

Bay Area Air Quality Management District
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Friday, November 13, 2009

*Teleconference Location – 575 Administration Drive, Room 100A
Santa Rosa, CA 95403*

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:34 a.m.

Present: Chairperson Mark Ross, Carol Klatt, and Shirlee Zane (by teleconference)

Absent: Vice Chairperson Ken Yeager, Susan Garner, Scott Haggerty, Nate Miley, Gayle Uilkema, and Brad Wagenknecht

Public Comment: There were none.

Approval of Minutes of May 7, 2009 and October 15, 2009: Due to a lack of a quorum, approval of the minutes was deferred to the next meeting.

Spare the Air Focus Group Findings

Director of Communications and Outreach, Lisa Fasano, said staff conducted focus group findings this summer to determine the Spare the Air program's success in order to better develop a more targeted campaign. She discussed Spare the Air program history, transition from a free transit campaign and into the Everyday campaign with a carpool focus and reviewed public opinion survey results which revealed:

- 1,528 people surveyed after STA called;
- 78% had heard of the Spare the Air campaign;
- 34% were aware that it was a Spare the Air day;
- 48% recalled hearing, reading or seeing air quality related information in the previous two days;
- 4.2% reduced at least one driving trip because of the Spare the Air campaign;
- Respondents averaged 2.06 reduced driving trips.

Tracy Keogh, O'Rorke, Inc., said that the District, in partnership with MTC, began the focus group to identify potential barriers to the use of alternative transportation options by Bay Area motorists and to better inform future Spare the Air and climate-related Public Outreach campaigns. A third party research group was hired to conduct recruitment, facilitation of discussions and production of the final report; O'Rorke, Inc. facilitated the segment to test preliminary visual material and messages.

Ms. Keogh discussed the holding of five, two-hour focus groups outside of core urban areas which included the cities of Concord, Novato, San Jose, and Sunnyvale. Participants were adult Bay area residents who typically commute to work driving alone. She discussed the focus group discussion and noteworthy highlights, briefly discussed smart maintenance, smart driving, popularity of biking among certain cultures, and motivations to use transit and carpool.

Committee Discussion/Comments:

Directors discussed potential incentives for employers and rideshare programs, safety and security issues of carpoolers, successful commute-to-work programs (Genentech), smart maintenance and smart driving, voiced the need for more bilingual programming with 511.org and discussed the District's partnership with MTC and funding.

Ms. Keogh then displayed and discussed sample images of a Spare the Air campaign which were presented to the focus group. In summary, she said results re-affirmed the need for broad-based outreach and education, highlighted the critical relationship between employer advocacy and increased carpool/rideshare activity, showcased the need to present motorists with a variety of emissions-reducing behaviors, and validated the importance of messaging co-sponsored by the District and MTC and dual calls to action to SpareTheAir.org and 511.org.

Committee Action: None; information only.

Bay View Hunter's Point Community Dialogue Meetings and Request for Proposals (RFP) Update

Director of Communications and Outreach, Lisa Fasano, stated that settlement funds were committed to the Bayview Hunter's Point neighborhood and the District embarked on community dialogue meetings to identify where residents think investments need to go and what resonated with them.

Senior Public Information Officer, Jim Smith, gave the staff presentation, stating the idea was to get people together to get beyond emotion and hold a deeper conversation. He stated that two community dialogue meetings were held on July 25th and 30th at the YMCA and Whitney Child Development Center and there were over 80 participants in small groups. Community surveys were also prepared in English, Chinese and Spanish and available on-line and at many locations. A total of 256 surveys were collected. The message was carried on websites and 10 radio stations broadcasted public service announcements. The District also contracted with Dr. David Campt who wrote a book called Dialogue for Difficult Subjects; work in communities where there is government distrust. Mr. Smith further described community dialogue and involvement, discussed results of the meeting format and meeting technology. Outcomes from the meetings include a Request for Proposals (RFP) for air filtration systems in Bayview and the need for a Health Officer.

Committee Discussion/Comments:

Directors confirmed the District added a Health Officer classification and the recruitment process is underway and that Marie Harrison is the point person for Bayview Hunters Point and District will alert them as to when the RFP is ready.

Committee Action: None; information only.

Spare the Air Website Redesign

Lisa Fasano provided the staff presentation, stating the District website was redesigned to incorporate the Winter Spare the Air 2009-2010 program. It is dynamic and interactive and allows users to get involved in sparing the air. Ms. Fasano discussed work to launch the site, noted that the wood burning focus is prominent, two-day forecasts are on the home page, and information about exceedances and the number of Spare the Air days will be added. She then presented sample links, and encouraged Directors to test the site.

Committee Discussion/Comments:

Directors suggested the need to add icons for staff contact numbers on website pages and questioned whether on-line chat capability could be further investigated.

Committee Action: None; information only.

Committee Member Comments/Other Business: None

Time and Place of Next Meeting: At the Call of the Chair

Adjournment: The meeting was adjourned at 10:40 a.m.

/s/ Lisa Harper

Lisa Harper
Clerk of the Boards