



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
MAY 5, 2008
9:30 A.M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

REVISED 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 03, 2008**
4. **SPARE THE AIR 2008 CAMPAIGN UPDATE**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will present an update on the 2008 Spare the Air Campaign.
5. **SUMMARY OF WOOD SMOKE OUTREACH AND INCENTIVES**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

The Committee will receive an overview of the Wood Smoke Outreach and Incentives to date.
6. **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)
7. **TIME AND PLACE OF NEXT MEETING:** 9:30 a.m. July 3, 2008, 939 Ellis Street, San Francisco, CA 94109
8. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET SAN
FRANCISCO, CA 94109**

(415) 749-5127
FAX: (415) 928-8560
BAAQMD homepage:
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.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

MAY 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Friday	2	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday every other Month)</i>	Monday	5	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets At the Call of the Chair)</i>	Monday	12	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday of every odd Month) – RESCHEDULED TO THURSDAY, MAY 15, 2008</i>	Wednesday	14	10:00 a.m.	Board Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i>	Wednesday	14	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday of every odd Month)</i>	Thursday	15	9:00 a.m.	Board Room
Advisory Council Executive Committee <i>(Meets 2nd Wednesday of every odd Month)</i>	Thursday	15	Immediately Following the Advisory Council Regular Meeting	Room 716
Board of Directors Climate Protection Committee <i>(Meets 3rd Thursday every other Month)</i> - TO BE RESCHEDULED	Thursday	15	9:30 a.m.	4 th Floor Conf. Room
Joint Policy Committee	Friday	16	10:00 a.m. – 12:00 p.m.	MTC 101 - 8 th Street Oakland, CA 94607
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	19	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i> RESCHEDULED TO WEDNESDAY, MAY 14, 2008	Thursday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i>	Wednesday	28	9:30 a.m.	4 th Floor Conf. Room

JUNE 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Technical Committee <i>(Meets 1st Monday of every even Month)</i>	Monday	2	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
Advisory Council Public Health Committee <i>(Meets 2nd Wednesday of every even Month)</i>	Wednesday	4	1:30 p.m.	Room 716
Advisory Council Air Quality Planning Committee <i>(Meets 1st Thursday of every even Month)</i>	Thursday	5	9:30 a.m.	Room 716
Board of Directors Executive Committee <i>(Meets At the Call of the Chair)</i>	Wednesday	11	10:00 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 3rd Thursday every other Month)</i>	Thursday	12	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday quarterly)</i> – RESCHEDULED TO MAY 19, 2008	Monday	16	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets 4th Monday of every Month)</i>	Monday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i>	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee – <i>(Meets 4th Thursday of each Month)</i>	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

JULY 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	2	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday every other Month)</i>	Thursday	3	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Executive Committee <i>(Meets 2nd Wednesday of every odd Month)</i>	Wednesday	9	9:00 a.m.	Room 716
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday of every odd Month)</i>	Wednesday	9	10:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee <i>(Meets 3rd Thursday every other Month)</i>	Thursday	17	9:30 a.m.	4 th Floor Conf. Room

JULY 2008

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Joint Policy Committee	Friday	18	10:00 a.m. – 12:00 p.m.	MTC 101 - 8 th Street Oakland, CA 94607
Board of Directors Budget & Finance Committee <i>(Meets 4th Wednesday of each month)</i>	Wednesday	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>– (Meets 4th Thursday of each Month)</i>	Thursday	24	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Legislative Committee <i>(Meets 4th Monday of the Month)</i>	Monday	28	9:30 a.m.	4 th Floor Conf. Room

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4/29/08 (10:40 a.m.)
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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: April 30, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of March 3, 2008.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 3, 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
Monday, March 3, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.
Present: Mark Ross Chairperson, Erin Garner (9:50 a.m.), Carol Klatt, Janet Lockhart, Michael Shimansky (10:05 a.m.), John Silva, Brad Wagenknecht.
Absent: Scott Haggerty.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of February 14, 2008:** Director Lockhart moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Spare the Air 2008 Campaign Update:** *Staff provided an update on the development of the 2008 Spare the Air Campaign.*

Jean Roggenkamp, DAPCO, introduced the item and noted that at its last meeting, the Committee provided direction to staff to provide free transit for the 2008 Spare the Air season.

Ms. Roggenkamp provided the Committee with the following background:

***Spare the Air* program created in 1991:**

- Notifies the public when air quality is unhealthy
- Persuades public to make behavior changes to reduce air polluting activities

***Spare the Air* program has evolved:**

- Added free transit incentive
- Modified free transit incentive
- Incorporated climate protection messages to compliment episodic aspect

Ms. Roggenkamp stated that it is clear there should be a free transit element to the program, but the Air District would also like to continue the evolution of the program by incorporating a climate protection message.

- **Continue to connect climate change with air quality**
 - Message: “Spare the Air today, and everyday!”
 - Climate change projected to cause increase in extreme heat days, triggering more ozone exceedances

- **Challenge: limited funding**
 - Remaining CMAQ/TFCA funding from 2007 free transit incentive (\$4 million)
 - Final CMAQ funding (\$2 million); TFCA match
 - Staff exploring additional funding from MTC and transit operators

Because last summer there were only 2 out of 4 free transit on Spare the Air days, there were monies matching about \$4 million carried over from 2007. It is a combination of federal CMAQ dollars, and TFCA funds. The Air District receives CMAQ dollars for the Spare the Air program as a whole, not necessarily associated with free transit, and that money is available to the Air District and that has been requested and is in the final installment as there are no more CMAQ dollars available.

In addition, Ms. Roggenkamp state that the Air District did check with the Metropolitan Transportation Commission (MTC) and the transit operators about contributing more money and this is not a likely source of funds. MTC has expressed to the Air District that they would prefer a strong climate message. Climate protection has become a key element in their regional transportation plan and they are looking at ways to integrate the climate protection aspect into the work currently underway.

Additional incentives to include:

Opportunities to promote positive behavior.

Example ideas:

- Free teleconferencing
- Discounted bike rentals
- Rewards to schools
- Free Translink cards

Options for consideration by the Committee included:

- **Option 1:** Provide three free morning commutes on limited number of transit systems – estimated cost \$4.5 million.
- **Option 2:** Expand Option 1 to include all Bay Area transit operators (29) at additional cost of \$2.4 million.
- **Option 3:** Expand Option 2 to include other types of incentives and messages beyond free transit at additional costs of \$1.5 million.

Ms. Roggenkamp stated that it is important to include a way of transitioning the Spare the Air Program for the future. Other incentives are less costly than free transit on specific days and will be promoted this summer.

Ms. Roggenkamp concluded her presentation. Chairperson Ross complimented Ms. Roggenkamp on the presentation.

After considerable discussion the Committee provided direction to staff. The Committee will recommend the following:

- Free transit on the first 2 Spare the Air Days to include: free morning commutes on trains and ferries; and full day commutes on all other bus transit systems;
- Inclusion of other types of incentives and messaging beyond free transit to promote climate protection;
- A survey analysis to assess the effectiveness of the program; Estimated cost for the 2008 program is \$6.7 million dollars; and
- If possible, will seek to find funds for an additional day.

Committee Action: Motion to approve recommendations to the Board of Directors by Director Wagenknecht; seconded by Director Garner; carried unanimously without objection.

5. **Committee Member Comments:** Director Silva asked about the second round of funding for the wood smoke program and Mr. Broadbent noted that he would provide an update at the next Board of Directors meeting. Director Lockhart asked about the status of a letter from HPBA and requested that the Air District provide the Committee with a status update.
6. **Time and Place of Next Meeting:** At the Call of the Chair.
7. **Adjournment.** The meeting was adjourned at 10:25 a.m.

Vanessa Johnson
Acting Clerk of the Board

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: April 28, 2008

Re: Spare the Air 2008 Campaign Update

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

Since 1991, the *Spare the Air* campaign has worked to persuade the public to adopt practices that promote long-term behavior change to protect air quality. Historically, the *Spare the Air* program has been an episodic public outreach campaign with advisories being issued to the media, individuals, employers, schools and public agencies whenever air quality was forecast to be unhealthy. The 2008 summertime ozone season runs from Monday, June 2 – Friday, October 3, 2008.

DISCUSSION

For 2008, the *Spare the Air* program has been expanded to a year-round campaign and will include partners, climate protection messages and a broad range of incentives such as free transit, teleconferencing, discounts on bike rentals and rewards to schools. The extensive advertising such as commercials on television, radio, internet, in theater and community outreach that have made the *Spare the Air* campaign so successful will continue. As in previous years, the Air District will conduct telephone surveys to collect data regarding public behavior on all *Spare the Air* days and on “normal”, or, non-*Spare the Air* days.

The incorporation of a climate protection focus into the *Spare the Air* campaign is a natural progression due to the strong connection between air quality and climate. The campaign will inform the public about the causational link between air quality and climate change and persuade them to modify their behavior not just during poor air quality days, but every day.

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: Lisa Fasano

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: April 28, 2008

Re: Wood Smoke Reduction Outreach Summary

RECOMMENDED ACTION:

None. Information only.

BACKGROUND

Staff will present a summary of public outreach conducted to increase public understanding and awareness of the Air District's comprehensive Wood Smoke Reduction Strategy which includes: the Wood Smoke Reduction Rebate Program, the proposed Regulation 6, Rule 3; Wood-Burning Devices, and the Spare the Air Tonight Program.

DISCUSSION

In December of 2006, the US EPA adopted more stringent Particulate Matter (PM_{2.5}) standards, increasing the health protectiveness of the national 24-hour standard from 65 micrograms/m³ to 35 micrograms/m³. The Air District has developed a comprehensive Wood Smoke Reduction Strategy to reduce PM 2.5 to meet the EPA standard and protect public health.

WOOD SMOKE REDUCTION REBATE PROGRAM

For fiscal year 2007/2008, the Air District committed \$500,000 in incentives for Bay Area residents to switch their wood-burning home heating devices to cleaner-burning alternatives. The first phase of the program began on January 15, 2008, with \$100,000 distributed in partnership with the Hearth, Patio & Barbecue Association and associated retailers. The remaining \$400,000 was disbursed through a District rebate program which opened on April 7, 2008.

Rebate Program Highlights:

- Issued press releases announcing the beginning and end of this program.
- Feature stories in television and print media.
- Approximately 850 rebates and discounts issued through these offers.

Regulation 6, Rule 3; Wood-Burning Devices

Last fall, the Air District began conducting outreach to support the rule development process of Regulation 6, Rule 3, to reduce Particulate Matter (PM) emissions from wood-burning devices. The Air District's public education efforts are focused on informing the public of the adverse health effects of particulate matter in wood smoke, and how to comply with Regulation 6, Rule 3.

Rule Outreach Highlights:

- Assisted Enforcement in coordinating, advertising, and staffing seven public informational meetings during Fall 2007, and nine additional meetings during April 2008.
- Issued press releases announcing the beginning and end of this program.
- Feature stories in television and print media.
- Prepared and distributed PM tip cards, bookmarks, and other educational materials.

SPARE THE AIR TONIGHT

Staff is currently developing the outreach campaign for the winter 2008/2009 Spare the Air Tonight program. The upcoming program will include the following elements:

- Emphasis on health consequences from exposure to PM.
- Advertisements and public service announcements on television, radio, web, and in-theatre.
- Community and employer event boothing throughout the region.
- Media advisories for Spare the Air Nights, and press releases on key dates.
- Distribution of "Spare the Air Tonight" marketing materials to employers, health clinics, and public agencies.
- Translation of materials for Spanish and Chinese language speakers.
- Op-ed and editorial board meeting with the Executive Officer.
- Surveys conducted on Spare the Air Nights.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the campaign was included in the 2007-08 budget, and proposed 2008-09 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen Schkolnick
Reviewed by: Lisa Fasano