

Bay Area Air Quality Management District
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Thursday, May 7, 2009

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:36 a.m.

Present: Mark Ross Chairperson; Susan Garner, Scott Haggerty, Nate Miley, Michael Shimansky, Gayle Uilkema and Brad Wagenknecht

Absent: Director Shirlee Zane and Vice Chairperson Ken Yeager

Public Comment: There were none.

Approval of Minutes of April 2, 2009: Director Wagenknecht moved approval of minutes of April 2, 2009; Director Miley seconded the motion; carried unanimously without objection.

2009 Summer Spare the Air Every Day Campaign – Staff Presentation by Lisa Fasano, Director of Communications and Outreach

Overview/Background:

Lisa Fasano provided an overview of the 2009 Summer Spare the Air Every Day Campaign, stating that the 2008 campaign was transformed from an episodic nature to an every day campaign and promotes behavior change to protect air quality. The 2009 season runs from May 11, 2009 through October 2, 2009 and the campaign's focus is to target and reduce the number of single passenger vehicles on roadways, and promote carpooling and transit.

Partnerships and Advertising: The 2009 campaign will broaden partnerships with MTC and 511.org. Advertising and outreach will be expanded and include radio, TV ads, SFGate.com, Yelp, Twitter and Google ads, Treasure Island banner, Smoking Vehicle Program advertising to link to Spare the Air campaign, electronic signage to display real time messages, *Carticipate* which is available on the Apple iPhone and Facebook, and continued outreach at community events.

Committee Comments:

Committee members discussed key points of the campaign as educating the public, using public transit efficiently, getting people to share their vehicles, promoting carpooling and casual carpooling, and addressing the stigma of riding with strangers. The Committee further discussed potential liability issues, and discussed the worldwide use of *Carticipate*. Ms. Fasano then presented a video on Summer Time Spare the Air Day.

Director Ross suggested partnering with BART to utilize property which could be used for casual carpool points and he briefly discussed iPhone and *Carticipate* search technologies and capabilities. Directors Miley and Haggerty suggested the campaign incorporate an educational component for school-aged children to learn early on about the benefits of carpooling and alternative means of transportation, which could also serve to influence parents.

Committee Action: None; information only.

Employer Program Spring/Summer - Presentation by Lisa Fasano, Director of Communications and Outreach

Overview/Background:

Ms. Fasano provided an overview of the Employer Program, stating it will feature educational air quality workshops for employers and incorporate the following strategies:

- Workshops will address region-specific workplace air quality concerns and solutions;
- Held in North Bay, South Bay, East Bay and in San Francisco;
- Will feature a panel of businesses, a presentation from District staff and Q&A;
- Use Employer Program to reduce SOVs and promote carpooling and transit;
- Updating Employer section of website;
- Creating electronic materials;
- Developing a step-by-step guide for employers to start or enhance their program.

Committee Discussion/Comments:

Committee members discussed employer participation, employer summits, parking cash out provisions for those with 50 or more employees, employee parking, measuring successes through surveys, booth events and vehicle counts, and thanked Ms. Fasano for her presentation.

Committee Action: None; information only.

Overview of Air District Website Redesign – Presentation by John Chiladakis, Director of Information Systems Services

Overview/Background:

John Chiladakis presented the Air District’s website in 1998 in comparison to the current site which was revamped in 2004, noting that the site’s 7,000+ pages are unwieldy and difficult to navigate. A survey was sent to stakeholders and feedback returned which revealed the need to focus on three areas on the District’s home page: business and industry, members of the public and scientific information/air quality data.

To address automatic updating, a content management system was implemented, the design was modernized, functional items were added, and the Communications and Outreach team arrived at pertinent design themes. Mr. Chiladakis noted that the newly redesigned website has been reviewed by many audiences and District staff is in the process of updating and refining content. He described the ability for staff to update, edit and publish content and he described security, division links, notifications, and rotational educational links.

Committee Discussion/Feedback:

- Confirmed that Board agenda, minutes and packets were still accessible on the website;
- Suggested implementation of a children's/teacher's website section with interactive games to further education on air quality;
- Suggested posting Director Dunnigan's picture on the website;
- Requested the District schedule another photography session for Directors to update their portraits;
- Requested the website be less governmental-looking and embody less text and more pictures.

Committee Member Comments:

- Committee members voiced concerns with scheduling two Committee meetings on the same morning;
- Chairperson Ross thanked Tracy Keogh and Lisa Fasano for their work on the Climate Summit, and Committee members agreed that the venue was very nice.

Time and Place of Next Meeting: At the call of the Chair.

Adjournment. The meeting was adjourned at 11:04 a.m.

/s/ Lisa Harper

Lisa Harper
Clerk of the Boards