

Bay Area Air Quality Management District
939 Ellis Street
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(415) 749-5073

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Thursday, October 31, 2012

1. Call to Order – Roll Call

Board of Directors Chairperson John Gioia called the meeting to order at 9:39 a.m.

Present: Committee Chairperson Mark Ross and Directors John Avalos, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Vice Chairperson Eric Mar and Directors Susan Garner and Scott Haggerty.

Also Present: Board of Directors Chairperson John Gioia.

2. Public Comment Period: None.

3. Approval of Minutes of July 19, 2012

Committee Comments: None.

Public Comments: None.

Committee Action: Director Klatt made a motion to approve the Minutes of July 19, 2012; Director Avalos seconded; and the motion was carried unanimously without objection.

4. Summary of 2012 Spare the Air Every Day Season

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation Summary of 2012 Spare the Air Every Day Season, including reviews of the campaign highlights, community events, media outreach and social media utilization, the employer program, city/county resource teams, and campaign results.

Director Wagenknecht asked how staff know the Pandora advertisement was well received, which questions were answered by Ms. Fasano and Kristine Roselius, Air Quality Program Manager of Communications & Outreach.

Ms. Fasano continued the presentation.

NOTED PRESENT: Chairperson Ross was noted present at 9:44 a.m.

Committee Comments:

Director Wagenknecht asked, regarding slide #10, Research, whether staff have a baseline figure available, which question was answered by Ms. Roselius.

Director Miley asked to whom at the Air District he should direct Alameda County staff regarding opportunities for enhancing their employee commuter program, which questions were answered by Ms. Fasano.

Chairperson Ross noted, regarding slide #10, Public Awareness, the 40% figure and asked if it is lower than the norm, which question was answered by Mss. Roselius and Fasano.

Director Wagenknecht asked about how the information was collected, which questions were answered by Ms. Fasano.

Public Comments: None.

Committee Action: None; informational only.

5. Overview of 2012-2013 Winter Spare the Air Campaign

Ms. Fasano gave the staff presentation Winter Spare the Air Campaign Update, including a detailed review of the District's use of advertising, media outreach, social media, alert notifications and local government outreach.

Director Wagenknecht asked, regarding slide #3, Outreach, about whether the program also has a greenhouse gas component and about public perception in this regard, which questions were answered by Barbara Coler, Air Quality Program Manager of Compliance & Enforcement, Jean Roggenkamp, Deputy Air Pollution Control Officer, and Brian Bunger, District Counsel.

Chairperson Ross asked, regarding slide #3, Outreach, about materials distribution via newspaper inserts, which question was answered by Ms. Fasano. The Committee and staff discussed the same.

Ms. Fasano continued the presentation.

Board Chairperson Gioia noted, regarding slide #6, Media Outreach, the discussion at a recent Board of Directors meeting about the change in policy for first time violations and suggested one important way to deal with potential issues with that change is carefully targeted outreach.

Ms. Fasano continued the presentation.

Board Chairperson Gioia suggested, regarding slide #9, Local Government Outreach, that the materials should be translated, which Ms. Fasano said would be addressed later in the presentation.

Ms. Fasano concluded the presentation.

Committee Comments:

Chairperson Ross asked that the materials discussed today be provided to the Board of Directors at their next meeting.

Director Miley asked about the existence of Air District programs, and those of others, that encourage the purchase of gas fireplaces, which questions were answered by Mss. Fasano and Coler. The Committee and staff discussed the same.

Public Comments: None.

Committee Action: None; informational only.

6. Public Participation Plan Update

Ms. Fasano introduced Jim Smith, Acting Air Quality Program Manager, who gave the staff presentation Public Participation Plan Update, including background, an overview of the project phases through April 2013, the proposed workshop strategy, and a review of engagement and outreach plans.

Committee Comments:

Board Chairperson Gioia suggested the exploration of potential enhancements to how the Air District makes itself available to the public and introduced Michael Kent, Contra Costa County Hazardous Materials Ombudsman, who addressed the Committee regarding his role at the County and his relationship with the public. The Committee and staff discussed the same and how a similar position might work at the Air District.

Public Comments: None.

Committee Action: None; informational only.

7. Website Assessment Update

Ms. Fasano introduced Ms. Roselius who gave the staff presentation Website Assessment Update, including background and overview, a summary of the phase one assessment process and resulting recommendations, and next steps.

Committee Comments:

Director Wagenknecht said that one complaint received is the lack of interactivity enabled by the Air District website. The Committee and staff discussed the same and the how the website feedback portion is addressed.

Public Comments: None.

Committee Action: None; informational only.

8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment:** The meeting adjourned at 10:55 a.m.

15/ Sean Gallagher
Sean Gallagher
Clerk of the Boards