

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

APPROVED 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.

15/ Sean Gallagher

Sean Gallagher
Clerk of the Boards