

**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, April 24, 2006

1. **Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 9:35 a.m.

Present: Brad Wagenknecht, Chairperson, Roberta Cooper, Yoriko Kishimoto, Carl Klatt, Mark Ross (9:40 a.m.), John Silva, Pamela Torliatt.

Absent: Erin Garner, Nate Miley.

Also Present: Scott Haggerty (9:40 a.m.), Gayle B. Uilkema.

2. **Public Comment Period:** There were none.
3. **Approval of Minutes of January 23, 2006:** Director Torliatt moved approval of the minutes; seconded by Director Silva; carried unanimously without objection.
4. **Overview of Recent Public Outreach Activities:** *Staff reviewed the past six months of media coverage.*

Jack Broadbent, Executive Officer/APCO introduced the item and stated that staff will review the outreach activities that the Air District has undertaken in the last six months.

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the song "Beautiful Day" by U2 will be used in the Air District's Spare the Air campaign this year.

Directors Mark Ross and Scott Haggerty arrived at 9:40 a.m.

Mr. Colbourn reviewed the media coverage, community events, symposiums, conferences, and presentations that have occurred between October 2005 and April 2006. Mr. Broadbent added that there was an aviation symposium in early March that talked about the health impacts of aviation emissions, as well as diesel emissions from ground support vehicles. Mr. Colbourn noted that the Spare the Air web site will be up as of May 15th.

The Committee viewed a video from Channel 7 that highlighted a "green" dry cleaner and also viewed a video entitled *Creatures of Habit* that has been developed for children. This video will be on the web site. The Committee discussed where the video could be distributed.

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

5. **Spare the Air Planning – 2006:** *Staff presented a report on the Spare the Air Planning for the 2006 season.*

Luna Salaver, Acting Senior Public Information Officer, presented the report and stated that the Spare the Air 2006 season begins on June 1st and ends October 13th. All day free transit will be offered this year on the first three non-holiday Spare the Air weekdays. There are 23 participating transit operators this year. Ms. Salaver discussed the Spare the Air goals, the “free fare” factors, media events, media relations, and advertising, including some new advertising initiatives.

Samples of the Spare the Air bus wraps and other signage were shown to the Committee.

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

6. **Woodsmoke Survey Results:** *Staff presented a summary of the 2005/2006 Spare the Air Tonight Survey results.*

Emily Hopkins, Public Information Officer, presented a summary of the 2005/2006 wintertime Spare the Air Tonight survey results. Ms. Hopkins discussed the methodology used, the results and trends, and new questions that were added to the survey. Director Torliatt requested that copies of the survey results be sent to the Committee members.

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

7. **Committee Member Comments:** Director Ross requested that staff look into ways for the Air District to promote “casual” carpooling and possibly discussing the issue with BART or the Metropolitan Transportation Commission (MTC) to see if there are ways to facilitate setting up space for this type of carpooling.

Director Torliatt stated that MTC, in addition to other recommendations, is working on a more cohesive sign program throughout the transit agencies in the 9 Bay Area counties as well as providing better information to get to and from different areas.

Director Kishimoto announced that the City of Palo Alto passed a ban on gas powered leaf blowers. Mr. Broadbent noted that there are two more lawn mower buy back events scheduled in May.

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

9. **Adjournment.** The meeting was adjourned at 10:55 a.m.

/s/ Mary Romaidis

Mary Romaidis
Clerk of the Boards