

**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
9:45 a.m., Monday, September 8, 2003

1. **Call to Order:** Chairperson Ross called the meeting to order at 9:56 a.m.

 Present: Mark Ross, Chair, Roberta Cooper (10:23 a.m.), John Silva, Gayle Uilkema.

 Absent: Maria Ayerdi, Julia Miller, Pam Torliatt, Brad Wagenknecht, Shelia Young.

 Also Present: Scott Haggerty (10:23 a.m.)
2. **Public Comment:** There were none.
3. **Approval of Minutes of June 16, 2003:** Due to the lack of a quorum, approval of the minutes was deferred to the next meeting.
4. **Spare the Air – 2003:** *Update on the status of the 2003 summertime program.*

Teresa Lee, Director of Public Information and Outreach, presented an update on the Air District's summertime Spare the Air program. Ms. Lee reviewed the significant activities and noted that the Spare the Air summertime program will end on October 17, 2003. There have been seven Spare the Air days. Ms. Lee reviewed the exceedances of the California 1-hour ozone standard for 2003 and noted there were 15 excesses of the standard. In addition, there were five excesses of the federal 8-hour standard.

There was discussion on the free transit on the Livermore Amador Valley Transit Authority (LAVTA) bus system and staff stated that LAVTA anticipated a 10% increase in ridership and they have had a 15-18% increase. Director Uilkema requested staff conduct research to see if there are any additional incentives being offered by employers on Spare the Air days (i.e. a certificate for Starbucks, etc.).

William C. Norton, Executive Officer/APCO added that the Air District has started a Clean Air Consortium with cities and counties. When there is a Spare the Air day, they will postpone activities that use internal combustion engines, such as lawn mowers and leaf blowers as well as painting. In addition, some refineries have not loaded tanks and have curtailed the lawn and garden activities of their contractors on Spare the Air Days. There

was also mention of the need for more park and ride lots; people want to use public transit, but they do not have a place to park.

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

5. Youth Outreach: *Update on outreach to schoolchildren including the National Children's Theater, a curriculum project and the results of the feasibility study for a mobile exhibit.*

Ms. Lee and Communications West updated the Committee on outreach to schoolchildren including the National Children's Theater, the curriculum-based science in-school program and ongoing partnerships with museums. The Committee viewed a portion of a video showing the National Children's Theater in action. Staff noted that the Air District funded 30 performances this year.

Communications West provided information on corporate and public sponsors and noted Agilent Technology has committed to a \$100,000 grant, which will expand the Clean Air Challenge program to 200 teachers, or 20,000 students (Santa Clara and Sonoma Counties will be served by this grant). There was also discussion of a grant from Calpine for San Jose schools and a potential one from Alameda County that could help fund the Ozone Survey Lab.

The Committee discussed ways to expand the program and the possibility of earmarking some Supplemental Environmental Projects (SEP) monies for this education program. There was also a brief discussion on a Clean Air Foundation to approach refineries and other businesses to contribute funds to support this type of activity.

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

6. Rebidding of Contracts for Public Outreach: *Staff updated the Committee regarding rebidding of contracts to assist with the Air District's public outreach programs.*

Ms. Lee stated that the Air District will begin the process of rebidding contracts and selecting contractors to assist with public outreach activities. Staff received input from the Committee on the following:

1. The process of rebidding contracts and selecting contractors to assist with public outreach activities. The consensus of the Committee is to have one-year contracts, with the possibility of two annual extensions, for a total not to exceed three years.
2. The Committee concurred with the staff recommendation that RIDES for Bay Area Commuters be a sole source contract.
3. The Committee also agreed with the staff recommendation that the Air District reserve \$100,000 to continue the youth programs.
4. The role the Committee should play in the selection of the contractors. Staff will put out the RFPs and will narrow them down to three to five contractors for each area – including media, advertising, you, community outreach and measurement. Interested members of the Committee will then sit in on the interviews.

Committee Action: None.

7. **Referrals from Committee:** *Staff responded to referrals from the June 16th meeting.*

Ms. Lee reviewed the referrals from the last meeting.

8. **Committee Member Comments/Other Business:** There were none.

9. **Time and Place of Next Meeting:** 9:45 a.m., Monday, November 3, 2003, 939 Ellis Street, San Francisco, CA 94109

10. **Adjournment:** The meeting was adjourned at 11:15a.m.

Mary Romaidis

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

September 8, 2003 meeting

1. The Committee requested staff conduct research to see if there are any additional incentives being offered by employers on Spare the Air days.