

Bay Area Air Quality Management District  
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## **APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Monday, March 29, 2010

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

**Present:** Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Susan Garner, Scott Haggerty, Eric Mar, Nate Miley, Gayle Uilkema and Ken Yeager

**Absent:** Committee Member Harold Brown

### **Public Comment:**

Espanola Jackson, Bayview Hunters Point resident, reported her original plans to build a hotel on Parcel A; the shipyard site, and cited environmental and health issues which have not been addressed to date.

Francisco Da Costa, Director, Environmental Justice Advocacy, discussed what he believed to be unsafe health conditions on the Parcel A site being developed by Lennar, requested the District post data on its website to advise how polluted the area is, and voiced frustration in his continued efforts to fight for the rights of children and elders.

### **Approval of Minutes of March 15, 2010:**

**Committee Action:** Director Haggerty made a motion to approve the Minutes of March 25, 2010; Director Klatt seconded the motion; unanimously approved without objection.

### **Consideration of Contract Extensions for Public Outreach Programs**

Director Uilkema referred to “general revenue” and questioned and confirmed with Ms. Roggenkamp that “general revenue” is general fund revenue. She also clarified that some funding included in the recommendation is included in this year’s budget and some in next year’s budget, that some of the programs have been scaled back which are dependent upon the general fund and staff is cautious with its spending.

Director of Communications and Outreach, Lisa Fasano, reported that additional information is included in the staff report based upon requests made at the last meeting and she gave a PowerPoint presentation outlining the RFP and contractor selection process in 2009.

Director Uilkema requested clarification of Community Resource Teams. Ms. Fasano described them as nine teams comprised of business, civic and governmental representatives with the ability to bring resources together to identify problems and solutions relating to air quality. She stated they are cost effective ways to mobilize people and tackle issues in a substantive manner,

and likened an example of a team which recently met in San Mateo that discussed with employers bike-to-work programs, carpool and rideshare programs.

Ms. Fasano then presented a breakdown of each contract by program, by contractor, and Year 1 and Year 2 total contract amounts. She noted that the Spare the Air program is expanded due to additional survey data, the Great Race is expanded because it promotes carpooling and ridesharing which has been extremely successful and Winter Spare the Air is slightly lower because it is completely funded out of general revenues. The same level of public outreach and public support will be in place and resource teams are extremely effective in all of the nine Bay Area counties. Recommendations are based on contractor performance. Staff has reviewed program needs, has modified scopes and funding availabilities accordingly for each program.

Director Mar requested an explanation for lowering the Grants and Incentives program from \$200,000 to \$40,000. Ms. Fasano said staff feels there is currently enough generation of public outreach and less need for purchasing media space.

Chair Ross requested an explanation of earned media, which Ms. Fasano described it as additional media coverage derived from generated media attention.

Ms. Fasano then presented pie charts of reduced funding sources for contracts, noting that Year 1 contract funding sources totaled \$2,475,000, and Year 2 contract funding sources is proposed at \$2,275,000. She then described each of the contracts as recommended for Board of Directors' approval, as follows:

- O'Rorke, Inc. \$1,150,000  
Advertising, Summer and Winter Spare the Air
- MS&L Worldwide \$400,000  
Media/Public Relations, Summer and Winter Spare the Air
- Riezobos Holzbaur Design Group \$315,000  
Advertising, 1-800-EXHAUST/ Smoking Vehicle / Vehicle Buy Back
- Community Focus \$270,000  
Resource Team Facilitation, Summer Spare the Air
- True North Research \$140,000  
Summer and Winter Spare the Air

Director Uilkema questioned and confirmed with Ms. Roggenkamp that surveys were being increased for inventory purposes; a certain amount of information is needed in each County where there is not assumed validity and because planners effectively need an accurate sample size of about 300 to 400.

Director Yeager confirmed the headquarter location of all contractors, clarified that public outreach and advertising and the annual RFP for services is spread amongst the nine Bay Area counties.

Director Uilkema reiterated people's general acceptance of the Winter Spare the Air program and questioned whether outreach and education should be increased in that area. Ms. Fasano said

staff believes there has been a lot of positive educational outreach targeting the Winter Spare the Air program; however, it will take time for people to fully accept it and understand the public health impacts of wood smoke. She further highlighted positive support from many interested individuals on Facebook and Twitter who regularly message the District about their support.

Director Uilkema suggested shifting the message so that people understand transportation dollars are at stake if the District continues to remain in a non-attainment status.

Director Garner noticed that the decrease in the proposed budget is about 8% between Year 1 and Year 2, and confirmed this was somewhat consistent with overall District program reductions. Ms. Roggenkamp noted that the budget is still under review and will be presented to the Budget and Finance Committee and to the Board of Directors at two public hearings.

Director Mar questioned and confirmed that Community Focus reaches out to several non-English speaking populations. Stephanie Anderson, Community Focus, addressed the Committee and discussed bilingual materials and workshops held in English, Spanish, Vietnamese, and other languages, as needed, based upon attendance.

Public Comments:

Francisco Da Costa, Director, Environmental Justice Advocacy, asked for a better understanding of work performed by contractors in the future, to continue providing bilingual services at workshops, and requested posting current air quality monitoring information on the District's website.

Espanola Jackson, Bayview Hunters Point, said many residents have adhered to the no-burn rule. She noted the neighborhood's large Asian and Latino population and voiced concern over wind patterns in San Francisco causing significant air pollution along the Highway 101 and 280 corridors which affects Bayview Hunters Point residents.

**Committee Action:** Director Haggerty made a motion to recommend Board of Directors' approval of staff recommendations on contract extensions for the 2010-2011 Summer and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, Grants and Incentives, and Resource Team Facilitation; seconded by Director Yeager; unanimously approved without objection.

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

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

**Adjournment:** The meeting was adjourned at 10:06 a.m.

*/s/ Lisa Harper*

Lisa Harper  
Clerk of the Boards