



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR  
JOHN AVALOS  
SCOTT HAGGERTY  
NATE MILEY

ERIC MAR - VICE CHAIR  
SUSAN GARNER  
CAROL KLATT  
BRAD WAGENKNECHT

THURSDAY  
MAY 31, 2012  
9:30 A.M.

4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109

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 15, 2012**

4. **APPROVAL OF SPARE THE AIR RESOURCE TEAM CONTRACTOR**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending Board of Directors approval of staff recommendations for selected contractor for the Spare the Air Resource Teams facilitation services.*

5. **WEBSITE REBUILD AND REDESIGN**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending Board of Directors approval of staff recommendations for selected contractor for the website project.*

6. **SPARE THE AIR CAMPAIGN AND GREAT RACE FOR CLEAN AIR**

L. Fasano/5170

[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on the 2012 Spare the Air campaign and the Great Race for Clean Air Kickoff.*

7. **TIME AND PLACE OF NEXT MEETING** – At the Call of the Chair

8. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**(415) 749-5130  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://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 Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website ([www.baaqmd.gov](http://www.baaqmd.gov)) at that time.

# BAY AREA AIR QUALITY MANAGEMENT DISTRICT

939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109

(415) 771-6000

## EXECUTIVE OFFICE: MONTHLY CALENDAR OF DISTRICT MEETINGS

### MAY 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Public Outreach Committee</b> <i>(Meets Quarterly at the Call of the Chair)</i>	Thursday	31	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

### JUNE 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday each Month)</i>	Wednesday	13	9:00 a.m.	Board Room

<b>Board of Directors Executive Committee</b> <i>(Meets 3<sup>rd</sup> Monday of each Month)</i> - CANCELLED	Monday	18	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
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<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	20	9:45 a.m.	Board Room
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<b>Board of Directors Public Outreach Committee</b> <i>(Meets Quarterly at the Call of the Chair)</i> - CANCELLED	Thursday	21	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
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<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	27	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
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<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
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# JULY 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> <b>- CANCELLED</b>	Wednesday	4	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday each Month)</i>	Wednesday	11	9:00 a.m.	Board Room
<b>Special Meeting of the Board of Directors</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	11	1:30 p.m.	<b><u>Meeting Location:</u></b> <b>ConocoPhillips</b> <b>1380 San Pablo Avenue</b> <b>Hercules, CA 94572</b>  <b><u>Tour Location:</u></b> <b>ConocoPhillips</b> <b>1380 San Pablo Avenue</b> <b>Hercules, CA 94572</b>
<b>Board of Directors Executive Committee</b> <i>(Meets 3<sup>rd</sup> Monday of each Month)</i>	Monday	16	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets the 3<sup>rd</sup> Monday Every Other Month)</i>	Monday	16	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> <b>- CANCELLED</b>	Wednesday	18	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
MM – 5/24/12 (11:59 a.m.)				P/Library/Forms/Calendar/Calendar/Moncal

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 15, 2012

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of March 15, 2012.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 15, 2012 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Jennifer C. Cooper

Attachment

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 771-6000

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
9:30 a.m., Thursday, March 15, 2012

**1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:39 a.m.

Present: Committee Chairperson Mark Ross; Vice Chairperson Eric Mar; and Directors John Avalos, Susan Garner, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Chairperson John Gioia.

Also Present: None.

**2. Public Comment Period: None.**

**3. Update on Plug-In Electric Vehicle (PEV) Website**

NOTED PRESENT: Director Avalos was noted present at 9:41 a.m.

Lisa Fasano, Director of Communications & Outreach, gave the staff presentation Bay Area PEV Website, including background information on the PEV program, an overview of the Air District's new website dedicated to the program, and information regarding the PEV website launch.

NOTED PRESENT: Director Garner was noted present at 9:42 a.m.

Committee Comments:

Committee Chairperson Ross asked when the website will be live to which Ms. Fasano responded mid-April is likely.

Director Wagenknecht asked if a map of current sites exists to which Jean Roggenkamp, Deputy Air Pollution Control Officer, responded in the affirmative. Director Wagenknecht asked if a phone application has been developed. Ms. Fasano responded that phase one is the collecting, packaging and launching of the message and resources; phase two will include efforts such as the development of a phone application. Director Wagenknecht asked if the Air District has developed a model local permit. Ms. Roggenkamp responded that staff is working on this in

conjunction with local governments. Director Wagenknecht asked how the Air District is prioritizing charger installation. Ms. Roggenkamp responded that home chargers are made available in the course of a PEV purchase and prioritized on a first come, first served basis and that it has yet to be determined in regards to public chargers but the planning work on the corresponding grants will help determine where there is need. Director Wagenknecht asked if the home charger costs are covered 100% by the Air District. Ms. Roggenkamp responded that the cost to consumers depends on the vendor chosen as each have varying forms of funding, but in general it is not covered in full. Ms. Fasano added that the automobile dealer will provide additional information to potential consumers.

Committee Chairperson Ross asked if staff is working with school districts or shopping centers regarding charger installation. Ms. Roggenkamp responded that this phase of the project is intended to inform the Air District about public need and shared her belief that some retailers have already expressed an interest.

Director Wagenknecht asked if the Air District has located all of the current, public charging stations. Ms. Roggenkamp responded that staff is not sure they have all been located but a search was conducted.

NOTED PRESENT: Director Mar was noted present at 9:49 a.m.

Committee Chairperson Ross suggested the value in locating and identifying all of the publicly available chargers with an end goal of listing all of the resources in one publicly accessible location, such as a phone application. Committee Chairperson Ross asked if staff has established an icon for charging stations to use on maps and signs. Ms. Fasano responded that the Air District has not and was unsure whether the industry has done so. Committee Chairperson Ross suggested a plug and that the Air District need not wait for others to establish one. Ms. Fasano agreed and suggested the inclusion of addition information for users, such as the number of chargers at the station.

NOTED PRESENT: Directors Miley and Haggerty were noted present at 9:52 a.m.

Public Comments: None.

Committee Action: None; informational only.

#### **4. Approval of Minutes of October 31, 2011**

Committee Action: Director Wagenknecht made a motion to approve the minutes of February 16, 2012; Director Garner seconded; carried unanimously without objection.

#### **5. Contract Award for Spare the Air Campaigns**

Ms. Fasano gave the staff presentation Contractor Recommendations for Spare the Air Campaigns, including background information on the organization of the past contracting structure, organizational changes proposed to increase the efficiency of the consultant's collaborative efforts, a detail of the Air District's request for proposals process, and staff recommendations.

Ms. Fasano noted, regarding slide 2, Background, that in a deviation from past practice, staff looked to find one service provider to subcontract/manage the team of service providers necessary to meet the Air District's needs.

Director Garner asked, regarding slide 2, Background, if there are multiple consultants currently doing the work and what their number and organizational structure is. Ms. Fasano responded that there are five, each under an independent contract and reporting to staff. Director Garner asked if the current proposal is seeking a single consultant for all work or multiple consultants with one managing. Ms. Fasano responded that it is to have one lead consultant with subcontractors working at the lead's direction.

Ms. Fasano noted, regarding slide 3, RFP Proposals, that the four candidates are all located in San Francisco.

Ms. Fasano added, regarding slide 4, Evaluation, the reviewer panel was comprised of Ms. Fasano, Kristine Roselius, Supervising Public Information Officer of Communications & Outreach, Stacy Schull, Administrative Analyst of Strategic Incentives, and Ursula Vogler, Climate Initiatives Program Coordinator of Metropolitan Transportation Commission (MTC).

Director Wagenknecht asked what comes next, presuming O'Rorke is contracted, in regards to the existing contracts. Ms. Fasano responded that the current consultants' contracts are set to expire June 30 and indicated that the remainder of the presentation will address recommendations for the future.

Director Mar asked where InterEthnica is based to which Ms. Fasano responded San Francisco.

Committee Chairperson Ross asked if O'Rorke will oversee the renewing contracts with the subcontractors and, if so, how this will benefit the Air District. Ms. Fasano responded in the affirmative and noted that it is expected to streamline the administrative side and to also tie the contractors together in a way that the Air District has been unable thus far.

Director Wagenknecht asked if the Committee will have an opportunity to review the success of this new approach in a year's time. Ms. Fasano responded that there will be a one-year, initial contract that will be reviewed by staff at the end of the year, a process that mirrors that done by the MTC. Ms. Roggenkamp added that it will be brought back to the Committee.

Ms. Fasano noted, regarding slides 10 and 11, Staff Recommendations, that the funding was provided by the Congestion Mitigation Air Quality, Transportation Fund for Clean Air, Carl Moyer Program, Mobile Source Incentive Fund, and Air District General Revenue.

Committee Comments:



Committee Chairperson Ross clarified that the recommended contract amount is for all services, not just O’Rorke. Ms. Fasano responded in the affirmative and suggested that it is the same amount of funds traditionally used but bundled instead of brought in parts.

Public Comments: None.

Committee Action:

Director Avalos made a motion, seconded by Director Haggerty and carried unanimously without objection to recommend the Board of Directors approval of the Advertising, Communications & Evaluation services contract with O’Rorke, Inc., as the lead contractor and True North, Community Focus, M-Line, Synapse Strategies, and InterEthnica as subcontractors, for an overall amount up to \$1,990,000 per contract year, for up to three years, to be broken down as follows:

- Spare the Air Every Day Campaign
  - Advertising \$600,000
  - Media Relations \$200,000
  - Social Media \$50,000
  - Employer Program \$150,000
  - Public Opinion Surveys \$45,000
  
- Winter Spare the Air Campaign
  - Advertising \$550,000
  - Media Relations \$100,000
  - Social Media \$50,000
  - Public Opinion Surveys \$45,000
  
- Spare the Air Grants & Incentives Campaign
  - Advertising \$200,000

## **6. Smoking Vehicle Campaign Update**

Ms. Fasano introduced Ms. Roselius who gave the staff presentation 800-EXHAUST Campaign, including background information on the program, an analysis of the aim and approach of the program, a preview of a new campaign to further outreach efforts to target audiences, and a summary of the next steps.

Director Avalos asked, regarding slide 3, 1-800-EXHAUST, how staff identified adult females, aged 18 through 34, as the target audience. Ms. Roselius responded that surveys and focus groups reflect that the identified group is the most likely to report but also have the lowest awareness.

Director Garner clarified, regarding slide 3, 1-800-EXHAUST, how the phone reporting system functions.

Director Haggerty asked, regarding slide 3, 1-800-EXHAUST, if it is Siri compatible to which Ms. Roselius and Ms. Fasano responded in the negative, at least for the time being.

Director Haggerty asked, regarding slide 5, Outreach, about the locations chosen for ad placement. Ms. Fasano responded that the most calls come from the chosen locations. Director Ross asked if there is some correlation between the socio-economic status of communities and the number of calls received and Ms. Fasano responded that the possibility is being considered.

Ms. Roselius noted, regarding slide 6, Summary, the lessened need for advertising and the phasing out of the same after this season.

Committee Comments:

Director Haggerty said that the Air District has done good work on cars but has missed the mark on big diesel trucks, noted that maintenance is the key component for big diesel trucks even with the engine phasing program so smoking trucks will continue, and suggested further program development to address this issue.

Director Wagenknecht asked what happens when the Air District receives a report. Barbara Coler, Air Quality Program Manager of Compliance & Enforcement, responded that the calls go to voicemail which is screened by staff, who then trace the vehicle through the Department of Motor Vehicles and provide an informative call, sometimes followed by a letter. Ms. Coler opined that a degree of increased compliance is achieved through this process. Committee Chairperson Ross asked about the content of the letter. Ms. Coler responded that it states that an individual's vehicle was reported as smoking and provides abatement information. Ms. Fasano added that it also provides information regarding the Bureau of Automotive Repair. Director Wagenknecht clarified that the letters are less enforcement-oriented than educational to which Ms. Fasano responded in the affirmative. Committee Chairperson Ross asked when the letter was last updated. Ms. Coler responded that it was updated approximately one year ago. Mr. Breen added that letters enclose a survey for return that provide staff a glimpse into the cost effectiveness of the program, noting that the estimated survey return rate is approximately 66%. Committee Chairperson Ross asked if a public health message is embedded in the letter and that a copy of the letter be forwarded to the Committee members via email. Ms. Roggenkamp stated that an evaluation of the program and the expenditures is slated for the future.

Public Comments: None.

Committee Action: None; informational only.

7. **Time and Place of Next Meeting:** Thursday, June 21, 2012, Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m.
8. **Adjournment:** The meeting adjourned at 10:19 a.m.

Sean Gallagher  
Clerk of the Boards

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 16, 2012

Re: Approval of Spare the Air Resource Team Contractor

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors approval of:

- Staff recommendation of the selected contractor for the Spare the Air Resource Team Program
- Authority for Executive Officer/APCO to enter into a contract with the selected contractor for an amount of \$227,000 per contract year for up to three years.

BACKGROUND

One of the Air District's innovative efforts to engage the public was the formation of local resource teams in 1991, in conjunction with the creation of the Spare the Air program. Since the inception of the program, local civic groups, agencies, businesses and environmental organizations meet regularly and work collaboratively to implement projects that promote cleaner air. The Air District currently operates nine teams in the region:

- Contra Costa County Spare the Air Resource Team
- Napa Valley Clean Air Coalition
- San Francisco Spare the Air Resource Team
- San Mateo County Spare the Air Resource Team
- San Jose Green Vision Resource Team
- Santa Clara County Spare the Air Resource Team
- Sonoma County Spare the Air Resource Team
- Southern Alameda County Spare the Air Resource Team
- Tri-Valley Spare the Air Resource Team

The teams meet at least every two months to select and coordinate work on team projects. Past projects have included Walk and Roll to School; the Great Race for Clean Air; Green Business Workshops; and Home Energy Workshops.

## DISCUSSION

The Communications and Outreach Division relies on a contractor to assist with the administration, coordination, recruitment, retention and facilitation of the nine Spare the Air Resource Teams.

On May 1, 2012, the Air District issued a request for proposals (RFPs) for this project. In this request, the Air District invited proposals from qualified firms experienced: in social marketing to influence behaviors at the community-scale; bringing together businesses, civic organizations and local governments to collectively develop and implement collaborative, community-wide air pollution reduction programs; and with the capability to foster innovative ideas among team members.

The RFP was distributed to a list of over 30 firms in the area of civic engagement and Air District's Community Groups mailing list made up of approximately 85 stakeholders. The RFP was also distributed through 1500-member listserv of the National Coalition for Dialogue & Deliberation and posted on its blog.

## EVALUATION

Staff evaluated all proposals according to the criteria below:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner.	30%
Experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of work to be performed.	20%
Cost effectiveness and resource allocation strategy	20%
References of the firm, Green Business certification	10%

Based on the evaluation described above, staff recommends Community Focus as the contractor for the Spare the Air Resource Team Program. Staff will provide a summary of the scores and evaluation process at your Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the first year of this contract is included in the proposed Fiscal Year End 2013 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Ana Sandoval  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

## Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 16, 2012

Re: Website Rebuild and Redesign

**RECOMMENDED ACTION**

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute agreements not to exceed \$500,000 for an assessment, rebuild and redesign of the Air District website over two fiscal years, Fiscal Year Ending (FYE) 2012 and FYE 2013:

- \$250,000 from the approved FYE 2012 Communications and Outreach Budget
- \$250,000 from the FYE 2013 Communications and Outreach Budget (pending approval of the budget)

**BACKGROUND**

The website rebuild and redesign project spans multiple fiscal years and will be executed in two phases due to the complexity of the project. Appropriating budgeted funds for this project will ensure efficient and consistent project management.

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of its communications tools. The Communications and Outreach Division recently completed a request for proposal (RFP) process to solicit proposals for the first phase of the overall website rebuild and redesign project.

Phase I is expected not to exceed \$100,000 and includes the following services:

- **Audit/Assessment of Existing Website:** To complete a comprehensive review and analysis of the existing Air District website.
- **Research and Strategy Development:** To assess and measure the effectiveness of the Air District website and develop a strategy for site redevelopment and redesign.

Phase II is expected not to exceed \$400,000 and will include:

- **Rebuild/Redesign:** To rebuild and redesign existing Air District website based on findings from the assessment to increase functionality, usability and accessibility for the public and internal staff.

## DISCUSSION

The RFP for the website assessment and strategy development (Phase 1) was released on May 7, 2012.

Air District staff is performing a thorough evaluation of audit/assessment contractor expertise in assessing technical and non-technical aspects of the website including: functionality, accessibility, performance, content and design style, as well as compliance with modern web standards.

## EVALUATION

Proposals were evaluated on the following criteria:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner.	30%
Experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of work to be performed.	20%
Cost effectiveness and resource allocation strategy	20%
References of the firm, Green Business certification	10%

Based on the evaluation described above, staff recommends Lightmaker as the contractor for Phase I of the website project. Staff will provide a summary of the scores and evaluation process at your Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this project is included in the FYE 2012 budget and FYE 2013 proposed budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano



**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 16, 2012

Re: Spare the Air Campaign & Great Race for Clean Air

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

Since 1991, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Spare the Air campaigns have targeted the general population, household decision-makers, solo drivers and most recently, young adults.

This season's campaign will focus on 'smart transportation' alternatives to driving alone. The public will be encouraged to choose alternatives to driving alone two days a week through public relations messaging and active social media interaction. Advertising collateral will be repurposed from the last two seasons and utilized on TV and radio throughout the season. Emphasis will be placed on social media, engaging employers and targeted public relations campaign messaging. Extensive surveying and planning will be conducted throughout the summer to gear up for a refreshed campaign launch next spring.

The Air District's Great Race for Clean Air campaign will run from September 1 through October 31, 2012 and encourages the use of commute alternatives such as transit, carpooling, vanpooling, walking and bicycling rather than driving solo to work.

DISCUSSION

Air District staff is developing and rolling out the 2012 Spare the Air and Great Race for Clean Air campaigns and will present and update for both at the May 31, 2012 committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the campaign is included in the Fiscal Year Ending (FYE) 2012 and FYE 2013 budgets. The campaign is funded primarily through the Congestion Mitigation Air Quality (CMAQ) program, supplemented by the Transportation Fund for Clean Air.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano