

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 30, 2014

1. CALL TO ORDER – ROLL CALL

Public Outreach Committee (Committee) Chairperson Mark Ross called the meeting to order at 9:38 a.m.

Present: Committee Chairperson Mark Ross; Vice-Chairperson John Avalos; and Directors Susan Adams, Teresa Barrett, Scott Haggerty, Roger Kim (on behalf of Edwin Lee), Carol Klatt and Brad Wagenknecht.

Absent: Director Tom Bates.

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

2. PUBLIC COMMENT PERIOD

Jed Holtzman, 350 Bay Area, addressed the Committee in gratitude for the webcasting of today's meeting and to request the webcasting of all future meetings by Board committees.

3. APPROVAL OF MINUTES OF JUNE 5, 2014

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Adams made a motion, seconded by Director Barrett, to approve the Minutes of June 5, 2014; and the motion carried by the following vote of the Committee:

AYES: Adams, Avalos, Barrett, Kim, Klatt, Ross and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Bates, Haggerty and Miley.

2. PUBLIC COMMENT PERIOD (CONTINUED):

Committee Chairperson Ross thanked staff for webcasting today's meeting at his request and the behest of the public. The Committee and staff discussed the current webcasting practice, the recent discussion of the same by the Executive Committee and the upcoming Executive Committee report to the Board on November 17, 2014.

4. OVERVIEW OF 2014 SPARE THE AIR CAMPAIGN

Lisa Fasano, Communications Officer, gave the staff presentation *2014 Spare the Air Campaign*, including a summary of traditional and social media advertising; an example television ad; an overview of STACommuteTips.org and additional campaign websites; media relations and social media statistics; employer outreach pilot programs; an update on the Commuter Benefits Program outreach; community events; and survey results.

NOTED PRESENT: Board Chairperson Miley was noted present at 9:49 a.m. and Director Haggerty was noted present at 9:50 a.m.

Committee Comments:

The Committee and staff discussed proposals in development that are intended to sustain the current trends through the coming year; whether staff is working with employers to incentivize alternative commute options by tying participation in the programs to healthcare; the current primary message; the challenges of measuring impact of messaging in past campaigns; the range of advertisements being translated into various languages and the timing of their airing; whether the public survey was conducted in multiple languages and expectations for future surveys; how the survey results compare to other data points; and whether information is available on the actual number of drivers represented by the percentages provided.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. INTRODUCTION OF WINTER SPARE THE AIR OUTREACH

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of the Communications office, who gave the staff presentation *2014-15 Winter Spare the Air Campaign*, including outreach; advertising; outreach placement; media outreach and social media utilization; and alert notifications.

Committee Comments:

The Committee and staff discussed the status of pilot grant programs to incentivize the purchase of cleaner-burning fireplaces; how outreach targets are established and the timing of door-to-door outreach; and the commendable advertisement campaign concept.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. RENEWAL OF FINAL YEAR OF SPARE THE AIR RESOURCE TEAM CONTRACT

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced Kristina Chu, Acting Manager of the Community Engagement Office, who gave the staff presentation *Renewal of Final Year of Spare the Air Resource Team Contract*, including background; overviews of the Contra Costa, San Francisco, San Mateo County, Santa Clara County, Sonoma County, Southern Alameda County and Tri-Valley Spare the Air Resource Teams, Napa Valley Clean Air Coalition, and San Jose Green Vision Resource Team; a summary of value added by the teams; an overview of the contract; and staff recommendation.

Committee Comments:

The Committee and staff discussed the absence of Marin and Solano County resource teams and what is necessary to get them launched.

Public Comments: No requests received.

Committee Action:

Director Wagenknecht made a motion to recommend the Board approve the contract extension for Spare the Air Resource Team program management through the Tides Center-Community Focus for an amount not to exceed \$151,000.

Committee Comments (continued):

The Committee and staff discussed the timing of the upcoming request for proposals.

Committee Action (continued):

The motion was seconded by Director Adams.

Committee Comments (continued):

The Committee and staff discussed the duration of the extended contract in the proposed recommendation.

Committee Action (continued):

The motion carried by the following vote of the Committee:

AYES:	Adams, Avalos, Barrett, Haggerty, Kim, Klatt, Miley, Ross and Wagenknecht.
NOES:	None.
ABSTAIN:	None.
ABSENT:	Bates.

7. SPARE THE AIR YOUTH PARTNERSHIP WITH THE METROPOLITAN TRANSPORTATION COMMISSION (MTC)

Ms. Roggenkamp introduced Ms. Chu, who gave the staff presentation *Spare the Air Youth Program*, including background; overviews of Youth for the Environment and Sustainability (YES!) Conferences for 2013 and 2015; YES! Conference 2015 planning; and a program timeline.

Committee Comments:

The Committee and staff discussed enhanced outreach via Board member networking in home jurisdictions; conference attendance capacity and enhancements to outreach since the 2013 event; cost of the event; attendance overflow plans; ways by which Air District staff can determine which schools offer Advanced Placement Environmental Studies courses in their curriculum; and whether transportation to the conference is part of the outreach efforts.

Public Comments: No requests received.

Committee Action: None; receive and file.

8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS

Committee Chairperson Ross made a clarifying statement about the webcasting of the meeting.

9. TIME AND PLACE OF NEXT MEETING: At the Call of the Chairperson.

10. ADJOURNMENT: The meeting adjourned at 10:36 a.m.

151 Sean Gallagher
Sean Gallagher
Clerk of the Boards