

Bay Area Air Quality Management District
939 Ellis Street
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Monday, October 31, 2011

- Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 11:05 a.m.
- Present:** Chairperson Mark Ross, and Directors Susan Garner, Scott Haggerty, Eric Mar, Nate Miley, and Brad Wagenknecht.
- Also Present:** Board Chairperson Tom Bates.
- Absent:** Vice Chairperson Carol Klatt, and Directors John Avalos, and Ken Yeager.
- 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 July 14, 2011 Public Outreach Committee minutes; seconded by Board Chairperson Bates, carried unanimously without objection.

2011 Spare the Air Every Day Campaign

Lisa Fasano, Director of Communications and Outreach, provided the Committee with an end of season summary of the 2011 Spare the Air Every Day campaign. The summary began with a short video and overview of the campaign which included advertising, media relations; and promotions at events.

The Spare the Air program celebrated its 20th anniversary in 2011. Some of the 2011 campaign highlights include a new and refreshed logo; the integration of all programs (employer program, resource teams and 800-Exhaust); and the integration of all grants with the Spare the Air program.

The campaign was expanded to a broader audience, utilizing various languages through different outlets such as TV, online and print advertising. Advertising was conducted in the following languages: Spanish, Cantonese, Mandarin, Tagalog, and Vietnamese. Social Media advertising included Facebook, Twitter, and LinkedIn. These various types of advertising have allowed for ongoing conversations with the public in regards to Spare the Air.

The new iPhone App was launched and it features Spare the Air alert notification, Report Smoking Vehicles, Air Quality Forecasts, Bike Route Planner, and Air Quality Podcasts. This iPhone App will continue to be updated as technology continues to change.

Ms. Fasano stated that the Air District is getting the best interplay with people at the county fairs.

Public Comments: None

Committee Comments/Questions: Director Haggerty commended Air District staff for making this a strong program. Board Chairperson Bates asked if there is a way to have electronic board notices on the highways.

Ms. Fasano responded that the Air District is currently utilizing this resource for Spare the Air messaging when available.

Committee Action: None; receive and file.

2011-2012 Winter Spare the Air Campaign

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 campaign which starts November 1, 2011. Ms. Roselius' presentation included an overview of this year's marketing materials and campaign strategies which educate the community on the health impacts from wood smoke in the Bay Area.

Ms. Roselius introduced the Local Government Outreach Plan which was created, at the request of the Air District Board of Directors, to assist in reaching out to local government leaders to ensure that they are well informed and have all the necessary tools for their constituents. The plan contains talking points, a letter from the Air Pollution Control Officer to local government leaders, instructions how to download Spare the Air widgets, and copies of brochures. Media outreach will begin with a kickoff event to be held in Corte Madera, CA on November 15, 2011.

Ms. Fasano introduced Susan Goldsborough and Ken Mandelbaum of Families for Clean Air who will be assisting with the kickoff event on November 15, 2011.

Committee Comments/Questions: Director Ross spoke about Duraflame's new ad. He asked if Duraflame's ad contained the Air District logo.

Ms. Fasano responded yes. Ms. Fasano also stated that the ad also contains links to the Air District website.

Public Comments: None

Committee Action: None; receive and file.

Update on Public Engagement Policy and Guidance Plan

Lisa Fasano, Director of Communications and Outreach, introduced Ana Sandoval, Air Quality Program Manager, who provided an overview of the Public Engagement Policy and Guidance Plan which is under development. This plan will establish a District-wide, consistent approach when engaging stakeholders through Air District public processes. Workshops during the development phase of this plan will be held throughout the region prior to bringing this plan before the Air District Board of Directors for consideration and adoption in the second quarter of 2012.

Public Comments: None

Committee Comments/Questions: Director Garner asked about targeting areas which have a larger population of Spanish speaking individuals ages 5 and older.

Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that the Air District will need to tailor workshops differently throughout the region in order to obtain good input from all targeted groups.

Director Haggerty asked if the Air District has considered using the community resource teams.

Ms. Sandoval responded yes. The Air District does currently work with community resource teams.

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 12:00 p.m.

MS/ Maricela Martinez

Maricela Martinez
Executive Secretary