

Bay Area Air Quality Management District
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APPROVED 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.

/s/ Kris Perez Krow
Kris Perez Krow
Clerk of the Boards