



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
OCTOBER 31, 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 SEPTEMBER 26, 2008**

4. **STATUS OF WINTERTIME SPARE THE AIR ALERT CAMPAIGN**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update on the planning efforts for the Wintertime Spare the Air Alert Campaign that will focus on outreach and education for implementation of the Wood Smoke Rule.

5. **CONSIDERATION OF A COMMUNITY GRANT PROGRAM DESIGN AND FUNDING LEVEL**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will consider a Community Grant program and funding level.

6. **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)

7. **TIME AND PLACE OF NEXT MEETING:** At the Call of the Chair.
8. **ADJOURNMENT**

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

**(415) 749-5073
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 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) 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

OCTOBER 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday every other Month)</i>	Friday	31	9:30 a.m.	4 th Floor Conf. Room

NOVEMBER 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee Meeting <i>(At the Call of the Chair) - CANCELLED</i>	Monday	3	9:45 a.m.	4 th Floor Conf. Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i>	Wednesday	5	9:15 a.m.	Room 716
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	Board Room
Advisory Council Executive Committee Meeting <i>(Meets 2nd Wednesday Every Other Month)</i>	Wednesday	12	9:00 a.m.	Room 716
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday Every Other Month)</i>	Wednesday	12	10:00 a.m.	Board Room
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Thursday	13	10:45 a.m.	4 th Floor Conf. Room
Joint Policy Committee CANCELLED	Friday	14	10:00 a.m. – 12:00 p.m.	MTC 101 - 8 th Street Oakland, CA 94607
Board of Directors Ad Hoc Cme. on Port Emissions <i>(At the Call of the Chair)</i>	Monday	17	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee Meeting <i>(Meets 3rd Thursday Every Other Month)</i>	Thursday	20	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Legislative Committee <i>(Meets 4th Monday of the Month)</i>	Monday	24	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i> TO BE RESCHEDULED	Wednesday	26	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>... (Meets 4th Thursday of each Month)</i> TO BE RESCHEDULED	Thursday	27	9:30 a.m.	4 th Floor Conf. Room

DECEMBER 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Technical Committee <i>(Meets 1st Monday of every even Month)</i>	Monday	1	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
Advisory Council Air Quality Planning Committee <i>(Meets 1st Thursday Even Month)</i>	Thursday	4	9:30 a.m.	Board Room
Advisory Council Public Health Committee – <i>(Meets 2nd Wednesday Even Month)</i>	Wednesday	10	1:30 p.m.	Board Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	15	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets 4th Monday of the Month)</i>	Monday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i> TO BE RESCHEDULED	Wednesday	24	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i> TO BE RESCHEDULED	Thursday	25	9:30 a.m.	4 th Floor Conf. Room

JANUARY 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday every other Month)</i>	Thursday	1	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	Board Room
Advisory Council Executive Committee Meeting <i>(Meets 2nd Wednesday Every Other Month)</i>	Wednesday	14	9:00 a.m.	Room 716
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday Every Other Month)</i>	Wednesday	14	10:00 a.m.	Board Room
Board of Directors Climate Protection Committee Meeting <i>(Meets 3rd Thursday Every Other Month)</i>	Thursday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i>	Thursday	22	9:30 a.m.	4 th Floor Conf. Room

Board of Directors Legislative Committee <i>(Meets 4th Monday of the Month)</i>	Monday	26	9:30 a.m.	4th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i>	Wednesday	28	9:30 a.m.	4th Floor Conf. Room

HL
10/28/08 (10:04 A.M.)
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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: October 22, 2008

Re: Public Outreach Committee Draft Minutes

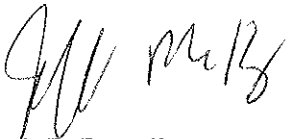
RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of September 26, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the September 26, 2008, Public Outreach Committee meeting.

Respectfully submitted,



for 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
Friday, September 26, 2008

- 1. Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.

Present: Mark Ross, Chairperson, Erin Garner, Scott Haggerty, Carol Klatt, Michael Shimansky and John Silva

Absent: Janet Lockhart, Brad Wagenknecht and Ken Yeager

Also Present: Pamela Torliatt

- 2. Public Comment Period:** There were none.

Chair Ross suggested moving up Item 4 on the agenda.

- 4. Overview of 2008 Summer Spare the Air Every Day Campaign:** *The Committee received an overview of the 2008 Summer Spare the Air Every Day Campaign.*

Communications Director, Lisa Fasano, provided an overview of the 2008 Summer Spare the Air Every Day campaign and campaign results to date which show ridership is up 14%. Survey results from 2007 in comparison with 2008 were presented. Radio and television spots aired throughout the Bay Area. Also, new for this season, the campaign directed marketing efforts to youth and young adults through online and social networking sites. Two videos of KTVU Mornings On 2's coverage of Casual Carpool were also shown.

Committee members provided enthusiastic feedback on the District's media outreach, they voiced interest in furthering Casual Carpool efforts, and suggested staff discuss with BART unused parking spaces. They also suggested staff reach out to local governmental agencies and automobile dealerships to secure a fleet rate to wrap hybrid vehicles.

Action: None; informational report only.

3. **Approval of Minutes of May 5, 2008:** Director Silva moved approval of the minutes; seconded by Director Shimansky; carried unanimously without objection.
5. **Update on Development of Wood Smoke Rule Outreach Campaign:** *The Committee received a summary of the planning efforts for the Wood Smoke Rule Outreach Campaign.*

Communications Director, Lisa Fasano, gave a summary of the planning efforts for the Wood Smoke Rule implementation, stating that the Spare the Air Winter Strategy is to present the new rule in a serious tone, with a positive message of promoting health benefits and neighborhood engagement. She said the approach is to reach all potentially impacted audiences efficiently and frequently, and extend supplementary outreach with customized messages to areas more likely to exceed the 24-hour standard.

Ms. Fasano said staff will begin with a media blitz and continue with feature stories, paid media and grassroots outreach efforts, and she presented samples of the various outreach media.

Ms. Fasano confirmed to Committee members that doorknockers will not interfere with the November 4th election materials. She suggested that various billboards, sandwich boards and yard signs be included in the outreach mix and that the Air District increase emphasis on health effects and impacts of burning wood in fireplaces.

Action: None; informational report only.

6. **Consideration of Wood Smoke Reduction Rebate Program:** *The Committee considered recommendations regarding the Wood Smoke Reduction Rebate Program.*

Air Quality Program Manager, Karen Schkolnick gave a PowerPoint presentation on the Wood Smoke Reduction Rebate program. She said that one of the goals of the program is to encourage residents to invest in cleaner-burning alternatives and to raise awareness of wood smoke and PM.

Ms. Schkolnick discussed Phase 1 of the program and said the Air District partnered with the Hearth, Patio & Barbeque Association. Last years' rebate program incentive of \$100,000 was expended and 185 rebates for gas/wood/pellet devices were issued which resulted in 1.2 tons of PM_{2.5}. Phase 2 of the program kicked off in April with \$200,000 in incentives rebates. The District issued 362 rebates for gas stoves/inserts, resulting in 2.4 tons of PM_{2.5}.

The next Air District Wood Smoke Reduction Rebate Program is expected to start in mid-November. Approximately \$200,000 will be available in remaining funds and approximately one thousand \$200 rebates will be issued for gas stove/inserts.

Committee Members discussed how quickly the previous rebates had been utilized and reviewed survey results which revealed the need to lower the dollar amount in order to reach more people.

Committee Action: Director Haggerty moved to approve the 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; seconded by Director Shimansky; carried unanimously without objection

7. Consideration of Recommendation to Extend Public Outreach Contracts: *The Committee discussed and considered contract extensions for public outreach consultant contracts.*

Communications Director, Lisa Fasano, provided a background on the use of contractors to assist with outreach programs. She reported that previous contracts were awarded in March 2007 and extended through August 15, 2008. Extensions were then implemented through December on a no-cost basis to provide continuity for the 2008 STA Every Day campaign and allow the transition to the wood smoke campaign. She stated the intent was to issue an RFP in the fall. She then briefly reviewed services provided by O’Rorke, Inc. for advertising, design and production, and Allison & Partners for media relations and employer program management.

The Committee considered staff’s recommendation to authorize the Executive Officer to execute contract extensions to assist with public outreach, as follows:

- Advertising Design and Production – O’Rorke, Inc., not to exceed \$550,000;
- Media Relations and Employer Program – Allison & Partners, not to exceed \$250,000.

Committee members discussed the cost and items included in contracts and clarified with staff that the initial contracts were approved in March 2007 through March 2008 with the potential for an additional one-year extension. The contracts were then extended through August 15th for an additional cost which was approved by the Board of Directors and then extended through October 15th for the Spare the Air Every Day Campaign at no cost. The Air District would also like the same contractors working on the winter campaign from October through December, and thereafter, issue an RFP for calendar year contracts.

Mr. Broadbent agreed to provide Board Members with an outline that would explain services and cost breakdowns for each contractor at the October 1st Board of Directors meeting. Committee members inquired and confirmed with Tracy Keough of O’Rorke, Inc., that they were qualified as green businesses.

Committee Action: Director Haggerty moved to recommend that the Board of Directors authorize the Executive Officer to execute contract extensions with O’Rorke, Inc., for advertising design and production, not to exceed \$550,000, and Allison & Partners for media relations and employer programs, not to exceed \$250,000; seconded by Director Klatt; carried unanimously without objection.

8. Youth Outreach Program for Back-to-School: *The Committee received an update on current activities of the Air District’s Youth Outreach Program.*

Ms. Fasano provided an update on current activities of the Air District's Youth Outreach Program, stating that at the last Public Outreach meeting, staff had made a decision to have one free transit day this ozone season. The request was to take additional monies and target youth. Ms. Fasano said staff attempted to work with MTC but learned they are not able to utilize funding for these types of programs.

Ms. Fasano discussed the Air District's Clean Air Challenge 2008 that reached an estimated twelve thousand 8th through 12th grade students, Protect Your Climate Curriculum 2008 which reached an estimated forty-two hundred 4th and 5th grade students; the eCO₂mmute program; and Cool the Earth program. The Committee received information on the Air District's participation with the Speakers Bureau, Teacher Science Fairs, Walk and Roll to School Days and media promotion, all of which target *Spare the Air* messaging throughout the school year. Ms. Fasano then displayed videos of recent television broadcasts and distributed marketing materials geared for youth.

Committee members questioned the status of expenditures for the program and remaining funds. The Committee suggested evaluating the information and identifying what has been most successful.

Action: None; informational report only.

9. **Committee Member Comments:** None.
10. **Time and Place of Next Meeting:** 9:30 a.m., October 2, 2008, 939 Ellis Street, San Francisco, CA 94109.
11. **Adjournment.** The meeting was adjourned at 10:53 a.m.

/s/ Lisa Harper
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 22, 2008

Re: Status of Wintertime Spare the Air Alert Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

Regulation 6; Rule 3: Woodsmoke Devices was adopted by the Board of Directors this past July. The Air District's Wintertime Spare the Air Alert Campaign will focus on implementation of the Wood Smoke Rule through Outreach and Education. This campaign will begin in November 2008, and run through February 2009.

DISCUSSION

The Winter Time Spare the Air Alert Campaign will focus on outreach and education as a major component of the new Wood Smoke Rule and will be essential for its successful implementation.

The Winter Time Spare the Air Alert Campaign will inform residents about the new Wood Smoke rule, how they can comply with the rule, and why it is important to their health and the health of their families.

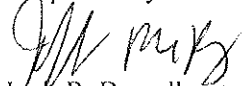
Outreach messages will be delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising. Educational materials will be developed and distributed to the public via mail, at public events and through the Air District's websites.

At the Committee meeting, staff will provide more detail about the progress of the Wintertime Spare the Air Alert campaign.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

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

Respectfully submitted,


for Jack P. Broadbent
Executive Officer/APCO

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: October 22, 2008

Re: Consideration of Community Grant Program Design and Funding Level

RECOMMENDED ACTION

Staff is seeking direction from the Public Outreach Committee regarding the design and funding level for development of a formalized Community Grant Program.

BACKGROUND

The District has historically supported community-based projects that reduce emissions, improve energy efficiency, provide air quality education and improve community health, yet not in a formalized process. The District will create a designated fund for these community based projects which help to forward the District's mission of achieving clean air to protect the public's health and the environment. This item was discussed with the Executive Committee in May, but staff felt it was important to bring to the Public Outreach Committee prior to further Board action.

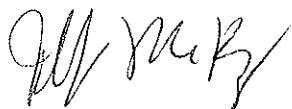
DISCUSSION

The Community Grant Program provides an opportunity for the District to focus on areas where there is a demonstrated need for resources, a commitment to the District's mission and approach where resources can be utilized to achieve a measurable impact. To achieve these goals this program proposes to award grants that focus on outreach, education, emission reductions, and/or public health in communities. At the Committee meeting, staff will present a conceptual framework for the grant program.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Staff is seeking direction from the Public Outreach Committee for a \$250,000 funding level for the Community Grant Program. The fiscal year 2008/2009 budget includes a set aside for incentive programs which could include funding for the Community Grant Program.

Respectfully submitted,



fw Jack P. Broadbent Executive
Officer/APCO

Prepared by: Richard Lew
Reviewed by: Lisa Fasano