

Bay Area Air Quality Management District
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:45 a.m., Monday, September 13, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:51 a.m.
Present: Mark Ross, Chair, Erin Garner, Erling Horn (10:05 a.m.) Julia Miller, Pamela Torliatt, Brad Wagenknecht.
Absent: John Silva, Gayle Uilkema, Shelia Young.
Also Present: Scott Haggerty (10:48 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of June 14, 2004:** Director Wagenknecht moved approval of the minutes; seconded by Director Miller; carried unanimously by acclamation.
4. **Spare the Air Update - 2004:** *Staff and the consultants updated the Committee on the 2004 campaign.*

Peter Hess, Deputy APCO, provided an update of the Spare the Air campaign and noted that there have been four Spare the Air advisories to date. Mr. Hess stated that there have not been any excesses of the federal one-hour or eight-hour standards, but that there have been five excesses of the state standard.

Mr. Hess noted that there was good media coverage for Spare the Air and he reviewed the results of the 829 telephone surveys that were conducted. There were two free BART days, September 7th and 8th, which resulted in a total of 41,000 additional riders. Concurrent with the free BART days, the Livermore Amador Valley Transportation Authority also had a promotion that resulted in 1,586 additional riders on WHEELS. Mr. Hess reported that the transit promotions prevented 2.8 tons of VOC, NO_x and CO pollution and 310 tons of CO₂.

Courtney Newman of Allison and Partners reviewed the meetings she had with meteorologists during the summer in preparation for the Spare the Air Day season. Ms. Newman discussed her outreach efforts to the Hispanic community and noted that the largest Spanish speaking station in the Bay Area, Channel 14, promoted Spare the Air Days.

Director Erling Horn arrived at 10:05 a.m.

Committee Action: None. This report provided for information.

5. **Youth Outreach:** *The Committee was updated on activities associated with youth outreach including the Clean Air Challenge and the National Children’s Theater. Also, staff reviewed the partnerships the Air District has developed to assist in funding the programs.*

Frank Kappler of Communications West provided an overview of the Clean Air Challenge pilot program that was done in the Bay Area and stated that the reports on the program at the end of the year were very positive. The Clean Air Challenge program is for middle and high school students and the National Children’s Theater performances are geared for elementary schools.

Kevin Plagman of Communications West reviewed the funding and sponsorships that have been secured to carry out the programs through the next academic year. Mr. Plagman stated that the teacher training will start in November and the theater performances will start in October.

Director Torliatt requested a chart be provided to the Board members showing when and where the theater performances will take place. Director Torliatt also requested that Messers. Kappler and Plagman look into working with the garbage companies on possible sponsorship of the programs. Mr. Plagman noted there is a grant pending from Altamont Landfill in the amount of \$70,000.

In response to a question from Director Wagenknecht, Luna Salaver, Public Information Officer, stated that there are activity books and measurement tools for the programs and that the contractors know the standards that are required for the school curriculum.

The Committee requested staff provide a spreadsheet that indicates the location of the schools where the youth outreach programs are being presented. Ms. Salaver reported that the pilot program focused on the following counties: San Mateo, Santa Clara, Alameda, Contra Costa and Sonoma. There was discussion on possible funding from Toyota and NUMMI and their concerns about the curriculum message not being that “cars are bad.”

Chairperson Ross requested that copies of the asthma study report be forwarded to Board members.

Committee Action: None. This report provided for information only.

6. **Air District’s 50th Anniversary:** *Staff presented ideas and strategies for commemorating the 50th anniversary of the District’s founding in 1955.*

Jack Broadbent, Executive Officer/APCO, stated that next year is the Air District’s 50th anniversary and that this District is the oldest regional air pollution control agency.

Lucia Libretti, Supervising Public Information Officer, presented ideas and goals for the 50th anniversary celebration. Ms. Libretti reviewed the following: 1) Media strategies; 2) A celebration event; and 3) A 1955-2005 calendar that would highlight “The Clean Air Journey.”

The Committee offered the following comments and suggestions:

- The focus should be on fun events like the kite flying.
- Show that the District is working with the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) since they are the District's partners.
- There should be a focus on greenhouse gas emissions as the District's new charge.
- The District needs to be careful about the now and then messages, in particular regarding the number of cars on the road today versus 1955.
- The events should focus on the public and indicate this is how far **you** have come.

Director Scott Haggerty arrived at 10:48 a.m.

- Success stories are good, such as the elimination of lead from gasoline and the reduction of high solids paints and better equipment in this industry.
- The consumer benefit could be highlighted.

Ms. Libretti reviewed the concept of the 2004 Annual Report and an adjunct piece. The adjunct piece would be a separate generic booklet that could be used for about three years before it would be revised. Ms. Libretti reviewed the type of information that would go into the Annual Report.

There was discussion on the size of the report, the cost, creating a document that will be read, using soy-based ink for printing, that the public deserves a report card on what is happening, limiting the number of copies, post the Annual Report to web site, and the need for accountability.

Committee Action: None. This report provided for information only.

7. **Committee Member Comments:** There was discussion on two articles that were in the *San Francisco Chronicle*. One regarding flare monitoring and the lack of incident reports, and another article being critical of the District in that there was only 15% participation in Spare the Air days. Mr. Broadbent stated that the District is preparing a response back to the Editorial Board indicating that it is factually incorrect and that the District will also try to respond to the second article. Director Miller requested the *San Francisco Chronicle* articles be e-mailed to the Board members.

Director Garner announced that the City of Monte Sereno is in the process of adopting a woodsmoke ordinance. There was a discussion on Clean Air Practices certification that are given to agencies or businesses. Director Torliatt stated that the Green Business certificate program could be used as a model. Director Garner suggested a checklist might be appropriate.

8. **Time and Place of Next Meeting:** 9:45 a.m., Monday, November 8, 2004, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 11:16 a.m.

/s/ Mary Romaidis
 Mary Romaidis
 Clerk of the Boards

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PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

September 13, 2004

1. Staff was requested to provide a chart to the Board members showing when and where the theater performances will take place.
2. Messers. Kappler and Plagman were requested to look into working with the garbage companies on possible sponsorship of the youth outreach programs.
3. The Committee requested staff provide a spreadsheet that indicates the location of the schools where the youth outreach programs are being presented.
4. Chairperson Ross requested that copies of the asthma study report be forwarded to Board members.
5. Director Miller requested the two *San Francisco Chronicle* articles be e-mailed to the Board members.