



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 21, 2007
9:30 A.M.

SEVENTH FLOOR BOARD ROOM
939 ELLIS STREET

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 7, 2007**

4. **2007 SPARE THE AIR/FREE TRANSIT PROGRAM - SUMMER CAMPAIGN FOLLOW-UP**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

The Committee will receive follow up information on the Spare the Air/Free Transit program as requested by the Committee at its May 7, 2007 meeting.

5. **RECOMMENDATION FOR CONTRACTOR FOR PUBLIC OPINION RESEARCH SERVICE**

J. Colbourn/5192
jcolbourn@baaqmd.gov

The Committee will consider a staff recommendation for a public opinion research firm.

6. **RECOMMENDATION FOR STRATEGIC MEDIA CONTRACTOR**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

The Committee will consider a staff recommendation for Strategic Media Contractor.

7. **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)

8. **TIME AND PLACE OF NEXT MEETING:** *At the Call of the Chair*
9. **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	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>) - CANCELLED	Wednesday	23	9:30 a.m.	Board Room
Board of Directors Mobile Source Committee – (<i>Meets 4th Thursday of each Month</i>) - CANCELLED	Thursday	24	9:30 a.m.	Board Room
Board of Directors Executive Committee – (<i>At the Call of the Chair</i>)	Wednesday	30	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
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

JUNE 2007

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Stationary Source Committee – (Meets 3rd Monday quarterly) - TO BE RESCHEDULED	Thursday	14	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee – (Meets 3rd Monday quarterly)	Friday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting (Meets 1 st & 3 rd Wednesday of each Month)	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Ad Hoc Cme. on Port Emissions (At the Call of the Chair)	Thursday	21	9:30 a.m.	4th Floor Conf. Room
Board of Directors Legislative Committee (Meets 4 th Monday of every Month)	Monday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee (Meets 4 th Wednesday of each Month) - TO BE RESCHEDULED	Wednesday	27	9:30.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee – (Meets 4 th Thursday of each Month)	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 (Meets 1 st & 3 rd Wednesday of each Month)	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 (Meets 1 st & 3 rd Wednesday of each Month)	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee (Meets 3 rd Thursday every other Month)	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 (Meets 4 th Monday of every Month)	Monday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee (Meets 4 th Wednesday of each Month)	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee – (Meets 4 th Thursday of each Month)	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

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5/9/07 (4:25 p.m.)

P/Library/Forms/Calendar/Calendar/Moncal

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: May 15, 2007

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 7, 2007.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 7, 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
Meeting of the Public Outreach Committee
9:30 a.m., Monday, May 7, 2007

1. **Call to Order – Roll Call:** Chair Patrick Kwok called the meeting to order at 9:30 a.m.

Present: Chairperson, Patrick Kwok, Vice Chair, Carol Klatt, Janet Lockhart, Michael Shimansky, Brad Wagenknecht, Mark Ross, Scott Haggerty (9:35 a.m.).

Absent: Erin Garner, John Silva, Yoriko Kishimoto.
2. **Public Comment Period:** There were none.
3. **Approval of Minute of March 19, 2007:** Director Shimansky move approval of the minutes, seconded by Director Lockhart
4. **Presentation of 2007 Spare the Air/Free Transit Ozone Campaign update:**
The Committee received an update on the Spare the Air/Free Transit ozone Campaign.

Jack Colbourn, Director, Outreach and Incentives Division introduced Karen Schkolnick, Spokesperson for the Air District to present to the Committee an update on the Spare the Air/Free Transit Campaign. The *Spare the Air Program* is a voluntary program to motivate the public to adopt a clean air lifestyle to reduce ozone. This reduction can be achieved through driving less, telecommuting, using public transit, walking and biking.

2007 program highlights included:

- Campaign focus on promotion of clean air choices and climate messages;
- Expansion of program measurement to begin process of estimation on-going behavioral changes and assessing program impact;
- Explore opportunities to partner with the private sector and pursue incentives and funding to augment the 2007 season and future campaigns (e.g. PG&E, Chevron, ALA);

- Integration of public health based message about District's role in protecting air quality and current events (e.g. providing assistance to MTC during E. Bay Bridge incident);
- Integration of 32 transit participants (Six New Operators: City of Vallejo Ferry, Vallejo Transit, Healdsburg Transit, American Canyon, Yountville Shuttle, St. Helena Shuttle); and
- 4 partial-day commutes (until 1 p.m.) on BART, CalTrian, Ace and ferries; bus systems free all day.

Chairperson Kwok requested information on how the message would be relayed to the public as they ride free transit. Ms. Schkolnick responded that information will be provided to riders via collateral cards and sandwich board ads detailing how the program operates; information cards would be available for riders to read as they ride transit. This information will reinforce the message to the commuters as well as the media campaign.

Outreach strategies include the kick-off media event of May 30, 2007 and media advisories that will be issued before the season and all through the season. The community event will involve talking to the community at the grass root level as well as employer partnership joining the Air District in future campaign as partners.

Tracy Keough presented the new design for the 2007 Spare the Air Free/Transit Campaign. Ms. Keough stated that the strategy was bold, positive, benefit-based and focused on individual action. The 2007 design will have the inscription "Cool Guy" that shows a man portraying things individuals can do while riding transit such as reading, listening to music on an ipod, and using the computer. The initiative is about a design that will work with the program. Twelve different designs were developed and 4 designs were selected by the staff. There are 25 collaterals customized with translation in English and Spanish.

5 Presentation on Youth Outreach Program: *The Committee received an update on the Youth Outreach Program.*

Richard Lew, Community Outreach Manager, presented the report on the youth outreach program entitled *Clean Air Challenge*. The objective of the program is to provide schools with Air quality educational programs that connect with issues of environment and behaviors. The teacher workshops include a science curriculum for middle and high school students that currently meet the state of California science standards. It also includes teacher's manuals, student workbook, catalogue and laboratory supplies. The Clean Air Challenge curriculum provided training through presentation of slide shows which was used to train teachers in Livermore. From 2003 – 2006, there were a total of 500 teachers and 60,000 students trained. In 2006/2007, 133 teachers and 14,000 students received training.

Youth outreach efforts include:

- “Greening the Student Commute Project”;
- Sponsoring youth panel at the Climate All Stars Conference in San Francisco September 2007;
- Promote Safe Route to School program in Sebastopol – program that can be replicated;
- Milpitas School District traffic reduction project; and
- Funding school traffic assessments in Sunnyvale, Mountain View and Palo Alto.

A discussion ensued on the distribution of information regarding the curriculum to schools, staff was provided direction.

- 6. Committee Member Comment/Other Business:** Director Ross distributed a newspaper article related to a survey conducted on wood smoke and the responses from individuals polled.
- 7. Time and Place of Next Meeting:** Next meeting will be at 9:30 a.m. on Thursday, May 21, 2007 at 939 Ellis Street, San Francisco, CA 94109.
- 8. Adjournment:** The meeting adjourned at 10:45 a.m.

Chioma Dimude
Acting Executive Secretary

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Patrick Kwok and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: May 14, 2007

Re: 2007 Spare the Air/Free Transit Program – Summer Campaign Update

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present a summary of the 2007 Spare the Air Summertime Campaign including media and advertising campaign updates, and trend results of public participation since the free transit incentive was introduced in 2004.

DISCUSSION

The Metropolitan Transportation Commission has approved \$7.5 million in funding for the 2007 *Spare the Air/Free Transit Program*. This year, thirty-two Bay Area transit providers have agreed to participate in the program. In response to rider and transit operator feedback, the 2007 *Spare the Air/Free Transit Program* will offer four half-day rides (until 1 pm) on Caltrain, BART, Ace Train and ferries and full-day rides on bus systems. Staff continues to explore opportunities to partner with the private sector and pursue incentives and funding to augment the 2007 season and future campaigns.

Measuring effectiveness is an important aspect of the Spare the Air program. Last year, ridership counts of transit commuters increased by an average of fifteen percent on the six free-transit Spare the Air days. Results from evening telephone surveys of Bay Area drivers show that public participation in the Spare the Program has increased since the free transit incentive was introduced. For example, the percentage of drivers surveyed who made clean air choices on Spare the Air days increased from 7 percent in 2004 and 2005, to 10 percent in 2006.

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 program collateral materials and outreach strategies will be presented at the committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT ACTION

Funding for Spare the Air activities through June 30, 2007, is included in the current budget. Funding for activities after June 30, 2007 is 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: Luna Salaver
Reviewed by: Karen Schkolnick/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: May 14, 2007

Re: Recommendation for Contractor for Public Opinion Research Services

RECOMMENDED ACTION

1. Recommend Board of Directors approval of True North Research as the contractor to conduct public opinion research services.
2. Recommend Board of Directors authorization for the Executive Officer to execute a contract with the selected contractor for an amount not to exceed \$175,000.

BACKGROUND

The Division recently completed a Request for Proposal (RFP) process to solicit responses for the Public Opinion Research Services contract to conduct telephone surveys, gather data on the effectiveness of District outreach programs, and assess public behavior patterns using statistically accepted methodologies. The contract will have a term of twelve months and may be extended for a second twelve-month term at the District's sole discretion.

DISCUSSION

This RFP was released on March 28, 2007. A Bidder's Conference was held at the District office on April 5, 2007, to provide an opportunity for clarification and to respond to questions about the process and services being solicited. Three companies attended. Responses to the RFP were due on April 23, 2007 and three proposals were received on that date.

The proposals were evaluated by a panel of five representatives including staff members from the Outreach and Incentives, Technical Services, and Administration divisions and an outside representative from the Metropolitan Transportation Commission. Based on the results of the evaluation, staff recommends that True North Research be awarded the Public Opinion Research Services contract.

True North Research has extensive experience conducting survey research services for public agencies, including air quality agencies throughout the country. They have designed methodologies for quantifying episodic public education programs and statistically reliable methods for measuring on-going behavior changes resulting from these programs.

EVALUATION

A listing of the RFP criteria and scoring for each of the proposals is included below.

Proposal, Project Management Staffing, and Previous Experience: Proposals were evaluated for clearly stating an understanding of the work to be performed and comprehensiveness in addressing the objective. This category also evaluated the overall experience and accomplishments of the consulting team and project management staffing.

Cost Proposal: Proposals were evaluated for cost in relation to the outlined scope of the project.

Green Operating Practices and Local Businesses: The District supports green operating practices and local businesses and gives a preference to local businesses engaged in green business practices. Proposals were evaluated to determine the extent of bidder's commitment to environmentally sound operational practices.

Evaluative Criteria	True North Research	Aurora Research Group	Valerie Brock Consulting
Proposal (25 points)	23.6	20.6	17.6
Project Management Staffing (20 points)	18.8	15.3	14.4
Previous Experience (20 points)	19.6	17.3	14.8
Cost Proposal (25 points)	23.6	18.2	20
Green Operating Practices (5 points)	4.3	3.7	3.4
Local Businesses (5 points)	0.8	1.6	4.1
Total Points	90.7	76.7	74.3

BUDGET CONSIDERATION/FINANCIAL IMPACT

None. The monies for the action recommended through June 30, 2007 are included in the current budget. Funding for activities after June 30, 2007 is included in the proposed FY 2007/2008 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen 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: May 14, 2007

Re: Recommendation for Strategic Media Contractor

RECOMMENDED ACTION

1. Recommend Board of Directors approval of P&P Communications as the contractor to provide strategic communications services.
2. Recommend Board of Directors authorization for the Executive Officer to execute a contract with the selected contractor for an amount not to exceed \$150,000.

BACKGROUND

The Air District's Outreach and Incentives Division relies on contractors to assist with various aspects of its public affairs and outreach programs. P&P Communications would assist with preparation of strategic advisories, press releases, and electronic media covering the following subjects: Ports and goods movement; climate protection; clean air choices; Spare the Air; community relations; wood smoke reduction; and other topics to be determined by the Director of Outreach and Incentives. The contract will have a term of twelve months.

DISCUSSION

P&P Communications provides strategic communications to help businesses, non-profit groups and government. They are a full-service agency with experience in media relations, public policy, and regulatory compliance as well as marketing, graphic design, and community relations. P&P is familiar with California's complex air quality regulatory landscape and has experience conveying technical issues clearly and effectively.

P&P Communications Principal Gary Polakovic has a long and distinguished career in news media, holding leadership positions at organizations such as the Los Angeles Times, where he won the Pulitzer Prize with a team of reporters. Mr. Polakovic has spent over 20 years covering environmental topics, and many of his stories helped shaped public debate about air quality issues. He participated in the formation of the Society for Environmental Journalists, served as its chairperson, and is a past recipient of the John S. Knight Fellowship at Stanford University. Staff have identified Mr. Polakovic's expertise—his demonstrated mastery of the technical aspects of air pollution and ability to communicate complex issues to the public in a credible and thorough manner—as a skill set with

tremendous potential value to the Air District's public information programs in recommending the awarding of this contract on a sole-sourced basis.

BUDGET CONSIDERATION/FINANCIAL IMPACT

None. The monies for the action recommended are included in the proposed FY 2007/2008 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

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