

Bay Area Air Quality Management District
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Wednesday, July 21, 2010

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m. without an initial quorum.

Present: Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Scott Haggerty, Eric Mar, and Gayle Uilkema

Absent: Directors Harold Brown, Susan Garner, Nat Miley, and Ken Yeager.

Also Present: Chairperson Wagenknecht

Public Comment: There was no public comment.

Approval of Minutes of June 9, 2010: Deferred approval until a quorum established.

Update on 2010 Spare the Air Every Day Campaign

Communications and Outreach Director, Lisa Fasano, provided an update on the Summer Spare the Air Campaign, reviewed the direction to target young adults, ages 17-23 and 24-35 and provide them messages that appeal to this demographic. She stated a new database has been developed for Spare the Air alerts, via text to win messages for sign-ups. She presented the posters and postcards entitled, "Ride Me", "Hook Up", and "Take Me" which offer a free song download and a chance to win a Live Nation VIP concert experience, a sample of the Spare the Air banner, and she presented a video commercial.

Noted Present/Established Quorum

Directors Mar and Haggerty were noted present and a quorum was established.

In delivering the message, Ms. Fasano reported the District has had over 5 million impressions on Facebook, 135 text-ins, 738 views on www.Sparetheairnation.org, and very good feedback on the commercial. She presented campaign feedback showing enthusiasm from young people and noted staff is providing media training for PIOs and event staff, APCO/DAPCO and Board Members.

Ms. Fasano reported that staff has heard no negative feedback from individuals outside of the District; however, two comments were received from District staff. Therefore, staff has developed a contingency plan, as requested by Director Uilkema, with communication tips, key messages, and potential questions and answers for those providing outreach. She said the contingency plan provides staff contacts so that if Board Members receive calls outside normal business hours, staff can be contacted. She said staff can also provide training for Board Members at their offices, and if a flurry of negative feedback or media is received, staff will meet and discuss whether there is a need to pull the campaign.

Committee Comments/Questions:

Director Uilkema confirmed with Ms. Fasano that the campaign has been in effect for three weeks, it will continue through early October with advertising, and staff will monitor all calls, as needed.

Chairperson Ross confirmed the campaign's outreach is geared to a specific age range. Ms. Fasano agreed and discussed commercials playing during specific television programs viewed by younger people with positive results. She also reported that there have been no Spare the Air days or exceedances to date this season.

Directors briefly discussed the contingency plan and follow-up on feedback, and concurred that a younger audience is excited about the messages and commercial, have commented that it is very mainstream, and they feel the District is speaking to them for the first time. Ms. Fasano agreed to share the communications strategy with all Directors and then distributed a CD of the commercial to Committee members.

Public Comments: None

Committee Action: None; Informational only.

Approval of Minutes of June 9, 2010: Board Action: Director Uilkema made a motion to approve the minutes of June 9, 2010; Director Haggerty seconded the motion; unanimously approved without objection.

Bayview Hunters Point School Air Filtration Contractor Selection

Ms. Fasano provided an update on the Bayview Hunters Point Request for Proposal (RFP), stating that the project would be funded with Lennar settlement funds and the District was committed to spend the funds in the Bayview Hunters Point community. Community dialogue meetings were held and the community wanted the funds spent in three areas; 1) air filtration in schools; 2) a public education campaign; and 3) a health study.

Staff completed the first phase; an RFP which looked at installing air filtration equipment in schools. Initially, three schools were identified and the leadership committee recommended three additional schools for a total of six schools, which include:

- Dr. Charles Drew College Prep Academy
- Dr. George Washington Carver Elementary School
- Malcolm X Academy

- Bret Harte Elementary
- Muhammad University of Islam
- Willie Brown, Jr. Elementary School

During the process, staff learned that the Willie Brown, Jr. Elementary School will be decommissioned and is slated to be demolished next year, so this school was removed from the project.

The RFP was sent out in late Spring and closed in June, 2010. A walk-through was conducted for bidders to walk the schools, and one bidder was involved throughout the entire process and submitted a bid. Senior Public Information Officer, Jim Smith, discussed the extensive RFP outreach process conducted by the District. Ms. Fasano reviewed the bidder's experience and credentials. The work is scheduled to be completed by the end of the calendar year. Staff recommends selection of IQAir for high-performance air filtration installation in five Bayview Hunters Point neighborhood schools in an amount not to exceed \$300,000.

Committee Comments/Questions:

Director Haggerty questioned and confirmed with staff how the filtration systems operate and confirmed that children are still exposed to ambient air when outside. Ms. Fasano explained that schools do not have air conditioning systems but rather systems used primarily for heating only. In some cases, the unit will be attached to the current system. But for most of the schools the system will be a stand-alone unit in the classroom. She described poor indoor air quality as a result from the build-up of various germs, dust and pollutants, and noted the schools selected are those with the highest asthma rates in the community.

Director Uilkema clarified that if installation extends beyond the start date of schools opening, work could still occur after class hours and/or on weekends and not affect classroom instruction.

Chairperson Ross received clarification that there are two schools with HVAC systems which will require running the system regularly. The three remaining schools will have a total of 57 wall-mounted units installed. The contractor also conducted decibel testing to ensure the units would be less noisy than the existing heating systems in the classrooms.

Chairperson Ross voiced concern regarding the added energy usage with the installation of units at the two schools with HVAC systems.

Director Haggerty clarified locations of schools, questioned whether the schools are leased or owned, confirmed Muhammad University of Islam is the only private school, and that Bret Harte Elementary is the least impacted in terms of air quality.

Director Mar added that Dr. George Washington Carver Elementary School is one school that is a central anti-asthma awareness school, and the schools will significantly benefit from the filtration installations.

Director Uilkema described the history of, and benefits from, the Cool Roofs Program, and the Weatherization Program in Martinez and reduction in energy costs. She voiced concern that the District would indirectly pass on additional costs to run the equipment. She suggested staff

review the potential for using remaining settlement funds for the two schools that must run the equipment regularly and consider energy reduction projects to offset energy costs. She also asked that notification be provided to Supervisor Sophie Maxwell.

Deputy APCO, Jean Roggenkamp noted that staff would make contact with the schools, and Director Mar agreed to assist in communications.

Public Comments: None

Committee Action: Director Mar made a motion to recommend Board of Directors' approval of IQAir to conduct a School Air Filtration project for amount not to exceed \$300,000; Director Uilkema seconded the motion; unanimously approved without objection.

Committee Member Comments/Other Business: Director Mar reported on the City and County of San Francisco's resolution addressing indoor air quality and worker safety for nail salons. The Committee suggested this matter be discussed at a future Stationary Source Committee meeting.

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

Adjournment: The meeting was adjourned at 10:25 a.m.

LS/ Lisa Harper

Lisa Harper
Clerk of the Boards