



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR  
HAROLD BROWN  
SCOTT HAGGERTY  
NATE MILEY  
KEN YEAGER

CAROL KLATT - VICE CHAIR  
SUSAN GARNER  
ERIC MAR  
GAYLE B. UILKEMA

WEDNESDAY  
JUNE 9, 2010  
9:30 A.M.

4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109

AGENDA

1. **CALL TO ORDER - ROLL CALL**

2. **PUBLIC COMMENT PERIOD**

(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) *Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

3. **APPROVAL OF MINUTES OF MARCH 29, 2010**

4. **UPDATE ON GREAT RACE FOR CLEAN AIR**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on the Great Race for Clean Air.*

5. **2010 SPARE THE AIR EVERY DAY CAMPAIGN**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on the 2010 Spare the Air Every Day Campaign.*

6. **UPDATE ON COMMUNITY OUTREACH EVENTS**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on community outreach events.*

7. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)*

8. **TIME AND PLACE OF NEXT MEETING – At the Call of the Chair**

9. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**(415) 749-5130  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://www.baaqmd.gov)**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website ([www.baaqmd.gov](http://www.baaqmd.gov)) at that time.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**(415) 771-6000**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF DISTRICT MEETINGS**

**JUNE 2010**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Regular Meeting	Wednesday	9	9:00 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Wednesday	9	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Budget Hearing <i>(At the Call of the Chair)</i>	Wednesday	16	Following Board Meeting	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4<sup>th</sup> Thursday each Month)</i> - RESCHEDULE TO WEDNESDAY, JUNE 30, 2010	Thursday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Wednesday	30	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**JULY 2010**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	Board Room
Joint Policy Committee Special Meeting	Friday	9	10:00 a.m.	MTC Auditorium 101 – 8 <sup>th</sup> Street Oakland, CA 94607
Advisory Council Regular Meeting	Wednesday	14	9:00 a.m.	Board Room
Joint Policy Committee - RESCHEDULE TO FRIDAY, JULY 9, 2010	Friday	16	10:00 a.m.	MTC Auditorium 101 – 8 <sup>th</sup> Street Oakland, CA 94607
Board of Directors Regular Meeting <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
Board of Directors Stationary Source Committee <i>(At the Call of the Chair)</i>	Friday	23	9:30 a.m.	Board Room

## AUGUST 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
HL – 6/3/10 (11:30 a.m.) P/Library/Forms/Calendar/Calendar/Moncal				

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: June 2, 2010

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of March 29, 2010.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 29, 2010 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

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

**DRAFT 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.

Lisa Harper  
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: June 2, 2010

Re: Update on Great Race for Clean Air

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Great Race for Clean Air originated in 2007 and was previously a Tri-Valley Resource Team employer-based event. Resource Teams are community-based groups comprised of members from business, government and non-profit organizations that work on projects to improve air quality at the local level.

The focus of the Great Race for Clean Air is to encourage Bay Area employers and their employees to reduce the number of single passenger vehicles on our roadways by taking alternative modes of transportation.

DISCUSSION

Expanding upon the success of previous Great Race for Clean Air events in the Tri-Valley area, this year the event will offer a chance for all Bay Area employers to participate in this friendly competition to address workplace air quality concerns and transportation solutions specific to their region of the Bay Area. Resource Teams around the nine-county region will be recruiting employers in their local counties to participate in this event. The event will run from August 1 through September 30, 2010.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Rich Lew

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: June 2, 2010

Re: 2010 Spare the Air Every Day Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

Since 1991, the *Spare the Air* campaign has worked to persuade the public to adopt long-term behaviors that protect air quality. Past *Spare the Air* campaigns have typically targeted the general population, household decision-makers and solo drivers.

This year, the campaign will focus on a younger audience - specifically ages 17–35. Targeted outreach to a younger audience is a new approach for the campaign and offers the opportunity to reach a previously underserved demographic with a host of Spare the Air messages. Secondary research supported the targeting of a younger demographic because of their more flexible lifestyles and social ideals.

The 2010 smog season runs from Monday, May 3 – September 30, 2010.

DISCUSSION

District staff and contractors have developed a comprehensive campaign geared to this audience, complete with new graphic design and innovative methods of outreach.

Air District staff is working with contractors O’Rorke Inc. and MS&L Public Relations, on the 2010 *Spare the Air Every Day* campaign. While main messages remain the same – take transit, share a ride, maintain your car, link your errands, walk or ride your bike instead of driving – the way these messages are presented will be adjusted to appeal to a younger audience.

This year’s *Spare the Air Every Day* campaign will include:

- Live Nation Partnership – Through a partnership with Live Nation, a major concert promoter, the *Spare the Air* message will reach the target demographic at concerts throughout the summer season. Live Nation will also host a “Text 2 Win” promotion that will encourage concertgoers to sign up for “Spare the Air” text alerts.

- Advertising – The campaign will use geo-targeted television and online advertising to reach the younger demographic throughout the Bay Area.
- Outreach – Through a partnership with the Oakland A’s, the District will receive maximum exposure via electronic scoreboard messages during the A’s games against the NY Yankees and the SF Giants. Additional community and media events throughout the Bay Area will expand the reach of the *Spare the Air Every Day* campaign.

At the Public Outreach Committee meeting, staff will elaborate further on these components of the 2010 *Spare the Air Every Day* Campaign.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the campaign is included in the current FY 2009-10 budget. Additional funding is programmed in the proposed FY 2010-11 Budget. The campaign is funded primarily through the Congestion Mitigation Air Quality (CMAQ) program, supplemented by Transportation Fund for Clean Air and the District general fund.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: June 2, 2010

Re: Update on Community Outreach at Events

RECOMMENDED ACTION:

For information only.

BACKGROUND

The District uses Community Outreach events to educate the public about air pollution and to promote long-term behavior changes that improve air quality. The District has conducted outreach at county fairs, Earth Day celebrations and employer-based transportation events. In addition, the District has sponsored a number of other events including Sunday Streets and Bike to Work Day.

DISCUSSION

Staff will present an overview of upcoming community outreach events.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Richard Lew  
Reviewed by: Jean Roggenkamp