



BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BRAD WAGENKNECHT – CHAIRPERSON

ERIN GARNER

CAROL KLATT

MARK ROSS

PAMELA TORLIATT

(Vacant) - VICE CHAIRPERSON

YORIKO KISHIMOTO

NATE MILEY

JOHN SILVA

WEDNESDAY
AUGUST 30, 2006
9:30 A. M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

AGENDA

1. **CALL TO ORDER - ROLL CALL**
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 MAY 31, 2006**
4. **SPARE THE AIR PROGRAM OVERVIEW**

J. Colbourn/5192
jcolbourn@baaqmd.gov

Staff will update the Committee on the 2006 Spare the Air Program and present survey results of the Free Fare Program.
5. **UPDATE ON THE YOUTH OUTREACH PROGRAM**

J.
jcolbourn@baaqmd.gov

Staff will present a report on the Youth Outreach Program.
6. **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)

7. **TIME AND PLACE OF NEXT MEETING: AT THE CALL OF THE CHAIR**

8. **ADJOURNMENT**

**CONTACT CLERK OF THE BOARDS - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-4965
FAX: (415) 928-8560
BAAQMD homepage:
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 Clerk's Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Wagenknecht and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: August 3, 2006

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 31, 2006.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 31, 2006, Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 771-6000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Immediately Following Personnel Committee Meeting
Wednesday, May 31, 2006

1. **Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 11:16 a.m.

Present: Brad Wagenknecht, Chairperson, Yoriko Kishimoto, Carol Klatt, Mark Ross, John Silva, Pamela Torliatt.

Absent: Roberta Cooper, Erin Garner, Nate Miley.

Also Present: Gayle B. Uilkema.

2. **Public Comment Period:** There were none.
3. **Approval of Minutes of April 24, 2006:** Director Kishimoto moved approval of the minutes; seconded by Director Silva; carried unanimously without objection.
4. **Spare the Air Program Overview:** *Staff updated the Committee on the 2006 Spare the Air Program.*

Jack Broadbent, Executive Officer/APCO introduced the item and stated that the Spare the Air season begins on June 1, 2006. He noted that after today's meeting, there will be a media event on Treasure Island to kick-off the Spare the Air campaign.

Jack Colbourn, Director of Outreach and Incentives, presented the report and reiterated that the Spare the Air season begins June 1st and will end on October 13th. There are now 24 participating transit operators and there will be free rides all day on the first three non-holiday Spare the Air weekdays. Mr. Colbourn reviewed the goals and objectives; advertising; outreach; events and the employer program. The Committee was also shown what the wrapped buses will look like.

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

5. **2006 Advertising for Spare the Air Campaign:** *Staff presented the latest Spare the Air/Free Fare outreach collateral to the Committee.*

Tracy Keough of O'Rorke, presented the "It's a Beautiful Day" campaign and the Committee heard several radio spots and viewed several television spots. Samples of Spare the Air day posters were distributed to the Committee members. Ms. Keough noted that there will be approximately 13 wrapped buses. The Spare the Air banner over Treasure Island will go up on June 12th.

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

6. **Committee Member Comments:** There were none.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 11:51 a.m.

Mary Romaidis
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Wagenknecht and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: August 15, 2006

Re: Spare the Air Program Update

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present an updated summary of the 2006 *Spare the Air/Free Fare* campaign.

DISCUSSION

The *Spare the Air/Free Fare* campaign began on June 1. Nine *Spare the Air* advisories have been issued to date. Originally, the Air District and the Metropolitan Transportation Commission (MTC) approved funding for three free transit days whenever a *Spare the Air* day fell on a non-holiday weekday; however, a heat wave early in the season necessitated issuing advisories on June 22, 23 and 26. In July, MTC Commissioners and the Air District Board approved funds for an additional three days. Another heat wave resulted in three advisories on July 17, 20 and 21; thus concluding the *Free Fare* portion of the *Spare the Air* campaign. The *Spare the Air* season continues until October 13.

Staff will present details on ridership data, survey results, behavioral changes and air quality.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funds for the advertising, media and employer campaigns have been allocated in the 2005-06 and 2006-07 budgets. Supplementary funds for the additional three days were approved at the July 19, 2006 regular board meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luna Salaver
Reviewed by: Jack M. Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Wagenknecht and
Members of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: August 17, 2006

Re: Update on Youth Outreach Program

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will update the committee on activities of the District's youth outreach program including the performance of "Smogzilla" and the Clean Air Challenge teacher workshops.

DISCUSSION

For four years the Air District has had a presence in Bay Area schools through two programs. The performances of "Smogzilla" have been carried out by the National Theatre for Children for grades K-6. It is a live theatre performance with costumes and sets performed for school assembly groups. The Clean Air Challenge is a curriculum based teacher workshop developed by the Enterprise for Education for sixth through twelfth grades.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2006-07 has been included in the current budget. The funding for youth outreach programs is \$100,000.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ralph Borrmann
Reviewed by: Jack M. Colbourn