

Bay Area Air Quality Management District  
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## **APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, March 3, 2011  
11:00 a.m.

**CALL TO ORDER:** Chairperson Mark Ross called the meeting to order at 11:00 a.m.

Roll Call: Mark Ross, Chairperson; Directors Scott Haggerty, Carol Klatt, Eric Mar, Nate Miley, and Brad Wagenknecht

Absent: Directors Susan Garner and Ken Yeager

Also Present: Board Chairperson Tom Bates

**Public Comments:** There were no public comments.

### **3. Approval of Minutes:**

Public Outreach Committee Meetings of July 21, 2010 and October 25, 2010.

**Committee Action:** Director Haggerty made a motion to approve the July 21, 2010 and October 25, 2010 Public Outreach Committee minutes; seconded by Director Klatt, carried unanimously without objection.

### **4. Extension of Public Outreach Committee Campaign Contracts**

Lisa Fasano, Communications and Outreach Director, gave an update on public outreach campaign contracts.

Background:

- Spring 2009 - Board approved one-year contracts with option for two, one-year, extensions for public outreach campaigns
- March 2010 - Board approved the first one-year extension
- Staff recommending final one-year extension
- New requests for proposals to be issued in late 2011 for contracts beginning in the 2012 calendar year

Ms. Fasano said the District has completed its review of the contractors work, and they have all done an excellent job.

Their work was evaluated in the following areas:

- Media Relations
- Advertising
- Writing
- Design
- Strategic Planning
- Customer Service
- Innovation
- Program Execution

Ms. Fasano said the District continues to see much success with the programs that are currently in place, and is pleased with the work of the current contractors. The following chart shows a summary of the proposed contract extensions:

<b>Contractor</b>	<b>Service</b>	<b>Extension Amount</b>	<b>Funding Source</b>
O'Rorke, Inc.	Spare the Air Advertising	\$600,000	CMAQ
MS&L	Spare the Air Media Relations	\$250,000	CMAQ
True North Research	Spare the Air Public Opinion Survey	\$50,000	CMAQ
Community Focus	Resource Team Great Race for Clean Air	\$200,000 \$70,000	TFCA
Community Focus	Employer Program	\$150,000	TFCA
RHDG	Smoking Vehicle Campaign	\$275,000	TFCA

Ms. Fasano recommended that the Committee recommend Board of Directors approval of contract extensions for the 2011 Summer Spare the Air campaign, the Smoking Vehicle Assistance Program, Resource Teams and Employer Program.

Committee Comments/Questions:

Chair Ross requested a status of Congestion Mitigation and Air Quality (CMAQ) funds. Ms. Fasano stated CMAQ funds were allocated in 2006. At the end of the 2011 season, the CMAQ funding will be exhausted. The Metropolitan Transportation Commission (MTC) has committed \$300,000 per year for three years following this year and as a result, the campaigns will be altered significantly beginning in 2012.

Public Comments: None.

**Committee Action:** Director Haggerty made a motion to recommend Board of Directors' approval of contract extensions of the 2011 Summer Spare the Air campaign (\$900,000 in CMAQ funding), the Smoking Vehicle Assistance Program, Resource Teams and Employer Program (\$695,000 in TFCA funding); Director Wagenknecht seconded the motion, carried unanimously without objection.

## 5. Public Engagement Policy and Plan Contractor

Ms. Fasano introduced Communications Program Manager Ana Sandoval, who gave the staff presentation on the public engagement policy and plan contractor selection.

Background includes:

- Limited English proficiency assessment identified the need for a District-wide Public Engagement Policy and Plan
- Policy and Plan will serve to:
  - Outline District's commitment to public engagement;
  - Ensure consistency across programs;
  - Provide comprehensive set of strategies for engaging stakeholders in District actions;
  - Address range of Air District programs; and
  - Incorporate applicable Federal and State guidance.

Ms. Sandoval also stated the project budget would consist of the following:

- Set at a maximum of \$200,000
- Comparable projects:
  - Port of Oakland, Community Outreach for the 2008 CARB Health Risk Analysis of Diesel PM on West Oakland Community, \$125,000
  - MTC, 2035 Long Range Plan Public Involvement Program and Advisory Committee Restructure Review, \$475,000
  - County of San Luis Obispo, Community Engagement for Climate Change, Land Use and Transportation Outreach \$250,000

The contractor selection process timeline is as follows:

December 23, 2010	- Issued Request for Qualifications (RFQ)
January 13, 2011	- Bidders' Conference
January 21, 2011	- Statement of Qualifications (SOQ) Submission Deadline
January 24, 2011 - February 28, 2011	SOQ Review: <ul style="list-style-type: none"><li>- Minimum Qualification Review</li><li>- Panel Evaluation of submissions</li><li>- Panel Interviews of finalists</li><li>- Reference Check</li></ul>
March 3, 2011	- Committee recommendation

Ms. Sandoval stated the RFQ was posted on the District website, sent to several mailing lists, distributed through the National Council on Deliberation and Dialogue and posted on Planetizen.com. Staff hosted a bidder's conference in January 2011.

RFQ requirements include:

- Qualifications and experience
- Description of similar projects with references
- Work sample
- Hourly rates
- Current or previous Air District contracts
- Statement regarding environmental stewardship
- Statement regarding status as a minority-owned, women-owned or small business

Ms. Sandoval said a panel of Air District staff reviewed the submitted SOQ's, and the following firms were recommended for interviews.

- MIG
- The Center for Collaborative Policy
- Kearns and West

The Center for Collaborative Policy withdrew from the process. Two finalists were interviewed by a panel of three Air District staff, a representative from MTC and a community representative through the Bay Area Environmental Health Collaborative (BAEHC). Based on panel scores, Kearns and West scored highest and is the recommended consultant.

Ms. Sandoval recommended that the Committee recommend Board of Directors' approval for the APCO/Executive Officer to enter into a contract with Kearns and West in an amount not to exceed \$200,000 to assist staff with the development of a District-wide public engagement policy and plan.

#### Committee Comments/Questions:

Director Haggerty asked about the results of the analysis of the demographics of limited English proficient individuals. Ms. Fasano stated the Limited English Proficiency Assessment identified five languages for the Air District to provide language services throughout the Bay Area. Multilingual access services will be examined as a part of the public engagement policy and plan.

Director Haggerty asked which languages the Air District identified. Ms. Fasano stated the languages include Spanish, Cantonese, Mandarin, Tagalog, and Vietnamese.

**Committee Action:** Director Mar made a motion to recommend Board of Directors approval for the APCO/Executive Officer to enter into a contract with Kearns and West in an amount not to exceed \$200,000 to assist staff with the development of a District-wide Public Engagement Policy and Plan; Director Haggerty seconded the motion, carried unanimously without objection.

#### Public Comments:

Rosina Roibel, Bay Area Environmental Health Collaborative, thanked staff for allowing her to be a part of the interview panel.

## **6. Expansion of Breathmobile Mobile Asthma Clinic into Southeast San Francisco CARE Neighborhood**

Ms. Fasano gave the staff presentation on the Expansion of Breathmobile Mobile Asthma Clinic into Southeast San Francisco CARE neighborhood. Ms. Fasano stated the funds for this project are from the Lennar settlement case in 2008. In addition, the Air District directed the funds be spent in the Bayview Hunters Point neighborhood and determine how best to spend these funds.

In 2009, the Air District hosted Community Dialogue meetings. Through the process three areas of interest were identified:

- Air filtration
- Public education
- Public health

In 2010 the Board of Directors approved \$300,000 for an air filtration project at five schools in Bayview Hunters Point. This project is currently ongoing and should be finished by the end of this school year. Staff recommends that the remaining \$215,000 in settlement funds be awarded to the Prescott-Joseph Breathmobile to fulfill the two remaining category areas of interest: public education and public health.

Ms. Fasano said the Prescott-Joseph Center Breathmobile is a mobile asthma clinic. The Breathmobile provides:

- Asthma and allergy clinic on wheels:
  - Screening
  - Diagnosis
  - Treatment
  - Education
- Research project in collaboration with UC Irvine
- District sponsored First Breathmobile in Northern California in 2008-2009
  - Emeryville
  - Oakland
  - San Leandro

Ms. Fasano stated that the Prescott-Joseph Center will serve the Bayview Hunters Point neighborhood with the current Breathmobile.

Ms. Fasano recommended that the Committee recommend Board of Directors approval for the APCO/Executive Officer to enter into a contract with the Prescott-Joseph Center in the amount of \$215,000 to support the expansion of the Breathmobile services into the Bayview Hunters Point neighborhood.

### Committee Comments/Questions:

Director Wagenknecht asked how long the \$215,000 would last. Dr. Burns addressed the Committee and stated the Breathmobile would visit three elementary schools and two child development centers starting in two weeks and would visit them every 4 to 6 weeks until November 2012.

Public Comments: None.

**Committee Action:** Director Mar made a motion to recommend Board of Directors' approval for the APCO/Executive Officer to enter into a contract with the Prescott-Joseph Center in the amount of \$215,000 to support the expansion of Breathmobile services into the Bayview Hunters Point neighborhood; Director Wagenknecht seconded the motion, carried unanimously without objection.

## **7. Winter Spare the Air Season Review**

Ms. Fasano introduced Kristine Roselius, Supervising Public Information Officer, who provided the Winter Spare the Air Season Review.

Ms. Roselius said this program continued to build success in reducing woodsmoke pollution, and reaching new Bay Area residents. New elements to the campaign included:

- Voluntary No Burn Alerts (one in November 2010, one in December 2010 and one in January 2011)
- Targeted advertising & outreach to non-English speaking residents in the following languages
  - Spanish
  - Cantonese
  - Mandarin
  - Vietnamese
  - Tagalog

In two of the three voluntary no burn alerts, no Spare The Air alert was called, nor were air quality standards exceeded.

Notification of alerts includes:

### **Check Before You Burn:**

- Call 1-877-4NO-BURN
- Check the *Winter Spare the Air Alert* status at [sparetheair.org](http://sparetheair.org), [baaqmd.gov](http://baaqmd.gov) or [whentoburn.com](http://whentoburn.com).
- Listen for *Alerts* on local news and TV

### **Or, sign-up for:**

- Email *AirAlerts* notifications at [sparetheair.org](http://sparetheair.org)
- Automatic phone alerts at [sparetheair.org](http://sparetheair.org) or by calling 1-800 430-1515

Ms. Roselius said that more than 200,000 people called 1-877-4NO-BURN and there are 102,854 subscribers to the AirAlerts database and there are 17,636 subscribers to the phone alerts database. Ms. Roselius also stated that the main focus of this year's effort was to call attention to Winter Spare the Air alerts and to raise awareness about the health impacts from wood burning.

Examples of advertising included:

- Television
- Radio
- Print
- Outdoor Signage

- Grass Roots
- Shopping Carts
- Newspaper Flag
- Bus Advertisement in multiple languages
- Transit Shelter Ads

Ms. Roselius also commented that the Air District had a strong online presence with more than 26,747,726 online impressions. In addition, the Air District conducted door-to-door outreach and the results were as follows:

- 193 conversations
- Over 800 surveys collected
- 180 people signed up for alerts
- Overwhelmingly positive responses

Throughout the region, the Air District targeted various family events: Star Karts, bicycles, ice rinks, billboards, transit shelters and more. Ms. Roselius also stated that Bay Area media coverage was successful and received significant media coverage from every alert issued. The District worked with Kaiser and the American Lung Association to offer physicians and patients for media interviews in both English and Spanish.

In addition, the Air District developed press materials in English, Spanish and Chinese, and the District was able to secure interviews in all three languages.

Ms. Roselius played a radio interview broadcast indicating how the health message is resonating more this year than in previous years. In addition, Ms. Roselius said the Air District's social media presence was strong with an increase in Twitter and Facebook fans.

Season summary included:

	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>
WSTA Alerts	11	7	4
Days Over Standard	13	9	1
Complaints Received	1,500	2,355	1,328
Warning Letters Issued	254	310	58
Tickets Issues	1	9	2
Exemptions	0	44	52

Results from the survey showed the following:

- 20% of Bay Area households reduced their wood burning
- 59% had heard, read or seen media stories about the Winter Spare the Air Program
- On the day of an alert, 22% of respondents were aware that a Winter Spare the Air alert had been called
- 59% of respondents were aware that the District prohibits wood burning on certain days
- Support for the Wood Burning Rule remains strong at 76% up from 71% last year

Ms. Roselius said it was a very successful season. The Air District's advertising and grass roots outreach was Bay Area-wide and our media coverage was solid even with fewer alerts.

Committee Comments/Questions:

Chair Bates asked about the location of areas where woodsmoke is an issue. Ms. Roselius stated that it is Bay Area wide and that there are hot spots. Kelly Wee, Compliance and Enforcement Division Director, stated that the Air District does see areas where wood burning is more prevalent, especially along the San Mateo coast and in some areas of Marin and North Bay counties.

Director Klatt said that in the area along the San Mateo County coastline and in areas such as La Honda or Pescadero, one of the problems may be that wood burning is a main source of heating for those individuals, and asked how the District will address this matter. Jack Broadbent, Executive Officer/APCO responded that those individuals are exempt from the rule.

Director Mar thanked Ms. Roselius for the presentation. Director Mar asked about the demographics of both Twitter and Facebook. Ms. Roselius stated the demographics are Bay Area residents under the age of 35.

Chair Ross stated that he heard on the radio that the most complaints were in Marin County and requested that at a future meeting, he would like a printout of where the complaints are geographically located and how many complaints come in for each area.

Chair Ross asked where the funding for the Winter Spare the Air Program comes from. Ms. Roggenkamp said the funds come from the District's general fund revenues. Ms. Fasano said that the District normally spends approximately \$800,000 on the campaign each season.

Public Comments: None.

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

**Committee Member Comments/Other Business:** None.

**8. Next Meeting:** At the call of the chair.

**9. Adjournment:** Meeting adjourned at 12:15 p.m.

*IS/ Vanessa Johnson*

Vanessa Johnson  
Executive Secretary II