

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 771-6000

## **APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
9:30 a.m., Thursday, March 15, 2012

### **1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:39 a.m.

Present: Committee Chairperson Mark Ross; Vice Chairperson Eric Mar; and Directors John Avalos, Susan Garner, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Also Present: None.

### **2. Public Comment Period: None.**

### **3. Update on Plug-In Electric Vehicle (PEV) Website**

NOTED PRESENT: Director Avalos was noted present at 9:41 a.m.

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation on the Bay Area PEV Website, including background information on the PEV program, an overview of the Air District's new website dedicated to the program, and information regarding the PEV website launch.

NOTED PRESENT: Director Garner was noted present at 9:42 a.m.

#### Committee Comments:

Committee Chairperson Ross asked when the website will be live to which Ms. Fasano responded mid-April is likely.

Director Wagenknecht asked if a map of current sites exists to which Jean Roggenkamp, Deputy Air Pollution Control Officer, responded in the affirmative. Director Wagenknecht asked if a phone application has been developed. Ms. Fasano responded that phase one is the collecting, packaging and launching of the message and resources; phase two will include efforts such as the development of a phone application. Director Wagenknecht asked if the Air District has developed a model local permit. Ms. Roggenkamp responded that staff is working on this in conjunction with local governments. Director Wagenknecht asked how the Air District is

prioritizing charger installation. Ms. Roggenkamp responded that home chargers are made available in the course of a PEV purchase and prioritized on a first-come, first-served basis and that it has yet to be determined in regards to public chargers but the planning work on the corresponding grants will help determine where there is need. Director Wagenknecht asked if the home charger costs are covered 100% by the Air District. Ms. Roggenkamp responded that the cost to consumers depends on the vendor chosen as each have varying forms of funding, but in general it is not covered in full. Ms. Fasano added that the automobile dealer will provide additional information to potential consumers.

Committee Chairperson Ross asked if staff is working with school districts or shopping centers regarding charger installation. Ms. Roggenkamp responded that this phase of the project is intended to inform the Air District about public need and shared her belief that some retailers have already expressed an interest.

Director Wagenknecht asked if the Air District has located all of the current, public charging stations. Ms. Roggenkamp responded that staff is not sure they have all been located but a search was conducted.

NOTED PRESENT: Director Mar was noted present at 9:49 a.m.

Committee Chairperson Ross suggested the value in locating and identifying all of the publicly available chargers with an end goal of listing all of the resources in one publicly accessible location, such as a phone application. Committee Chairperson Ross asked if staff has established an icon for charging stations to use on maps and signs. Ms. Fasano responded that the Air District has not and was unsure whether the industry has done so. Committee Chairperson Ross suggested a plug and that the Air District need not wait for others to establish one. Ms. Fasano agreed and suggested the inclusion of addition information for users, such as the number of chargers at the station.

NOTED PRESENT: Directors Miley and Haggerty were noted present at 9:52 a.m.

Public Comments: None.

Committee Action: None; informational only.

#### **4. Approval of Minutes of February 16, 2012**

Committee Action: Director Wagenknecht made a motion to approve the minutes of February 16, 2012; Director Garner seconded; carried unanimously without objection.

#### **5. Contract Award for Spare the Air Campaigns**

Ms. Fasano gave the staff presentation Contractor Recommendations for Spare the Air Campaigns, including background information on the organization of the past contracting structure, organizational changes proposed to increase the efficiency of the consultant's collaborative efforts, a detail of the Air District's request for proposals process, and staff recommendations.

Ms. Fasano noted, regarding slide 2, Background, that in a deviation from past practice, staff looked to find one service provider to subcontract/manage the team of service providers necessary to meet the Air District's needs.

Director Garner asked, regarding slide 2, Background, if there are multiple consultants currently doing the work and what their number and organizational structure is. Ms. Fasano responded that there are five, each under an independent contract and reporting to staff. Director Garner asked if the current proposal is seeking a single consultant for all work or multiple consultants with one managing. Ms. Fasano responded that it is to have one lead consultant with subcontractors working at the lead's direction.

Ms. Fasano noted, regarding slide 3, RFP Proposals, that the four candidates are all located in San Francisco.

Ms. Fasano added, regarding slide 4, Evaluation, the reviewer panel was comprised of Ms. Fasano, Kristine Roselius, Supervising Public Information Officer of Communications & Outreach, Stacy Schull, Administrative Analyst of Strategic Incentives, and Ursula Vogler, Climate Initiatives Program Coordinator of Metropolitan Transportation Commission (MTC).

Director Wagenknecht asked what comes next, presuming O'Rorke is contracted, in regards to the existing contracts. Ms. Fasano responded that the current consultants' contracts are set to expire June 30 and indicated that the remainder of the presentation will address recommendations for the future.

Director Mar asked where InterEthnica is based to which Ms. Fasano responded San Francisco.

Committee Chairperson Ross asked if O'Rorke will oversee the renewing contracts with the subcontractors and, if so, how this will benefit the Air District. Ms. Fasano responded in the affirmative and noted that it is expected to streamline the administrative side and to also tie the contractors together in a way that the Air District has been unable thus far.

Director Wagenknecht asked if the Committee will have an opportunity to review the success of this new approach in a year's time. Ms. Fasano responded that there will be a one-year, initial contract that will be reviewed by staff at the end of the year, a process that mirrors that done by the MTC. Ms. Roggenkamp added that it will be brought back to the Committee.

Ms. Fasano noted, regarding slides 10 and 11, Staff Recommendations, that the funding was provided by the Congestion Mitigation Air Quality, Transportation Fund for Clean Air, Carl Moyer Program, Mobile Source Incentive Fund, and Air District General Revenue.

Committee Comments:

Committee Chairperson Ross clarified that the recommended contract amount is for all services, not just O'Rorke. Ms. Fasano responded in the affirmative and suggested that it is the same amount of funds traditionally used but bundled instead of brought in parts.

Public Comments: None.

Committee Action:

Director Avalos made a motion, seconded by Director Haggerty and carried unanimously without objection to recommend the Board of Directors approval of the Advertising, Communications & Evaluation services contract with O’Rorke, Inc., as the lead contractor and True North, Community Focus, M-Line, Synapse Strategies, and InterEthnica as subcontractors, for an overall amount up to \$1,990,000 per contract year, for up to three years, to be broken down as follows:

- Spare the Air Every Day Campaign
  - Advertising \$600,000
  - Media Relations \$200,000
  - Social Media \$50,000
  - Employer Program \$150,000
  - Public Opinion Surveys \$45,000
  
- Winter Spare the Air Campaign
  - Advertising \$550,000
  - Media Relations \$100,000
  - Social Media \$50,000
  - Public Opinion Surveys \$45,000
  
- Spare the Air Grants & Incentives Campaign
  - Advertising \$200,000

**6. Smoking Vehicle Campaign Update**

Ms. Fasano introduced Ms. Roselius who gave the staff presentation for the 800-EXHAUST Campaign, including background information on the program, an analysis of the aim and approach of the program, a preview of a new campaign to further outreach efforts to target audiences, and a summary of the next steps.

Director Avalos asked, regarding slide 3, 1-800-EXHAUST, how staff identified adult females, aged 18 through 34, as the target audience. Ms. Roselius responded that surveys and focus groups reflect that the identified group is the most likely to report but also have the lowest awareness.

Director Garner clarified, regarding slide 3, 1-800-EXHAUST, how the phone reporting system functions.

Director Haggerty asked, regarding slide 3, 1-800-EXHAUST, if it is Siri compatible to which Ms. Roselius and Ms. Fasano responded in the negative, at least for the time being.

Director Haggerty asked, regarding slide 5, Outreach, about the locations chosen for ad placement. Ms. Fasano responded that the most calls come from the chosen locations. Director Ross asked if there is some correlation between the socio-economic status of communities and the number of calls received and Ms. Fasano responded that the possibility is being considered.

Ms. Roselius noted, regarding slide 6, Summary, the lessened need for advertising and the phasing out of the same after this season.

Committee Comments:

Director Haggerty said that the Air District has done good work on cars but has missed the mark on big diesel trucks, noted that maintenance is the key component for big diesel trucks even with the engine phasing program so smoking trucks will continue, and suggested further program development to address this issue.

Director Wagenknecht asked what happens when the Air District receives a report. Barbara Coler, Air Quality Program Manager of Compliance & Enforcement, responded that the calls go to voicemail which is screened by staff, who then trace the vehicle through the Department of Motor Vehicles and provide an informative call, sometimes followed by a letter. Ms. Coler opined that a degree of increased compliance is achieved through this process. Committee Chairperson Ross asked about the content of the letter. Ms. Coler responded that it states that an individual's vehicle was reported as smoking and provides abatement information. Ms. Fasano added that it also provides information regarding the Bureau of Automotive Repair. Director Wagenknecht clarified that the letters are less enforcement-oriented than educational to which Ms. Fasano responded in the affirmative. Committee Chairperson Ross asked when the letter was last updated. Ms. Coler responded that it was updated approximately one year ago. Mr. Breen added that letters enclose a survey for return that provide staff a glimpse into the cost effectiveness of the program, noting that the estimated survey return rate is approximately 66%. Committee Chairperson Ross asked if a public health message is embedded in the letter and that a copy of the letter be forwarded to the Committee members via email. Ms. Roggenkamp stated that an evaluation of the program and the expenditures is slated for the future.

Public Comments: None.

Committee Action: None; informational only.

7. **Time and Place of Next Meeting:** Thursday, June 21, 2012, Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m.
8. **Adjournment:** The meeting adjourned at 10:19 a.m.

*IS/ Sean Gallagher*

Sean Gallagher  
Clerk of the Boards