

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
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**APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, October 15, 2009

**Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:30 a.m.

**Present:** Chairperson Mark Ross, Susan Garner and Nate Miley

**Absent:** Vice Chairperson Ken Yeager, Scott Haggerty, Carol Klatt, Gayle Uilkema, Brad Wagenknecht and Shirlee Zane

**Others Present:** Chairperson Pamela Torliatt

**Public Comment:** There were none.

**Approval of Minutes of May 7, 2009:** Deferred to the next meeting due to lack of quorum.

**Community Grant Program:**

Director of Communications and Outreach, Lisa Fasano, reported that the Community Grant Program had been approved by the Board of Directors and allocates grants in three different categories; outreach and education, implement behavior changes and respiratory health improvement. The goals of the program are to reduce local airborne pollutants, increase public awareness of air quality issues, and protect the public from the harmful effects of air pollution. A total of 57 applications were received representing \$2.2 million in requests.

Ms. Fasano reviewed the variety of applications by entity and application, stated that three review panels were established, as well as scoring criteria, geographic impacts of the projects and their type of funding request. The review panel selected six projects totaling \$254,668. Staff believes the excess of \$4,668 can be handled by the existing budget.

In response to the Committee's request, Senior Public Information Officer, Jim Smith, described each of the selected projects, their program goals, and location served.

Committee Discussion/Comments:

Chairperson Torliatt requested staff provide a compiled and prioritized list of all grant applications and their dollar amounts.

Director Garner discussed with Mr. Smith the American Lung Association's asthma management project in schools, benefits provided to 450 students and how application guidelines comply with the program's goal of addressing respiratory health issues.

Chairperson Torliatt requested staff identify whether the District is funding all or part of the selected projects.

Chairperson Ross referred to the additional, unfunded projects and suggested they be augmented through reserves. Ms. Fasano agreed these are equally good projects totaling \$145,000, and can be recommended if additional funding becomes available. Mr. Smith then provided a brief description of each project.

Public Comments:

Linda Twichell, Chabot Space and Science Center, Oakland, thanked the District for the grant award, which she said will benefit their new, dynamic exhibit to be launched in November of 2010. She discussed the center's advocacy for behavior change, said they have individually raised \$880,000 to date, with the goal of raising an additional \$1 million.

Directors questioned the Reserve balance, and Mr. Broadbent noted that staff will be updating the Budget and Finance Committee in early November to review reserves, and he recommended maintaining contact with applicants and not utilizing reserves for the next two to three months due to the uncertainty with the state's fiscal condition.

Director Miley supported the additional projects and suggested utilizing a different funding source. Chairperson Torliatt referred to a previous discussion regarding the program by the Executive Committee, and said a percentage of penalty monies were to be used. She suggested for staff to create a separate account from what is collected in fines.

Director Garner agreed with prioritizing the projects and suggested a percentage amount be utilized for projects, as well. Chairperson Ross suggested tying the funding to 10% of the total amount of fines projected, which he agreed may fluctuate year to year. Mr. Broadbent recommended bringing the matter to the Budget and Finance Committee for discussion on how revenue from fines is allocated and to establish a percentage amount for annual appropriation to the Community Grant Program.

**Committee Action:** None; information only.

**Report on the 2009 Spare the Air Every Day Campaign**

Lisa Fasano provided an overview of the season, campaign elements, and 2009 highlights which focused on carpooling, taking transit and behavioral change and which ran from May 11 through October 2. A total of 14 Spare the Air Alerts were issued, with 8 exceedances over the national 8-hour standard.

She reported that the look and feel of the program is similar to last year's, the campaign's slogan is "Any ride is worth sharing", she presented targeted activities in addition to regular advertisements, and briefly described events and their focus. Ms. Fasano presented a video on carpooling, said five focus groups were held at four locations in the Bay Area, she discussed the

District's presence on-line and on the air, and noted that staff would compile a report of focus group findings for presentation at the next Committee meeting.

Committee Discussion/Comments:

Director Miley confirmed that Smart driving included behaviors like keeping tires properly inflated, keeping vehicles free from excess weight, driving the speed limit, purchasing gas in the morning and evenings, and others.

Chairperson Ross said he believed the program was going well, supports casual carpooling and believes there may be growth with the concept. He confirmed with Ms. Fasano that staff would also be updating the Spare the Air website.

Director Garner said she was struck by the underutilization of carpool lots in Santa Clara. Ms. Fasano discussed promoting the use of the lots, employer assistance with carpooling and casual carpooling. Air Quality Program Manager, Ana Sandoval, added that San Francisco and Richmond are two cities which have ordinances addressing mandatory transportation alternatives for employers of 100 or more. She said San Joaquin Air District is launching a new rule for employers of 100 or more to institute carpooling or alternative transportation, and she believed this may soon be implemented in the Bay Area.

Chairperson Torliatt suggested staff also contact property management firms of shopping centers to work with tenants to promote ride share programs.

**Committee Action:** None; information only.

**2009-2010 Winter Spare the Air Communication Strategy**

Ms. Fasano discussed successes of last year's Strategy, noting that email alerts had doubled. She discussed changes to the program, stating that forecasts are now taken at 1:15 p.m. for the next day; that alerts take effect at midnight and are in effect for 24 hours. The first time offender penalty (after warning letter) is \$400 and staff has also developed an exemption document for further guidance.

Committee Discussion/Comments:

Committee members discussed warning letters, notices of violations, and Ms. Fasano reiterated that reminder letters are forwarded to those violators who had previously burned during a Spare the Air Alert.

Chairperson Torliatt questioned the availability of materials and Committee members confirmed with Ms. Fasano that updated widgets would be sent to ABAG and to school districts. Ms. Fasano then described notification and outreach efforts, upcoming advertising, events, and said both positive and negative support had been received for the program.

Mr. Broadbent said staff will provide a full Winter Spare the Air presentation at the November 4, 2009 Board meeting and Chairperson Ross suggested conveying to the Board both negative and positive feedback.

**Committee Action:** None; information only.

**Contract Renewal for Air District Resource Team**

Deputy APCO, Jean Roggenkamp, reported that Community Focus had successfully worked on the organization and facilitation of nine community-based Air District Resource Teams and have responded to the RFP, which went out to the public. She recommended the Committee convey support to the Board for renewal of their contract in the amount of \$200,000.

Committee Discussion/Comments:

Committee members confirmed there was a full and public RFP process and unanimously supported the recommendation.

**Committee Action:** The Committee expressed support for Board of Directors' approval of renewal of a contract with Community Focus for facilitation of Air District Resource Teams in the amount of \$200,000; however, due to the lack of a quorum, an official vote was unable to be taken.

**Committee Member Comments/Other Business:** None

**Time and Place of Next Meeting:** Friday, November 13, 2009, 9:30 a.m., 939 Ellis Street, San Francisco, CA.

**Adjournment:** The meeting was adjourned at 11:18 a.m.

*/s/ Lisa Harper*

Lisa Harper  
Clerk of the Boards