



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIRPERSON
ERIN GARNER
SCOTT HAGGERTY
JANET LOCKHART

CAROL KLATT - VICE CHAIRPERSON
MICHAEL SHIMANSKY
JOHN SILVA
BRAD WAGENKNECHT
KEN YEAGER

MONDAY
MARCH 3, 2008
9:30 A.M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

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 FEBRUARY 14, 2008**
4. **SPARE THE AIR 2008 CAMPAIGN UPDATE**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will present an update on development of the 2008 Spare the Air Campaign.
5. **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)
6. **TIME AND PLACE OF NEXT MEETING:** AT THE CALL OF THE CHAIR, 939 Ellis Street, San Francisco, CA 94109
7. **ADJOURNMENT**

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- 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.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 23, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of February 14, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the February 14, 2008 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000**

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Thursday, February 14, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:30 a.m.
Present: Scott Haggerty, Carol Klatt, Janet Lockhart (9:45 a.m.), Michael Shimansky, John Silva, Brad Wagenknecht (9:50 a.m.), Chairperson Mark Ross.
Absent: Erin Garner.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of November 26, 2007:** Director Shimansky moved approval of the minutes; seconded by Director Klatt; carried unanimously without objection.
4. **Update on Cleaner Burning Technology Incentive Program:** *Staff provided a an update on the recent Change 4 Clean Air incentive program.*

Jack Broadbent, Executive Officer/APCO, introduced the item and stated that the Cleaner Burning Technology Incentive Program involves the Air District's rule making efforts, the incentive and the overall educational efforts in this area.

Mr. Broadbent presented the Committee with background information and with information on the Air District's current status. Mr. Broadbent requested direction from the Committee with regard to the incentive program. The background included the following:

- Environmental Protection Agency (EPA) PM_{2.5} standard was lowered from 65 to 35 µg/m³; and
- Bay Area exceeded 20-30 days per year, mostly occurred during winter

Mr. Broadbent further elaborated that at least 30% to 40% of PM_{2.5} is woodsmoke.

- There are approximately 1.1 million fireplaces;
- 140,000 woodstoves; and
- 130,000 pellet stoves in the bay area

The cost to replace these non-certified wood-burning appliances ranges from \$400 to \$3,500 per device which is a low estimate.

Mr. Broadbent indicated that rulemaking is anticipated to be brought to the Committee during the summertime and that the Air District will start with a set of workshops in March through April timeframe. Mr. Broadbent stated that in July 2007, the Board of Directors designated \$500,000 in reserves for an incentive program and in December 2007, the Air District authorized \$100,000 for this incentive program. As the Committee authorized the Air District to establish an incentive program, the Air District chose to contract with the Hearth, Patio and Barbecue Association (HPBA) which consists mostly of retailers and manufacturers.

Mr. Broadbent suggested that the Committee should consider making a no burn message as part of the rule on Spare the Air Nights. This item will be taken to the Stationary Source Committee in the future.

Mr. Broadbent stated that the Air District should have more control of incentive funds, particularly as the Air District moves forward in the rule making effort.

Committee Action: Director Haggerty moved that the wood burning portion be deleted (including pellet stoves), that an additional \$400,000 in funding be added and that the first priorities of the incentives program are those applications that were submitted and were turned down. In addition, the program is to be administered in-house; seconded by Director Silva.

Director Silva stated that recommending a rule on wood burning stoves is a very touchy situation.

Director Haggerty suggested that the Air District contact both Lowe's and Home Depot asking them to match the funds of the Air District and requested that the Air District contact HPBA to obtain the list immediately.

5. **Consideration of Extension of Contracts for Public Outreach Programs:** *Staff recommended that the Committee recommend that the Board of Directors approve the extension of contracts for media/employer relations, advertising design, public opinion surveying, and community outreach for Public Outreach Programs.*

Mr. Broadbent, briefed the Committee regarding the extension of the contracts. Karen Schkolnick, Air Quality Programs Manager, presented the report and presented background information and stated that the Air District relies heavily on contractors to assist with the development of campaigns and program materials and public outreach.

Ms. Schkolnick requested that the Committee recommend that the Board of Directors authorize the Executive Officer/DAPCO to execute extensions to the following:

Extend contracts through August 15, 2008 to:

- O'Rorke PR, Inc. – not to exceed \$140,000
- Allison and Partners – not to exceed \$400,000

Extend contracts through March 31, 2009 to:

- Community Focus – not to exceed \$180,000

- True North – not to exceed \$175,000

Ms. Schkolnick concluded her presentation. Director Haggerty expressed concern over the opening statement from Ms. Schkolnick “that the Air District relies heavily on contractors.” Mr. Broadbent responded by stating that there is more reliance on contractors and the organization in doing much more in terms of outreach.

Director Lockhart asked if the job duties have changed in the past as a result of this. Mr. Broadbent provide both Director Haggerty and Director Lockhart with further information.

Committee Action: Director Lockhart moved the staff recommendation; seconded by Director Klatt.

6. Spare the Air 2008 Campaign Update: *Staff provided the Committee with an Update on the Spare the Air 2008 Campaign.*

Mr. Broadbent presented the 2008 Campaign. The Committee was asked to provide direction as the Air District moves forward in developing the Spare the Air 2008 Campaign.

Mr. Broadbent noted that this program was created in 1991. This program was also created to inform the public when there is a smog day and asks that each individual take transit, reduce driving and incorporate other clean air choices. The upcoming season starts on June 2, 2008 through October 13, 2008. Last year there were only 2 spare the air advisories and the year prior there were as many as 12.

Points to consider: The Metropolitan Transportation Commission (MTC), which is a major funder of this program, has indicated that they only have one more year of funding and that they only have sufficient funding for one day of free transit. The free transit has been an historic element of this program over the last four years or so. Prior to that, there was no free transit, it was more of an education messaging, letting people know they should try to take transit.

Mr. Broadbent stated that perhaps this program should be transitioned away from free transit. Mr. Broadbent also noted that the Committee should talk about individual responsibility and other types of steps to bring home the message on climate protection.

Mr. Broadbent also indicated that he would like the Air District to get away from an episodic program and move toward a climate protection focus with an advertising campaign around Earth Day. Also noted was that this program is not a cost effective program and that it is very expensive in the amount of emission reductions it achieves. Mr. Broadbent concluded that the Air District is facing a situation where basically there is no funding for this program with the exception of one day and requested Committee input.

After a lengthy discussion regarding various ways to enhance the program, the Committee suggested that they would like this program to go forward and suggested that staff research this further.

Mr. Broadbent stated that the Air District should probably consider increasing its funding. The Air District, to date, has only had a small part in the allocation of the free rides aspect.

Committee Action: Staff will take into consideration the Committees' suggestions and concerns and will come back to the Committee with additional alternatives feasible for this program.

7. **Committee Member Comments:** Director Haggerty asked about an article suggesting the Air District does not encourage its employees to ride bicycles. Mr. Broadbent noted that the Air District employees were temporarily suspended from riding their bikes to a meeting, due to insurance concerns. At present, the Air District is in discussions with the insurance company with regard to liability concerns.

Chairperson Ross suggested a Spare the Air day of the month; putting out a message once a month regardless of temperature suggesting individuals take transit. Chairperson Ross also suggested that on Earth Day Directors' have an op-ed piece to use in their Districts.

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

9. **Adjournment.** The meeting was adjourned at 11:05 a.m.

Vanessa Johnson
Acting Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 27, 2008

Re: Spare the Air 2008 Campaign Update

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

The *Spare the Air* Program was created in 1991 to notify the public when ground-level ozone is forecast to reach unhealthy concentrations and to persuade residents to take individual action to reduce air-polluting activities. The summer 2008 *Spare the Air* season runs from June 2 through October 13.

DISCUSSION

The 2008 *Spare the Air* campaign will continue to make the connection between climate change and air quality, while challenging Bay Area residents to modify their behavior, not just during poor air quality days, but every day. The *Spare the Air* campaign's increasing emphasis on climate change is a natural progression, due to the pronounced effect rising temperatures would have on air quality. Data projections for the Bay Area indicate that climate change will cause an increase in extreme heat days. These additional extreme heat days would trigger more ozone exceedances and erode air quality gains made during the past 50 years.

Staff has explored options for continuing to provide a free transit incentive in 2008, given limited funding. The Metropolitan Transportation Commission (MTC) staff has indicated that approximately \$4 million in funding remains from the 2007 free transit incentive. Air District staff has requested the final installment of Spare the Air/CMAQ funding (\$2 million) from Caltrans. Staff is working with MTC and the transit operators to explore options for applying these and possible additional funds towards the 2008 free transit incentive. MTC has indicated that no further CMAQ funding is available beyond the 2008 season.

Staff has also explored the possibility of offering an array of other air quality incentives during the 2008 campaign. These incentives would be paid for through corporate and community partnerships as well as District funding, and might include such items as free teleconferencing, a

discount on bike rentals, rewards to schools, and other options. Providing these other types of incentives would be economical and could be offered on a year-round basis.

The following are three options for the 2008 *Spare the Air* campaign:

- Option 1: Provide three free morning commutes on a limited number of transit systems. The estimated cost of providing this option is \$4.5 million.
- Option 2: Expand Option 1 to include all Bay Area transit operators (29). This option would add an additional cost of \$2.4 million.
- Option 3: Expand Option 2 to include other types of incentives and messages beyond free transit. This option would add an additional cost of \$1.5 million. (This incentive option could also be undertaken on a stand-alone basis, without the free transit component, for a total estimated cost of \$2 million).

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the *Spare the Air* Program comes from three sources: Congestion Mitigation Air Quality (CMAQ) funding; the Transportation Fund for Clean Air (TFCA) program, and General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen Schkolnick
Reviewed by: Jean Roggenkamp