

**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  
9:30 a.m., Monday, May 16, 2005

1. **Call to Order - Roll Call:** Chairperson Shelia Young called the meeting to order at 9:36 a.m.  
  
**Present:** Shelia Young, Chairperson, Erin Garner, Scott Haggerty, Julia Miller, Mark Ross, Pamela Torliatt, Brad Wagenknecht.  
  
**Absent:** John Silva, Gayle B. Uilkema.  
  
**Also Present:** Marland Townsend.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of March 21, 2005:** Director Wagenknecht moved approval of the minutes; seconded by Director Miller; carried unanimously without objection.
4. **Spare the Air 2004 Summer Survey Results:** *Staff and the consultant presented highlights of the 2004 summertime survey.*

Teresa Lee, Director of Public Information and Outreach, introduced Timothy McLarney, Ph.D. of True North Research, who presented the report.

Dr. McLarney reviewed and presented highlights from the public opinion surveys conducted during the two weekday Spare the Air days in 2004. Dr. McLarney noted that the 2004 campaign has been the most successful one to date. Approximately 800 surveys were conducted over the nine Bay Area counties.

There was discussion on having the wrapped BART train again this year. Jack Broadbent, Executive Officer/APCO, stated that BART management has some concerns about the wrapped trains because they are in the middle of contract negotiations that may not be concluded before the program starts this year. It was noted that other transit agencies will have wrapped vehicles this year.

The Committee requested the survey questions be forwarded to them and that staff follow-up with BART about the wrapped train.

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

5. **2005 Summertime Campaign:** *Staff and the consultant reviewed media and advertising plans for the upcoming 2005 Spare the Air season.*

Courtney Newman of Allison and Partners updated the Committee on the 2005 Spare the Air campaign. Ms. Newman reviewed the media coverage, events that will be happening throughout the campaign, the May 26<sup>th</sup> press conference regarding free transit days, World Environment Day, and the District's 50<sup>th</sup> Anniversary symposium in June.

The Committee requested that the Spare the Air signs be put on shuttle buses that receive grants from the Air District.

Ms. Lee reviewed the employer outreach program and noted there are approximately 2,200 companies that participate in the program.

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

6. **Update on Plans for the District's 50<sup>th</sup> Anniversary:** *Staff updated the Committee on the progress in planning the District's 50<sup>th</sup> Anniversary celebration.*

Ms. Lee reported on the recent activities in preparation of the Air Quality Symposium to be held on June 20<sup>th</sup> at Yerba Buena Gardens in San Francisco. Ms. Lee reviewed the material being produced for the celebration, which includes a 50<sup>th</sup> Anniversary pin, kites, and blue "Think Clean Air" wrist bands.

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

7. **Update on Lawn Mower Buy-Back Programs:** *Staff gave a report on the 2005 lawn mower buy-back programs, including advertising and media for the program.*

Ms. Lee provided a status report on the 2005 lawn mower buy-back programs. Three lawn mower buy-back programs are being held this year in Sunnyvale, Pleasanton, and Concord. The Committee viewed two television segments that promoted the lawn mower buy-back program.

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

8. **Referrals from Committee:** *Staff reported on the referrals from the March 21, 2005 meeting.*

Ms. Lee reported on the referrals from the last Committee meeting.

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

9. **Committee Member Comments:** Chairperson Young noted that National Walk to School Day is scheduled for October 6, 2005 and inquired about sources of funding for the event. Mr. Broadbent stated that staff will report back to the Committee on this issue at a future meeting.

10. **Time and Place of Next Meeting:** 9:30 a.m., Monday, July 18, 2005, 939 Ellis Street, San Francisco, CA 94109.
11. **Adjournment.** The meeting was adjourned at 11:02 a.m.

*/s/Mary Romaidis*  
Mary Romaidis  
Clerk of the Boards