

**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  
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, presented campaign results to date which show transit ridership is up 14%. She presented survey results of 2007 in comparison with 2008, described radio and television spots aired throughout the Bay Area, billboards, the addition of online and social networking sites reaching young adults and presented two videos of KTVU Mornings On 2's coverage of Casual Carpool.

Committee members provided enthusiastic feedback of the District's media outreach, they voiced interest in furthering Casual Carpool efforts, and suggested staff discuss with BART unused parking spaces and 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 Outreach Campaign, stating the Spare the Air Winter Strategy is to present the ban in a serious tone, with a positive transition to 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 for reach and frequency and she presented samples of the various outreach mediums.

Ms. Fasano confirmed with Committee members that doorknockers will not interfere with November 4<sup>th</sup> election materials, suggested that various billboards, sandwich boards and yard signs be included in the outreach mix and for the Air District to 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, discussed goals of the program to incentivize residents to invest in cleaner-burning alternatives, support outreach education and enforcement of the regulation, and said to date approximately 550 rebates were issued amounting to \$300,000.

Ms. Schkolnick discussed Phase 1 of the program and said the Air District partnered with Hearth, Patio & Barbeque Association. \$100,000 was expended and 185 rebates for gas/wood/pellet devices were issued which resulted in 1.2 tons of PM2.5. Phase 2 of the program kicked off in April with \$200,000 in expenditures, 362 rebates issued for gas stoves/inserts, resulting in 2.4 tons of PM2.5.

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 1,000 \$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 their 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 of 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 and allow the transition to the wood smoke campaign. She said the intent is 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.

Staff recommends the Committee recommend Board of Directors' authorization for 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 15<sup>th</sup> for an additional cost which was approved by the Board and then extended through October 15<sup>th</sup> for 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 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 Board of Directors' authorization for 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 at the last Public Outreach meeting staff had made a decision to have one free transit day. The request was to take additional monies and target youth. She 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 District's Clean Air Challenge 2008 that reached an estimated 12,000 8<sup>th</sup> through 12<sup>th</sup> grade students, Protect Your Climate Curriculum 2008 which reached an estimated 4,200 4<sup>th</sup> and 5<sup>th</sup> grade students; the eCO<sub>2</sub>mmute program; and Cool the Earth program. The Committee received information on the Air District's participation in Speakers Bureau, Teacher Science Fairs, Walk and Roll to School Days and media promotion, all of which targets *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. They suggested evaluating the information and identifying what has been most successful, and Mr. Broadbent said staff would provide a breakdown of costs to the Board.

**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.

*Lisa Harper*  
Clerk of the Boards