

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, May 31, 2012

### **1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:35 a.m.

Present: Chairperson Mark Ross; and Directors John Avalos, Carol Klatt, and Brad Wagenknecht.

Absent: Vice Chairperson Eric Mar; and Directors Susan Garner, Nate Miley and Scott Haggerty.

Also Present: None.

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

### **3. Spare the Air Campaign & Great Race for Clean Air**

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation for the 2012 Spare the Air & Great Race for Clean Air Update, including an overview of the 2012 campaign and its focus on “smart transportation” and repurposed advertising, to be achieved through employer outreach efforts, expanded social media use, utilization of media relations opportunities, and campaign partnerships with organizations such as 511 Rideshare (511) and the Metropolitan Transportation Commission (MTC).

Ms. Fasano added, regarding slide 3, 2012 Campaign, that extensive surveying and planning are intended to focus the public relations campaign.

Director Wagenknecht asked, regarding slide 3, 2012 Campaign, what is meant by “employer encouragement.” Ms. Fasano responded that it refers to employer-employee messages encouraging alternative transportation choices by employees, often supported by employer-supported incentivizing programs. Jean Roggenkamp, Deputy Air Pollution Control Officer (APCO), interjected that experience shows Air District messaging combined with employer encouragement has the highest success rate. Director Wagenknecht added that he can see the benefit to employers in not having to provide parking. Ms. Fasano agreed that incentives are great and play a huge role in decision making. Director Avalos noted the recent Bike to Work event hosted by the City and County of San Francisco (SF), which included a number of

technology companies, working to build the necessary alternative infrastructure and suggested SF may be a good example for the program of employer encouragement. Ms. Fasano responded that technology companies have expressed a number of real reasons to desire and be involved in the alternatives, such as decreased commuter stress affecting productivity and employee retention through commuter socializing. Ms. Roggenkamp asked for the names of the companies participating with SF. Director Avalos responded Airbnb, Google, Zynga and perhaps Twitter.

Ms. Fasano noted, regarding slide 4, Employers, that attendees of the “Clean Air 101” Employer Breakfast have requested a full-day seminar for next year.

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of Communications & Outreach, who gave a staff presentation of various social media utilized by the Air District, including Facebook and Pinterest.

Ms. Fasano added, regarding slide 8, Partnerships, that MTC will run the Spare the Air Youth program with limited use of the brand name and financial support from the Air District.

Ms. Fasano said, in closing, that the Air District is planning on partnering with MTC on many other projects, including a driving efficiency pilot program currently underway.

#### Committee Comments:

Chairperson Ross said that while promoting the use of alternative transportation for work commutes two days per week is valuable, perhaps many people only need to try an alternative once per week in order to see the personal benefits and asked if requesting two days per week is too much. Ms. Fasano responded that staff does not want to overwhelm members of the public by asking for too much. Chairperson Ross agreed and suggested requesting one day per week, trusting that people will enjoy not driving alone and increase use of alternatives without encouragement. Ms. Fasano responded that there is a balancing act involved, one day per week was thought by staff to be asking too little, and that staff will seek feedback from the program and adjust the message for the future.

Chairperson Ross suggested 511 is what lures users in and asked how 511 fits in the messaging. Ms. Fasano responded that Spare the Air is also serving to market 511, something that is still lacking from the MTC. Chairperson Ross asked why MTC is not promoting 511 in light of their goals in the area of climate change and reduction of greenhouse gases and vehicle miles traveled. Ms. Fasano responded that it is staff’s hope that MTC will see the value of marketing 511 in collaborating on this program.

Director Avalos suggested the Air District identify and electronically track ten people using alternative transportation in the Bay Area and then posting the information on social media as a means of advancing the dialogue about possible choices. Ms. Fasano responded that staff has discussed a transit buddies program as a possible later addition to the program, where inexperienced users are paired with experienced users.

Chairperson Ross noted that Bay Area Rapid Transit (BART) serves as the spine of the transit system and asked if the Air District is partnering with BART. Ms. Fasano responded that the Air District has a good working relationship with BART, they are supportive but have no unpaid advertising options available, and staff has determined that messaging to already-established BART riders seems somewhat unproductive but will continue sharing messaging concepts with BART. Chairperson Ross replied that positive reinforcement has proven effective, noted the Air District is promoting increased BART ridership by virtue of these programs, and asked if an advertising waiver can be negotiated in light of BART benefitting from the message. Ms. Roggenkamp noted the BART Blue Sky promotion as a positive reinforcement-type of message directed at the current BART ridership and suggested the insertion of the Spare the Air logo on Blue Sky material. Chairperson Ross repeated that the Air District is helping BART's ridership and suggested a little advertising space be provided. Ms. Fasano said the Air District could encourage BART to include the Air District's Spare the Air Quick Response (QR) Code or logo in some of BART's material, noting that they seemed receptive in past conversations. Chairperson Ross suggested staff look into integrating the QR Code and logo in BART's material along with working on more cooperative advertising in next year's campaign.

Director Klatt said BART is asking Daly City for assistance and perhaps a counter-offer regarding cooperative advertising with the Air District is an appropriate response.

Public Comments: None.

Committee Action: None; informational only.

#### **4. Website Rebuild and Redesign**

Ms. Fasano introduced Ms. Roselius who gave the staff presentation Contract Award for Website Rebuild & Redesign, including background information, the request for proposals process and evaluations, and staff recommendations. A consensus of the members present recommended that the Board of Directors approve the staff requests.

Ms. Roselius noted, regarding slide 3, RFP (Request for Proposal) Proposals, that only one RFP was received from a company in San Francisco but they scored too low to be invited to an interview.

Ms. Roselius added, regarding slide 7, Staff Recommendations, that Lightmaker USA has extensive experience with Sitecore, the software used by the Air District to manage its webpage content.

Committee Comments:

Ms. Roggenkamp said that the staff request is for \$250,000 each contract year, with \$100,000 from this year's allocation towards an initial assessment with the remaining \$150,000 from this year and all of the second year allocation being held for the redesign phase.

Director Wagenknecht suggested that the rebuild is essentially going to cost \$400,000 and the assessment \$100,000. Ms. Roggenkamp agreed and said that staff are here today with a recommendation on the contractor for the assessment and will bring back at a later date a recommendation to the Committee on a contractor for the rebuild phase. Director Wagenknecht stated that interactivity is a key component because when members of the public find items of interest on the website, and are unable to get more information, calls are made to members of the Board of Directors who often do not have adequate information to respond immediately to the inquiries.

Ms. Fasano noted the Air District website is comprised of over 7,000 pages, of which 4,000 pages are PDFs, making it a very large website, and one of the key questions for the assessment process is whether and how it can be pared down.

Chairperson Ross asked what makes up the 7,000 pages on the website. Anja Page, Webmaster of Communications & Outreach, responded that there are a large number of PDFs, including meeting materials, permits at various stages, postings for various registration programs and so on. Ms. Roggenkamp added that the Air District produces a great deal and it is a positive thing for it to be made readily available to the public but that it should be done in a more accessible way.

Director Wagenknecht said that Lightmaker USA is clearly the preferred candidate based on both of the evaluation phases, that \$100,000 for an initial assessment seems appropriate, and that both of these staff recommendations are good ones.

Chairperson Ross asked where Lightmaker USA is located to which Ms. Roselius responded Orlando, Florida, Southern California outside of San Diego, and in the north east.

Director Avalos asked if staff factor the written and interview results together in generating the final score. Ms. Fasano responded in the negative and explained that the initial score goes only to whether an applicant will be asked to interview and the interview score goes to whether an applicant is selected. Director Avalos asked staff to provide some details about what was most impressive most during the interview with Lightmaker USA. Ms. Roselius responded that Lightmaker USA had clearly done its homework for the site, noted that many of the other candidates seemed to have not looked at the website, said it is familiar with and partnered with the Air District's content management software, and showed an impressive portfolio of work for various known parties, such as Disney and the U.S. Department of Homeland Security. Ms. Fasano reiterated that the first phase of the process is merely the assessment. Chairperson Ross asked if the District is spending money to find out what is already known; that is, that the website does not work and needs improvement. Ms. Fasano responded that staff views the assessment as more of an audit that will generate suggestions of various sorts and sizes.

Public Comments: None.

Committee Action:

A consensus of the members present recommended that the Board of Directors approve the staff recommendation for the following:

1. Allocate up to \$500,000 for website assessment over two fiscal years, \$250,000 from Fiscal Year Ending (FYE) 2012 and \$250,000 from FYE 2013; and
2. Contract for website assessment, not to exceed \$100,000, with Lightmaker USA.

## **5. Approval of Spare the Air Resource Team Contractor**

Ms. Fasano introduced Jim Smith, Senior Public Information Officer of Communications & Outreach, who gave the staff presentation Contract Award for Community Outreach, including project background, the request for proposals process, review team composition, evaluation criteria and proposal scores.

Mr. Smith noted, regarding slide 6, Proposal Scores, that the difference was so great between the highest scoring proposal, by Community Focus, and the next highest, by Kearns & West, that staff opted not to interview Kearns & West.

### Committee Comments:

Director Avalos asked for some details from the Community Focus proposal that earned it the highest award. Mr. Smith responded that the primary reason was Community Focus kept it simple. Mr. Smith explained that the other proposals did not, one of which was from a social ecology perspective that made it a very complicated, almost academic, approach. Mr. Smith added that Community Focus showed a clear understanding of the Air District's goals compared with the other proposals. Ms. Fasano added that the whole point of the contractor for the Resource Team is for them to act as a facilitator and promoter, who will initiate the meetings, distribute the funds to the resource teams used, and spark the creative action that will take place within the resource teams and Community Focus has shown a good understanding of how to coordinate and follow through at this level. Mr. Smith said that a real problem with the other proposals was their focus on assessment and the responses gave staff the sense that the respondents had not even looked at the Air District's website to see what had been accomplished up to the present. Director Avalos asked where Community Focus is based. Mr. Smith answered Oakland. Director Wagenknecht noted that Community Focus has been on the job for a number of years.

Public Comments: None.

### Committee Action:

A consensus of the members present recommended that the Board of Directors approve the staff recommendation for the following:

1. Selection of contractor Community Focus for the Spare the Air Resource Team Program; and
2. Authorize the APCO to enter into a contract with Community Focus for an amount not to exceed \$227,000 per contract year for up to three contract years.

**6. Approval of Minutes of March 15, 2012**

Committee Action: None as the Committee failed to establish a quorum.

**7. Time and Place of Next Meeting:** Thursday, July 19, 2012, at Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m. Director Ross noted the lack of attendance at today's Committee meeting as an issue of concern going forward.

**8. Adjournment:** The meeting adjourned at 10:26 a.m.

*151 Sean Gallagher*

Sean Gallagher  
Clerk of the Boards