



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR  
SUSAN ADAMS  
TOM BATES  
CAROL KLATT  
BRAD WAGENKNECHT

JOHN AVALOS - VICE CHAIR  
TERESA BARRETT  
SCOTT HAGGERTY  
MAYOR EDWIN M. LEE

**THURSDAY  
OCTOBER 30, 2014  
9:30 A.M.**

**4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**AGENDA**

1. **CALL TO ORDER - ROLL CALL**

*The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members.*

2. **PUBLIC COMMENT PERIOD**

*(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

3. **APPROVAL OF MINUTES OF JUNE 5, 2014**

**Clerk of the Boards/5073**

*The Committee will consider approving the attached draft minutes of the Public Outreach Committee meeting of June, 5, 2014.*

4. **OVERVIEW OF 2014 SPARE THE AIR CAMPAIGN**

**L. Fasano/5170  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)**

*The Committee will receive an overview of the 2014 Spare the Air season.*

5. **INTRODUCTION OF WINTER SPARE THE AIR OUTREACH**

**L. Fasano/5170  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)**

*The Committee will receive an update on the 2014/15 Winter Spare the Air campaign including new creative elements and messaging.*

6. **RENEWAL OF FINAL YEAR OF SPARE THE AIR RESOURCE TEAM CONTRACT**

**K. Chu/4758**

[kchu@baaqmd.gov](mailto:kchu@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Officer to execute the final year contract amendment for the Spare the Air Resource Teams.*

7. **SPARE THE AIR YOUTH PARTNERSHIP WITH THE METROPOLITAN TRANSPORTATION COMMISSION**

**K. Chu/4758**

[kchu@baaqmd.gov](mailto:kchu@baaqmd.gov)

*The Committee will discuss the Spare the Air Youth Partnership with the Metropolitan Transportation Commission.*

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

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2).*

9. **TIME AND PLACE OF NEXT MEETING** – At the Call of the Chair

10. **ADJOURNMENT**

*The Committee meeting shall be adjourned by the Committee Chair.*

**CONTACT THE CLERK OF THE BOARDS  
939 ELLIS STREET, SF, CA 94109**

**(415) 749-5073  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://www.baaqmd.gov)**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.

Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF AIR DISTRICT MEETINGS**

**OCTOBER 2014**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i> - CANCELLED AND RESCHEDULED TO THURSDAY, NOVEMBER 13, 2014	Thursday	23	9:30 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(At the Call of the Chair)</i>	Thursday	30	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**NOVEMBER 2014**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	5	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	12	9:00 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	13	9:30 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i> - CANCELLED	Monday	17	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> - <i>(Meets 3<sup>rd</sup> Thursday every other Month)</i> - CANCELLED AND RESCHEDULED TO MONDAY, DECEMBER 1, 2014	Monday	17	9:30 a.m.	Board Room
<b>Board of Directors Nominating Committee</b> <i>(At the Call of the Chair)</i>	Monday	17	9:30 a.m.	Room 716
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Monday	17	9:45 a.m.	Board Room

## NOVEMBER 2014

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i> - CANCELLED	Monday	24	9:30 a.m.	Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets Quarterly at the call of the Chair)</i>	Monday	24	9:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## DECEMBER 2014

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Climate Protection Committee</b> – <i>(Meets 3<sup>rd</sup> Thursday every other Month)</i>	Monday	1	9:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	18	9:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/Air Pollution Control Officer

Date: October 6, 2014

Re: Approval of Minutes of June 5, 2014

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of June 5, 2014.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of June 5, 2014.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Public Outreach Committee Meeting of June 5, 2014

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

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, June 5, 2014

**1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:37 a.m.

Present: Chairperson Mark Ross; Vice-Chairperson John Avalos; and Directors Teresa Barrett and Scott Haggerty.

Absent: Directors Susan Adams, Tom Bates, Roger Kim (on behalf of Edwin Lee), Carol Klatt and Brad Wagenknecht.

Also Present: Board of Directors (Board) Chairperson Nate Miley.

**2. Public Comment Period:** No requests received.

**3. Update on Great Race for Clean Air (Agenda Item #5 Out of Order)**

Lisa Fasano, Communications Officer, introduced Tom Flannigan, Public Information Officer of Communications and Outreach, who gave the staff presentation *Great Race for Clean Air*, including program overview, participant statistics, winner categories and Great Race Winners.

Public Outreach Committee (Committee) Comments:

The Committee and staff discussed the awards available for Great Race winners.

Public Comments: No requests received.

Committee Action: None; receive and file.

**4. 2014 Spare the Air Campaign**

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of Communications and Outreach, who gave the staff presentation *2014 Spare the Air Creative Elements*, including campaign highlights, advertising, website utilization, media relations, employer outreach and next steps.

NOTED PRESENT: Board Chairperson Miley and Director Haggerty were noted present at 9:48 a.m.

Committee Comments:

The Committee and staff discussed casual carpooling, including its potential as a campaign component, if and how the Air District can encourage it without inclusion in the campaign, and whether the Air District can provide startup funding to support development of a software application in encouragement.

Public Comments: No requests received.

Committee Action: None; receive and file.

**3. Update on Great Race for Clean Air (Continued Agenda Item #5 Out of Order)**

Staff announced that Alameda County placed first in the Great Race.

**5. Update on Commuter Benefits Program Employer Outreach (Agenda Item #6)**

Ms. Fasano gave the staff presentation *Bay Area Commuter Benefits Program*, including program objectives; constituent discussion tools; an overview of the program on the 511 SF Bay website; review of a 3-minute video explaining the program; an outreach summary; and an overview of opinion-shaping and advertising efforts.

Committee Comments:

The Committee and staff discussed the business-focus of the presentation and whether the target audience should be expanded to include nonprofits and governmental entities; the possibility of presenting at a meeting of the Association of Bay Area Governments and before similar regional agencies and organizations; whether and how the terms of compliance under option #4 changed since Board approval; program participants under option #4; the impact on different sized employers; end-user monitoring by the Air District and Internal Revenue Service; who and how compliance with option #4 is enforced; clarification of and additional outreach regarding option #4; and the staff plan to provide guidance and flexibility for those wishing to comply with program option #4.

Chairperson Miley requested information regarding who is currently enrolled, from where and under what option.

Directors Barrett and Haggerty requested a copy of the underlying program document.

Public Comments: No requests received.

Committee Action: None; receive and file.

**6. Approval of Minutes of October 31, 2013 (Agenda Item #3)**

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Avalos, to approve the Minutes of October 31, 2013; and the motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Haggerty, Miley and Ross.

NOES: None.

ABSTAIN: None.

ABSENT: Adams, Bates, Kim, Klatt and Wagenknecht.

**7. Committee Member Comments/Other Business:**

Ms. Fasano distributed the 2013 Annual Report of the Air District.

The Committee and staff discussed where and how the Annual Report is distributed to the public and its availability in electronic format.

**8. Time and Place of Next Meeting:** At the Call of the Chairperson.

**9. Adjournment:** The meeting adjourned at 10:35 a.m.

Sean Gallagher  
Clerk of the Boards



**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: October 8, 2014

Re: Overview of 2014 Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

Since 1991, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Spare the Air campaigns have targeted the general population, household decision-makers, solo drivers, young adults and recently, work commuters.

Like the successful 2013 campaign, the refreshed 2014 season campaign targeted work commuters with message-based website addresses, or URLs, that illustrate a better way to get to work than driving alone. Updated advertising collateral, including a new TV commercial in multiple languages, was created and utilized during the season.

The 2014 campaign placed emphasis on outreach in multiple languages. All advertising pointed to the website STACommuteTips.org, a comprehensive source of Bay Area commute programs and incentives. Multi-lingual ads featured the sparetheairnow.org web address, a website available in multiple languages with tips about how to Spare the Air. The use of social media, engaging commuters and targeted public relations campaign messaging was also emphasized. Extensive surveying was conducted throughout the summer to measure the success of the campaign.

DISCUSSION

Staff will present an overview of the 2014 campaign elements, including advertising, social media, media relations and promotions at events. Campaign data will be presented to highlight the success of the campaign and how the Spare the Air message resonated with the Bay Area audience.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this program was included in the Fiscal Year End 2014 and 2015 Budgets. Funding sources include Transportation Fund for Clean Air (TFCA) and Congestion Mitigation Air Quality (CMAQ) funds.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: October 8, 2014

Re: Introduction of Winter Spare the Air Outreach

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In July 2008, the Board of Directors adopted Regulation 6; Rule 3: Wood Burning Devices which states this campaign is as much about outreach as it is about enforcement. The wood smoke regulatory season will run from November 1, 2014, through February 28, 2015.

DISCUSSION

The new 2014-2015 Winter Spare the Air campaign features a stronger message that more closely links wood smoke to cigarette smoke. Advertising clearly illustrates this link and a new tagline is featured that supports the stronger messaging and visuals.

The Winter Spare the Air campaign will continue to focus on the localized health impacts from wood smoke and bring attention to some of the Bay Area's hot spots for wood smoke-related issues. Staff will present an overview of this year's materials and campaign strategy.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the outreach program is included in the Fiscal Year End 2015 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: October 15, 2014

Re: Renewal of Final Year of Spare the Air Resource Team Contract

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors approval of the contract extension for Spare the Air Resource Team program management through the Tides Center-Community Focus for an amount not to exceed \$151,000.

BACKGROUND

In Summer 2012, the Board of Directors approved a one-year contract with the option for two one-year extensions for Spare the Air Resource Team program management and facilitation. In Summer 2014, the Board of Directors approved a three-month extension and \$76,000 amendment to the existing contract. Staff is recommending the final year contract extension.

This winter, staff will issue new Requests for Proposals for Spare the Air Resource Team program management and facilitation contracts beginning in the 2015 calendar year.

DISCUSSION

The Air District's Community Engagement Office relies on contractors to assist with aspects of its outreach programs. In 2012, the Communications and Outreach Division completed a Request for Proposal (RFP) process to solicit responses for Spare the Air Resource Team program management and facilitation. The Tides Center-Community Focus was selected and contract work began in 2012-2013 with the potential for two one-year annual extensions.

Based on Air District staff evaluation of contractor performance over the past two years staff is recommending the contract be extended until June 2015.

Tides Center-Community Focus facilitates the existing nine Air District Resource Teams located in Alameda, Contra Costa, Napa, San Francisco, San Mateo, Santa Clara and Sonoma counties. The Resource Teams have become an integral part of the Air District's community-based efforts to improve air quality and a way to garner community, public, business and local government support for developing innovative regional clean air projects.

Staff recommends the Tides Center-Community Focus contract be extended until the end of FY 2015 in the amount set forth above.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Spare the Air Resource Team program management is funded through the Transportation for Clean Air (TFCA) and is included in the FY 2014-15 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Jean Roggenkamp

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and  
Members of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: October 23, 2014

Re: Spare the Air Youth Partnership with the Metropolitan Transportation  
Commission

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RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Spare the Air Youth program is a regional joint program between the Metropolitan Transportation Commission and the Air District. The purpose of the Spare the Air Youth program is to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool and take transit.

DISCUSSION

On Saturday, November 2, 2013, the Spare the Air Youth program hosted a successful Youth for the Environment and Sustainability YES! Summit at Joseph P. Bort Metro Center's Auditorium in Oakland. The Summit provided high school students the opportunity to discuss transportation and climate change issues with their peers from around the Bay Area. The agenda included two keynote speakers, an interactive presentation on climate change and seven different breakout session topics.

The Spare the Air Youth program will host the second annual YES! Summit on Saturday, February 7, 2015. The Summit will be at Joseph P. Bort Metro Center's Auditorium in Oakland and targets high school students from throughout the nine counties of the San Francisco Bay Area. Staff from the Metropolitan Transportation Commission and the Air District are working with a Technical Advisory Committee, composed of Safe Routes to School County program implementers from each of the nine counties, program consultants and other youth-oriented organizations, on the logistics, agenda and outreach for the Summit. Staff will develop the agenda for the Summit, announce a call for session proposals and provide outreach to high school students from throughout the San Francisco Bay Area.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for this program is included in the Fiscal Year Ending (FYE) 2015 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristina Chu  
Reviewed by: Jean Roggenkamp