



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

## BOARD OF DIRECTORS' REGULAR MEETING

February 1, 2006

A meeting of the Bay Area Air Quality Management District Board of Directors will be held at 9:45 a.m. in the 7<sup>th</sup> Floor Board Room at the Air District Headquarters, 939 Ellis Street, San Francisco, California

### Questions About an Agenda Item

The name, telephone number and e-mail of the appropriate staff person to contact for additional information or to resolve concerns is listed for each agenda item.

### Meeting Procedures

The public meeting of the Air District Board of Directors begins at 9:45 a.m. The Board of Directors generally will consider items in the order listed on the agenda. However, any item may be considered in any order.

After action on any agenda item not requiring a public hearing, the Board may reconsider or amend the item at any time during the meeting.

# BOARD OF DIRECTORS' MEETING A G E N D A

WEDNESDAY  
FEBRUARY 1, 2006  
9:45 A.M.

BOARD ROOM  
7<sup>TH</sup> FLOOR

## CALL TO ORDER

Opening Comments  
Roll Call  
Pledge of Allegiance  
Commendations/Proclamations

Chair, Gayle B. Uilkema  
Clerk of the Boards

## PUBLIC COMMENT PERIOD

**Public Comment on Non-Agenda Items, Pursuant to Government Code Section 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 Board's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

## CONSENT CALENDAR (ITEMS 1 - 4)

Staff/Phone (415) 749-

1. Minutes of January 18, 2006 Meeting

M. Romaidis/4965  
[mromaidis@baaqmd.gov](mailto:mromaidis@baaqmd.gov)

2. Communications

*Information only*

J. Broadbent/5052  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

3. Report of District Personnel on Out of State Business Travel

J. Broadbent/5052  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*In accordance with Section 5.4 (b) of the District's Administrative Code, Fiscal Policies and Procedures Section, the Board is hereby notified that the attached memoranda lists District personnel who traveled on out-of-state business.*

4. Quarterly Report of the Clerk of the Boards

J. Broadbent/5052  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

## COMMITTEE REPORTS AND RECOMMENDATIONS

5. Report of the **Public Outreach Committee** Meeting of January 23, 2006

**CHAIR: B. WAGENKNECHT**

J. Broadbent/5052  
[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

**Action(s):** *The Committee recommends Board of Director approval to extend for a one-year period contracts that assist with public outreach:*

*Youth Outreach - Communications West (up to \$100,000)*

*Advertising - O'Rorke Advertising (up to \$867,000)*

*Media Relations - Allison & Partners (up to \$100, 000)*

*Research and Measurement - True North Research (up to \$63,000)*

*Community Outreach - Community Focus (up to \$165,000)*  
*Employer Program – Allison & Partners (up to \$98,000)*

6. Report of the **Legislative Committee** Meeting of January 30, 2006

**CHAIR: M. DESAULNIER**

**J. Broadbent/5052**

[jbroadbent@baaqmd.gov](mailto:jbroadbent@baaqmd.gov)

*Action(s): The Committee may recommend Board of Director approval of the 2006 Legislative Agenda as well as Air District positions on new bills.*

### **PRESENTATION**

7. Presentation regarding California Air Resources Board Memorandum of Understanding (MOU) with Union Pacific (UP) and Burlington Northern Santa Fe (BNSF) Railroads

**J. Roggenkamp/4646**

[jroggenkamp@baaqmd.gov](mailto:jroggenkamp@baaqmd.gov)

*Staff from the California Air Resources Board (ARB) will provide an overview of the MOU between the ARB and the UP and BNSF Railroads.*

### **OTHER BUSINESS**

8. Report of the Executive Officer/APCO
9. Report of the Chair
10. Board Members' Comments

Any member of the Board, 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)

11. Time and Place of Next Meeting - 9:45 a.m., Wednesday, February 15, 2006 - 939 Ellis Street, San Francisco, CA 94109
12. Adjourn

**CONTACT CLERK OF THE BOARD - 939 ELLIS STREET SF, CA 94109**

**(415) 749-4965**

**FAX: (415) 928-8560**

**BAAQMD homepage:**

**[www.baaqmd.gov](http://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 Clerk's Office should be given at least 3 working days prior to the date of the meeting so that arrangements can be made accordingly.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chair Gayle B. Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 24, 2006

Re: Board of Directors' Draft Meeting Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Board of Directors meeting and retreat of January 18, 2006.

DISCUSSION

Attached for your review and approval are the draft minutes of the January 18, 2006 Board of Directors' meeting and retreat.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
WATERFRONT PLAZA HOTEL, REGATTA ROOM – OAKLAND, CA 94607

Draft Minutes: Board of Directors' Regular Meeting and Retreat – January 18, 2006

**Call To Order**

Opening Comments: Chair Gayle B. Uilkema called the meeting to order at 9:46 a.m.

Roll Call: Present: Gayle B. Uilkema, Chair, Roberta Cooper, Chris Daly, Mark DeSaulnier (10:04 a.m.), Erin Garner, Scott Haggerty, Jerry Hill, Liz Kniss, Patrick Kwok (9:50 a.m.), Jake McGoldrick (9:55 a.m.), Julia Miller, Mark Ross, Michael Shimansky, Tim Smith, Pam Torliatt, Marland Townsend, Brad Wagenknecht, Shelia Young (9:55 a.m.).

Absent: Harold Brown, Dan Dunnigan, Nate Miley, John Silva.

Pledge of Allegiance: Chair Uilkema led the Board in the Pledge of Allegiance.

Director Patrick Kwok arrived at 9:50 a.m.

**Commendation/Proclamation** – There were none.

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

**Consent Calendar (Items 1 – 4)**

1. Minutes of January 4, 2006 Meeting
2. Communications. Correspondence addressed to the Board of Directors. For Information Only.
3. Monthly Activity Report – *Report of Division Activities for the month of December, 2005*
4. Quarterly Report of the Air Resources Board member

**Board Action:** With the request to correct the spelling of Director Shimansky's name in the minutes, Director Wagenknecht moved approval of the Consent Calendar; seconded by Director Cooper; carried unanimously without objection.

**Committee Reports and Recommendations**

5. Report of the Mobile Source Committee Meeting of January 12, 2006

*Action(s): The Committee recommends Board of Director approval of the following:*

- A) Reallocate \$100,000 in diesel back-up generator mitigation funds to fund (4) four hybrid electric trucks; and*
- B) Authorize the Executive Officer/APCO to execute a contract with FedEx Express for the hybrid-electric truck project.*

Director Smith presented the report and stated that the Committee met on Thursday, January 12, 2006.

The overview of the MOU between the California Air Resources Board and the Union Pacific Railroad and Burlington Northern Santa Fe Railway was deferred to a future meeting.

Staff presented the Transportation Fund for Clean Air (TFCA) Regional Fund Audit Report. Most of the auditor's recommendations are currently in place. Air District staff will develop a method to address the interim audit recommendation in the next revision of the TFCA policies.

The Committee received a report on reallocation of diesel back-up generator mitigation funds to fund (4) four FedEx hybrid electric trucks. The Committee recommends Board of Director approval of the following:

- A) Reallocate \$100,000 in diesel back-up generator mitigation funds to fund (4) four hybrid electric trucks; and
- B) Authorize the Executive Office/APCO to execute a contract with FedEx Express for the hybrid-electric truck project.

Staff and Sam Altshuler of PG&E presented reports on the price differential between the cost of diesel and natural gas fuel.

The next meeting of the Committee is scheduled for 9:30 a.m., Thursday, February 9, 2006.

**Board Action:** Director Smith moved that the Board of Directors approve the recommendations and the report of the Mobile Source Committee; seconded by Director Kniss; carried unanimously without objection.

### **Other Business**

- 6. Report of the Executive Officer/APCO – Jack Broadbent stated he had nothing to report.
- 7. Report of the Chair - Chair Uilkema reported on the following:
  - 1. Recent legislation regarding reporting of expenses incurred by Board members. Chair Uilkema requested staff provide a report on this legislation at a future meeting.
  - 2. Changes are still being made with respect to the Standing Committees.
- 8. Board Members' Comments – Director Miller complemented staff on the \$10,000 to Blue Sky Dry Cleaning for the removal of perc from its process. Director Miller stated that the South Coast Air District is requiring that perc be removed from the dry cleaning process by 2020 and inquired if this is something this Air District could look at. Chair Uilkema

requested that Mr. Broadbent provide a response to Director Miller's request during his next APCO report.

Directors Shelia Young and Jake McGoldrick arrived at 9:55 a.m.

9. Adjournment to Board of Directors' Retreat

Director Kniss moved that the Board of Directors' adjourn to its Retreat; seconded by Director Miller; carried unanimously without objection.

**10:00 A.M. – Board of Directors' Retreat**

**Opening Comments**

Chair Uilkema noted that Board of Director guidance is being requested on the issue of non-vehicle projects and stated that all of the items being discussed are important to the Board this year. If more discussion is needed on any of the issues being presented today, it will be referred to one of the Standing Committees.

**Overview of Air District Programs**

*The Executive Officer/APCO provided an overview of Air District programs.*

Director Mark DeSaulnier arrived at 10:04 a.m.

Jack Broadbent, Executive Officer/APCO provided an overview of Air District programs that included the following:

- Administrative overview
- Air District fiscal year 2006/2007 finance highlights
- Air District mid-year financial projections
- Recruitment metrics
- The relationship with the Employees' Association
- An operations overview
- Policy highlights
- Future efforts and challenges facing the Air District in its administration

**Issue: Woodsmoke Campaign**

*The Board of Directors received an overview of efforts being undertaken to address pollution from woodsmoke.*

Peter Hess, Deputy APCO, presented an overview of the impact of wood smoke on air quality in the Bay Area and noted that the Air District's Advisory Council would be looking at this issue. Mr. Hess noted that the Advisory Council will be submitting recommendations to the Board of Directors.



Director Kniss requested that staff provide the Board of Directors with information on the effectiveness of Wood Burning Ordinances.

### **Issue Brief: Media Coverage on Woodsmoke Campaign**

The Board of Directors listened to a 60 second radio ad narrated by Mr. Broadbent and also viewed several television spots.

**Speaker:** Jenny Bard  
American Lung Association  
Santa Rosa, CA 95404

Chair Uilkema stated that, as follow-up, the District will do three things: 1) SB 656 PM implementation schedule, including status reports to the Stationary Source Committee; 2) the Advisory Council will review woodsmoke mitigation options and the report is anticipated by the end of 2006; and 3) review the best woodsmoke mitigation practices from other areas that have already adopted them in Seattle, Puget Sound, San Joaquin and Reno, Nevada.

During discussion, staff was requested to provide information on the degree the Air District can mandate non-wood burning rules and the possibility of a public outreach campaign for rebates for people to switch to gas barbeques.

### **Issue: Non-Vehicle Project**

*The Board of Directors received background information on non-vehicle based project criteria used in the Transportation Fund for Clean Air (TFCA) program.*

Jean Roggenkamp, Deputy APCO, provided information on the TFCA programs that included the following:

- A TFCA overview
- Eligible project types
- An allocation overview
- Allocation by project type
- Bicycle and pedestrian projects
- Evaluation criteria
- Bicycle project evaluation
- A hypothetical example of a bicycle project evaluation
- TFCA cost-effectiveness
- The performance review being conducted by the consultant
- Options for Board of Directors' review

### **Board of Directors Discussion of Non-Vehicle Projects**

*The Board discussed non-vehicle based project criteria for the TFCA program.*

Discussion items included cost effectiveness; looking at Regional versus Program Manager funds; looking at the long-term effects of these projects; all types of projects should be

funded; focusing on non-vehicle projects around schools; being able to verify the pollution reduction of these projects; changing behavior; looking at the productivity of a “network” for the full benefit in pollution reduction.

The consensus of the Board of Directors was to continue funding the non-vehicle bicycle and pedestrian projects.

Mr. Broadbent stated that the consultant’s report on project cost-effectiveness will be completed in May 2006 and there will be a workshop with the Congestion Management Agencies (CMAs) after the report is completed.

**Issue Brief: Status of Community Air Risk Evaluation (CARE) Program**

Brian Bateman, Director of Engineering, presented an update on the CARE Program and reviewed the following:

- Background on the establishment of the CARE Program
- Outreach
- Studies being conducted
- Risk reduction
- Program status

**Future Efforts/Challenges Facing the Air District**

*The Executive Officer/APCO gave an overview of future efforts and challenges facing the District.*

Mr. Broadbent reviewed future efforts and challenges facing the Air District with regard to the following policy issues:

- Transport
- Particulate matter standards
- Goods movement
- Federal sources
- Fuel cell technology
- Carl Moyer funding formula
- Climate change

**Time and Place of Next Meeting** – 9:45 a.m., Wednesday, February 1, 2006 – 939 Ellis Street, San Francisco, CA 94109

**Adjournment** – The meeting adjourned at 11:52 a.m.

Mary Romaidis  
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chair Gayle B. Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 25, 2006

Re: Board Communications Received from January 18, 2006 through January 31, 2006

RECOMMENDED ACTION:

Receive and file.

DISCUSSION

A list of Communications received by the Air District from January 18, 2006 through January 31, 2006, if any, will be at each Board member's place at the February 1, 2006 Regular Board meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

**BAY AREA AIR QUALITY MANGEMENT DISTRICT**

Memorandum

To: Chair Gayle B. Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 25, 2006

Re: District Personnel on Out-of-State Business Travel

RECOMMENDED ACTION:

Receive and file.

BACKGROUND

In accordance with Section 5.4 (b) of the District's Administrative Code, Fiscal Policies and Procedures Section, the Board is hereby notified that the following District personnel has traveled on out-of-state business.

DISCUSSION

Peter Hess, Deputy Air Pollution Control Officer, attended the Air & Waste Management Association (AWMA) Indiana Chapter meeting held in Indianapolis, IN from December 7 – 8, 2005. All expenses were paid by AWMA.

Peter Hess, Deputy Air Pollution Control Officer, attended the Air & Waste Management Association (AWMA) Staff Evaluation meeting held in Pittsburgh, PA from December 13 – 15, 2005. All expenses were paid by AWMA.

Eric Stevenson, Air Monitoring Manager, attended the STAPPA/ALAPCO Steering Committee meeting held in Tampa Bay, FL on January 8 – 10, 2006.

Adan Schwartz, Senior Assistant Counsel, attended the Environmental Protection Agency Title V Task Force meeting in Scottsdale, AZ on January 17 -20, 2006.

Peter Hess, Deputy Air Pollution Control Officer, attended the AWMA Canadian Clean Air Policy Maker meeting held in Ottawa, Canada on January 23 – 24, 2006. All expenses were paid by AWMA.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Michael White

Reviewed by: Jeff McKay

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
 Memorandum

TO: Chair Gayle B. Uilkema and Members  
 of the Board of Directors

FROM: Mary Ann Goodley  
 Executive Office Manger

DATE: January 24, 2006

RE: Quarterly Report of the Clerk of the Boards: October 1 – December 30, 2005

RECOMMENDED ACTION

This report is provided for information only.

DISCUSSION

Listed below is the status of minutes for the Board of Directors and Advisory Council and activities of the Hearing Board for the fourth quarter of 2005:

**Board of Directors**

<b><u>Meeting Type</u></b>	<b><u>Meeting Date</u></b>	<b><u>Status of Minutes</u></b>
Regular Meeting	October 19	Minutes Approved
Regular Meeting	November 2	Minutes Approved
Regular Meeting	November 16	Minutes Approved
Regular Meeting	December 7	Minutes Approved
Regular Meeting	December 21	Minutes Approved
Executive Committee	October 12	Minutes Approved
Executive Committee	November 30	Minutes Completed/Pending Approval
Budget & Finance Committee	October 26	Minutes Approved
Public Outreach Committee	October 24	Minutes Approved
Mobile Source Committee	October 24	Minutes Approved
Stationary Source Committee	November 28	Minutes Completed/Pending Approval
Legislative Committee	October 31	Minutes Completed/Pending Approval
Personnel Committee	November 15	Minutes Completed/Pending Approval
Ad Hoc Committee on Climate Protection	November 14	Minutes Completed/Pending Approval

**Advisory Council**

<b><u>Meeting Type</u></b>	<b><u>Meeting Date</u></b>	<b><u>Status of Minutes</u></b>
Regular Meeting	November 9	Minutes Approved
Executive Committee	November 9	Minutes Approved
Public Health Committee	October 24	Minutes Completed/Pending Approval
Joint Technical & Air Quality Planning Committees	October 12	Minutes Completed/Pending Approval

**Hearing Board**

1. During the Period October – December 2005, the Hearing Board processed and filed three Applications for Variance and one Emergency Variance.
2. The Deputy Clerk attended and took minutes at a total of four hearings and other discussions at the District facility.
3. A total of \$ 2,965.26 was collected in excess emission fees.
4. On October 12, 2005 and November 30, 2005 the Hearing Board presented its Quarterly Reports (April-June 2005 and July-September 2005 respectively) to the Board Executive Committee.
5. On October 21, 2005 the Deputy Clerk provided training on Hearing Board matters to new inspectors in the Compliance and Enforcement Division.

Respectfully submitted,

Mary Ann Goodley  
Executive Office Manager

FORWARDED \_\_\_\_\_

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chair Gayle B.Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 24, 2006

Re: Report of the Public Outreach Committee Meeting of January 23, 2006

RECOMMENDED ACTION

The Committee recommends Board of Director approval to extend for a one-year period the following contracts to assist with Air District public outreach programs:

Youth Outreach - Communications West (up to \$100,000; balance of current contract \$7,165);  
Advertising - O'Rourke Advertising (up to \$867,000; balance of current contract \$31,872);  
Media Relations - Allison & Partners (up to \$100, 000; balance of current contract \$14,000);  
Research and Measurement - True North Research (up to \$63,000; balance of current contract \$15,475);  
Community Outreach - Community Focus (up to \$165,000; balance of current contract \$74,971); and  
Employer Program – Allison & Partners (up to \$98,000; balance of current contract \$16,900)

BACKGROUND

The Public Outreach Committee met on Monday, January 23, 2006 and received the attached reports:

- A) Recommendations for Contractors for the Public Outreach Programs; and
- B) 2005/2006 Wintertime Outreach Update.

Chairperson Wagenknecht will give an oral report of the meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

The funding for the motor vehicle related activities covered by these contracts comes from the Congestion Mitigation Air Quality (CMAQ) and the Transportation Fund for Clean Air (TFCA) programs. The remainder of the funds comes from General Revenues.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Reviewed by: Jack M. Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Wagenknecht and  
Members of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 12, 2006

Re: Consideration of Recommendations for Contractors for Public Outreach  
Programs

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RECOMMENDED ACTION

Consider recommending Board of Director approval to extend for a one-year period the contracts that assist with public outreach including:

Youth Outreach - Communications West (up to \$100,000)  
Advertising - O'Rorke Advertising (up to \$867,000)  
Media Relations - Allison & Partners (up to \$100, 000)  
Research and Measurement - True North Research (up to \$63,000)  
Community Outreach - Community Focus (up to \$165,000)  
Employer Program – Allison & Partners (up to \$98,000)

BACKGROUND

The Air District has six contracts to assist with various aspects of its public affairs and outreach programs. Contracts were awarded in March 2004 for a one-year period, with the possibility of continuing the contracts for two additional one-year time frames in 2005 and 2006. This is the third and final renewal before a formal RFP process is required. The contractors have successfully fulfilled the work plans outlined in the existing contracts in an efficient and timely manner. Staff is recommending that the existing contracts be extended including:

Youth Outreach - Communications West  
Advertising - O'Rorke Advertising  
Media Relations - Allison & Partners  
Research and Measurement - True North Research  
Community Outreach - Community Focus  
Employer Program – Allison & Partners

Youth Outreach – Communications West

Communications West has been under contract to the Air District for four years and has assisted in developing an Air District presence in Bay Area schools. Communications West has facilitated the introduction of the *Clean Air Challenge*, a 7<sup>th</sup> to 10<sup>th</sup> grade curriculum that meets the State Education Department Standards. They have also sought grant and private sector



funding to support the program. In addition, they have assisted in the development of the National Children's Theater interactive play called "Smogzilla" which has been successfully carrying the clean air message into the lower grades.

Staff recommends that Communications West be retained to continue the current program in schools. The extension of the Communications West contract would be for a one-year period.

#### Advertising – O'Rorke Advertising Inc.

Staff recommends that O'Rorke Inc. continue as the contractor for advertising the *Spare the Air*, *Spare the Air Tonight* and *Smoking Vehicle* programs. O'Rorke has a solid background in social marketing and advertising. Their 2005 campaign was effective and garnered significant media attention. The creative approach also included "branding" the Air District's message to be consistent throughout the three major campaigns. O'Rorke has been flexible and creative and has helped to raise the Spare the Air program to a new level. Staff recommends extending O'Rorke's contract for another one-year term.

#### Media Relations – Allison & Partners

Allison & Partners has given strategic counsel and media assistance to the District for the major outreach programs and other issues. Their communications strategy includes developing messages and programs that tap into the Bay Area's sense of independence and community. Their staff includes both Hispanic and Asian personnel with strong backgrounds in ethnic outreach. Their media relations expertise and extensive network of media contacts has been instrumental in placing a large number of positive media stories concerning Air District programs. Staff recommends that Allison & Partners be retained for the media outreach part of the campaign for another one-year term.

#### Research – True North Research

True North Research evaluates the methodology and design of the summer and winter Spare the Air surveys, collects interviews, processes data and provides top line reports. In collaboration with staff, they also process and analyze survey data and prepare detailed study reports. The reports are used to assess public awareness of the Spare the Air program, and include the percentage of the public who change behavior on Spare the Air days.

True North has performed all work in a professional manner, adhering to principles and best practices of modern survey technology. They also recommend and implement the most precise and accurate methods to acquire valid data. They deliver timely, thorough and comprehensive reports that meet or exceed the expectations of the Air District. Staff recommends that the contract for True North be extended for a one-year period.

#### Community Outreach – Community Focus

It is recommended that Community Focus continue to assist with the community outreach component of the program. They presently facilitate eight resource teams in the Bay Area - six Spare the Air teams and two community involvement teams. The Spare the Air teams are centered in Napa County, the Santa Clara Valley, southern Alameda County, the Tri-Valley, Marin/Sonoma and in San Francisco/San Mateo counties. The community involvement teams include north Richmond and East Palo Alto. These grass roots teams have allowed the Air

## AGENDA: 4

District to spread the clean air message on the community level, to find allies for clean air efforts (like the adoption of the model wood smoke ordinance) and to form partnerships around a variety of issues. The teams also do local projects to benefit air quality. Staff recommends that Community Focus continue to facilitate the existing resource teams. It is recommended that their contract be extended for a one-year period.

### Employer Program – Allison & Partners

Allison & Partners manages the Employer Spare the Air and Spare the Air Tonight programs which include 1900 employers and 550 schools. They were awarded the contract after RIDES for Bay Area Commuters was disbanded earlier in 2005. Allison & Partners is responsible for recruiting employers and schools, managing the database, holding employer workshops, developing materials for the employer portion of the Spare the Air website and supporting the program through on-site events. In addition, Allison & Partners has sought opportunities to bring more participants into the program. Staff recommends that the Allison & Partners contract be extended for another one-year period.

### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for these activities for 2005-06 has been included in the current budget. The funding for the motor vehicle related activities covered by these contracts comes from three sources. Federal funding includes a one million dollar Congestion Mitigation Air Quality (CMAQ) grant which is administered locally by Caltrans on behalf of the Federal Highway Administration. Local funding is through the Transportation Fund for Clean Air (TFCA) program. The remaining non-motor vehicle portion of the funds is from General Revenues.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Ralph Borrmann  
Reviewed by: Jack M. Colbourn

**BAY AREA AIR QUALITY MANGEMENT DISTRICT**  
Memorandum

To: Chairperson Wagenknecht and  
Members of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 11, 2006

Re: 2005/2006 Wintertime Outreach Update

RECOMMENDED ACTION

Receive and file.

DISCUSSION

Since the District began its wintertime outreach program on November 14, 2005, we have not issued any Spare the Air Tonight advisories. However, staff continues to conduct wood smoke prevention outreach by implementing both the media and advertising strategies outlined at the last Public Outreach Committee meeting. As a result, the District has had several high profile news stories covering wintertime pollution issues. Copies of news articles will be disseminated during the meeting.

Media Outreach

Spare the Air Tonight coverage began in mid-November and included radio (KLIV, KGO, KCBS, KQED, KSRO and KTVN, the Vietnamese station) and television (KTVU, KPIX, and Univision, the Spanish language station) interviews, and print new stories in newspapers throughout the Bay Area. In December, a press release discouraging the public from burning wrapping paper resulted in ECO Talk, KLIV, KSRO and KQED radio coverage as well as articles in ANG news outlets throughout the Bay Area.

Surveys

Wintertime surveys were conducted on January 1, 2, 3, 4, and 12, and are scheduled for January 22, 23, and 27 as well. As of the date of this memo, 1,621 interviews were completed. Of those surveyed 49 percent burn wood, 16 percent have natural gas fireplaces and 24 percent never use their fireplace.

Other survey highlights include:

- 50% use their fireplace primarily for ambiance, 47% for heat.
- 52% use their fireplace at least once a week.
- 54% expect to use their fireplace about the same frequency as they did last year.

- 45% were aware of the Spare the Air Tonight campaign.
- 64% were aware of the negative health effects associated with breathing wood smoke.
- 63% support an ordinance requiring the installation of cleaner wood burning appliances in new houses.
- 74% would support the prohibition of residential wood burning when Spare the Air Tonight advisories are issued.

The final survey report will be available April 1, 2006.

### Advertising Strategy

The wintertime 60-second radio spot and 30-second television ad were aired. As part of the advertising agreements with KCBS and RadioDisney, the District had a presence at UC Berkeley sports events, Boo at the Zoo in San Francisco and Jingle Jam in Santa Clara where wood smoke prevention material was distributed.

A quarter-page display ad was published in the Home section of the San Francisco Chronicle. On December 30, 2005 the Spare the Air Tonight banner went up on Treasure Island and will be displayed until January 31, 2006. Another super-sized wintertime banner will go up on January 17 on East Blithedale Avenue in Mill Valley.

### Other

The Spare the Air web page – [www.sparetheair.org](http://www.sparetheair.org) – was updated in November to reflect the winter program. To publicize the woodstove change out program in Santa Clara County, display ads ran in the San Jose Mercury News and bill inserts will continue to be included in San Jose water bills until February 2006. To date, the program has had 1600 woodstove change-outs. In addition, 32,000 Wood Burning Handbooks, the updated PM bookmark and asthma tip cards have been distributed at employer and community events.

### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds were allocated for the *Spare the Air Tonight* activities in the 2005-06 budget. Funding for the wood smoke/fireplace change out program is being provided by Calpine and Santa Clara Power and Light as part of the California Energy Commission's (CEC's) approval to build and operate power plants in Santa Clara County.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Luna Salaver  
Reviewed by: Jack M. Colbourn

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chair Gayle B. Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 24, 2006

Re: Report of the Legislative Committee Meeting of January 30, 2006

RECOMMENDED ACTIONS

The Committee may recommend that the Board of Directors adopt a legislative agenda for 2006 and positions on new bills.

DISCUSSION

The Legislative Committee will meet on Monday, January 30, 2006. The Committee will consider a proposed legislative agenda for 2006 and positions on newly introduced bills. Committee Chairperson Brad Wagenknecht will give an oral report of this discussion, and may present the Committee's recommended agenda positions on bills for consideration by the Board. The attached reports will be presented to the Committee.

BUDGET CONSIDERATION/FINANCIAL IMPACTS

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Mark DeSaulnier and  
Members of the Legislative Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 23, 2006

Re: Legislative Agenda for 2006

RECOMMENDED ACTION:

Recommend a 2006 legislative agenda for Board adoption.

DISCUSSION

The Committee had a wide-ranging discussion of potential legislative ideas at its last meeting. Staff has since met with a variety of potential stakeholders, co-sponsors, and authors to further explore these ideas. Staff is recommending two general strategies for the District's 2006 legislative agenda: cutting goods movement emissions and adding a smoking vehicle component to the smog check program.

The Bay Area is heavily impacted by emissions associated with international goods movement. In particular, diesel particulate emissions associated with the Port of Oakland are a significant health risk for Bay Area residents, especially those downwind of the multitude of sources of port emissions. A recent ARB analysis of health impacts from diesel emissions associated with the Ports of Long Beach and Los Angeles shows the potential magnitude of the problem. The forecasts of dramatically increased cargo shipments and associated activity at the Port of Oakland and the resulting increase in emissions will only exacerbate the current problem.

The Southern California ports have begun to acknowledge their air quality impacts with a number of voluntary measures. These include the Port of Los Angeles policy of "no net increase" in emissions, a basin-wide vessel speed reduction program, and the PierPass program of off-peak, expanded terminal hours. The Port of Oakland, while smaller than the Southern California ports, is still the fourth largest port in the United States, with very large air quality impacts.

Staff suggests that a key part of the District's 2006 legislative agenda be a measure to reduce diesel particulate emissions associated with goods movement. One strategy would be to implement a lower marine vessel speed limit adjacent to and within the Golden Gate. Currently, Vessel Traffic Service (which oversees ship traffic in the San Francisco Bay) has a 15-knot speed limit, enacted primarily for safety and collision avoidance reasons. In contrast, the voluntary limit--- enacted for its air quality benefit--- in Southern California is 12 knots. Because small increases in velocity have an exponential increase in emissions, dropping the limit by 3 knots would significantly reduce emissions of oxides of nitrogen, diesel particulate, and oxides of sulfur.

Another strategy would be to tie the berthing fee that vessels currently pay to the level of emission reduction technology on board the vessel. Under such a scenario, vessels using cleaner-burning fuels or newer or retrofitted cleaner engines, or equipped for cold-ironing (using shore-side electricity when in port, instead of creating their power using auxiliary engines as generators) would be rewarded with lower berthing fees. Proceeds from such a fee could be used to cut emissions at the port, through such strategies as providing land-side cold-ironing infrastructure.

Staff recommends the Committee endorse the concept generally that the District's 2006 legislative agenda include goods movement emissions reduction, and review specific bill language for such a proposal at its next meeting.

Staff is also suggesting that the district co-sponsor a measure to cut particulate emissions from the light-duty vehicle fleet. Smog Check is the primary emission control program for in-use light-duty cars and trucks. The Smog Check program currently has tailpipe emission testing for hydrocarbons, oxides of nitrogen, and carbon monoxide. However, a vehicle can have particulate emissions high enough to be readily visible, yet pass the test. A number of recent studies show both that the magnitude of particulate emissions from the light-duty fleet appears to be far higher than previously realized, and that these emissions have negative health impacts comparable to diesel particulate. One way that Smog Check could be improved at minimal cost would be to include a visual inspection for tailpipe smoke as part of the test. The Inspection and Maintenance Review Committee (with appointees by the Governor and the Legislature) has studied the issue and formally recommended this as a needed statutory improvement to the program. Assemblymember Lieber has expressed her strong interest in continuing her successful collaboration with the District to improve Smog Check. Staff has discussed co-sponsorship with both environmental and business organizations, who are interested in doing so. Staff suggests that such an effort comprise the second component of the District's 2006 legislative agenda.

#### BUDGET CONSIDERATION/FINANCIAL IMPACT

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Tom Addison  
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Mark DeSaulnier and  
Members of the Legislative Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: December 28, 2005

Re: Consideration of New Bills and Corresponding Agency Positions

RECOMMENDED ACTION:

Discuss newly-introduced bills and recommend Board positions on them.

DISCUSSION

2006 is the second and concluding year of the 2005-06 Regular Session of the California Legislature. Legislators have until the end of January to move lingering bills introduced in 2005 out of their House of origin. The ostensible last day to introduce new legislation is February 24<sup>th</sup>. While staff expects that most of the new 2006 measures will be introduced shortly before the February deadline, we anticipate that some measures will be introduced after the preparation date of this memorandum but before January 9<sup>th</sup>. Staff will have copies of any such air quality measures for the Committee to discuss at its meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

No direct impact.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Tom Addison  
Reviewed by: Jean Roggenkamp



BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chair Gayle B. Uilkema and Members  
of the Board of Directors

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 24, 2006

Re: The California Air Resources Board Memorandum of Understanding with the  
Union Pacific Railroad and Burlington Northern Santa Fe Railway

RECOMMENDED ACTION:

Receive and file.

BACKGROUND

The California Air Resources Board (CARB) signed a Memorandum of Understanding (MOU) with the Union Pacific Railroad (UP) and Burlington Northern Santa Fe Railway (BNSF) in June, 2005. The MOU obligates the railroads to significantly reduce diesel locomotive emissions in and around specified rail yards in California. The rail yards in the Bay Area covered under the MOU include the UP yards in Oakland, Martinez, and Milpitas and the BNSF yards in Richmond and Pittsburg.

The MOU has been the subject of a number of public workshops and a hearing before the CARB Board. Air District staff provided verbal and written comments on the MOU at the workshop and public hearing. A final hearing before the CARB Board is scheduled for January 27, 2006.

DISCUSSION

Dean Simeroth from the Air Resources Board will provide an overview of the MOU.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Michael Murphy  
Reviewed by: Henry Hilken