

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 749-5000

## **APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Monday, October 25, 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 Gayle Uilkema

**Absent:** Committee Members Susan Garner, Eric Mar, Nate Miley, Scott Haggerty and Hal Brown

**Also Present:** Chairperson Wagenknecht

**Public Comment:** There was no public comment.

**Approval of Minutes of July 21, 2010:** Deferred due to a lack of an initial quorum.

### **Update on 2010 Spare the Air Every Day Campaign**

Lisa Fasano, Communications and Outreach Director, gave an update on the 2010 Spare the Air Every Day Campaign and discussed the campaign's targeted messaging to audiences aged 17-35 and the use of social media networks through Facebook and Twitter. She presented an overview of the year's campaign elements, advertising and media highlights, discussed the presence of resource teams and dozens of events throughout the Bay Area, reviewed results of the 2010 Great Race for Clean Air contest winners which caused reductions of 900 tons of CO<sub>2</sub>, and survey results relating to the campaign's awareness. It was found that the young adult audiences make excellent spokes persons for the District, as they circulate information about carpooling and other transit trends and behaviors.

### Committee Comments/Questions:

Directors discussed the popularity and successes with using social media, additional outreach to schools and development of carpool programs, future expansion of multilingual public outreach, ensuring continuation of connections and awareness to a broad age range, and increases in awareness due to Spare the Air alerts.

Public Comments: None

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

**Noted Present:**

Committee Members Brown and Haggerty were noted as present.

**Overview of 2010/11 Winter Spare the Air Campaign**

Ms. Fasano gave an overview of the 2010/11 Winter Spare the Air Campaign, reviewed enforcement statistics from the first two Winter Spare the Air seasons, as follows:

	<u>2008/09</u>	<u>2009/10</u>
Complaints	1,500	2,355
Information Packets	1,550	10,270
Warnings	254	310
NOVs	1	8
Exemptions	0	41

Committee Comments/Questions:

Directors discussed reasons for the differences in numbers of complaints and actual Notices of Violations (NOVs) issued, noting that an initial warning letter is first sent to violators, and thereafter, issuance of NOVs. Directors acknowledged that most violators heed warnings once notified. Directors requested that staff provide demographic data relating to complaints, and reviewed the increase in exemptions, some of which are due to homeowners who do not have permanent heat.

Ms. Fasano presented the campaign’s advertising approach in messaging to areas more likely to exceed the 24-hour PM standard, stressing health impacts from wood burning, and targeting messages to non-English speaking communities. She said in building on previous years, the campaign will message to non-news consuming audiences, use non-traditional methods of reaching people, and expand multicultural outreach. The District has been working with faith-based organizations, youth groups, and reported the District has secured three months of space for the Treasure Island banner. She presented samples of advertising, posters, samples of transit shelter advertising, weekend bicycle messengers, billboards, and advertisement on local and multi-lingual radio.

Director Miley suggested utilization of re-entry program individuals to provide outreach, suggested logo advertisement messaging on rescue inhalers through the District’s partnership with the medical community, confirmed that penalties for a first-time violation (after warning letter) is \$400, and secondary violations start at \$800 and above.

Ms. Fasano then presented the concentration and types of messaging throughout the Bay Area, and Director Haggerty asked that District staff work with the Livermore Amador Valley Transit Authority (LAVTA) in its outreach efforts.

Public Comments: None

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

**Noted Present:**

Committee Members Miley was noted as present.

## **Review of Limited English Proficiency District Wide Assessment**

Communications Program Manager Ana Sandoval gave an overview of an assessment by District staff that reviews current Limited English Proficiency (LEP) practices, guidance, and Bay Area demographics. She said the District has provided multilingual services over the years; however, the use has been inconsistent. Discussions were held with the Bay Area Environmental Health Collaborative (BAEHC) who submitted a set of recommendations on providing language assistance services, which sparked initiation of the assessment.

The purpose of the assessment is intended to review what is required by law, what languages are most prevalent in the region, and what the District is doing and what improvements could be made. Ms. Sandoval presented the laws and guidance relating to language assistance, and said staff utilized U.S. Census Bureau's American Community Survey and the California Department of Education sources to identify the number and proportion of LEP individuals, their location, and the languages they speak. The analysis revealed that Bay Area residents who speak English less than very well comprise of the following:

8% Spanish – 528,000  
4% Chinese – 245,000  
1% Vietnamese - 96,000  
1% Tagalog - 74,000

Ms. Sandoval reviewed the following current District services to LEP populations:

- Language assistance on ODOR and NO-BURN customer service telephone lines
- Language assistance at select public meetings
- Compliance schools and advisories provided in multiple languages
- Public service announcements for Spare the Air and Winter Spare the Air
- Grant assistance

Ms. Sandoval indicated that overall, staff believes that both the District and multilingual groups will benefit from the assessment. Next steps include:

- Establishment of a multilingual voicemail box
- Notice the availability of language assistance on meeting notices
- Establishment of a timeline to identify District documents for translation on website
- Evaluation of LEP populations for distinct industries: regulated industries, industries targeted for incentives
- Development of comprehensive *Public Engagement Policy and Plan*

### Committee Comments/Questions:

Directors confirmed there are differences between costs for speaking and reading, and currently, translation services are performed and paid for individually by division. Ms. Roggenkamp added that costs will be identified through the policy and plan development which will be discussed as part of the next agenda item, and this would be forwarded to the Board from the Committee's recommendations. Directors discussed remaining languages identified as Korean and Russian, as well as others in smaller ranges, and voiced the need for outreach to impacted communities.

Public Comments: None

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

**Noted Present:**

Committee Members Mar and Garner were noted as present.

**Public Engagement Policy and Plan**

Ms. Fasano provided a briefing on the upcoming development of a Public Engagement Policy and Plan, stating that the LEP assessment identified the need for a District-wide policy and plan, which will provide streamlined guidance and tools for engaging stakeholders in District actions. Programs to be addressed in the Plan include rule development, permits, enforcement, compliance assistance, planning, grants, and public education. Stakeholders addressed by the plan include CARE Communities, LEP populations, minority populations, local and county governments, NGO's and community organizations, urban, rural and suburban populations, and business communities.

Ms. Fasano discussed the proposed timeline, as follows:

- Fall 2010                      Issue RFQ; Assemble stakeholder working group
- Winter 2011                 Contractor selection finalized; background research
- Spring 2011                 Policy and Plan development
- Summer 2011               Policy and Plan public workshops
- Fall/Winter 2011          Policy and Plan to Board for consideration

Committee Comments/Questions:

Directors discussed the stakeholder process which they confirmed will include all nine Bay Area counties, and asked that all population segments be included.

Public Comments:

The following individuals spoke under public comment and voiced support for the plan, requested District resources be allocated, and asked that the process move forward expeditiously:

- Rosina Roibal, Bay Area Environmental Health Collaborative (BAEHC)
- Ana Orozco, Communities for a Better Environment (CBE)
- Le Timly, Bay Area Environmental Health Collaborative (BAEHC)
- Lea Otiz Martin, Hunters View Mother's Committee
- Marie Harrison, GreenAction
- Zai buike Akaba, Regional Asthma Management & Prevention Program

**Committee Action:** None; Informational 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 11:09 a.m.

*/s/ Lisa Harper*

Lisa Harper  
Clerk of the Boards