

Bay Area Air Quality Management District  
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## **APPROVED MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Wednesday, May 29, 2013

### **1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:34 a.m.

Present: Chairperson Mark Ross; Vice Chairperson John Avalos; and Directors Teresa Barrett, Tom Bates, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Director Susan Adams.

Also Present: None.

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

### **3. Approval of Minutes of March 21, 2013**

Committee Comments: None.

Public Comments: None.

NOTED PRESENT: Director Klatt was noted present at 9:36 a.m.

Committee Action: Director Wagenknecht made a motion to approve the Minutes of March 21, 2013; Director Bates seconded; and the motion carried unanimously with Director Barrett abstaining.

### **4. Update on the Public Participation Plan Outreach**

Sonam Shah, Public Information Officer of Communications & Outreach, gave the staff presentation Public Participation Plan Update, including workshops strategy and an overview of additional outreach efforts.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:39 a.m.

Committee Comments:

Director Ross asked, regarding slide #2, Workshop Strategy, about the targeted audience for and outreach efforts relative to the webcasted workshop in San Francisco, which questions were answered by Lisa Fasano, Director of Communications & Outreach.

Public Comments: None.

Committee Action: None; informational only.

**5. 2013 Spare the Air Season Creative Elements**

Ms. Fasano gave the staff presentation 2013 Spare the Air Creative Elements, including overviews of the 2013 campaign, social media utilization, media relations, employer outreach regarding various programs and next steps.

Committee Comments:

Director Avalos asked if the Air District is working with the City and County of San Francisco on banner placement, which question was answered by Ms. Fasano.

Director Barrett asked about preparations in anticipation of the beginning of the new school year, which questions were answered by Ms. Fasano.

Director Haggerty asked about the types of promotional material available and about placement at the Oakland Coliseum, which questions were answered by Tracy Keough, Vice President/Managing Director, O'Rourke, Inc.

Director Ross asked about the origin of the uniform resource locator (URL)-based campaign, which question was answered by Ms. Fasano, and he commended the concept.

Director Wagenknecht asked how to obtain the material, which questions were answered by Jean Roggenkamp, Deputy Air Pollution Control Officer, Ana Sandoval, Manager, Executive Operations, and Ms. Fasano.

Director Bates asked about the Air District's ability to measure public feedback to and changes in behavior that result from the campaign, which questions were answered by Mss. Fasano and Roggenkamp.

Director Bates said that working with Bay Area employers on the commuter benefits program will help lay the foundation for cooperating with the Air District on various programs and asked about how best to reach drivers that will not be affected by these efforts, which question was answered by Ms. Fasano.

Director Bates asked about the Air District's ability to predict Spare the Air Days, which question was answered by Ms. Fasano, and suggested that staff work with the Metropolitan

Transportation Commission and Bay Area Toll Authority on developing a system whereby bridge tolls increase on Spare the Air Days and the increased revenue goes towards decreasing transit fare and related projects.

Director Haggerty asked about the accuracy of Spare the Air Day forecasts by the Air District, which questions were answered by Ms. Roggenkamp and Jack Broadbent, Executive Officer/Air Pollution Control Officer (APCO).

Director Bates asked about the existence or development of a specific target or goal in terms of decreases in motor vehicle usage or tons of emissions, which questions were answered by Mss. Fasano and Roggenkamp.

Director Wagenknecht asked about the internet destination for those who plug in the various URL addresses mentioned in the Air District advertisements, which questions were answered by Ms. Keough.

Director Ross asked about Air District efforts to incentivize the provision of telecommuting options by Bay Area employers, which questions were answered by Ms. Fasano.

Director Miley said the Air District needs to work with Bay Area Rapid Transit to get more trains in operation and running more frequently.

#### **4. Update on the Public Participation Plan Outreach (continued)**

##### Committee Comments (continued):

Directors Haggerty and Miley asked, regarding slide 2, Workshop Strategy, about the site selection process, which questions were answered by Jim Smith, Air Quality Program Manager of Communications & Outreach, Henry Hilken, Director of Planning, Rules & Research, and Ms. Fasano.

#### **5. 2013 Spare the Air Season Creative Elements (continued)**

##### Committee Comments (continued):

Director Bates asked about comparable programs by other air districts, in California and elsewhere, and about incentivizing participation through the inclusion of participant contests, which questions were answered by Mss. Fasano and Roggenkamp.

Public Comments: None.

Committee Action: None; informational only.

#### **6. Funding Approval for Spare the Air Resource Teams Contract**

Ms. Fasano introduced Mr. Smith who gave the staff presentation Funding Approval for Spare the Air Resource Teams, including contract fiscal year end 2013 accomplishments and recommendations.

Committee Comments:

Director Bates asked what the requested funding pays for, which question was answered by Mr. Smith and Mss. Fasano and Roggenkamp.

Director Haggerty complimented the contractor's work to date.

Public Comments: None.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board of Directors authorize the Executive Officer/APCO to execute a contract amendment with Community Focus in the amount of \$227,000 for the second year of the contract for social marketing, civic engagement and facilitation services.

Director Bates asked about the location of the teams, which question was answered by Mr. Smith and Ms. Fasano.

Director Miley asked, regarding slide 3, Contract Fiscal Year Ending 2013 Accomplishments, about the success of the Transit to Trails promotion, which question was answered by Stephanie Anderson, Executive Director, Community Focus, and Ms. Fasano.

Director Bates asked about how the teams are developed and selected, which questions were answered by Mss. Fasano and Anderson and Mr. Smith. Director Bates asked for a written description of the current projects/programs of the teams.

The motion carried unanimously.

7. **Committee Member Comments/Other Business:** None.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment:** The meeting adjourned at 10:34 a.m.

*151 Sean Gallagher*

Sean Gallagher  
Clerk of the Boards