



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

THURSDAY  
JULY 14, 2011  
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 JUNE 6, 2011**

4. **UPDATE AND CONSIDERATION OF RECOMMENDING BOARD OF DIRECTORS' APPROVAL OF MEDIA RELATIONS CONTRACT**

L. Fasano/5170

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

*The Committee will receive an update on the Spare the Air Every Day media relations contract and consider recommending Board of Directors' approval of new contract.*

5. **FINAL EXTENSION OF WINTER SPARE THE AIR CONTRACTS**

L. Fasano/5170

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

*The Committee will consider recommending Board of Directors' approval of final year extension of Winter Spare the Air contracts.*

6. **UPDATE ON PROPOSED AIR DISTRICT AND THE METROPOLITAN TRANSPORTATION COMMISSION (MTC) SPARE THE AIR PARTNERSHIP**

L. Fasano/5170

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

*The Committee will receive an update on a proposed Spare the Air partnership between the Air District and MTC.*

7. **UPDATE ON THE GREAT RACE FOR CLEAN AIR**

L. Fasano/5170

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

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

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 2011**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	30	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**JULY 2011**

<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> - CANCELLED	Wednesday	6	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(At the Call of the Chair)</i>	Wednesday	6	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(At the Call of the Chair)</i>	Thursday	7	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Advisory Council Meeting</b>	Wednesday	13	9:00 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(At the Call of the Chair)</i>	Thursday	14	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Special Meeting</b>	Monday	18	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> - CANCELLED	Wednesday	20	9:45 a.m.	Board Room
---	-----------	----	-----------	------------

<b>Board of Directors Special Meeting - CANCELLED</b>	Wednesday	27	1:00 p.m.	Board Room
---	-----------	----	-----------	------------

<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
---	----------	----	-----------	----------------------------------

**AUGUST 2011**

<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	3	9:45 a.m.	Board Room
<b>Advisory Council Meeting</b>	Wednesday	10	9:00 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	17	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	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: July 1, 2011

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of June 6, 2011.

DISCUSSION

Attached for your review and approval are the draft minutes of the June 6, 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, June 6, 2011

- 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 Brad Wagenknecht and Ken Yeager.
- Committee Members John Avalos and Eric Mar arrived after the roll was called.
- Absent:** Committee Members Garner, Haggerty and Miley
- Public Comment Period:** Chair Ross opened the public comment period and seeing no one come forward to speak, he closed the public comment period.

**Approval of Minutes of April 4, 2011:** Deferred to later in the meeting

**Summary of 2009-2010 Community Grant Program**

Jim Smith, Senior Public Information Officer, provided an overview of the Community Grant Program, stating that in October 2009 the Board of Directors approved and allocated \$254,668 towards the creation of a grant program for community based organizations and non-profits to work on a variety of programs.

Mr. Smith outlined the following six, highly successful programs in Alameda, Contra Costa, San Francisco and Santa Clara Counties under the categories of respiratory health, outreach and education, and emissions reductions, and discussed briefly their work project:

1. American Lung Association – Oakland/Alameda  
\$43,707 – Asthma management in schools
2. Axis Community Health – Tri-Valley/Alameda  
\$30,089 – Medical and educational asthma interventions for low-income uninsured
3. Chabot Space and Science Center – Multiple counties - <http://www.chabotspace.org/bill-nye-climate-lab.htm>  
\$50,000 – Creation of a stationary and web-based climate education laboratory

4. CreatTV – San Jose/Santa Clara  
\$37,800 – Youth-based climate change social media project
5. Earth Team – West Oakland/Alameda  
\$43,072 – Youth leadership development and education about diesel particulates
6. Greenaction – Southeast San Francisco  
\$50,000 – Diesel education and emissions reduction

Public Comments: None

Committee Comments/Questions: Directors briefly discussed specific projects, specifically Greenaction and their results from interactions with truckers and reasons for truck idling. They suggested replicating materials for student's school curriculum, and expressed their hope for available funding in the future.

Committee Action: None; informational only.

**Approval of Minutes of April 4, 2011:** Director Wagenknecht made a motion to approve the April 4, 2011 minutes; Director Mar seconded the motion; carried unanimously without objection.

### **Presentation on Spare the Air Resource Teams**

Ana Sandoval, Communications Manager, gave the staff presentation, and introduced Stephanie Anderson, Community Focus, who assisted the District in facilitating Resource Teams. The teams comprised of a variety of local civic groups, agencies, businesses and environmental organizations that met regularly and worked collaboratively to implement projects that promote cleaner air. They leverage skills and resources and receive a small amount of money from the District, but bring together their own resources. Teams included: Napa Clean Air Coalition; San Francisco County; San Jose Green Vision; San Mateo County; Santa Clara County; Sonoma County; Southern Alameda; and Tri-Valley (Dublin, Pleasanton, Livermore and San Ramon).

Ms. Sandoval presented highlights and discussed projects the Teams created, such as: Napa Valley Car Free; San Francisco Transit to Trails, San Jose Home Energy Savings Workshop; San Mateo Commute Solutions Workshop; Santa Clara Green Business Workshop, and the Tri-Valley Walk and Roll to School Campaign.

Committee Comments/Questions: Director Klatt clarified that San Mateo County conducted a Commute Solutions Workshop in May. The workshop was very well attended. There were offerings of great commute solutions, with representatives from the County attending, as well as representatives from Yahoo and Google.

Director Wagenknecht confirmed that the Spare the Air Resource Teams budget is \$200,000; each team receives \$25,000 which pays for getting their projects off the ground and for assistance with facilitation.

Public Comments: None

Committee Action: None; informational only.

**Contract Amendment for New Spare the Air Resource Team**

Lisa Fasano, Communications and Outreach Director, reviewed the request to amend the current \$200,000 contract with Community Focus by \$25,000 which will add a new Contra Costa County Resource Team.

Ms. Fasano and Stephanie Anderson, of Community Focus, briefly described the diverse needs and benefit derived from adding a new team in Contra Costa County.

Public Comments: None

Committee Comments/Questions: Directors expressed support of the recommendation.

Committee Action: Director Wagenknecht made a motion to recommend Board of Directors approval to amend the Spare the Air Resource Team Facilitation contract to increase the contract in the amount of \$25,000; Director Klatt seconded the motion; carried unanimously without objection.

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

**Adjournment:** Chair Ross adjourned the meeting was adjourned at 10:07 a.m.

Lisa Harper  
For: Kris Perez Krow  
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: June 9, 2011

Re: Update and Consideration of Recommending Board of Directors' Approval of Media  
Relations Contract

---

RECOMMENDED ACTION:

1. Recommend Board of Directors' approval of Riezobos Holzbaur Design Group (RHDG) as the contractor to carry out media relations services; and
2. Recommend Board of Directors' authorization for the Executive Officer to execute a contract with the selected contractor in an amount not to exceed \$125,000.

BACKGROUND

*MSL Worldwide* (MSL) has been the *Spare the Air* media relations contractor since their selection in the 2009 Request for Proposals (RFP) process. This RFP allowed for two one year extensions. In April 2011, MSL entered their second one-year extension for the *Spare the Air* program. Staff has terminated the contract with MSL and is recommending RHDG as the media relations contractor for the remainder of the 2011 Spare the Air season.

DISCUSSION

RHDG bid for the *Spare the Air* contract in 2009. RFP Submissions were evaluated for proposal responsiveness, cost, references, team expertise and project management experience. RHDG scored a total of 89.96 out of 100 points on the evaluation and was selected as a contractor for the Smoking Vehicle Program.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this contract comes from Congestion Mitigation Air Quality grant.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Lisa Fasano  
Reviewed by: Jean Roggenkamp

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: July 7, 2011

Re: Final Extension of Winter Spare the Air Contracts

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2011 Winter Spare the Air campaign.

- Advertising and Media/Public Relations Services – O'Rorke Inc. \$650,000
- Social Media Services – Riezobos Holzbaur Design Group (RHDG) \$50,000
- Public Opinion Research – True North Research \$50,000

BACKGROUND

In Spring 2009, the Board of Directors approved one-year contracts with the option for two one-year extensions for public outreach campaigns. In March 2010, the Board of Directors approved the first one-year extension for these contracts. In March 2011, the Board of Directors approved a one year extension, however, only funding for the Spare the Air Every Day campaign was approved at the time, as funding for the Winter program was pending the approval of the Fiscal Year Ending (FYE) 2012 Budget by the Board of Directors. Staff is recommending a final amendment to these contracts for the 2011-12 Winter Spare the Air season.

This fall, staff will issue a new Request for Proposal for contracts beginning in the 2012 calendar year.

DISCUSSION

The Air District's Communications and Outreach Office relies on contractors to assist with various aspects of the Winter Spare the Air programs. In 2009, the Communications and Outreach Office completed a Request for Proposal (RFP) process to solicit responses for advertising and outreach services. Contractors were selected for 2009-2010 contracts for the services indicated below with potential for two one-year annual extensions.

Air District staff performed a thorough evaluation of contractor performance in technical and non-technical areas including: Media Relations/Advertising, Writing/Design, Strategic Planning, Customer Service, Innovation, Program Execution and more. Staff assessed the Air District's communications support requirements for ongoing programs and made adjustments based on

program needs. Based on Air District staff evaluation of contractor performance, staff is recommending the contracts be extended for the remaining winter season and amended in the amounts stated below.

**Media Relations and Advertising Services – O’Rorke, Inc**

O’Rorke, Inc. has a strong background in social marketing, media relations and advertising strategy. They have experience working with local government agencies to produce television, radio and print advertisements and have a strong expertise in media relations.

<b>O’Rorke, Inc.</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
Winter Spare the Air <i>Advertisement development, Ad placement, Media Relations and Promotion opportunities.</i> <i>Reason for change:</i> <i>O’Rorke will be undertaking media relations for the 2011-12 Winter Spare the Air season.</i>	\$600,000	\$550,000	\$650,000

Staff recommends the O’Rorke, Inc. Advertising and Media Relations Services contract for Winter Spare the Air be amended for an additional year in the amount set forth above.

**Social Media Services – Riezobos Holzbaur Design Group (RHDG)**

RHDG was selected as the Smoking Vehicles and Grants and Incentives Advertising Services contractor in the 2009 RFP process. RHDG has proved to have a strong expertise in social media services and has extensive experience working with government clients.

<b>Riezobos Holzbaur Design Group</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
Winter Spare the Air <i>Social Media</i> <i>Reason for change:</i> <i>RHDG will be replacing the former media relations contractor’s social media duties for the 2011-12 Winter Spare the Air season.</i>			\$50,000

Staff recommends the RHDG Social Media Services contract be approved for the 2011-12 Winter Spare the Air season in the amount set forth above.

**Public Opinion Research – True North Research**

True North Research was selected as the Public Opinion Research contractor for the Summer and Winter Spare the Air campaigns in the 2009 RFP process. True North Research has experience conducting public opinion polling to assess behavior change around environmental issues. True North has developed methodologies to gauge the effectiveness of the Summer and Winter Spare the Air programs.

<b>True North Research</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
Winter Spare the Air <i>Episodic Public Opinion Survey</i> <i>Reason for Change:</i> <i>Additional surveys were carried out in the 2010-11 season to supplement the Air District particulate matter inventory. This additional surveying will not occur in the 2011-12 season.</i>	\$50,000	\$70,000	\$50,000

Staff recommends the True North Research Measurement and Public Opinion Survey contract for Winter Spare the Air be amended for an additional year in the amount set forth above.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the Winter Spare the Air Advertising, Media/Public Relations, Social Media and Public Opinion Research, a total of \$750,000, is funded through the General Revenue fund and included in the FYE 2012 budget.

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 Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: July 7, 2011

Re: Update on Proposed Air District and the Metropolitan Transportation Commission  
(MTC) Spare the Air Partnership

---

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

The Air District is working with the Metropolitan Transportation Commission (MTC) on a potential partnership on the Spare the Air program. MTC would like to use the Spare the Air brand to launch their fall climate campaign.

DISCUSSION

The Committee will receive an update on proposed Spare the Air partnership with MTC at the Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None.

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 Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: July 7, 2011

Re: Update on the Great Race for Clean Air

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

The Air District's Great Race for Clean Air is a friendly competition between Bay Area employers to encourage use of commute alternatives such as transit, carpooling, vanpooling, walking and bicycling rather than driving solo to work. The Great Race for Clean Air competition runs from September 1, 2011, until October 31, 2011.

DISCUSSION

The Committee will receive an update and materials for the Great Race for Clean Air to encourage participation from member counties.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano