

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

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Thursday, October 31, 2013

1. Call to Order – Roll Call

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

Present: Chairperson Mark Ross; Vice Chairperson John Avalos; and Directors Susan Adams, Teresa Barrett, Scott Haggerty, Carol Klatt and Nate Miley.

Absent: Director Tom Bates and Brad Wagenknecht.

Also Present: None.

2. Public Comment Period: No requests received.

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

3. Approval of Minutes of May 29, 2013

Public Outreach Committee (Committee) Comments: None.

Public Comments: No requests received.

Committee Action: Director Klatt made a motion to approve the Minutes of May 29, 2013; Director Adams seconded; and the motion carried unanimously.

4. Summary of 2013 Spare the Air Every Day Season

Lisa Fasano, Director of Communications and Outreach, gave the staff presentation *Summary of 2013 Spare the Air Every Day Season*, including campaign highlights, advertising, a review of website utilization by the public, a summary of media relations and social media impressions, employer outreach, community events, resource teams and next steps.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:46 a.m.

Committee Comments:

The Committee and staff discussed the contact information of Air District staff for those interested in developing a resource team; how one would go about developing a resource team; the impact of the Bay Area Regional Transit labor strikes; and public awareness of Spare the Air Every Day Season.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. Overview of 2013-14 Winter Spare the Air Campaign

Ms. Fasano introduced Ms. Roselius who gave the staff presentation *2013-14 Winter Spare the Air Campaign*, including overview, advertising, outreach placement, media outreach, social media and alert notification.

Committee Comments:

The Committee and staff discussed how a resource team might fit into this campaign effort; secondhand smoke issues related to emerging smoking technology and preferences; the inadequacy of current secondhand smoke ordinances given emerging trends; the recent notice from the Air District regarding permissive burns; the status of the chipping program and potential plans to expand the same; the difference in emissions between agricultural burning and chipping devices; and the benefit of conceptually connecting wood smoke and secondhand smoke in the public dialogue.

Director Adams asked staff to forward copies of Air District television spots to the Committee members for sharing and to provide an op-ed piece template for Committee members.

Director Haggerty asked staff to contact the larger wineries in the Livermore area to notify them of the chipping program.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. Update on the Development of the Public Participation Plan

Ms. Fasano introduced Jim Smith, Air Quality Program Manager of Communications and Outreach, who gave the staff presentation *The Air District's Public Participation Plan*, including key elements, public comment period, workshops and community meetings, key revisions to the plan and next steps.

Committee Comments:

The Committee and staff discussed the length of the beta test of the website; stakeholder interest and participation levels; the value of good mailing lists; the tendency for less public involvement when feedback is positive.

Public Comments: No requests received.

Committee Action: None; receive and file.

7. Spare the Air Youth Program

Ms. Fasano introduced Kristina Chu, Public Information Officer of Communications and Outreach, who gave the staff presentation *Spare the Air Youth Program (Program)*, including overview, the Youth Transportation Summit, and Summit content.

Committee Comments:

The Committee and staff discussed the partnership with the Metropolitan Transportation Commission and Committee member desires to be more involved sooner; efforts in Alameda County to enhance similar programs related to and administered by the schools; feedback to staff on the Program and those that are similar; the desire for feedback from the kids; audience numbers and their points of origin; Committee members' desire to see a more inclusive, comprehensive Program and to received advance notification of related events; the form of Air District outreach to youth; the form of the Program in local communities; the desirability of Program outreach to a younger audience than for the Summit; the outreach help available from members of the Board of Directors in the form of their existing local networks; current budget levels, whether an increase is advisable and how the Summit was paid for; the appropriateness of the ages involved in the Summit.

Chairperson Ross suggested the Summit be included in the next budget.

Public Comments: No requests received.

Committee Action: None; receive and file.

8. Committee Member Comments/Other Business:

The Committee and staff discussed whether the Committee will receive an update on the Climate Action Plan.

9. Time and Place of Next Meeting: At the Call of the Chairperson.

10. Adjournment: The meeting adjourned at 10:44 a.m.

15/ Sean Gallagher
Sean Gallagher
Clerk of the Boards