

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
Monday, October 26, 2015

1. CALL TO ORDER – ROLL CALL

Chairperson Mark Ross called the meeting to order at 9:30 a.m.

Roll Call:

Present: Chairperson Mark Ross; Vice-Chairperson Teresa Barrett, Directors Tom Bates, Nate Miley; and Rod Sinks

Absent: Directors John Avalos, Scott Haggerty, and Brad Wagenknecht.

Also Present: None.

2. PUBLIC COMMENT ON NON-AGENDA MATTERS: No requests received.

3. OVERVIEW OF 2015 SPARE THE AIR CAMPAIGN (OUT OF ORDER AGENDA ITEM 4)

Lisa Fasano, Communications Officer, introduced Kristine Roselius, Air Quality Program Manager of the Communications office, who gave the staff presentation *2015 Spare the Air Campaign*, including campaign highlights; a video example of a television advertisement; other advertising; media relations and social media information; and results.

Public Outreach Committee (Committee) Comments:

The Committee and staff discussed the efficacy of mobile advertisements; promoting and measuring casual carpooling in the South Bay; the correlation between increased advertising and outreach with increased participation in the commuter benefits program; reaching out to Bay Area startups to encourage carpooling; and South Bay use of social media.

Public Comments: No requests received.

Committee Action: None; receive and file.

4. YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY (YES) CONFERENCE (OUT OF ORDER AGENDA ITEM 5)

Jean Roggenkamp, Deputy Executive Officer, introduced Yvonna Cázares, Public Information Officer of the Community Engagement Office, who gave the staff presentation *Youth for the Environment and Sustainability YES! 2016 Bay Area Conference*, including program features; and an update about the status of outreach for the YES! Conference.

NOTED PRESENT: Director Miley was noted present at 9:45 a.m.

Committee Comments:

The Committee and staff discussed the target age range for the outreach; how outreach is done; and attendance at the conference last year.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. APPROVAL OF THE MINUTES OF JUNE 4, 2015 (OUT OF ORDER AGENDA ITEM 3)

Public Engagement Committee (Committee) Comments: None.

Public Comments: No requests received.

Committee Action:

Director Ross made a motion, seconded by Director Barrett, to approve the minutes of June 4, 2015; and the motion carried by the following vote of the Committee:

AYES: Barrett, Bates, Miley, Ross, and Sinks.

NOES: None.

ABSTAIN: None.

ABSENT: Avalos, Haggerty and Wagenknecht.

6. INTRODUCTION OF WINTER SPARE THE AIR CAMPAIGN

Jean Roggenkamp, Deputy Executive Officer, introduced Lisa Fasano, Communications Officer, who gave the staff presentation *Introduction of Winter Spare the Air Campaign*, including new creative elements and messaging for the amended Regulation 6, Rule 3: Wood-Burning Devices.

Committee Comments:

The Committee and staff discussed the Air District's most effective commercial; that there is a high level of online engagement during Winter Spare the Air days; and elevating the message about the health risks of wood smoke.

Public Comments: No requests received.

Committee Action: None; receive and file.

7. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:

The Committee and staff discussed the Air District's ongoing website improvements; scheduling more future Committee meetings to have two meetings on the same day; and increased traffic in the Bay Area and possible actions to offset the burden such as promoting casual carpooling, traveling during off peak commute times, and telecommuting.

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

9. ADJOURNMENT: The meeting adjourned at 10:16 a.m.

/s/ Heidi Kettler

Heidi Kettler
Executive Secretary