



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

PATRICK KWOK – CHAIRPERSON
ERIN GARNER
YORIKO KISHIMOTO
MICHAEL SHIMANSKY
BRAD WAGENKNECHT

CAROL KLATT - VICE CHAIRPERSON
SCOTT HAGGERTY
JANET LOCKHART
JOHN SILVA

MONDAY
MAY 7, 2007
9:30 A. M.

4TH 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 MARCH 19, 2007**
4. **2007 SPARE THE AIR/FREE TRANSIT OZONE CAMPAIGN UPDATE**

J. Colbourn/5192
jcolbourn@baaqmd.gov

The Committee will receive an update on the Spare the Air/Free Transit campaign for the 2007 ozone season.
5. **YOUTH OUTREACH PROGRAM – FY 2006/2007 UPDATE** **J. Colbourn/5192**
jcolbourn@baaqmd.gov

The Committee will receive an update on the Air District's Youth Outreach program for FY 2006/2007.
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
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

MAY 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting (<i>Meets 1st & 3rd Wednesday of each Month</i>)	Wednesday	2	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee (<i>1st Thursday every other Month</i>) - CANCELLED	Thursday	3	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee (<i>Meets 3rd Thursday every other Month</i>)	Thursday	3	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Public Outreach Committee (<i>1st Thursday every other Month</i>)	Thursday	7	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Executive Committee	Wednesday	9	9:00 a.m.	Room 716
Advisory Council Regular Meeting	Wednesday	9	10:00 a.m.	Board Room
Board of Directors Regular Meeting (<i>Meets 1st & 3rd Wednesday of each Month</i>)	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Ad Hoc Cme. on Port Emissions (<i>At the Call of the Chair</i>)	Thursday	17	9:30 a.m.	4th Floor Conf. Room
Joint Policy Committee	Friday	18	10:00 a.m. – 12:00 p.m.	Metro Center Auditorium 101 – 8 th Street Oakland, CA 94607
Board of Directors Public Outreach Committee (<i>1st Thursday every other Month</i>)	Monday	21	9:30 a.m.	Board Room
Board of Directors Budget & Finance Committee (<i>Meets 4th Wednesday of each Month</i>)	Wednesday	23	9:30 a.m.	Board Room
Board of Directors Mobile Source Committee – (<i>Meets 4th Thursday of each Month</i>)	Thursday	24	9:30 a.m.	Board Room

JUNE 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting (<i>Meets 1st & 3rd Wednesday of each Month</i>)	Wednesday	6	9:45 a.m.	Board Room
Advisory Council Technical Committee (<i>Meets 2nd Monday of each even Month</i>)	Monday	11	9:00 a.m.	Board Room

JUNE 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Air Quality Planning Committee <i>(Meets 2nd Wednesday of each even Month)</i>	Wednesday	13	9:30 a.m.	Board Room
Advisory Council Public Health Committee <i>(Meets 2nd Wednesday of each even Month)</i>	Wednesday	13	1:30 p.m.	Board Room
Board of Directors Stationary Source Committee – <i>(Meets 2nd Thursday quarterly)</i> -RESCHEDULED	Thursday	14	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee – <i>(Meets 2nd Thursday quarterly)</i>	Friday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Ad Hoc Cme. on Port Emissions <i>(At the Call of the Chair)</i>	Thursday	21	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Legislative Committee <i>(Meets 4th Monday of every Month)</i>	Monday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each Month)</i>	Wednesday	27	9:30.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i>	Thursday	28	9:30 a.m.	4 th Floor Conf. Room

JULY 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
Advisory Council Executive Committee	Wednesday	11	9:00 a.m.	Room 716
Advisory Council Regular Meeting	Wednesday	11	10:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee <i>(Meets 3rd Thursday every other Month)</i>	Thursday	19	9:30 a.m.	4 th Floor Conf. Room
Joint Policy Committee	Friday	20	10:00 a.m. – 12:00 p.m.	Metro Center Auditorium 101 – 8 th Street Oakland, CA 94607
Board of Directors Legislative Committee <i>(Meets 4th Monday of every Month)</i>	Monday	23	9:30 a.m.	4 th Floor Conf. Room

JULY 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each Month)</i>	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>– (Meets 4th Thursday of each Month)</i>	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

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BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 12, 2007

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of March 19, 2007.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 19, 2007, 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) 749-5000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Monday, March 19, 2007

1. **Call to Order - Roll Call:** Chairperson Patrick Kwok called the meeting to order at 9:31 a.m.
Present: Patrick Kwok, Chairperson, Carol Klatt, Janet Lockhart, Michael Shimansky.
Absent: Erin Garner, Scott Haggerty, Yoriko Kishimoto, John Silva, Brad Wagenknecht.
Also Present: Board Chair Mark Ross, Pamela Torliatt (9:34 a.m.), Gayle B. Uilkema.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of August 30, 2006 and October 11, 2006:** Director Shimansky moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
4. **Consideration of Recommendations for Contractors for Public Outreach Programs:** *The Committee considered staff recommendations on contractors for media/employer relations, advertising design, and community outreach.*

Jean Roggenkamp, Deputy APCO, stated that the District uses contractors to complement the abilities of the District staff. Previous contracts were organized by program, but the new contract structure is more streamlined, saves resources, and provides for more flexibility. The new structure is based on work activity type.

Director Pamela Torliatt arrived at 9:34 a.m.

Karen Schkolnick, Air Quality Program Manager, provided a summary of the request for proposal (RFP) process. The contracts would be for a 12-month term and may be extended at the District's discretion. The RFP evaluation criteria, contract scope, and evaluation summary were reviewed. Ms. Schkolnick stated that staff recommends that the Committee consider recommending Board of Directors' approval of the following:

- Community outreach – Community Focus not to exceed 180,000,
- Advertising design and production – O'Rourke not to exceed \$400,000, and
- Media relations and employer program – Allison & Partners not to exceed \$780,000.

In response to a question from Director Shimansky, Ms. Schkolnick stated that two staff members were on the selection team for each contract. There was discussion on the short time period for

submission of the RFP's and the Committee recommended it be lengthened next time. The Committee also requested that more than two people attend the interviews with the contractors.

Committee Action: Director Shimansky moved the staff recommendations; seconded by Director Klatt; carried unanimously without objection.

5. **Spare the Air Tonight 2006/2007 – Wintertime Outreach:** *Staff presented a summary of the 2006/2007 Spare the Air Tonight wintertime outreach campaign.*

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the voluntary program is to encourage clean air choices and to reduce particulate matter (PM). The season ran from November 20, 2006 through February 16, 2007. Mr. Colbourn provided information on PM_{2.5}, the sources of PM, and the advisory history from 1991 to the present. Outreach strategy included community events, mailings, the web site, the Santa Clara woodstove rebate program, and advertising and collateral materials.

The messages addressed measures to protect health and persuading the public to make clean air choices to improve air quality. An overview of the program results was presented to the Committee, along with the PM_{2.5} exceedances, and the 2007 survey results. Jack Broadbent, Executive Officer/APCO, added that the program is an educational tool and that the District is working on changing people's behavior through this campaign.

The Committee discussed several aspects of the program that included sending the advisories electronically, educating people and offering incentives to change out their fire places, and the lower standard PM standard that resulted in more alerts. If the lower standard had been in affect in previous years, there would have been an average of 20 days that alerts would have been called.

Staff noted that there is a high level of recognition of the Spare the Air campaign, the message will change to "here are things you can do," the focus will be on clean air choices and that it is a year-round program.

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

6. **2007 Spare the Air – Summer Outreach Campaign Update:** *Staff presented a report on the recommendations for the 2007 Spare the Air summer campaign.*

Mr. Broadbent introduced the item and stated that the District has been working with the Metropolitan Transportation Commission (MTC) and MTC has approved \$7.5 million to fund the free transit incentive; the Air District will provide additional funding. These funds will provide for four free transit days; BART, CalTrain and the ferries will have free morning commutes and the regional bus systems will be free all day.

Mr. Colbourn reviewed the 2007 Spare the Air summer outreach campaign and noted that this is a voluntary program to educate the public to adopt a clean air lifestyle. The program elements were reviewed and include incentives, public outreach, a youth outreach campaign, advertising, media outreach, the employer program, and the web site and *AirAlerts*. Feedback and results on the 2006 program were provided to the Committee

An overview of the 2007 program highlights and outreach strategy was presented to the Committee. Staff noted that to get a better measurement of the long-term behaviors, the phone survey and on-board survey measurements will be expanded. The District is also making an effort to secure private partners and funding for the Spare the Air program.

The Committee discussed a wider distribution of the tip cards and other printed material. Board Chair Ross recommended that the Board cancel Committee meetings on Spare the Air days, unless there is urgent business.

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

7. **Committee Member Comments:** There were none.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment.** The meeting was adjourned at 10:47 a.m.

Mary Romaidis
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 30, 2007

Re: 2007 Spare the Air/Fee Transit – Ozone Campaign Update

RECOMMENDED ACTION

For information only.

BACKGROUND

The Spare the Air program was established in 1991 to educate the public about air pollution and to promote long-term individual behavior changes that improve air quality. The 2006 Spare the Air campaign was the most successful to date in terms of public recognition and public participation. In addition, the expansion of the free transit program in 2006 to include 26 operators and six full free transit days provided an opportunity to explore the region-wide impact of the free transit incentive.

Suggestions for future improvement were received from the transit partners, media, public and Air District Board of Directors. In consideration of this stakeholder feedback, staff developed the following program refinements for 2007:

- Focus message on promotion of clean air choices and positive, long-term behavior change;
- Increase program measurement to begin the process of estimating long-term behavior change and assessing program impact;
- Expand program to include private partners; and
- Refine free transit incentive to include four (4) partial-day commutes on BART, Caltrain and the ferries and full-day rides on regional bus systems.

DISCUSSION

The Metropolitan Transportation Commissioners have approved \$7.5 million in funding for the *2007 Spare the Air/Free Transit Incentive Program*. This year, thirty-one transit agencies that operate in the Bay Area have agreed to participate in the program. In response to rider and transit operator feedback, the *2007 Spare the Air/Free Transit Incentive Program* will offer four half-day rides (until 1 pm) on Caltrain, BART and ferries and full-day rides on buses. Cost-savings from partial-days also improves the program's cost-effectiveness. Staff continues to explore opportunities to partner with the private sector and pursue incentives and funding to augment the 2007 season and future campaigns.

AGENDA: 4

The Outreach and Incentives Division will conduct outreach to increase public awareness about the sources of summertime air pollution and to promote the clean air choices individuals can make to protect air quality. A full description of the outreach strategy and draft copies of the collateral materials will be presented at the committee meeting.

This season, the frequency of surveying will be expanded to collect data regarding public behavior on all Spare the Air Days (not only free transit days) and on “normal” or non-Spare the Air days. A Request for Proposals for a Public Opinion Measurement Service was issued on March 28, 2007, and bid proposals are currently under review.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for Spare the Air activities through June 30, 2007, is included in the current budget. Funding for activities after July 1, are included in the proposed FY 2007/08 budget. The largest source of funding for the program is the Congestion Mitigation Air Quality (CMAQ) program. Federal funding includes a \$1 million CMAQ grant which is administered locally by Caltrans on behalf of the Federal Highway Administration. Local funding is through the Transportation Fund for Clean Air (TFCA) program. The remaining non-motor vehicle portion of the funds is from General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen M. Schkolnick
Reviewed by: Jack M. Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 30, 2007

Re: Youth Outreach Program – FY 2006/2007 Update

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will update the committee on activities of the Air District's youth outreach program.

DISCUSSION

An important component of the Air District's comprehensive outreach effort is the youth outreach program. This effort is primarily focused on science-based education for middle and high school students through the Clean Air Challenge curriculum. This curriculum helps science teachers to meet California standards while students conduct research on environmental problems that impact their health. During the 2006/2007 school year, 133 teachers attended the Clean Air Challenge trainings and over 14,840 students received the curriculum. In the current fiscal year, the District contributed \$50,000 to this program and leveraged an additional \$100,000 from Agilent Technologies. Since 2003, more than 500 teachers have attended the training and an estimated 60,000 students received the curriculum.

Staff is currently working to develop a new climate protection curriculum aimed at fourth and fifth grade students. The curriculum will include information about actions individuals can take to reduce greenhouse gas emissions in each of three topic areas: energy, waste, and transportation. This curriculum will meet California State Content Standards and will be introduced as a pilot teacher-training program through Dominican College in August 2007.

The Air District also supports additional youth outreach efforts including:

- Funding a pilot carbon reduction project targeting Sonoma County High Schools: "Greening the Student Commute Project".
- Coordinating a model project to promote Safe Routes to School in Sebastopol that can be replicated in other school districts.
- Sponsoring a youth panel at the Climate All Stars Conference to be held in San Francisco in September 2007.
- Funding for surveys in Milpitas, Sunnyvale, Mountain View, and Palo Alto to measure the impact of traffic around schools for use in development of traffic mitigation projects.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the youth outreach is included in the FY 2006/2007 budget.

Respectfully submitted,

Jack P. Broadbent Executive
Officer/APCO

Prepared by: Richard Lew
Reviewed by: Jack Colbourn