

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, June 5, 2014

1. Call to Order – Roll Call

Chairperson Mark Ross called the meeting to order at 9:37 a.m.

Present: Chairperson Mark Ross; Vice-Chairperson John Avalos; and Directors Teresa Barrett and Scott Haggerty.

Absent: Directors Susan Adams, Tom Bates, Roger Kim (on behalf of Edwin Lee), Carol Klatt and Brad Wagenknecht.

Also Present: Board of Directors (Board) Chairperson Nate Miley.

2. Public Comment Period: No requests received.

3. Update on Great Race for Clean Air (Agenda Item #5 Out of Order)

Lisa Fasano, Communications Officer, introduced Tom Flannigan, Public Information Officer of Communications and Outreach, who gave the staff presentation *Great Race for Clean Air*, including program overview, participant statistics, winner categories and Great Race Winners.

Public Outreach Committee (Committee) Comments:

The Committee and staff discussed the awards available for Great Race winners.

Public Comments: No requests received.

Committee Action: None; receive and file.

4. 2014 Spare the Air Campaign

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of Communications and Outreach, who gave the staff presentation *2014 Spare the Air Creative Elements*, including campaign highlights, advertising, website utilization, media relations, employer outreach and next steps.

NOTED PRESENT: Board Chairperson Miley and Director Haggerty were noted present at 9:48 a.m.

Committee Comments:

The Committee and staff discussed casual carpooling, including its potential as a campaign component, if and how the Air District can encourage it without inclusion in the campaign, and whether the Air District can provide startup funding to support development of a software application in encouragement.

Public Comments: No requests received.

Committee Action: None; receive and file.

3. Update on Great Race for Clean Air (Continued Agenda Item #5 Out of Order)

Staff announced that Alameda County placed first in the Great Race.

5. Update on Commuter Benefits Program Employer Outreach (Agenda Item #6)

Ms. Fasano gave the staff presentation *Bay Area Commuter Benefits Program*, including program objectives; constituent discussion tools; an overview of the program on the 511 SF Bay website; review of a 3-minute video explaining the program; an outreach summary; and an overview of opinion-shaping and advertising efforts.

Committee Comments:

The Committee and staff discussed the business-focus of the presentation and whether the target audience should be expanded to include nonprofits and governmental entities; the possibility of presenting at a meeting of the Association of Bay Area Governments and before similar regional agencies and organizations; whether and how the terms of compliance under option #4 changed since Board approval; program participants under option #4; the impact on different sized employers; end-user monitoring by the Air District and Internal Revenue Service; who and how compliance with option #4 is enforced; clarification of and additional outreach regarding option #4; and the staff plan to provide guidance and flexibility for those wishing to comply with program option #4.

Chairperson Miley requested information regarding who is currently enrolled, from where and under what option.

Directors Barrett and Haggerty requested a copy of the underlying program document.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. Approval of Minutes of October 31, 2013 (Agenda Item #3)

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Avalos, to approve the Minutes of October 31, 2013; and the motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Haggerty, Miley and Ross.

NOES: None.

ABSTAIN: None.

ABSENT: Adams, Bates, Kim, Klatt and Wagenknecht.

7. Committee Member Comments/Other Business:

Ms. Fasano distributed the 2013 Annual Report of the Air District.

The Committee and staff discussed where and how the Annual Report is distributed to the public and its availability in electronic format.

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

9. Adjournment: The meeting adjourned at 10:35 a.m.

151 Sean Gallagher

Sean Gallagher
Clerk of the Boards