



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIR  
SUSAN GARNER  
NATE MILEY  
GAYLE UILKEMA  
SHIRLEE ZANE

KEN YEAGER - VICE CHAIR  
SCOTT HAGGERTY  
MICHAEL SHIMANSKY  
BRAD WAGENKENCHT

THURSDAY  
MAY 7, 2009  
9:30 A.M.

4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109  
Teleconference Location-  
575 Administration Drive, Room100A  
Santa Rosa, CA 95405

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 APRIL 2, 2009**

4. **2009 SUMMER SPARE THE AIR EVERY DAY CAMPAIGN**

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

*Staff will update the committee on plans for the 2009 Summer Spare the Air Every Day Campaign.*

5. **EMPLOYER PROGRAM SPRING/SUMMER**

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

*Staff will update the committee on the Employer Program.*

6. **OVERVIEW OF AIR DISTRICT WEBSITE REDESIGN**

J. Chiladakis/4750  
[jchiladakis@baaqmd.gov](mailto:jchiladakis@baaqmd.gov)

*Staff will share some brief highlights of the new website redesign.*

7. **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)*

8. **TIME AND PLACE OF NEXT MEETING- Thursday, June 4, 2009 at 9:30 a.m., 939 Ellis Street, 4th Floor Conference Room**

9. **ADJOURNMENT**

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

**(415) 749-5127  
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**

**MAY 2009**

<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>(At the Call of the Chair)</i>	Wednesday	6	9:15 a.m.	Room 716
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(Meets 1st Thursday every other Month)</i>	Thursday	7	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Advisory Council Regular Meeting</b>	Wednesday	13	9:00 a.m.	Board Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month) - CANCELLED</i>	Thursday	14	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Month) - TO BE RESCHEDULE</i>	Thursday	14	9:30 a.m.	4th Floor Conf. Room
<b>Joint Policy Committee</b>	Friday	15	10:00 a.m.	MTC Auditorium 101 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Executive Committee</b> <i>(At the Call of the Chair)</i>	Monday	18	9:30 a.m.	4 <sup>th</sup> Floor Conf. 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	20	9:45 a.m.	Board Room
<b>Board of Directors Personnel Committee –</b> <i>(At the Call of the Chair)</i>	Wednesday	27	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	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**JUNE 2009**

<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	3	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(Meets 1st Thursday every other Month)</i>	Thursday	4	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## JUNE 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month)</i>	Thursday	11	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Month)</i>	Thursday	11	Immediately Following Legislative Cme. Meeting	4 <sup>th</sup> Floor Conf. 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	17	9:45 a.m.	Board 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

## JULY 2009

<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 Regular Meeting</b>	Wednesday	8	9:00 a.m.	Board Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month)</i>	Thursday	9	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Mont</i>	Thursday	9	Following Legislative Cme. Mtg.	4th Floor Conf. 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>Joint Policy Committee</b>	Friday	17	10:00 a.m.	MTC Auditorium 101 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Stationary Source Committee</b> <i>(Meets 3<sup>rd</sup> Monday Quarterly)</i>	Monday	20	9:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(At the Call of the Chair)</i>	Wednesday	22	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	23	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

HL – 5/1/09 (9:35 a.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: May 4, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of April 2, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the April 2, 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  
Thursday, April 2, 2009

**Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:33 a.m.

**Present:** Mark Ross Chairperson, Scott Haggerty, Michael Shimansky and Gayle Uilkema

**Absent:** Vice Chairperson Ken Yeager, Susan Garner, Nate Miley, Brad Wagenknecht and Shirlee Zane

**Others Present:** Chairperson Pamela Torliatt

**Public Comment:** There were none.

**Approval of Minutes of September 26, 2008 and October 31, 2008:** Approval of the Minutes was deferred to later in the meeting due to lack of an initial quorum.

**Report on the Wintertime Spare the Air Alert Outreach Campaign – Staff Presentation by Lisa Fasano, Director of Communications and Outreach**

Ms. Fasano presented the Winter Spare the Air Campaign's launch which kicked off with a media blitz and included a news outlets road show in October. She discussed campaign elements such as five TV broadcast spots, movie theater ads which aired the television spot on 136 movie screens throughout the Bay area, metro radio station spots, and staff responses which addressed editorial writer reviews.

Committee Discussion/Comments:

The Committee noted that there was both opposition against and support of the woodsmoke Rule. They discussed public relations and outreach and acknowledged that additional, one-on-one contact and education about the Rule had occurred, which showed that many individuals were happy a mechanism was approved to address wood smoke. For others, it was a cultural change and not easily supported.

Director Uilkema suggested that, at every opportunity, the Air District further promote a message that it is under mandates for a new Clean Air Plan and if not met, transportation dollars could be lost. Chairperson Torliatt also suggested inviting individuals to events whose health

was most impacted by wood smoke, which she thought would promote a more personal experience. Committee members further discussed individual experiences of opposition to the Rule and believed that over time, additional awareness, public outreach and education would prove beneficial.

Ms. Fasano continued her presentation and reported on the variety of magazine, event, print, and newspaper advertisement placements. She said 1156 bonus spots were received which was a 200% increase from the original 350 spots purchased by the Air District. She distributed samples of advertising on Clover milk cartons, shopping cart ads, front page newspaper flags, discussed survey results, incentives such as Peet's Coffee and movie tickets, discussed the Treasure Island Banner, campaign coverage, successes from a bicyclist riding and displaying campaign information in 9 Bay Area communities and noted that County Fire Departments were contacted to ensure they were knowledgeable about the program.

Ms. Fasano further reported successes of the campaign:

- AirAlert sign-ups had doubled to 100,000
- 12,000 residents signed up for phone alerts
- 877-4-NO BURN number received 500,000 calls
- Results of the survey show 77% supported the wood burning rule
- An increased number of households (24%) indicated they did not burn or reduced their wood burning
- 1,000 gas fireplace rebates were awarded
- Decrease in wood sales

Committee members congratulated staff on the success of the campaign, suggested additional outreach to school-aged children, to continue to measure success, and requested that staff ensure that every Director was registered on the AirAlert email and telephone sign-up.

**Approval of Minutes of September 26, 2008 and October 31, 2008:** Director Shimansky requested amendment of the following paragraph on page 1 of the September 26, 2008 Minutes:

*“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%.”*

**Committee Action:** Director Shimansky moved approval of Minutes of September 26, 2008 (as amended) and October 31, 2008; Director Haggerty seconded the motion; carried unanimously without objection.

**Consideration of Recommendations of Contractors For Public Outreach Programs - Staff Presentation by Lisa Fasano, Director of Communications and Outreach**

Ms. Fasano introduced contractor representatives from MS&L, Allison & Partners, O'Rorke, Inc. and RHDG. She said an RFP process was recently completed for advertising and media/public relations services; 12 proposals were received and reviewed based upon criteria, and a total of 3 contractor firms were interviewed for advertising services and 3 contractor firms for media/public relations services.

Ms. Fasano noted that the staff recommendation in the Public Outreach Committee packet was revised to recognize the need to maintain continuity in the Employer Program and to recognize the existing, strong relationships that Allison & Partners has with employees/employers. Therefore, staff requests that Allison & Partners be awarded the contract for the Employer Program as part of media/public relations services.

Committee Discussion/Comments:

Directors discussed and confirmed costs relating to each Spare the Air season's campaign and acknowledged that some contracts are shared with MTC. The campaigns are funded through TFCA, CMAC, RTP and some General Fund funds, and dollars also fund staff resources, as well. Directors confirmed that the methods by which contractors are selected met the District's Administrative Code procedures.

**Committee Action:** Director Haggerty moved that the Committee recommend Board of Directors' approval of staff recommendations on Public Outreach Contracts as follows:

- Advertising Services – O'Rorke Inc.

Summer Spare the Air	--\$600,000
Winter Spare the Air	--\$600,000
Not to exceed	\$1,200,000
  
- Advertising Services – RHDG

Smoking Vehicles	--\$275,000
<u>Grants &amp; Incentives</u>	<u>--\$200,000</u>
Not to exceed	\$475,000
  
- Media/Public Relations Services – MS&L Public Relations

Summer Spare the Air	--\$250,000
<u>Winter Spare the Air</u>	<u>--\$250,000</u>
Not to exceed	\$500,000
  
- Media/Public Relations Services – Allison & Partners (as amended)

<u>Employer Program</u>	<u>--\$150,000</u>
Not to exceed	\$150,000

Chairperson Torliatt seconded the motion; carried unanimously without objection.

**Committee Member Comments:**

- Suggested that prior to start of next season, staff give a presentation of Spare the Air Alert Outreach Campaign at a future (Contra Costa) Mayors Conference and at an upcoming ABAG Executive Meeting;
- Suggested further expansion of AirAlert email sign-up's beyond notification to IT Administrators;
- Suggested providing widgets to MTC, ABAG and BCDC;
- Confirmed that revisions to labeling would require amendment of woodsmoke rule.

Draft Minutes of April 2, 2009 Public Outreach Committee Meeting

**Time and Place of Next Meeting:** May 7, 2009, 9:30 a.m., 939 Ellis Street, 4<sup>th</sup> Floor  
Conference Room, San Francisco, CA 94109.

**Adjournment.** The meeting was adjourned at 10:33 a.m.

Lisa Harper  
Clerk of the Boards

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: May 4, 2009

Re: 2009 SUMMER SPARE THE AIR EVERY DAY CAMPAIGN

RECOMMENDED ACTION:

For information only.

BACKGROUND

Since 1991, the *Spare the Air* campaign has worked to persuade the public to adopt practices that promote long-term behavior change to protect air quality. Historically, the *Spare the Air* program has been an episodic public outreach campaign with advisories being issued to the media, individuals, employers, schools and public agencies whenever air quality was forecast to be unhealthy. Last season, the *Spare the Air* campaign transitioned to the *Spare the Air Every Day* campaign to **emphasis** that clean air choices should be made every day to improve air quality and protect the climate. The 2009 summertime ozone season runs from Monday, May 11 – Friday, October 2, 2009 with emphasis on ways to reduce summertime pollutants.

DISCUSSION

Air District staff is working with O’Rorke Inc., MS&L Public Relations and Allison & Partners on the summertime 2009 *Spare the Air Every Day* campaign. O’Rorke Inc. and MS&L Public Relations were selected as the Air District advertising and media contractors and Allison & Partners as the Employer Program contractor by the Board of Directors at the Board meeting of April 15, 2009.

The focus of this year’s campaign will be to target and reduce the number of single passenger vehicles on our roadways. Carpooling and transit will be emphasized.

This year’s *Spare the Air Every Day* campaign will include:

- Advertising – The campaign will use radio and TV advertising from last year, with additional pieces in multiple languages, including Spanish, Chinese and Vietnamese. Digital advertising will also be utilized through SFGate.com, Facebook, Yelp and Google. The Treasure Island banner will again be utilized to reach the people that cross the Bay Bridge each day to encourage the use of carpooling and transit.

- Media – *Spare the Air Every Day* will be covered on radio and television. Coverage will include ethnic broadcast outlets, including Chinese, Vietnamese and Latino.
- Smoking Vehicle Program – This summer, advertising for the Smoking Vehicle Program will be linked to advertising efforts for the *Spare the Air Every Day* campaign.
- Employer Program – The Employer Program will have a *Spare the Air Every Day* focus, providing additional opportunities for outreach.
- Additional Outreach – Electronic sign boards will display real time *Spare the Air Every Day* messages. In addition, outreach will occur at community events such as the series of Sunday Streets San Francisco events and the Contra Costa County Fair.

At the Committee meeting, staff will elaborate further on these components of the 2009 *Spare the Air Every Day* Campaign.

**BUDGET CONSIDERATION/FINANCIAL IMPACT:**

Funding for the outreach program is included in the FY 2009-10 Budget and is funded primarily through the Congestion Mitigation Air Quality (CMAQ) program.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Ana Sandoval  
Reviewed by: Lisa Fasano

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: May 4, 2009

Re: EMPLOYER PROGRAM SPRING/SUMMER

RECOMMENDED ACTION:

For information only.

BACKGROUND

Staff will provide an update on the Employer Program component of the 2009 *Spare the Air Every Day* campaign.

DISCUSSION

This year, the Employer Program component of the *Spare the Air Every Day* campaign will feature four educational air quality workshops for employers. Expanding upon the success of previous Employer Program summits, the workshops will offer a chance to interact with employers in a smaller setting and address workplace air quality concerns and solutions specific to their region of the Bay Area. The workshops will tentatively be held in the North Bay, South Bay, East Bay and in San Francisco. Like in previous summits, the workshops will feature a panel of businesses that have successfully established *Spare the Air Every Day* or sustainability programs in their workplaces, as well as a presentation from District staff and an opportunity for Q&A.

The focus of this year's campaign will be to target and reduce the number of single passenger vehicles on our roadways. Carpooling and transit will be emphasized.

Additionally, materials for the Employer Program are being updated and converted to downloadable and email-friendly files. A step-by-step guide for employers to start or enhance their *Spare the Air* workplace program is also being developed.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Ana Sandoval  
Reviewed by: Lisa Fasano

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: May 4, 2009

Re: OVERVIEW OF AIR DISTRICT WEBSITE REDESIGN

RECOMMENDED ACTION:

For information only.

BACKGROUND

Last year, the District initiated a project to design and develop a new BAAQMD website. This effort began with survey of interested parties. The surveys included the general public, the regulated community, other environmental agencies and groups, the media, and internal staff. Information gathered from the surveys was used to re-design the structure, navigation and appearance of the new site.

DISCUSSION

Staff will present a look at the website redesign and discuss the redesign process.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

For information only.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO