

**Bay Area Air Quality Management District
939 Ellis Street
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:30 a.m., Wednesday, October 11, 2006

1. **Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 9:37 a.m.

Present: Brad Wagenknecht, Chairperson, Carol Klatt, Mark Ross, Yoriko Kishimoto (9:40 a.m.).

Absent: Erin Garner, Nate Miley, John Silva, Pamela Torliatt.

Also Present: Scott Haggerty (9:51 a.m.).

2. **Public Comment Period:** There were none.

3. **Approval of Minutes of August 30, 2006:** There was no approval of the minutes, as there was not a quorum.

4. **Spare the Air Tonight 2006/2007 Program Overview:** *Staff updated the Committee on the 2006/2007 Spare the Air Tonight – Wintertime Outreach Plan.*

Jack Colbourn, Director of Outreach and Incentives, introduced two new staff members Karen Schkolnick, Program Manager in charge of Public Information and Richard Lew, Community Outreach Manager.

The Spare the Air Tonight program will begin on November 20, 2006 and run through February 16, 2007. The focus of Spare the Air Tonight is to reduce Particulate Matter (PM). The messages include reducing wood burning, reducing driving and protecting public health.

The Santa Clara County wood smoke change-out program expires at the end of November, as there are no additional funds. The number of stoves that were changed out for this program was not readily available but will be presented to the Committee at the next meeting. Chairperson Wagenknecht requested that Mr. Colbourn report back to the Committee on Santa Clara County's success with their wood smoke program.

This years' kick-off event is in conjunction with the Golden State Warriors Basketball team. The partnership event will allow for at least 60 ads, which may include a halftime presentation, details are being finalized.

Director Scott Haggerty arrived at 9:51 a.m.

Staff continues to work on the adoption of the model wood smoke ordinance. PM is 1/20th the size of a human hair and can remain airborne for hours, days or weeks as well as travels deep in the lungs. The health effects may include: coughing, eye irritation, asthma trigger and heart and lung related death. You will continue to hear more about this as we roll out the program.

Advisories calling for Spare the Air Tonight varied from 11 in 1991 to 1 in 2002. EPA has established a new PM standard. Due to the new standard the threshold for calling a Spare the Air Tonight alert will be lower. Considerably more alerts may be called this year than in previous. The various sources of PM include wood burning stoves, power plants, heavy duty diesel engines, various natural sources, cars and trucks, non-road vehicles, forest fires and industrial sources.

This year the District has produced a bilingual Tip Card, providing a similar message as the PM Tip Card. The Air Resources Board (ARB) in conjunction with the District updated the Wood Burning Handbook to make it more Bay Area specific. The Spare the Air Tonight program release is scheduled for November 20, 2006, and will focus on a bigger push in the media during the major winter holidays; Thanksgiving, Christmas and New Years. Mr. Broadbent, Executive Officer, is featured in the wintertime video which provides a message that is similar to the Spare the Air Tonight message.

At present, eight counties have adopted the wood smoke ordinance. Out of 101 Bay Area cities, 41 have adopted the model ordinance. Billboards will be placed on Treasure Island; 101 in the South Bay and McAfee Park. The focus will be “don’t burn wood, “make a long-term investment in your family’s health, switch to natural gas,” “drive less,” “trip-link your errands,” and “register for Air Alerts.”

Committee Action: None. This report was provided for information only.

5. Overview of the new video Burning Cleaner, Burning Better: *Staff provided a briefing and presentation of video.*

Kelly Wee, Director of Compliance and Enforcement, presented the Burning Cleaner, Burning Better video which is a joint project with the Napa County Fire Marshall’s Office. Funding was provided by the Air District. The video will be distributed throughout the nine Bay Area counties. The main purpose of the video is to reach agriculture workers and inform them of the proper use of building better fires, demonstrating proper burning techniques in an easy to view format also with a bilingual option, and minimizing particulate matter generated from agriculture burns. California recognizes that agriculture burning is an essential activity.

The Air District’s Open Burning regulation is one of the oldest rules, adopted in 1960 and amended more than half a dozen times. As part of the Air District’s program to promote compliance assistance to help regulated parties comply with regulations, the Air District is looking towards programs to promote increased compliance in the area of open burning. The Air District has had a longstanding relationship with the California Department of Forestry (CDF); the Napa County Fire Marshall proposed that we partner with them to develop this video. Production and cost of the video which took approximately seven months to complete, at a cost of \$40,000.00.

Since agricultural burning occurs primarily in North and South areas of the Bay Area, those were the areas targeted for the outreach.

At present, 500 copies have been distributed through the Napa County Fire Agriculture Commissioner. The District is working with both Sonoma and Santa Clara Counties. It was noted that Contra Costa County and the Agriculture Commissioner has approached the Air District requesting copies. There are 2,000 videos that have been distributed county by county, as the program moves forward. This is part of a bigger project for additional outreach in open burning, as PM becomes our big concern. Future alternatives to consider would be wood chipping programs and back yard burners.

Committee Action: None. This report was provided for information only.

6. Summary of the Spare the Air – Summer 2006: *Staff presented a summary on the 2006 Spare the Air – Summer program.*

The official Spare the Air Program will come to a close on October 13, 2006. Staff presented a series of slides to the Committee that summarized what occurred over the summer. Discussions centered on ideas generated by the Committee. Staff will come back to the Committee within the next 9 months with suggested refinements to the program.

Mr. Broadbent noted that as the District moves forward, it is anticipated that a similar program in conjunction with MTC and transit providers will continue next year. The program may need to be refined and expanded in other ways, but at least it can essentially help people change their behavior or industries change practices at least for a short period time as we see lower levels of ozone during the summer.

The District is currently working on refining forecasting abilities. Due to the fact that the metrological conditions in the Bay Area are constantly changing, there were days that were expected to exceed standards and did not and then there were instances when there was not a Spare the Air called and there were exceedances.

Committee Action: None. This report was provided for information only.

7. Committee Member Comments: The Committee directed staff to agendize “Safe Routes to School” at a future meeting.

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

9. Adjournment. The meeting was adjourned at 10:35 a.m.

/s/ Vanessa Johnson
Vanessa Johnson
Executive Secretary