

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

APPROVED MINUTES

Advisory Council Executive Committee
9:00 a.m., Wednesday, March 14, 2007

1. Call to Order – Roll Call. Chairperson Glueck called the meeting to order at 9:05 a.m.

Present: Fred Glueck, Chairperson, Sam Altshuler, Ken Blonski, Jeffrey Bramlett, Harold Brazil, Kraig Kurucz (9:17 a.m.).

Absent: Louise Bedsworth, Ph.D.

2. Public Comment Period: There were no public comments.

3. Approval of Minutes of November 8, 2006: Mr. Bramlett moved approval of the minutes; seconded by Mr. Blonski; carried unanimously without objection.

4. Committee Reports:

a) Air Quality Planning Committee Meeting of February 14, 2007: Mr. Blonski presented the report and stated that the Committee reviewed its Mission Statement and the topics and priorities assigned to the Committee at the January 10, 2007 Council Retreat. Two presentations were made to the Committee: 1) Ana Sandoval presented information on carbon offsets and 2) Michael Murphy provided an overview of mobile source programs. The next meeting is scheduled for April 11th and the Committee is working on obtaining a speaker from U.C. Santa Cruz, Manuel Pastor, or one of his associates. In addition, John Holtzclaw, Ph.D. will present a paper that he gave at the 2005 Air & Waste Management Association Convention.

There was general discussion about speakers for other Committees (Tom Cahill from UC Davis and Bart Ostro from the Office of Environmental Health Hazard Assessment) regarding rail yards and ports. Chair Glueck recommended that all the Committees review and discuss Dr. Pastor's report and a general discussion would take place at the May Council meeting. Dr. Pastor would be invited to attend the July Council meeting for his presentation.

Councilmember Kraig Kurucz arrived at 9:17 a.m.

b) Public Health Committee Meeting of February 14, 2007: Mr. Bramlett stated that the Committee continued discussions on indoor air quality (IAQ) and asthma; and the relationship between IAQ and outdoor air quality. The Committee briefly discussed the Air District's Spare the Air Program. The Committee is looking at what role the Air District should take regarding IAQ. The Committee discussed how to interface with the public, health officers and non-government organizations, and the importance of people working with their health care

providers to quantify their concerns. In summary, the Committee suggested that the role of the District would predominantly be one of facilitating existing information; the California Air Resources Board (CARB) was discussed; a fact sheet, web, and media presence would be the basis for speaking points.

Mr. Zamora will provide information on how the health officer aspects are going and the Committee should have some written recommendations drafted for a future meeting; there will be more discussion on the science interface before the recommendation is finalized. The next meeting of the Committee is April 11, 2007.

c) Technical Committee Meeting of February 28, 2007: Mr. Altschuler reported that Dr. Jean Ospital from the South Coast AQMD (SCAQMD) provided the Committee with an update on the MATES Program, which is a parallel to this Air District's CARE Program. The goal is to produce a matrix or table that compares the two programs. There was also a presentation from District staff about the Board activities on climate change and greenhouse gases (GHG). The Committee discussed what the role of the Advisory Council could be and one suggestion was to offer the Council's expertise to staff or the Board on climate change in a more formal way; possibly having several members of the Technical Committee attend the Board Public Outreach and Climate Protection Committee meetings.

Peter Hess, Deputy APCO, stated that the Board now has Standing Committee on Climate Protection that meets on a regular basis. The Committee is looking at the issue of a Foundation, the climate programs at the Air District, and would take into account the advice provided by the Council as a whole.

Mr. Altschuler stated that the next meeting of the Committee is scheduled for April 16th and Bart Ostro from the Office of Environmental Health Hazard Assessment (OEHHA) will give a presentation. There was discussion on making this a joint meeting with the Public Health Committee.

5. Overview of Chairperson Glueck's Report to the Board of Directors' Executive

Committee Meeting of February 9, 2007: *Chairperson Glueck gave an overview of his report to the Board of Directors' Executive Committee.*

Mr. Glueck noted that there would be a presentation today from the Outreach and Incentives Division and that it relates to the APCO's discussion from the Council's Retreat. The Spare the Air Program is going through some changes, which will be part of today's presentation. The Council should be aware of how the Council can assist or facilitate the promulgation of education and information to the public with regard to the Air District's policies. The policies include the CARE Program, the particulate matter discussion with CARE, indoor air quality, and climate protection. The charge to the Council's Committees is to see how the information can be best relegated to the public through Outreach and Incentives and how the Council can be of assistance with the Spare the Air campaign. Spare the Air is going to be a behavioral change and the Council can help educate the general public.

Jack Colbourn, Director of Outreach and Incentives, provided a brief overview of the presentation to be given to the full Council. The Spare the Air Program will migrate to Spare the Air/Clean Air Choices. The District will push the public to make clean air choices with the new campaign. The message built into the summer program is "what are you going to do?"

The Metropolitan Transportation Commission (MTC) is providing \$7.5 million and the District's contribution is about \$2 million for the free ride program, which will continue this year. The District is seeking funding from larger companies to help sponsor the free rides program, or other aspects of the campaign.

The District is developing a brochure on clean air choices and 50 things you can do now. Mr. Colbourn reviewed changes in the free rides component of the summer campaign. In response to a comment from Chair Glueck, Mr. Colbourn stated that 2000 employers are signed up to receive the Spare the Air alerts, which they then disseminate to their employees and encourage them to car pool, telecommute, or do other things. There is also an educational component, the "Clean Air Challenge," which goes to teachers. In conclusion, Mr. Colbourn stated that it will take a few years to get the Clean Air Choices message out and that spare the air is every day.

6. Committee Discussion Regarding Proposed Revision to the Advisory Council's Code of Conduct: Article 2: *The Committee considered a proposed revision to the Advisory Council's Code of Conduct: Article 2.*

Chair Glueck stated that a request had been made to change one of the gender references in Article 2 of the Code of Conduct and a Council vote will be taken to add the word "her" to paragraph 1.

7. Committee Member Comments/Other Business: Chairperson Glueck announced that he would introduce the new Council member at today's Regular meeting.

8. Time and Place of Next Meeting: 9:00 a.m., Wednesday, May 9, 2007, 939 Ellis Street, San Francisco, CA 94109.

9. Adjournment: The meeting adjourned at 9:56 a.m.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards