



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
SCOTT HAGGERTY
NATE MILEY

CAROL KLATT - VICE CHAIR
SUSAN GARNER
ERIC MAR
BRAD WAGENKNECHT
KEN YEAGER

MONDAY
JUNE 6, 2011
9:30 A.M.

4TH 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 APRIL 4, 2011**

4. **SUMMARY OF 2009-2010 COMMUNITY GRANT PROGRAM**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a presentation on the 2009-2010 Community Grant Program.

5. **PRESENTATION ON SPARE THE AIR RESOURCE TEAMS**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a presentation on the Spare the Air Resource Teams.

6. **CONTRACT AMENDMENT FOR NEW SPARE THE AIR RESOURCE TEAM**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will consider recommending Board of Directors approval to amend the Spare the Air Resource Team Facilitation contract to increase the contract in the amount of \$25,000.

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

8. **ADJOURNMENT**

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

**(415) 749-5130
FAX: (415) 928-8560
BAAQMD homepage:
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) 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 2011

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	1	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	2	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Monday	6	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Meeting	Wednesday	8	9:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - RESCHEDULED TO JUNE 2, 2011	Thursday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	30	9:30 a.m.	4 th Floor Conf. Room

JULY 2011

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
Board of Directors Stationary Source Committee <i>(At the Call of the Chair)</i>	Thursday	7	9:30 a.m.	Board Room
Advisory Council Meeting	Wednesday	13	9:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	28	9:30 a.m.	4 th Floor Conf. Room

AUGUST 2011

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
Advisory Council Meeting	Wednesday	10	9:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	25	9:30 a.m.	4 th Floor Conf. Room

HL – 5/26/11 (9:26 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: May 26, 2011

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of April 4, 2011.

DISCUSSION

Attached for your review and approval are the draft minutes of the April 4, 2011 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kris M. Krow
Reviewed by: Rex Sanders

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, April 4, 2011

1) Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:35 a.m. without an initial quorum.

Present: Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Brad Wagenknecht and Ken Yeager. Committee Members Eric Mar, Nate Miley and Scott Haggerty arrived after the roll was called.

Absent: Committee Members John Avalos and Susan Garner.

2) Public Comment Period: Chair Ross opened the public comment period and seeing no one come forward to speak, he closed the public comment period.

3) Approval of Minutes of March 3, 2010: Postponed until later in the meeting due to a lack of an initial quorum.

4) Spare the Air 20th Anniversary

Communications and Outreach Director Lisa Fasano talked to the Committee about the 20th Anniversary of the Spare the Air campaign. Programs for the coming year were presented and discussed. A new 20th Anniversary Spare the Air logo was presented. The summertime smog season runs from May 2 through September 30, 2011. This year's campaign will integrate the employer program, resource teams, 1-800-EXHAUST and grants all under the Spare the Air banner. The 20th Anniversary of Spare the Air gives an opportunity to highlight how far the program has come since its inception. Ads will feature contrasts and improvements from 20 years ago until today. Online advertisements will continue, an iPhone application is being developed, text alerts were discussed, and a Spare the Air video outreach advertisement from last year was shown to the Committee. This advertisement will be repurposed with the new logo, and shown to a wider audience this year; it has received good feedback in younger (18-34) age groups. We have started doing more targeted ads online, and have become more of a presence on Facebook and Twitter. More employers have signed up for the employer program. This will be likely the last year of the large scale Spare the Air campaign. Because this is the last year we have Congestion Management Air Quality (CMAQ) funds for the Spare the Air campaign, this may be the last year of a large scale campaign. Staff is looking for additional funds to keep this campaign going.

Public Comments: None

Committee Comments/Questions:

Director Ross would like to see the text messaging and confirmed that the kickoff is on May 3.

Ms. Fasano stated that the campaign used to start later, and now it starts in the beginning of May.

Committee Action: None; Informational only.

3) Approval of Minutes of March 3, 2010 (cont.): Now that a quorum was present, Chairman Ross made a motion to approve the minutes of March 3, 2011. The motion was seconded by Director Klatt and passed unanimously without objection.

5) Smoking Vehicle Program Update

Ms. Fasano gave an overview of the smoking vehicle program which began in 1992 in response to the Clean Air Plan. The program aims to reduce emissions from smoking vehicles by identifying and contacting owners and encouraging them to repair or retire their vehicles

In 2010 there were 10,000 reports made by phone and through the website. The program is robust and people are engaged.

This campaign is divided into two phases:

- Phase One: Focus on educating the public on what to do if they **own** a smoking vehicle
 - Get prepared and committed
 - Retire or repair it through state assistance program
- Phase Two: Focus on educating the public on what to do if they see a smoking vehicle

This will be done under the Spare the Air banner; and become one of our clean air choices. The target audience is adult females 18 – 34, they are more likely to report a smoking vehicle. The objective is to increase the number of Clean Air Advocates (citizens) to make smoking vehicle reports.

A wide variety of marketing strategies are being used including: Facebook and Twitter pages; events attended by our target audience; online reporting through the Smoking Vehicle Assistance Program (SVAP) website, iPhone app, online and outdoor ads.

The outdoor media campaign consists of billboards, bus shelters, news racks and bus wraps.

The next steps for this campaign are to re-establish a branded program, and expand the target audience. We will assess the campaign's progress through a survey. We will continue to use radio, web, and donated outdoor space for advertising. Texting is a consideration with the right platform, it is expensive. There will be a continued presence on Facebook and Twitter.

The outdoor media signs can be seen in San Francisco, Alameda County, San Mateo County and portion of Santa Clara County. These are the areas we see the most number of Smog Check fails and where we get a high level of reports for smoking vehicles.

Public Comments: None

Committee Comments/Questions:

Director Mar asked why females from 18 – 34 years old are the target group.

Ms. Fasano stated that they are more concerned with the health of those around them and are likely to report a smoking vehicle.

Committee Action: None; Informational only.

6) Climate Leadership Award Program Update

Air Quality Programs Manager Ana Sandoval presented the staff report. Dr. Stephen Schneider made seminal contributions to science and public understanding of climate change, and policy of climate protection. He delivered a keynote address at Air District's 2005 Climate Symposium, and the Air District's Climate Leadership Award program was established in his honor. In January 2011, the first Dr. Stephen Schneider Climate Leadership Award was given in memoriam to Dr. Stephen Schneider, and presented to his wife, Dr. Terry Root at the Board of Directors Retreat.

The Air District will continue to recognize contributions in Climate Leadership made by individuals or organizations in the areas of influencing public opinion, problem solving and policy leadership. The Committee also discussed adding awards in the areas of public health and technology. The award would be given every three years.

To be eligible for the award, an organization or individual needs to have made significant contributions affecting the Bay Area. Also the nominee may not have received Air District grant funds for the project being nominated. The Air District would announce a call for nominations, a Review of the finalists would be conducted by an evaluation panel and staff recommends that Dr. Terry Root, or designee, participate in the evaluation process.

Executive Officer /APCO Jack Broadbent stated that honoring Dr. Schneider was a good idea. We can set the awards up so that one year we recognize technology, and one year public health. Other Air Districts have award program. Staff will work to find an appropriate venue at which to present the awards.

Public Comments: None

Committee Comments/Questions: None

Committee Action: None; Informational only.

7) Time and Place of Next Meeting: At the Call of the Chair.

8) Adjournment: Chair Ross adjourned the meeting was adjourned at 10:10 a.m.

Kris Perez Krow
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: May 26, 2011

Re: Summary of 2009-2010 Community Grant Program

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

In October 2009 the Air District Board of Directors approved six grant awards totaling \$254,668 as part of the Community Grant Program. The recipients and award amounts are identified in Table 1 below.

**Table 1:
Community Grant Program Funded Projects**

Applicant	Project	Location	Amount Awarded
American Lung Association	Asthma management in schools	Oakland/Alameda	\$ 43,707
Axis Community Health	Medical and educational asthma interventions for low-income uninsured	Tri-Valley/Alameda	\$ 30,089
Chabot Space and Science Center	Creation of a stationary and web-based climate education laboratory	Multiple County	\$ 50,000
CreatTV	Youth-based climate change social media project	San Jose/Santa Clara	\$ 37,800
Earth Team	Youth leadership development and education about diesel particulates	West Oakland/Alameda	\$ 43,072
Greenaction	Diesel education and emissions reduction	Southeast San Francisco	\$ 50,000
		Total	\$254,668

DISCUSSION

All grant projects have been completed. At your Committee meeting, staff will provide a brief report on outcomes of each grant project.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding for these grants was part of the FYE 2010 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Jim Smith
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: May 26, 2011

Re: Presentation on Spare the Air Resource Teams

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

One of the Air District's innovative efforts to engage the public was the formation of local resource teams in 1991, in conjunction with the creation of the Spare the Air program. From that point to the current day local civic groups, agencies, businesses and environmental organizations meet regularly and work collaboratively to implement projects that promote cleaner air.

DISCUSSION

Currently eight active teams exist in the region:

- Napa Valley Clean Air Coalition
- San Francisco Spare the Air Resource Team
- San Mateo County Spare the Air Resource Team
- San Jose Green Vision Resource Team
- Santa Clara County Spare the Air Resource Team
- Sonoma County Spare the Air Resource Team
- Southern Alameda County Spare the Air Resource Team
- Tri-Valley Spare the Air Resource Team

The teams are facilitated by Community Focus, under contract to the Air District. The teams meet anywhere from five to nine times a year to select and coordinate work on team projects. Past projects have included:

- Walk and Roll to School
- Great Race for Clean Air
- Green Business Workshop
- Home Energy Workshops

At the committee meeting, staff will provide a detailed overview of the Resource Team program and its accomplishments.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding for the resource teams is included in the annual budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
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: May 26, 2011

Re: Contract Amendment for New Spare the Air Resource Team

RECOMMENDED ACTION:

Consider recommending Board of Directors approval to amend Spare the Air Resource Team Facilitation Contract to increase the contract in the amount of \$25,000.

BACKGROUND

Under contract to the Air District, Community Focus facilitates eight Spare the Air Resource Teams throughout the region. At the March 3, 2011 Public Outreach Committee Meeting, the Committee recommended approval of a contract in the amount of \$200,000 with Community Focus for Resource Team Facilitation.

DISCUSSION

Air District staff is adding a new Contra Costa County Resource Team. The team will focus on air quality issues and will follow the project-based model used by the other Spare the Air Resource Teams which has proven successful.

Creation of a new team will have budgetary impacts. Staff recommends amending the contract to cover the additional cost of recruiting new members and facilitating the team.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding for the contract amendment will come from the 2010/11 Communications and Outreach Division budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano