

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

Summary of Board of Directors  
Public Outreach Committee Meeting  
Wednesday, June 9, 2010

**Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:40 a.m.

**Present:** Chairperson Mark Ross, Vice Chairperson Carol Klatt and Committee Members Eric Mar, Gayle B. Uilkema and Board Chairperson Brad Wagenknecht

**Absent:** Committee Members Harold Brown, Susan Garner, Scott Haggerty, Nate Miley and Ken Yeager

**Public Comment:** There were none.

**Approval of Minutes of March 29, 2010:** Director Klatt made a motion to approve the minutes of March 29, 2010; Director Uilkema seconded the motion; unanimously carried without objection.

### **Update on Great Race for Clean Air**

Lisa Fasano, Director of Communications and Outreach, provided the Committee with an update on the Great Race for Clean Air. Ms. Fasano commented that the Great Race would expand from the Tri-Valley area where it had been successful to the entire Bay Area. Ms. Fasano explained the details of the Great Race, which is a competition between employers and employees, to encourage green behavior such as carpooling, ridesharing, bicycling, and walking as an alternative to reduce single occupancy vehicles.

She continued that there are a number of mechanisms in place through the Metropolitan Transportation Commission (MTC) and the Air District to provide employers with tools to set up live matches and start carpooling programs, vanpooling programs, and transit programs, in an effort to make the program more robust and move the program forward. Registration period for this program began May 1 and goes through July 15, 2010. Ms. Fasano stated at present, the Resource Teams are currently out in all of the nine county regions actively encouraging employers to sign up for the Great Race and participate. The actual race will occur August 1 through September 30, 2010, as this is when tracking will occur for miles, carpools, vanpools, bikes and ridesharing miles. Employers and their employees will be allowed to log in and compete against one another. In addition, this will be a great opportunity for employers to make a big deal about how they are reducing their CO<sub>2</sub> footprint through car sharing options, transit options and for their employees to be included in their overall plans.

Ms. Fasano then requested the Committee reference the folders she provided with materials about the Great Race and asked them to distribute the information to their respective counties and businesses, such as the Chamber of Commerce, and encourage them to get involved. The folder included a signed letter, a press release, a sponsor list and a fact sheet providing a summary of the Great Race and its importance.

Committee Discussion/Comments:

Director Wagenknecht questioned if this program accommodates the size of the organization and Ms. Fasano confirmed that there are different categories depending on the size of the organization, which is categorized as small, medium and large. Ms. Fasano further elaborated that participation and competition would be amongst companies in the same size category.

Director Mar asked if city departments of various sizes are allowed to participate, and Ms. Fasano responded that government agencies are allowed to participate.

Chairperson Ross concluded stating that this is a good concept.

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

**2010 Spare the Air Every Day Campaign**

Lisa Fasano, Director of Communications and Outreach, provided the Committee with an overview of the reshaping of the Spare the Air Campaign. Ms. Fasano stated this campaign would be an overall three year campaign, and this campaign is the first year of three. She also stated that in the Fall of 2009, five focus groups were held in four cities. One in Spanish and four in English, to test the different Spare the Air advertisements that would change behavior.

Ms. Fasano stated that there was a lot of good information from those focus groups. A decision was made on the campaign to go in a fresh direction which includes:

- Target young adults:
  - 17-23
  - 24-35
- Present the *Spare the Air Every Day* messages in way that appeals to this demographic
- Develop a new database for Spare the Air alerts, via “text to win” sign-ups

Ms. Fasano stated the reason for focusing on the younger demographic is because they are more likely to make changes in their lifestyle such as commuting behavior. These individuals are going through lifestyle changes, entering or graduating from college and possibly transitioning into marriage and they are more willing to make other changes. At present, the Air District is developing a texting database. It was determined during the focus group testing, that the above referenced age group spends quite a bit of time communicating via text, than they necessarily do by phone or email.

Ms. Fasano informed the Committee this campaign would be edgier than past campaigns. As a result of the focus groups, the “Me” campaign ranked highest and spoke to the group members the most. What appealed to the members of the focus groups were the language, graphics, and the simple message. Messages were tested at both San Jose State and the triangle area in the

Marina district, which is an area popular for its bars. Ms. Fasano stated that the messages spoke to numerous young people and they had a very high level of support for the “Me” campaign.

The campaign is in conjunction with Live Nation Concert Series, along with Sleep Train Pavilion, Shoreline Amphitheatre, and the Fillmore Theatre in San Francisco, and will provide “Text 2 Win” free tickets. The concert series will run June 2010 through October 2010.

Advertisements will be located on the Spare the Air Website, at various concerts, restroom signage, and drinking establishments, places where young people often frequent. In addition, there will be postcard give-a-ways which appears to be popular. Ms. Fasano continued stating that at Live Nation concert sites, there will be a variety of things to keep the attendees engaged while attending the concert, some of which include: Spare the Air Carpool Parking Only section, where there will have to be three (3) or more people to park in that section, Spare the Air Nation Lounges where individuals can go and get additional Spare the Air messages. This area will be an exclusive VIP area for individuals to hang out while at the concert.

In addition, this promotion will be televised on stations the Air District has not normally advertised, such as MTV and VH1, and that there will be a strong measurement component which will include:

- LiveNation Text2Win -Tally sign-ups
- LiveNation Interactive Booths - Track give-aways
- Zoom Media - Track postcards expended
- Placecast & Facebook - Track impressions and clicks by ad
- Google Analytics - Measure website hits and traffic sources
- 511 Rideshare - Track sign-ups to 511 rideshare

This campaign will also reach out to broader audiences. Last month the Air District had a promotion at the Oakland A’s baseball game. The following occurred at the game:

- Promoted the District at **sold out A’s/Giants’ game**
- Showcased “Spare the Air” young adults in section 124
- Distributed Spare the Air pedometers to 2,000+ fans

Ms. Fasano concluded her presentation informing the Committee that this promotion will continue throughout the season of the Oakland A’s in an effort to create media buzz to generate stories about the new approach being taken.

#### Committee Discussion/Comments:

Director Wagenknecht asked about the discussion groups and Ms. Fasano responded by stating that focus groups were conducted amongst all ages. There were a total of five (5) focus groups, one (1) in Spanish. The focus groups were conducted at end of the last season. This was done to help build a campaign for the upcoming season.

Director Klatt asked about diversity and wanted to know if other communities were approached in addition to the Spanish community. Director Klatt noted that there is a large Filipino population in her district that take public transportation. Ms. Fasano commented that the campaign will reach out to other language youth in that area and that the younger age are often

the transition speakers for family members. In addition, she mentioned that there will continue to be a focus on other language elements throughout the Bay Area.

Director Klatt asked staff to consider outreach in San Mateo County as many of the Filipino community do not own automobiles and may not have access to frequent those establishments previously noted during the presentation. So she has requested those same efforts of awareness reach that county also.

Chairperson Ross suggested other communities be included as well.

Jean Roggenkamp, Deputy Air Pollution Control Officer commented that she shared the campaign with her teenagers, and they liked the campaign and felt that the campaign was really reaching out to individuals of their age.

Director Mar commented that the campaign will grab the X-generation individuality and will promote something totally opposite. Director Mar also asked if additional businesses such as Another Planet Entertainment and others are planning to participate or is it only exclusive to Live Nation.

Ms. Fasano informed Director Mar that Live Nation was the only business that allowed the Air District to expand both our advertising reach and the ability to message to the various groups.

Director Uilkema commented that this campaign is great and that we should move forward, but would like to know what will happen if a problem arises. Ms. Fasano stated that there has been a great deal of research into this campaign and that this will move forward but in a cautious manner. Ms. Fasano stated that staff will monitor the progress of the new campaign and will shift messaging if a problem arises.

Ms. Roggenkamp commented if the Air District finds that the campaign poses a concern that the District would convene the Committee to discuss next steps. Ms. Roggenkamp continued that we often receive calls regarding what the District is doing, as well as responses on the website. Ms. Roggenkamp is encouraging individuals to provide feedback regarding the campaign, both good and bad.

Director Uilkema requested that a contingency plan be written and provided to the Committee in the event there is negative feedback from the campaign. Ms. Tracy Keough from O'Rorke, Inc. stated if there was any cause for alarm regarding the campaign, the Committee would be informed.

Director Wagenknecht stated what he most liked about the presentation is that it talked about the metrics in place to judge the status of the campaign and would like the Committee to meet in July, to discuss the metrics thus far.

Director Mar wanted to know if the youth involved included demographics from the urban area, as well as the suburban region. He hopes the District plans to include the urban community in the evaluation as the campaign moves forward.

After a lengthy discussion, Chairperson Ross felt that the campaign is a great concept and that it is good that the Air District will make an effort to reach out to the younger age group and the Committee agreed that this is a well thought out campaign.

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

### **Update on Community Outreach Events**

Lisa Fasano, Director of Communications and Outreach provided the Committee with an overview of the Community Outreach Events.

Ms. Fasano stated that the Air District will be working hard to ensure they attend all the county fairs in the nine counties. Some of those counties include:

- Contra Costa (June 5th & 6th)
- San Mateo (June 12th & 13th)
- Alameda (June 26th, 27th; July 3rd, 4th, 10th & 11th)
- Solano (June 26th & 27th)
- Marin (July 3rd & 4th)
- Sonoma (August 3rd & 4th)

Key sponsorships of some of these events include:

- Pittsburg Green Footprint Festival, Contra Costa County (June 17th)
- Truckers & Families Free Health Fair in West Oakland, Alameda County (June 19th)
- Oaklavia, Alameda County (June 27th)
- Sunday Streets, San Francisco County (August 22nd)

Ongoing employer events include:

- Applied Materials Environmental Fair, Santa Clara County (June 24th)
- UCSF, San Francisco County (May 13th)
- San Ramon Valley Transportation Summit, Alameda County (May 3rd)
- Lamorinda Employer Transportation Commuter Fair, Alameda County (April 28th)

The Air District will try to cover the entire Bay Area where there are requests, so ensure the Air District is out in all nine (9) counties. Ms. Fasano also noted at the booths the public can do three (3) things:

- Sign up for Spare the Air alerts;
- Take the Clean Air Pledge; or
- Commit to put the 1-800-Exhaust number into their phones, in an effort to call and report smoking vehicles

Ms. Fasano concluded her presentation.

Committee Discussion/Comments:

Director Klatt asked if the Air District would be interested in attending Filipino-American festival in Daly City, which would include informational booths. Director Uilkema suggested that the Air District make the contact reach out to the Vietnamese community, if the District has not already done so. Ms. Fasano agreed that it would be a great idea as the District is interested in working in numerous market segments. Ms. Fasano concluded stating the Air District is currently working on a multilingual study which began in 2009, and is currently being retooled so that is it more effective to provide the information that can be used. This will help direct how the District will engage in a multilingual community.

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

**Committee Member Comments/Other Business:** Chairperson Ross commented on the cool weather pattern and how the jet stream is stuck in a position, and that when the pattern is stuck in one position instead of oscillating as it normally does, that we can expect an extended hot period. In addition, Chairperson Ross informed the Committee that the Contra Costa Times is preparing an editorial on the California Environmental Quality Act (CEQA) Guidelines. Chairperson Ross requested that Op-Ed talking points be provided to Board Members and Director Uilkema continued that it would be nice has a uniform approach.

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

**Adjournment:** The meeting was adjourned at 10:50 a.m.

*/s/ Vanessa Johnson*  
Vanessa Johnson  
Executive Secretary