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Vacant
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**Citizens Advisory Committee
Special Meeting Agenda**

San Joaquin Valley Unified Air Pollution Control District
CENTRAL REGION OFFICE
Governing Board Room
1990 E. Gettysburg Avenue, Fresno, CA.

**November 1, 2011
10:00 a.m.**

The Citizens Advisory Committee Meeting will be held at the following locations:

- Central Region Office (Governing Board Room, 1990 E. Gettysburg Avenue, Fresno)
- Southern Region Office (VTC Room, 34946 Flyover Court, Bakersfield)
- Northern Region Office (VTC Room, 4800 Enterprise Way, Modesto)

The Citizens Advisory Committee meeting will be webcast.

All Meeting attendees are advised that all pagers, cellular telephones, laptops and any other electronic devices should be placed in silent mode to prevent interruptions in our Public Meeting proceedings.

Any member of the public may address the Citizens Advisory Committee during both the public comment period and on any scheduled item on the agenda. Comments are limited to a maximum of three minutes per speaker unless, for good cause, the Chair grants a longer period of time.

To request special accommodations for those persons with disabilities or to request Spanish interpreting services please contact the Clerk of the Boards at (559) 230-6000 at least 7 days prior to the meeting date.

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENTS – *This time is made available for comments from the public on matters that are not on the Agenda. It is requested that no comments be made during this period on items on the Agenda. The public may make comments on each CAC Agenda Item during the time allowed for public comments. Attention is called to the fact that the CAC is prohibited by law from taking any action on discussion of matters that are not on the Agenda.*

4. DISCUSSION AND BRAINSTORMING SESSION ON AIR ALERT PROGRAM AND COMPLEMENTARY PROGRAMS – *The purpose of this item is to recap the inaugural 2011 Air Alert program and solicit comments and suggestions from CAC members and the general public to be forward to the APCO for consideration for potential enhancements for the 2012 1-hour ozone season Air Alert program.*

A. Presentation by District Staff Recapping 2011 Activities

B. Brainstorming Discussion Regarding Suggestions for 2012

i. Who Are the Target Audiences?

- a) General Public
- b) Schools
- c) Business Community
- d) Media
- e) Community & Environmental Groups
- f) Aging Populations
- g) Others?

ii. What Should Be the Specific Message for Each Target Audience and How Do We Grab Their Attention?

- a) Pocket Book Message
- b) Health Message
- c) Community Pride Message
- d) Others?

iii. What Should We Be Asking Our Target Audiences To Do?

- a) No Idling
- b) Reduce Driving
- c) Delay Lawn Care
- d) Others?

iv. What Outreach Methods Should Be Used For Each Target Group?

v. Additional Ideas or Comments

C. Role of Real-Time Air Advisory Network (RAAN) and the Flag Program

D. Recap of Suggestions for APCO

- NEXT MEETING – The next meeting is scheduled on December 6, 2011. The meeting will be held via video teleconference (VTC), with the Central Region Office (Fresno), the Northern Region Office (Modesto) and the Southern Region Office (Bakersfield) participating.