

Bay Area Air Quality Management District
939 Ellis Street
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APPROVED 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.

/s/ Maricela Martinez

Maricela Martinez
Executive Secretary