

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

APPROVED MINUTES

Summary of Board of Directors
Public Engagement Committee Meeting
Thursday, June 4, 2015

1. CALL TO ORDER – ROLL CALL

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

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

Absent: None.

Also Present: None.

2. PUBLIC COMMENT PERIOD: No requests received.

3. APPROVAL OF MINUTES OF MARCH 5, 2015

Public Engagement Committee (Committee) Comments: None.

Public Comments: No requests received.

Committee Action:

Director Barrett made a motion, seconded by Director Sinks, to approve the minutes of March 5, 2015; and the motion carried by the following vote of the Committee:

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

4. 2015 SPARE THE AIR CAMPAIGN

Kristine Roselius, Communications Manager of the Communications Office, gave the staff presentation *Spare the Air 2015 Creative Elements*, including campaign highlights, video examples of television ads, multilingual advertising examples, media relations and social media information, employer outreach and next steps.

NOTED PRESENT: Director Bates was noted present at 9:45 a.m. and Directors Haggerty and Miley were noted present at 9:47 a.m.

Committee Comments:

The Committee and staff discussed ongoing employer outreach efforts relative to the commuter benefits program; the placement, cost and funding source for radio and television advertisements; whether radio and television advertisements are being shared with local government broadcasters within the region; telecommuting and casual carpooling as components of the messaging campaign; and whether efforts are being made to expand the Air District's social media presence and generate material that has the potential to be a viral phenomenon.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. COMMUNITY ENGAGEMENT OFFICE UPDATE

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced Luz Gomez and David Ralston, Community Engagement Managers of the Community Engagement Office, who jointly gave the staff presentation *Community Engagement Office Update*, including an office overview, manager responsibilities, Public Participation Plan update, and recent and upcoming activities.

Committee Comments:

The Committee and staff discussed the structure and goal of the proposed Community Council and past precedent for similar bodies at the Air District; progress on and future plans to improve Air District responses to public complaints; Committee support for steps being taken by staff; the value of establishing a system of regular check-ins with the community and the hope that a broader spectrum of public opinions will surface as a result; and whether staff has explored the political doctrine of open government.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. APPROVAL OF CONTRACTS FOR GRAPHIC DESIGN

Lisa Fasano, Communications Officer of the Communications Office, gave the staff presentation *Approval of Contract for Graphic Design*, including background, overview of request for qualifications proposals, summary of evaluation process and staff recommendation.

Committee Comments:

The Committee and staff discussed whether both firms would be doing graphic design work; which firm did the design work featured at the beginning of the presentation; and clarification regarding the sources of funding.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board of Directors (Board) authorize the Executive Officer/Air Pollution Control Officer to execute two one-year contracts with Envall Design and Firedrill for a total amount not to exceed \$125,000 for graphic design; and the motion carried by the following vote of the Committee:

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

7. BIKE TO WORK DAY OUTREACH

Walter Wallace, Public Information Officer in the Communications Office, gave the staff presentation *Bike to Work Day Outreach*, including overview, outreach, social media and survey results.

Committee Comments:

The Committee and staff discussed the level of Air District sponsorship of and participation in Bike to Work Day events; the availability of prizes and other event memorabilia; the importance of promoting the same concept at other like-minded events outside of Bike to Work Day, rider statistics; whether there is a push for or surge in the use of electric bicycles; the importance of analyzing whether these efforts are making a change in terms of bicycling as a mode of transportation and efforts in other regions that have succeeded; the inevitability of electric bicycle usage; and safety as a key component to increased bicycle ridership.

Public Comments: No requests received.

Committee Action: None; receive and file.

8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:

The Committee and staff discussed what time the Board meeting on June 3, 2015 adjourned; future accommodations for meetings with a significant public presence; and the viability of implementing a parking cash out program in the Bay Area.

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

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

15/ Vanessa Johnson

Vanessa Johnson
Acting Clerk of the Boards