

Treasure Valley Air Quality Council  
Outreach Education Subcommittee  
Meeting  
Wednesday, July 25, 2007  
DEQ State Office, Conference Room B, 1:00 p.m.

Minutes

Present: Peter O’Neill, Patricia McGarvan, Gary Multanen, Beth Elroy, Rick Stott, Leonard Herr, Mike Dubois, Melinda O’Malley Keckler, Amy Luft

1. Introductions.

Committee members and others introduced themselves.

2. Review purpose; develop goal statement.

Amy listed four of the main outreach objectives listed in the plan to discuss goals for the committee. At this point, the committee stated their goal is to change behavior. It was noted by Beth and others that while the objectives in the plan used the language “increase education and awareness,” in reality what they wanted to do was to change behavior. Peter raised the question of how much this would cost, as he needs to develop a proposal for the Governor/legislature for funding. It was discussed that it is difficult to know how much funding to request without knowing an exact path forward.

3. Presentation: Community-Based Social Marketing overview (Amy Luft)

Amy gave a short presentation on Community-Based Social Marketing. This is a framework for bringing about behavior change. The group discussed whether they want to use this framework or parts of it. Some on the committee felt it was too early in the planning stages to decide if they want to use this framework, others felt the committee should use this framework, but only after other decisions had been made, and others felt that the framework could be used, but only as one portion of a larger outreach program.

4. Open discussion: how should the committee move forward?

*Finances.* Peter will be submitting a budget request to the Governor in August. It was discussed how much money will be needed and how that money will be spent and the question was raised, “Should the initial request be for money for planning or for money to conduct an outreach program?” Gary added that perhaps the first objective of the group should not be to try to bring about behavior change, but to develop a plan to be able to secure funding. Peter said that in the short time frame we have, the committee won’t be able to submit a full plan, but he will submit a “plan to plan.” Eventually, the outreach program should be self-funding from revenues from emissions testing. Amy presented information about an EPA Mobile Source Outreach grant that is available each year – the committee may want to consider applying for funding from this grant in 2008.

*Consultant.* The committee discussed whether to hire a consultant. There were a variety of opinions of the role of a consultant...from hiring a firm to conduct the entire program to hiring a firm to just do the actual outreach campaign, but doing the initial research and path forward in-house, to hiring a firm only to do specific bits and pieces (research, focus groups) of the work. Beth suggested a consultant be hired initially to do research into what other communities have done and how successful they were. Melinda suggested the committee bring in consultants to “pitch” what they could do. Mike stated that from his experience in working with colleagues from around the US, there is a finite list of what types of behaviors an outreach program can try to change, and that consultants probably could not add to that list...that the decisions regarding what types of behavior changes were most desirable could be made by the committee, then a consultant could be hired to conduct the outreach campaign. The conversation also included questions on how much a consultant would cost. The answer from Melinda was that costs could vary widely depending on the scope of work.

*Planning.* The need for additional planning before any steps are taken was emphasized by most all members of the committee. The next meeting (see below) will begin this process by developing a mission statement and setting goals and objectives for the committee.

5. Set date/time for next meeting

The next meeting was set for **Tuesday, August 14, 1:00 – 2:30** at the DEQ State Office, Conference Room C. The main purpose of the next meeting will be to develop a mission statement for the committee and set committee goals and objectives.