

Bay Area Air Quality Management District  
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San Francisco, California 94105  
(415) 749-5073

**APPROVED MINUTES**

Summary of Board of Directors  
Public Engagement Committee Meeting  
Monday, May 2, 2016

**1. CALL TO ORDER – ROLL CALL**

Public Engagement Committee (Committee) Chairperson Ross called the meeting to order at 9:31 a.m.

**Roll Call:**

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

Absent: None.

Also Present: None.

**2. PUBLIC COMMENT ON NON-AGENDA MATTERS:**

No requests received.

**3. APPROVAL OF THE MINUTES OF MARCH 24, 2016**

Public Comments:

No requests received

Committee Comments:

None.

Committee Action:

Director Wagenknecht made a motion, seconded by Director Barrett, to approve the minutes of March 24, 2016; and the motion carried by the following vote of the Committee:

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

**4. 2016 SPARE THE AIR CAMPAIGN**

Lisa Fasano, Director of Communications, gave the staff presentation *2016 Spare the Air Every Day Campaign*, including: advertising campaign; grassroots outreach; campaign websites; media relations; social media; Spare the Air Employer Program; Employer Pilot Program; and Spare the Air summary.

NOTED PRESENT: Director Avalos noted present at 9:38 a.m.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the target audience of and lack of diversity represented by the preliminary television ad; the schedule for a final television ad; and the difference between official and casual carpooling programs and making the distinction clear to the public.

NOTED PRESENT: Directors Haggerty and Miley noted present at 9:44 a.m.

**5. RENEWAL OF CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS**

Kristine Roselius, Communication Manager, gave the staff presentation *Renewal of Contract for Spare the Air Advertising and Messaging Campaigns*, including: background; contractor team; and staff recommendation.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the fact that the District is currently in the second year of a three-year contract with O'Rorke, Inc. for various services, and the contract is to be reviewed each year.

Committee Action:

Director Avalos made a motion, seconded by Chair Ross, to recommend the Board of Directors' (Board) authorization for the Executive Officer/Air Pollution Control Officer to amend existing contract with O'Rorke, Inc. for the Fiscal Year End 2017 Spare the Air Campaign's Advertising, Communications, and Evaluation Services in an amount not to exceed \$1,950,000; and the motion carried by the following vote of the Committee:

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

**6. OVERVIEW OF CLIMATE FORWARD BAY AREA LEADERSHIP FORUM**

Ms. Fasano gave the staff presentation *Climate Forward Bay Area Leadership Forum*, including: Mission Bay Conference Center; sponsors and speakers; draft agenda; and conference logistics.

Public Comments:

No requests received

Committee Comments:

The Committee and staff discussed the Committee members' suggestions for speakers, and people to make speaker-introductions; the purpose of the forum; 2050 climate change goals; the request for a tangible lessons learned protocol synopsis for those that cannot attend the event; whether or not the public may register; what value confirmed speakers bring to the topic; utilizing and making Board members visible at the forum, rather than letting Bay Area elected officials who are not on the Air District's Board take the credit for the District's work; the feasibility of a live stream and recording options; whether or not this event could be held at 375 Beale Street; the need to utilize local experts, and not just national experts whose names will draw a crowd; and a scholarship program for those who are eligible.

**7. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:**

Director Sinks congratulated the City of San Francisco for the launch of its Community Choice Aggregation program, CleanPowerSF, on May 1.

**8. TIME AND PLACE OF NEXT MEETING:**

At the Call of the Chairperson.

**9. ADJOURNMENT:**

The meeting adjourned at 10:11 a.m.

*15/ Marcy Hirtzka*

Marcy Hirtzka  
Clerk of the Boards