

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000**

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Immediately Following Mobile Source Committee Meeting
Thursday, September 27, 2007

1. **Call to Order - Roll Call:** Chairperson Patrick Kwok called the meeting to order at 10:25 a.m.
Present: Patrick Kwok, Chairperson, Scott Haggerty, Carol Klatt, Janet Lockhart, Michael Shimansky (10:34 a.m.).
Absent: Erin Garner, Yoriko Kishimoto, John Silva, Brad Wagenknecht.
Also Present: Board Chair Mark Ross, Pamela Torliatt, Gayle B. Uilkema.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of May 21, 2007:** Director Klatt moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
4. **2007 Spare the Air Program Update:** *Staff provided a summary of the 2007 Spare the Air Program including media coverage and public survey measurement results.*

Karen Schkolnick, Air Quality Program Manager, presented a summary of the 2007 Spare the Air Program. The Program runs from June 1st through October 12th and 29 transit agencies participated in the Free Fare Program. Ms. Schkolnick presented an overview of the media events, media response, advertising, program trends regarding ridership, transit results, and the survey results.

Director Michael Shimansky arrived at 10:34 a.m.

The Committee discussed using the temperature (such as 90°F) as a trigger to advise the public to start using transit and taking other steps to curtail emissions.

Ms. Schkolnick presented an overview of the 2007/2008 Spare the Air Tonight outreach campaign. The season starts in November 2007 and will conclude in February 2008. The approach is to educate the public about particulate matter (PM), promote the incentive programs, and communicate the rulemaking process to the public.

Ms. Schkolnick provided information on the Air District's incentive program to replace or upgrade conventional fireplaces and uncertified woodstoves. The proposed launch date is January 2008. Several community meetings are being scheduled regarding the rulemaking process. The next steps include meetings to coordinate campaign elements, finalize the outreach strategy, and report back to the Committee to present the 2007/2008 Spare the Air Tonight Outreach Campaign. Collateral material was provided to the Committee members.

Director Haggerty recommended a bookmark with a timer on the top and requested that staff research this type of collateral material. Director Ross noted there should be a medical component in the information presented to the public.

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

5. 2007 Youth Outreach Program: *The Committee received an update on the Air District's Youth Outreach campaign.*

Richard Lew, Air Quality Program Manager, explained the Clean Air Challenge curriculum for middle and high school students. In 2007/2008, the Air District will increase its support for the curriculum and approximately 50 additional teachers will be trained. The District will develop a comprehensive database of all schools in the Bay Area, design a tracing system to determine where the curriculum is being used, and mail a youth outreach announcement to all Bay Area schools.

Mr. Lew discussed the youth focus groups that the District conducted with 4th-5th grade students and 8th-10th grade students. The focus groups developed collateral material with climate change and particulate matter messages. The material will be distributed at community outreach events and in school presentations. Samples of the material were shown to the Committee. Strategic Energy Innovation, in collaboration with the Air District, is piloting a climate change curriculum for the 4th and 5th grades. Teacher training for the curriculum will begin in November 2007.

Mr. Lew provided an overview of youth outreach efforts and school-based outreach.

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

6. Climate Outreach Overview and New Climate Outreach Campaign: *The Committee received an update on the Air District's Climate outreach program, including a new climate outreach campaign.*

Jack Broadbent, Executive Officer/APCO, presented an update and overview of the new climate outreach campaign. The objectives of the campaign are to educate the public about climate change, provide information about everyday clean air choices, and persuade the public to take action. Mr. Broadbent provided information on youth outreach, special events, advertising, print materials, and the recent addition of a climate Senior Public Information Officer. There was discussion regarding enhancement of the campaign through youth outreach, advertising, and establishing partnerships with businesses and regional agencies, and the introduction of "The Green Thing." Mr. Broadbent stated that information on the Climate Protection Program could be incorporated into some of the information in the Spare the Air campaign.

Ms. Schkolnick explained “The Green Thing” to the Committee and stated that it will be a regional climate protection campaign that is internet-based. “The Green Thing” will target youth, creative individuals and tech-savvy individuals. Campaign dates are January 2008 through June 2009. Ms. Schkolnick explained how “The Green Thing” would work and presented a list of agencies and businesses that may provide financial or in-kind support for the project. The next steps are to finalize the campaign details and provide a recommendation to the Committee at a future date.

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 11:33 a.m.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards