

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, March 5, 2015

**1. CALL TO ORDER – ROLL CALL**

Chairperson Mark Ross called the meeting to order at 9:39 a.m.

Present: Chairperson Mark Ross; Vice-Chairperson Teresa Barrett; and Directors John Avalos, Scott Haggerty, Nate Miley, Rod Sinks and Brad Wagenknecht.

Absent: Director Tom Bates.

Also Present: None.

**2. PUBLIC COMMENT PERIOD:** No requests received.

**3. OVERVIEW OF 2014/2015 WINTER SPARE THE AIR SEASON (OUT OF ORDER AGENDA ITEM 4)**

Lisa Fasano, Communications Officer, gave the staff presentation *2014/15 Winter Spare the Air Campaign*, including campaign highlights; a video example of a television ad; advertising; media relations and social media information; door-to-door outreach; and results.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:45 a.m. and Director Wagenknecht was noted present at 10:00 a.m.

Public Outreach Committee (Committee) Comments:

The Committee and staff discussed social media as a component of outreach; the difference in fine particulate matter excesses from 2013-14 to 2014-15; San Geronimo Valley update; notice of violations statistics; and the new television ad.

Public Comments: No requests received.

Committee Action: None; receive and file.

**4. APPROVAL OF MINUTES OF OCTOBER 30, 2014 (AGENDA ITEM 3)**

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Barrett made a motion, seconded by Director Avalos, to approve the Minutes of October 30, 2014; and the motion carried by the following vote of the Committee:

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

**5. OVERVIEW OF SPARE THE AIR YOUTH FOR ENVIRONMENTAL SUSTAINABILITY (YES) CONFERENCE**

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced David Ralston, Community Engagement Manager of the Community Engagement Office.

Ms. Roggenkamp then introduced Kristina Chu and Yvonna Cázares, Public Information Officers of the Community Engagement Office, who collectively gave the staff presentation *Spare the Air Youth YES! Conference*, including program overview; YES! Conference 2015; keynote speakers; breakout session; conference video; and YES! Conference next steps.

Committee Comments:

The Committee and staff discussed whether the conference will be scheduled again in the future and the attendees this year.

Public Comments: No requests received.

Committee Action: None; receive and file.

**6. APPROVAL OF CONTRACT FOR SPARE THE AIR ADVERTISING / MESSAGING CAMPAIGNS**

Kristine Roselius, Communications Manager of the Communications Office, gave the staff presentation *Approval of Contract for Spare the Air Advertising/Messaging Campaigns*, including background; request for proposals; proposal evaluation; overview of final scores; and staff recommendation.

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board:

1. Approve of O’Rorke, Inc. as the selected contractor for the Spare the Air Campaigns’ Advertising, Communications & Evaluation Services; and
2. Authorize the Executive Officer/Air Pollution Control Officer (APCO) to execute a contract with O’Rorke, Inc. for an amount not to exceed \$1,950,000 per contract year as follows:
  - Spare the Air Every Day Campaign - \$1,125,000
  - Winter Spare the Air Campaign - \$825,000
  - In-language Winter Spare the Air survey - additional \$69,000

The motion carried by the following vote of the Committee:

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

**7. APPROVAL OF A CONTRACT FOR SPARE THE AIR RESOURCE TEAMS**

Ms. Chu gave the staff presentation *Approval of a Contract for the Spare the Air Resource Teams*, including background; request for proposals; proposal evaluation; overview of final scores; and staff recommendation.

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Wagenknecht made a motion, seconded by Director Avalos, to recommend the Board

1. Approve the selection of Community Focus to facilitate the Spare the Air Resource Teams; and
2. Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$245,000 per contract year for up to three years.

The motion carried by the following vote of the Committee:

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

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

Chairperson Ross restated the Committee request to receive the names of the YES! conference attendees so that members can send letters to those students in attendance.

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

**10. ADJOURNMENT:** The meeting adjourned at 10:20 a.m.

*15/ Vanessa Johnson*

Vanessa Johnson  
Acting Clerk of the Boards