



BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

MARK ROSS - CHAIR  
SUSAN ADAMS  
SCOTT HAGGERTY  
NATE MILEY

JOHN AVALOS - VICE CHAIR  
TOM BATES  
CAROL KLATT  
BRAD WAGENKNECHT

**THURSDAY  
MARCH 21, 2013  
9:30 A.M.**

**4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**AGENDA**

1. **CALL TO ORDER - ROLL CALL**
2. **PUBLIC COMMENT PERIOD**  
*(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*
3. **APPROVAL OF MINUTES OF OCTOBER 31, 2012**
4. **WEBSITE MAINTENANCE AND ROUTINE UPGRADES CONTRACT APPROVAL**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)  
*Committee will consider recommending Board of Directors approval of annual contract award for website maintenance with Cylogy.*
5. **UPDATE ON PUBLIC PARTICIPATION PLAN**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)  
*Committee will receive an update on the development of the Air District's draft Public Participation Plan document.*
6. **2013 SPARE THE AIR CAMPAIGN**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)  
*Committee will receive an overview of the new 2013 Spare the Air Campaign including introduction of new creative elements.*

7. **FUNDING APPROVAL FOR SPARE THE AIR CAMPAIGN**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending Board of Directors approval of FYE 2014 funding of the Spare the Air Campaign's Advertising, Communications & Evaluation Services.*

8. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2).*

9. **TIME AND PLACE OF NEXT MEETING** – At the Call of the Chair

10. **ADJOURNMENT**

**CONTACT THE CLERK OF THE BOARDS**  
**939 ELLIS STREET, SF, CA 94109**

**(415) 749-5073**  
**FAX: (415) 928-8560**  
**BAAQMD homepage:**  
[www.baaqmd.gov](http://www.baaqmd.gov)

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.

Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109  
FOR QUESTIONS PLEASE CALL (415) 749-4963**

**EXECUTIVE OFFICE:  
MONTHLY CALENDAR OF DISTRICT MEETINGS**

**MARCH 2013**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month) - CANCELLED</i>	Monday	18	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	18	9:30 a.m.	Board Room
<b>Board of Directors Special Meeting as the Sole Member of the Bay Area Clean Air Foundation</b>	Wednesday	20	9:45 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(At the Call of the Chair)</i>	Thursday	21	9:30 a.m.	4th Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	27	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**APRIL 2013**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	10	9:00 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

April 2013 Calendar Continued on Next Page

## APRIL 2013

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## MAY 2013

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	1	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	8	9:00 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/Air Pollution Control Officer

Date: March 7, 2013

Re: Approval of Minutes of October 31, 2012

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of October 31, 2012.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of October 31, 2012.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Ana Sandoval

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 749-5073

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, October 31, 2012

**1. Call to Order – Roll Call**

Board of Directors Chairperson John Gioia called the meeting to order at 9:39 a.m.

Present: Committee Chairperson Mark Ross and Directors John Avalos, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Vice Chairperson Eric Mar and Directors Susan Garner and Scott Haggerty.

Also Present: Board of Directors Chairperson John Gioia.

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

**3. Approval of Minutes of July 19, 2012**

Committee Comments: None.

Public Comments: None.

Committee Action: Director Klatt made a motion to approve the Minutes of July 19, 2012; Director Avalos seconded; and the motion was carried unanimously without objection.

**4. Summary of 2012 Spare the Air Every Day Season**

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation Summary of 2012 Spare the Air Every Day Season, including reviews of the campaign highlights, community events, media outreach and social media utilization, the employer program, city/county resource teams, and campaign results.

Director Wagenknecht asked how staff know the Pandora advertisement was well received, which questions were answered by Ms. Fasano and Kristine Roselius, Air Quality Program Manager of Communications & Outreach.

Ms. Fasano continued the presentation.

NOTED PRESENT: Chairperson Ross was noted present at 9:44 a.m.

Committee Comments:

Director Wagenknecht asked, regarding slide #10, Research, whether staff have a baseline figure available, which question was answered by Ms. Roselius.

Director Miley asked to whom at the Air District he should direct Alameda County staff regarding opportunities for enhancing their employee commuter program, which questions were answered by Ms. Fasano.

Chairperson Ross noted, regarding slide #10, Public Awareness, the 40% figure and asked if it is lower than the norm, which question was answered by Mss. Roselius and Fasano.

Director Wagenknecht asked about how the information was collected, which questions were answered by Ms. Fasano.

Public Comments: None.

Committee Action: None; informational only.

**5. Overview of 2012-2013 Winter Spare the Air Campaign**

Ms. Fasano gave the staff presentation Winter Spare the Air Campaign Update, including a detailed review of the District's use of advertising, media outreach, social media, alert notifications and local government outreach.

Director Wagenknecht asked, regarding slide #3, Outreach, about whether the program also has a greenhouse gas component and about public perception in this regard, which questions were answered by Barbara Coler, Air Quality Program Manager of Compliance & Enforcement, Jean Roggenkamp, Deputy Air Pollution Control Officer, and Brian Bunger, District Counsel.

Chairperson Ross asked, regarding slide #3, Outreach, about materials distribution via newspaper inserts, which question was answered by Ms. Fasano. The Committee and staff discussed the same.

Ms. Fasano continued the presentation.

Board Chairperson Gioia noted, regarding slide #6, Media Outreach, the discussion at a recent Board of Directors meeting about the change in policy for first time violations and suggested one important way to deal with potential issues with that change is carefully targeted outreach.

Ms. Fasano continued the presentation.

Board Chairperson Gioia suggested, regarding slide #9, Local Government Outreach, that the materials should be translated, which Ms. Fasano said would be addressed later in the presentation.

Ms. Fasano concluded the presentation.

Committee Comments:

Chairperson Ross asked that the materials discussed today be provided to the Board of Directors at their next meeting.

Director Miley asked about the existence of Air District programs, and those of others, that encourage the purchase of gas fireplaces, which questions were answered by Mss. Fasano and Coler. The Committee and staff discussed the same.

Public Comments: None.

Committee Action: None; informational only.

**6. Public Participation Plan Update**

Ms. Fasano introduced Jim Smith, Acting Air Quality Program Manager, who gave the staff presentation Public Participation Plan Update, including background, an overview of the project phases through April 2013, the proposed workshop strategy, and a review of engagement and outreach plans.

Committee Comments:

Board Chairperson Gioia suggested the exploration of potential enhancements to how the Air District makes itself available to the public and introduced Michael Kent, Contra Costa County Hazardous Materials Ombudsman, who addressed the Committee regarding his role at the County and his relationship with the public. The Committee and staff discussed the same and how a similar position might work at the Air District.

Public Comments: None.

Committee Action: None; informational only.

**7. Website Assessment Update**

Ms. Fasano introduced Ms. Roselius who gave the staff presentation Website Assessment Update, including background and overview, a summary of the phase one assessment process and resulting recommendations, and next steps.

Committee Comments:

Director Wagenknecht said that one complaint received is the lack of interactivity enabled by the Air District website. The Committee and staff discussed the same and the how the website feedback portion is addressed.

Public Comments: None.

Committee Action: None; informational only.

8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment:** The meeting adjourned at 10:55 a.m.

Sean Gallagher  
Clerk of the Boards

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 11, 2013

Re: Website Maintenance and Routine Upgrades Contract Approval

RECOMMENDED ACTION:

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute a one year contract with Cylogy, Inc., not to exceed \$110,000 for website maintenance and routine upgrades.

BACKGROUND

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of website maintenance, upgrades and support.

Cylogy, Inc. has provided website maintenance and support for the Air District since 2009. The Air District currently has two contracts with Cylogy, Inc. for a total of \$152,000 through the current fiscal year. The new contract is necessary to continue general website updates, maintenance, support and bug fixes to ensure optimal performance of Air District websites. Projects include:

- Website Ongoing Maintenance - \$72,000
- Website Routine Upgrades - \$38,000

DISCUSSION

The Air District currently has two contracts with Cylogy, Inc. that will end this current fiscal year. Staff is recommending Board approval of a new Website Ongoing Maintenance and Routine Upgrades contract to coincide with the Fiscal Year 2013-14.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this project will be included in the proposed FYE 2014 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 11, 2012

Re: Update on the Public Participation Plan

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

In October 2012, staff updated the Committee on progress toward the development a comprehensive, District-wide *Public Participation Plan*. The purpose of this plan is to develop a District-wide, consistent approach when engaging stakeholders in Air District public processes.

Air District staff has continued to develop the draft *Public Participation Plan* document to be presented to the public for comment in the spring and summer of 2013.

DISCUSSION

Staff will present an overview of the draft *Public Participation Plan* document and update the Committee on plans for public outreach.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this project is included in the FYE 2013 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Jim Smith  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 11, 2013

Re: 2013 Spare the Air Campaign

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

Since 1991, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Past Spare the Air campaigns have targeted the general population, household decision-makers, young adults and solo drivers.

DISCUSSION

This year's Spare the Air campaign will be completely retooled and feature all new advertising. This season, the Spare the Air campaign will be a region-wide campaign with specific geo-targeting of Bay Area residents in the Tri-Valley, San Jose and the Peninsula. Residents of these areas are being specifically targeted due to their commute distances and number of employees in these regions as well as transit and carpool options available to them.

An update on the Bay Area Commuter Benefits Program and how it will be integrated into future Spare the Air efforts will be provided to the Committee.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the campaign is included in the FYE 2013 and FYE 2014 budgets. The campaign is funded primarily through the Congestion Mitigation Air Quality program, supplemented by the Transportation Fund for Clean Air.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius

Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 11, 2013

Re: Funding Approval for Spare the Air Campaign

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors approval of FYE 2014 funding of the Spare the Air Campaigns' Advertising, Communications & Evaluation Services.

A three-year contract was approved by the Board in March 2012 for O'Rorke Inc. and funding of up to \$1,990,000 was approved through FYE 2013. Staff is recommending Board approval of \$1,990,000 for the second year of the contract 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

BACKGROUND

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications and Outreach Division completed a Request for Proposal (RFP) process in February 2012 to solicit responses for the following services: Advertising, Media Relations, Social Media, Public Opinion Surveys and Employer Outreach services. O'Rorke, Inc. was the selected contractor.

The amount of the contract for these services is up to \$1,990,000 per contract year, for up to three years.

### DISCUSSION

In the previous year, contractor has satisfied Air District requirements and staff is recommending Board approval.

### BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this contract comes from the following sources:

- Spare the Air Every Day
  - Congestion Mitigation Air Quality (CMAQ) - \$895,000 for FYE 2014
  - Transportation Fund for Clean Air (TFCA) - \$150,000 for FYE 2014
- Winter Spare the Air
  - General Revenue - \$745,000 for FYE 2014
- Grants and Incentives
  - Carl Moyer Program, Mobile Source Incentive Fund - \$200,000 for FYE 2014

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano