and [www.baaqmd.gov](http://www.baaqmd.gov)
- E-mail notification to residents – Air Alerts
- Distribution of educational materials
- 1-800 HELP-AIR

Ms. Fasano concluded her presentation and stated that the campaign's emphasis will be to inform individuals that there is a need to reduce wood smoke burning on Spare the Air Nights when an advisory is called.

Mr. Broadbent stated that the Board of Directors will consider Regulation 3, Rule 6: Wood Burning Devices, at its July 9th Board meeting.

The Committee had a brief discussion on this matter. Chairperson Ross thanked staff, as he is aware that it took a great deal of work and appreciates staff efforts.

6. **Committee Member Comments:** None.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 10:50 a.m.

Vanessa Johnson  
Acting Clerk of the Board

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 26, 2008

Re: Overview of 2008 Summer Spare the Air Every Day Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

This year, the *Spare the Air* campaign transitioned into the *Spare the Air* “Every Day” campaign.

DISCUSSION

Outreach is a major component of the *Spare the Air* “Every Day” campaign. The goal of this new campaign is to help the public understand that there are clean air choices they can make every day to help reduce air pollution and protect the climate. At the meeting, staff will provide an overview of the 2008 *Spare the Air* “Every Day” campaign.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the summer outreach program was included in the FY 2007-08 budget. Funding for the fall, winter and spring campaign is included in the FY 2008-09 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Lisa Fasano  
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 26, 2008

Re: Update on Development of Wood Smoke Rule Outreach Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Wood Smoke Rule was adopted by the Board in July of 2008. The District's Wood Smoke Rule outreach and education campaign will begin in November 2008, and run through February 2009.

DISCUSSION

Outreach is a major component of the new Wood Smoke Rule and will be essential for its successful implementation.

The Wood Smoke Rule outreach and education campaign will inform residents about the new rule, how they can comply with the rule, and why it is important to their health and the health of their families. Outreach messages will be delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising.

Educational materials will be developed and distributed to the public via mail, at public events and through the District's websites. At the meeting, staff will provide an overview of the District's Wood Smoke Rule outreach campaign.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the outreach program is included in the FY 2008-09 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Lisa Fasano  
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 18, 2008

Re: Consideration of Wood Smoke Reduction Rebate Program

RECOMMENDED ACTION

Approve use of carry over funds in the amount of approximately \$200,000 to offer \$200 rebates for the purchase and installation of new gas stoves and inserts.

BACKGROUND

Staff will present a summary of the Air District's Wood Smoke Reduction Rebate Programs.

DISCUSSION

In FY 2007/2008, the District allocated \$500,000 to incentivize Bay Area residents to switch their conventional fireplaces and older, higher-emitting woodstoves and fireplace inserts to cleaner-burning alternatives. The first phase of the program began in mid-January 2008 and was operated in partnership with the Hearth Patio and Barbecue Association and associated retailers. The second phase of the program was administered directly by the District and ran April 7, through July 6. As of the conclusion of these phases, the District has expended approximately \$300,000, and funded the switch to more than 500 cleaner-burning devices.

The next phase of the program is proposed to commence in mid-November 2008, and would distribute the remaining funds in allotments of \$200 per gas insert and stove.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

None. This program will be using carry over funds that were previously allocated in FY 2007/2008.

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 Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 26, 2008

Re: Consideration of Recommendation for Extension of Public Outreach Contracts

RECOMMENDED ACTION:

Recommend Board of Directors' authorization for the Executive Officer to execute the following contract extensions to assist with public outreach:

- Advertising Design and Production - O'Rorke, not to exceed \$550,000
- Media Relations and Employer Program - Allison & Partners, not to exceed \$250,000

BACKGROUND

The Air District Communications and Outreach section uses contractors to assist with various aspects of its public affairs and outreach programs. This recommendation would allow existing contractors to continue the 2008 *Spare the Air Every Day* campaign and transition into the winter wood smoke campaign. The extension would include the outreach and education campaign for the District's new Wood Smoke Rule throughout the region.

DISCUSSION

The initial advertising and media relations contracts were executed in March 2007, and written for one year with the provision of a one year extension at the District's discretion. Prior to March 2008, the contracts were extended to August 15 by the District to allow for summer *Spare the Air* planning. The District and the two contractors have entered into "time only" extensions to both contracts through October 15 to complete the 2008 *Spare the Air* summer campaign season.

Extending the current advertising and media relations contracts through December 31, 2008, will help facilitate a smooth transition from the *Spare the Air* summer ozone campaign to the wintertime wood smoke campaign. The new Wood Smoke Rule will require a sizeable outreach component to help generate public awareness about the health impacts of particulate pollution and that it is now illegal to burn during winter *Spare the Air* alerts. The new funding request will allow the District to launch a full advertising and messaging campaign, similar in size and scope

to the summer campaign. Requests for Proposals will be completed by early fall with the goal of having new contracts in place by January 2009.

Contracts will run annually throughout the calendar year and provide for year to year extensions, if warranted.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for activities conducted from October 16, 2008, through December 31, 2008, is included in the FY 2008/09 budget.

Funding for these contracts comes from three sources: a Congestion Mitigation Air Quality (CMAQ) grant, the Transportation Fund for Clean Air (TFCA) program, and General Revenues.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Lisa Fasano  
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 26, 2008

Re: 2008 Youth Outreach

RECOMMENDED ACTION

For information only.

BACKGROUND

Youth outreach is an important component of the District's community outreach program and the Spare the Air Every Day campaign.

DISCUSSION

The District's youth outreach efforts include its climate change curriculum for 4<sup>th</sup> and 5<sup>th</sup> graders, the Clean Air Challenge education program for middle and high school students, and the Cool the Earth "Cancel-a-Car" program. Staff will update the committee on current activities of the Air District's youth outreach program.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the campaign is included in the FY 2008-09 budget.

Respectfully submitted,

Jack P. Broadbent Executive  
Officer/APCO

Prepared by: Richard Lew  
Reviewed by: Lisa Fasano