



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
OCTOBER 31, 2011
IMMEDIATELY FOLLOWING
CLIMATE PROTECTION MEETING

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 JULY 14, 2011**

4. **2011 SPARE THE AIR EVERY DAY CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an end of season summary on the 2011 Spare the Air Every Day campaign.

5. **2011-2012 WINTER SPARE THE AIR CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a presentation on the 2011-2012 Winter Spare the Air campaign.

6. **UPDATE ON PUBLIC ENGAGEMENT POLICY AND GUIDANCE PLAN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an update on development of the Public Engagement Policy and Guidance Plan.

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

OCTOBER 2011

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	27	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(At the Call of the Chair)</i>	Monday	31	10:00 a.m.	4 th Floor Conf. Room
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Monday	31	Immediately Following Climate Protection Cme. Meeting	4 th Floor Conf. Room

NOVEMBER 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	2	9:45 a.m.	Board Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i>	Wednesday	2	Immediately Following Regular Board Meeting	Room 716
Advisory Council Meeting <i>(Meets 2nd Wednesday each Month)</i>	Wednesday	9	9:00 a.m.	Board Room
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Monday	14	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room

Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - CANCELLED	Thursday	24	9:30 a.m.	4 th Floor Conf. Room
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Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Monday	28	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(At the Call of the Chair)</i>	Monday	28	Immediately Following Mobile Source Cme.	4 th Floor Conf. Room

DECEMBER 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	7	9:45 a.m.	Board Room
Advisory Council Meeting <i>(Meets 2nd Wednesday each Month)</i>	Wednesday	14	9:00 a.m.	Board Room

DECEMBER 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	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - CANCELLED	Thursday	22	9:30 a.m.	Board Room

HL – 10/24/11 (9:25 a.m.)

P/Library/Forms/Calendar/Calendar/Moncal

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: October 20, 2011

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of July 14, 2011.

DISCUSSION

Attached for your review and approval are the draft minutes of the July 14, 2011 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Maricela Martinez
Reviewed by: Jennifer Cooper

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
Thursday, July 14, 2011

- 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 Directors Scott Haggerty, John Avalos, Nate Miley, and Eric Mar.
- Absent:** Directors Susan Garner, Ken Yeager, and Brad Wagenknecht.
- 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:

Committee Action: Director Haggerty made a motion to approve the June 6, 2011 Public Outreach Committee minutes; seconded by Director Avalos, carried unanimously without objection.

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

Lisa Fasano, Director of Communications and Outreach, provided the Committee with an update and an overview of the Spare the Air Public Relations contract. In 2009, a request for proposals (RFP) process was conducted to select a contractor for media relations services. MSL Worldwide was the selected contractor which allowed two one year extensions. In April 2011, Air District staff terminated their contract with MSL Worldwide due to lack and quality of performance and the increase in contractor fees. Air District staff is now recommending Riezobos Holzbaur Group (RHDG) as the media relations contractor for the remainder of the 2011 Spare the Air season. RHDG is currently the contractor overseeing the Smoking Vehicle Program.

Public Comments: None

Committee Comments/Questions: Director Haggerty asked if RHDG was an original bidder in the 2009 RFP process and if RHDG was the second highest bidder

Ms. Fasano responded affirmative.

Committee Action: Director Haggerty made a motion to recommend Board of Directors' approval of RHDG as the contractor to carry out media relations services; and authorization for the Executive Officer

to execute a contract with the selected contractor in an amount not to exceed \$125,000; Director Miley seconded the motion, carried unanimously without objection.

Final Extension of Winter Spare the Air Contracts

Lisa Fasano, Director of Communications and Outreach, introduced Kristine Roselius, Supervising Public Information Officer, who provided the Committee with an update on the Winter Spare the Air contracts. Ms. Roselius' presentation detailed the timeline of the current contracts which allow for one year extensions. The following contracts were recommended for an additional one year extension:

- O'Rorke, Inc in the amount \$650,000
- RHDG in the amount \$50,000
- True North Research in the amount \$50,000

Committee Comments/Questions: None

Public Comments: None

Committee Action: Director Haggerty made a motion to recommend Board of Directors' approval of staff recommendations on contract extensions for the 2011 Winter Spare the Air campaign; motion was seconded by a Director, carried unanimously without objection.

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

Lisa Fasano, Director of Communications and Outreach, provided an informational item updating ongoing discussion the Air District has had with the Metropolitan Transportation Commission (MTC) regarding the Spare the Air program. In 2010, MTC began looking for contractors to assist them in promoting their \$80 million Climate Initiative program. The Air District was invited to assist with the contractor selection process. MTC is seeking to create an overall brand to promote their Climate Initiative program. This program includes smart driving, school and youth outreach program, 511.org employer program, legislative initiative, and OneBayArea.org website. MTC approached the Air District and requested the Air District's Spare the Air brand be shared between MTC and the Air District.

Public Comments: None

Committee Comments/Questions: Director Haggerty expressed some concern over the school and youth outreach program. Director Haggerty stated that this should be a program the Air District handles. Director Haggerty also asked if the Air District would be handing over other programs to MTC.

Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that discussion with MTC is ongoing and MTC has only expressed interest in the school and youth program as an added component to the Spare the Air program.

Further discussion amongst Committee members continued regarding the various programs, the future of the brand, and how the brand would be handled financially.

Committee Action: None; informational only.

Update on the Great Race for Clean Air

Ana Sandoval, Air Quality Program Manager, provided an overview and update of the 2011 Great Race for Clean Air. This campaign encourages commute alternatives among employees. This program went regional in 2010. Approximately 5,000 employees and 150 companies region wide participated. The campaign runs from September 1 to October 31, 2011. This program is in partnership with 511.org.

Public Comments: None

Committee Comments/Questions: Director Haggerty suggested that a packet be put together so the packets could be distributed to each organization's staff.

Committee Action: None; informational only.

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

Adjournment: Chair Ross adjourned the meeting was adjourned at 10:25 a.m.

Maricela Martinez
Executive Secretary

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: October 18, 2011

Re: 2011 Spare the Air Every Day Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Spare the Air program celebrated its 20th anniversary this year and the basic premise continues, encouraging the public to change their behavior to improve air quality.

In 2009, the Spare the Air campaign transitioned to the Spare the Air Every Day Campaign, in an effort to encourage behavior change from residents, not just during Spare the Air alerts, but every day to improve air quality and protect the climate.

Last year, the Air District directed the Spare the Air Every Day campaign messaging to Bay Area residents aged 17-35. Edgier advertising and outreach proved successful and some elements were expanded to the general population this year. Carpooling and transit use continue to be the target behaviors.

DISCUSSION

Staff will present an overview of this year's campaign elements, including advertising, media relations and promotion at events. Survey data will be presented to highlight the success of the campaign and how the Spare the Air message resonated with the Bay Area audience this year.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this program was included in the FY 2010-11 and FY 2011-12 Budgets. Funding sources include TFCA and Congestion Mitigation Air Quality (CMAQ) funds.

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: October 18, 2011

Re: 2011-2012 Winter Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

Regulation 6; Rule 3: Wood Burning Devices was adopted by the Board of Directors in July 2008. When adopted, the Air District committed to maintaining a strong messaging campaign to educate the public about the hazards of wood smoke. The wood smoke regulatory season will run from November 1, 2011, to February 29, 2012.

DISCUSSION

The Winter Spare the Air campaign will continue to inform residents about the Wood Burning Rule, and this year it will focus on the localized health impacts from wood smoke in the Bay Area. This year's campaign will include a stronger call to action and events that bring attention to some of the Bay Area's hot spots for wood smoke-related issues. Staff will present an overview of this year's materials and campaign strategy.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the outreach program is included in the FY 2011-12 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: October 18, 2011

Re: Update on Public Engagement Policy and Guidance Plan

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In late 2010, staff briefed the Committee on plans to develop a comprehensive, District-wide *Public Engagement Policy and Guidance Plan*. The purpose of this plan is to develop a District-wide, consistent approach when engaging stakeholders through Air District public processes.

In March 2011, the District selected Kearns and West, a collaborative solutions firm, to assist with the development of the *Public Engagement Policy and Guidance Plan*.

DISCUSSION

Staff will present a project overview and an update on the *Public Engagement Policy and Guidance Plan*.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this project is included in the FY 2010-11 and FY11-12 Budgets.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano