



BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

MARK ROSS - CHAIR  
SUSAN ADAMS  
TERESA BARRETT  
SCOTT HAGGERTY  
BRAD WAGENKNECHT

JOHN AVALOS - VICE CHAIR  
TOM BATES  
CAROL KLATT  
NATE MILEY

WEDNESDAY  
MAY 29, 2013  
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 21, 2013**
4. **UPDATE ON THE PUBLIC PARTICIPATION PLAN OUTREACH**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)  
*The Committee will receive an update on public outreach for the Air District's draft Public Participation Plan document.*
5. **2013 SPARE THE AIR SEASON CREATIVE ELEMENTS**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will view the new 2013 Spare the Air Campaign creative elements.*

6. **FUNDING APPROVAL FOR SPARE THE AIR RESOURCE TEAMS CONTRACT**  
**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Officer to execute the year-two contract amendment for the Spare the Air Resource Teams.*

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 THE CLERK OF THE BOARDS**  
**939 ELLIS STREET, SF, CA 94109**

**(415) 749-5073**  
**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.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109  
FOR QUESTIONS PLEASE CALL (415) 749-4963**

**EXECUTIVE OFFICE:  
MONTHLY CALENDAR OF DISTRICT MEETINGS**

**MAY 2013**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(At the Call of the Chair)</i>	Wednesday	29	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**JUNE 2013**

<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 on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	Board Room
<b>Board of Directors Legislative Committee</b> <i>(At the Call of the Chair)</i>	Thursday	6	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	12	9:00 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	17	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i> - CANCELLED	Monday	17	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	27	9:30 a.m.	Board Room

## JULY 2013

<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 on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	10	9:00 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month) - CANCELLED</i>	Monday	15	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets on the 3<sup>rd</sup> Thursday every other month)</i>	Thursday	18	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month) - CANCELLED</i>	Wednesday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	25	9:30 a.m.	Board Room

## AUGUST 2013

<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 on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	7	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	14	9:00 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month) - CANCELLED</i>	Monday	19	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month) - CANCELLED</i>	Monday	19	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	21	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month) - CANCELLED</i>	Wednesday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month) - CANCELLED</i>	Thursday	29	9:30 a.m.	Board Room

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
Memorandum

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

From: Jack P. Broadbent  
Executive Officer/Air Pollution Control Officer

Date: May 13, 2013

Re: Approval of Minutes of March 21, 2013

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of March 21, 2013.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of March 21, 2013.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Ana Sandoval

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 749-5073

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, March 21, 2013

**1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:35 a.m.

Present: Chairperson Mark Ross; Vice Chairperson John Avalos; and Directors Susan Adams, Tom Bates, Scott Haggerty and Brad Wagenknecht.

Absent: Directors Carol Klatt and Nate Miley.

Also Present: None.

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

**3. Update on Public Participation Plan [Out-of-Order]**

Lisa Fasano, Director of Communications & Outreach, introduced Jim Smith, Acting Air Quality Program Manager of Communications & Outreach, who gave the staff presentation Public Participation Plan (Plan) Update, including key elements, regional workshops schedule, supplemental outreach efforts and next steps.

Committee Comments:

Director Ross asked about whether and what kind of community input was received on the Plan, which questions were answered by Ms. Fasano and Mr. Smith.

Director Wagenknecht said that a well-crafted Plan is crucial.

Jack Broadbent, Executive Officer/Air Pollution Control Officer (APCO), said the Plan will be brought before the Board of Directors (Board) this summer and staff are looking at the creation of a community advisory panel, likely to be completed before the end of the year, to enhance substantive interaction between the Air District staff and interested members of the public, among other things. Ms. Fasano added that the community advisory panel is referenced in the Plan on page 30.

Director Adams encouraged the use of new technology to enhance public participation opportunities.

Director Bates encouraged the workshops to emphasize the desire for public input and stressed the immediate need for a more streamlined and user-friendly website.

Director Ross asked about the current state of, and plans for, online interactive community engagement in workshops and remote participation in public meetings, which questions were answered by Messrs. Smith and Broadbent and Jean Roggenkamp, Deputy APCO.

Ms. Fasano added that the Plan will continue to evolve after it is approved as staff finds ways to improve how the Air District does business.

Director Adams said the website focus should be on improving accessibility as seen through the eyes of a layperson.

Director Wagenknecht asked that staff keep in mind the variety of user needs and technological capabilities.

Director Ross echoed the comments of Director Wagenknecht.

Public Comments: None.

Committee Action: None; informational only.

#### **4. Approval of Minutes of October 31, 2012**

Committee Comments: None.

Public Comments: None.

Committee Action: Director Wagenknecht made a motion to approve the Minutes of October 31, 2012; Director Adams seconded; and the motion carried unanimously.

#### **5. Contract for Website Maintenance & Routine Upgrades**

Ms. Fasano introduced Kristine Roselius, Air Quality Program Manager of Communications & Outreach, who gave the staff presentation Contract for Website Maintenance & Routine Upgrades, including maintenance, upgrade and data needs, the track record of Cylogy, Inc., and recommendations.

Committee Comments:

Director Avalos asked about the contractors working on the website and if the current item is regarding a new or renewed contract, which questions were answered by Mss. Roselius, Fasano and Roggenkamp.

Director Adams asked if the current item is for services to maintain the website while the website audit and rebuild are simultaneously performed and if considerations of ongoing expenses such as this will be included in the scoping process for the rebuild, which questions were answered by Mss. Fasano and Roggenkamp.

Director Haggerty asked about the bidding process, which questions were answered by Mss. Fasano and Roggenkamp. Director Haggerty expressed his hope that the next contract for these services would be put out to bid. Director Ross agreed and asked that a history of the contract be provided at that time.

Public Comments: None.

Committee Action:

Director Bates made a motion, seconded by Director Wagenknecht, to recommend the Board of Directors approve the contract with Cylogy, Inc., for website maintenance and minor upgrades not to exceed \$110,000.

The motion carried unanimously.

## **6. 2013 Spare the Air Campaign**

Ms. Fasano gave the staff presentation 2013 Spare the Air Campaign, including overviews of creative concepts, social media utilization, media relations, the Bay Area Commuter Benefits Program and next steps.

The Committee and staff discussed the Bay Area Commuter Benefits Program, the provisions of Senate Bill 1339 and outreach efforts related to both.

Ms. Fasano concluded the presentation.

Committee Comments:

Director Haggerty asked if there has been outreach to the Oakland-Alameda County Coliseum Authority regarding advertising space and requested the Air District provide banners and signs to Alameda County, which question was answered by Ms. Fasano.

Director Adams asked if the campaign kickoff is being coordinated with the Bike to Work Month, which question was answered by Ms. Fasano.

Director Bates asked about the substance and timing of the campaign launch in May and June and about the proposed URL addresses, which questions were answered by Mss. Fasano and Roggenkamp.

Directors Haggerty and Avalos discussed with Ms. Fasano programs in their home districts that may be ripe for future collaboration or cross-promotion.

Director Ross suggested that staff enhance its outreach by communicating directly with Board Directors via the social media channels already in use and investigate possible incentives for employers to increase telecommunicating options for their workforces. Director Adams cited logistical and management issues related to telecommuting.



Director Bates suggested the Air District explore whether bridge tolls can be raised on Spare the Air days.

Public Comments: None.

Committee Action: None; informational only.

**7. Funding Approval for Spare the Air Campaign**

Ms. Roselius gave the staff presentation Funding Approval for Spare the Air Campaigns, including background, information regarding contractor and subcontractor teams, and staff recommendations.

Committee Comments:

Director Adams noted the small amount attributed to “social media” compared to the significant launch discussion and asked if this category is underfunded or very inexpensive, which question was answered by Ms. Roselius.

Public Comments: None.

Committee Action:

Director Haggerty made a motion, seconded by Director Adams, to recommend the Board of Directors authorize the Executive Officer/APCO to execute a contract amendment for year two of the contract with O’Rorke, Inc., in the amount of \$1,990,000 for Advertising, Communications & Evaluation Services for the Spare the Air Campaign.

The motion carried unanimously.

**8. Committee Member Comments/Other Business:** None.

**9. Time and Place of Next Meeting:** At the Call of the Chair.

**10. Adjournment:** The meeting adjourned at 10:58 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 29, 2013

Re: Update on the Public Participation Plan Outreach

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In March 2013, staff updated the Committee on the public release of the Draft *Public Participation Plan*. The purpose of this plan is to develop a District-wide, consistent approach when engaging stakeholders in Air District public processes.

The Draft *Public Participation Plan* document was posted on the Air District website the first week of May and staff is now engaged in soliciting public comment on the document.

DISCUSSION

Staff will update the Committee on plans for public outreach.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this project is included in the FYE 2013 Budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Jim Smith  
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 29, 2013

Re: 2013 Spare the Air Season Creative Elements

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. Past Spare the Air campaigns have targeted the general population, household decision-makers, young adults and solo drivers.

DISCUSSION

This year's Spare the Air campaign features new creative elements that focus on the theme "a better way to work". The regional campaign runs through the end of October. Bay Area residents are being targeted to reconsider options to driving alone long distances to work. Craig the Bike Guy will be riding at summer festivals throughout the 9 counties. Online, TV and social media elements will be presented.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the campaign is included in the FYE 2013 and FYE 2014 budgets. The campaign is funded primarily through the Congestion Mitigation Air Quality program, supplemented by the Transportation Fund for Clean Air.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Aaron Richardson  
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 29, 2013

Re: Funding Approval for Spare the Air Resource Teams Contract

RECOMMENDED ACTION

The Committee will consider recommending that the Board of Directors authorize the Executive Officer to execute the year-two contract amendment for the Spare the Air Resource Teams.

BACKGROUND

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications and Outreach Division completed a Request for Proposal (RFP) process in May 2012 to solicit responses for social marketing, civic engagement and facilitation services for the Spare the Air Resource Teams. Community Focus was the selected contractor.

A three-year contract was approved by the Board of Directors in June 2012 with Community Focus, a local vendor, and funding of up to \$227,000 was approved through FYE 2013. Staff is recommending Board approval of \$227,000 for the second year of the contract.

DISCUSSION

Resource Teams throughout the Bay Area continue to be a useful tool in developing and communicating clean air programs. In 2012, Community Focus fully satisfied the Air District contract requirements therefore staff is recommending Board approval for the 2013/14 contract.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this contract is included in the draft FYE 2014 budget in the amount of \$227,000.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Jim Smith  
Reviewed by: Lisa Fasano