

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
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	<u>--\$600,000</u>
Not to exceed	\$1,200,000

- Advertising Services – RHDG

Smoking Vehicles	--\$275,000
Grants & Incentives	<u>--\$200,000</u>
Not to exceed	\$475,000

- Media/Public Relations Services – MS&L Public Relations

Summer Spare the Air	--\$250,000
Winter Spare the Air	<u>--\$250,000</u>
Not to exceed	\$500,000

- Media/Public Relations Services – Allison & Partners (as amended)

Employer Program	<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.

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

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

Lisa Harper
Clerk of the Boards