



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

BRAD WAGENKNECHT – CHAIRPERSON  
ERIN GARNER  
NATE MILEY  
JOHN SILVA

CAROL KLATT - VICE CHAIRPERSON  
YORIKO KISHIMOTO  
MARK ROSS  
PAMELA TORLIATT

WEDNESDAY  
OCTOBER 11, 2006  
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 AUGUST 30, 2006**
4. **SPARE THE AIR TONIGHT 2006/2007 – WINTERTIME OUTREACH PLAN**

**J. Colbourn/5192**  
[jcolbourn@baaqmd.gov](mailto:jcolbourn@baaqmd.gov)

*Staff will present the upcoming Spare the Air Tonight wintertime outreach campaign.*
5. **PRESENTATION OF NEW VIDEO BURNING CLEANER, BURNING BETTER**

**K. Wee/4760**  
[kwee@baaqmd.gov](mailto:kwee@baaqmd.gov)

*Staff will present the new video Burning Cleaner, Burning Better which was developed to educate the agricultural community on how to comply with District Regulation 5: Open Burning.*
6. **UPDATE ON SPARE THE AIR – SUMMER 2006**

**J. Colbourn/5192**  
[jcolbourn@baaqmd.gov](mailto:jcolbourn@baaqmd.gov)

*Staff will present an update on the Spare the Air campaign for summer 2006.*
7. **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)*

**8. TIME AND PLACE OF NEXT MEETING: AT THE CALL OF THE CHAIR**

**9. ADJOURNMENT**

**CONTACT CLERK OF THE BOARDS - 939 ELLIS STREET  
SAN FRANCISCO, 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 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 Wagenknecht and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: September 27, 2006

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of August 30, 2006.

DISCUSSION

Attached for your review and approval are the draft minutes of the August 30, 2006, 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) 771-6000**

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
9:30 a.m., Monday, August 30, 2006

1. **Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 9:35 a.m.

**Present:** Brad Wagenknecht, Chairperson, Erin Garner (9:45 a.m.), Carol Klatt, Mark Ross, Pamela Torliatt (9:54 a.m.).

**Absent:** Yoriko Kishimoto, Nate Miley, John Silva.

**Also Present:** Scott Haggerty (9:49 a.m.), Gayle B. Uilkema.

2. **Public Comment Period:** There were none.
3. **Approval of Minutes of May 31, 2006:** Approval of the minutes was deferred until a quorum was present.
4. **Spare the Air Program Overview:** *Staff updated the Committee on the 2006 Spare the Air Program and presented survey results of the Free Fare Program.*

Jack Broadbent, Executive Officer/APCO introduced Karen Schkolnick, Program Manager in charge of Public Information.

Mr. Broadbent stated that it is the middle of the Spare the Air season and nine Spare the Air advisories have been issued. The Bay Area has exceeded the national 8-hour standard on 12 days as of August 30<sup>th</sup>.

Jack Colbourn, Director of Outreach and Incentives, presented the report and stated that the Air District partnered with the Metropolitan Transportation Commission (MTC) to fund the Free Fare element of the program. Region-wide, transit ridership increased by 15%. Mr. Colbourn reviewed the results of the survey taken on all Free Fare days and discussed the behaviors that people changed due to the Spare the Air advisory.

Director Erin Garner arrived at 9:45 a.m.

It was noted that emission reductions on the six Free Fare days totaled 8.20 tons. Mr. Colbourn reviewed potential refinements for the 2007 Spare the Air Program and potential funding sources.

Director Scott Haggerty arrived at 9:49 a.m.

The Committee discussed ideas for the 2007 season. Some of the topics included:

- Potential list of stationary sources that could curtail emissions on Spare the Air days, such as refineries, ports, railroads, landfills, and school buses.
- Examples included deliveries to gas stations only during certain times of the day when emissions would be lower.

Director Pamela Torliatt arrived at 9:54 a.m.

- Limiting throughput at gas stations or reducing the price of gas during certain hours of the day.
- Educating people regarding fueling their vehicles during the cooler parts of the day.
- District staff to continue to work with MTC.
- Talk to BART about reducing fares on Spare the Air days.

The Committee provided direction to staff on the items discussed. Staff will bring back recommendations to the Committee for next year's campaign at a future meeting.

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

**5. Update on the Youth Outreach Program:** *Staff presented a report on the Youth Outreach Program.*

Mr. Colbourn presented the report and stated that the Clean Air Challenge teacher workshops will start again for the spring semester. The Clean Air Challenge curriculum is designed for sixth through twelfth grades. The in-school live theatre program, Smogzilla, that targets kindergarten through sixth grade, will also start again.

The objectives of the program are to provide schools with air quality educational programs and to connect behavior with awareness about environmental issues. The current approach customizes the educational programs for local needs and includes raising funds from corporations. The next steps include: 1) fund raising; 2) updating the Clean Air Challenge curriculum; 3) restructuring the program administration; and 4) evaluating future school programs sponsored by the District.

Director Torliatt requested staff prepare a presentation for the next Committee meeting regarding a project done at Analy High School on reducing greenhouse gas emissions.

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

**6. Committee Member Comments:** Director Garner discussed offering a special t-shirt when people visit a District booth at an event. If they listen to a brief talk on Spare the Air, they would receive the t-shirt with the stipulation that they put the t-shirt on immediately. This would help get the message out and everyone would be wearing the t-shirt.

Director Ross thanked staff on the good job that has been done on the Spare the Air campaign.

Director Torliatt requested that staff provide an update on how many of the vendors used by the District have a Green Business Program. Brian Bunger, Legal Counsel stated that the Green Business Program is part of the RFP process and vendors receive extra points for having a Green Business Program.

3. **Approval of Minutes of May 31, 2006:** There being a quorum present, Director Uilkema moved approval of the minutes; seconded by Director Ross; carried unanimously without objection.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 10:32 a.m.

Mary Romaidis  
Clerk of the Boards

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: October 2, 2006

Re: Spare the Air Tonight 2006/2007- Wintertime Outreach Plan

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present the upcoming Spare the Air Tonight wintertime outreach campaign including media, advertising and survey strategies.

DISCUSSION

The Air District will begin its Spare the Air Tonight wintertime outreach program November 20, 2006, focusing on curtailing wood burning in fireplaces and woodstoves, and driving less. The campaign will run through February 16, 2007.

Media and Outreach Strategy:

Staff will conduct wintertime outreach through local broadcast and print media and distribution of associated "Spare the Air Tonight" collateral materials.

- 1) Secure the participation of local broadcast and print media in announcing "Spare the Air Tonight." This will include:
  - A press release prior to November 20 to announce the program.
  - Media advisories before the major wintertime holidays, such as Thanksgiving, Christmas and New Year's Eve.
  - Public service announcements for radio stations that encourage residents to sign up for AirAlerts.
- 2) "Spare the Air Tonight" collateral:
  - Bookmarks containing information about particulate matter.
  - Tipcard about woodburning.
  - Handbook about woodburning and particulate matter.
  - Video commercial featuring Executive Officer on "Spare the Air Tonight".

Surveys

As in previous Spare the Air Tonight campaigns, surveys will be conducted the day after a Spare the Air Tonight advisory. The purpose of the survey is to gauge the public's attitude and behavior with respect to burning wood, their awareness of the Spare the Air Tonight Program, as well as the impact that the Program has had on awareness, opinions and behavior relevant to particulate matter, burning wood, and air quality.

Other

The Spare the Air web page – [www.sparetheair.org](http://www.sparetheair.org) – is being updated to reflect the winter program.

Staff will continue to work with the nearly 2000 employers in the Spare the Air program.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funds were allocated for the *Spare the Air Tonight* activities in the 2006-07 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Karen M. Schkolnick  
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: October 2, 2006

Re: “Burning Cleaner, Burning Better” DVD Outreach

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will report on the newly produced “Burning Cleaner, Burning Better” video demonstrating proper burning techniques in order to minimize particulate matter (PM) generated from agricultural burns.

DISCUSSION

The burning season begins November 1, 2006. Studies indicate that wood smoke can contribute approximately 25-33 % of PM<sub>2.5</sub> emissions within the District. To help reduce PM<sub>2.5</sub> emissions and increase open burning compliance rates the District partnered with the Napa County Fire Marshall, Ms. Kate Dargan, now acting State Fire Marshall, to produce a video for the agricultural community that details the requirements of the District’s Regulation 5 – Open Burning. The Open Burning regulation was adopted to ensure proper burning techniques for agricultural waste authorized to be burned under State law, in order to reduce air pollution and protect public health and safety.

The Air District developed in both English and Spanish a new 10-minute DVD, “*Burning Cleaner, Burning Better*”, explaining Regulation 5 and demonstrating proper open burning methods. The District solicited input from the Napa County Planning Department, Napa County Agricultural Commissioner and USDA Natural Resources Conservation Service in the development of the video. The video shows how to conduct a compliant burn and how burning properly can increase burning efficiency, safety, and reduce air pollution. The video was produced by Balzac Communications & Marketing of Napa.

## AGENDA: 5

In September, 500 informational packets were distributed to agricultural businesses in Napa County. The packets contained:

- “*Burning Cleaner, Burning Better*” DVD;
- Copy of Regulation 5;
- Open burning information checklist (in English and Spanish);
- Pamphlet on open burning with important Air District phone numbers;
- Recent Air District compliance advisories; and
- Air District’s notification Form “B” (vineyard or orchard pruning and attrition fires).

### OTHER CONTRIBUTORS

Other Contributors to the project include:

Dave Whitmer – Napa County Agricultural Commissioner  
Heather McCollister – Napa County Conservation, Development & Planning  
Phillip Blake – USDA Natural Resources Conservation Service  
Gabrielle Avina – CDF/Napa County Fire Marshal  
Roger Archey – Balzac Communications & Marketing

### BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for this outreach program was included in the 2005-06 budget and continued in the current budget.

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: Chairperson Wagenknecht and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: October 4, 2006

Re: 2006 Spare the Air Program Update

RECOMMENDED ACTION

For information only.

BACKGROUND

The *Spare the Air* program was created to notify the public when air pollution is expected to reach unhealthy concentrations and to encourage residents to take individual action to reduce harmful pollutants. A free transit element was introduced in 2004. This year the Air District and the Metropolitan Transportation Commission partnered with 26 regional transit operators to offer free rides, all day long, on the first six *Spare the Air* weekdays. The 2006 smog season began June 1, and closes on October 13, 2006.

DISCUSSION

The *Spare the Air/Free Fare* campaign launched with a well-attended press conference on Treasure Island. Eleven *Spare the Air* advisories have been issued to date. Originally, the Air District and the Metropolitan Transportation Commission (MTC) approved funding for three free transit days whenever a *Spare the Air* day fell on a non-holiday weekday; however, a heat wave early in the season necessitated issuing advisories on June 22, 23, and 26. In July, MTC Commissioners and the Air District Board approved funds for an additional three days. A second heat wave resulted in the issuance of three advisories on July 17, 20, and 21; thus concluding the *Free Fare* portion of the program. The non-free fare *Spare the Air* days occurred on July 22, 23, 24, and on September 1, and 12.

Coverage included 207 print articles, 407 mentions on local television stations, over 20 radio interviews and over 70 internet articles resulting in an advertising value of \$1,369,696. International media interest included Canada and Australia.

Public response to the *Spare the Air* program far exceeded expectations. Public involvement included:

- Transit: Use of transit increased by 15% - with an average of 225,000 more riders using transit on each *Free Fare* day.
- Driving: Over 10 percent of Bay Area drivers reduced at least one trip to help *Spare the Air*—the most ever in the history of the program.
- AirAlerts: AirAlert registrants reached an all time high of over 40,000 individuals.

### Advertising

The *Spare the Air/Free Fare* program was a well-publicized campaign. Buses on 14 transit systems carried a bold, new *Spare the Air* wrap. The Golden Gate Transit Authority bus was featured in the new “Beautiful Day” television ad. All participating transit systems carried *Spare the Air/Free Fare* posters, signs or banners.

The 2006 media campaign had a large broadcast presence including:

- The premiere of the “Beautiful Day” television ad on the *American Idol* season finale.
- 1243 spots aired on television, with the bulk of these airing on cable stations including CNN, BRAVO, A&E, MTV, Fox Sports and ESPN.
- 148 radio spots aired on KCBS, KGO, KLLC, KNBR, KFOG, KKIQ, and KOIT.
- Real time radio spots aired when *Spare the Air* days were announced.
- A total of 195 television advertising spots were aired on Chinese (KTSF-TV) Spanish, (Telemundo) and Filipino (AZN) stations.
- 47 radio spots aired on Asian stations to reach Chinese and Vietnamese audiences.

Billboard advertising included the electronic Silicon View billboard and three other billboards viewable from the 580, 800 and 101 freeways.

New this year to the *Spare the Air* program was use of Internet advertising. An on-line campaign ran on Fandango.com and Google.com. Over 1 million impressions were delivered in one month on Fandango. The Google campaign resulted in 363,333 impressions and 3,700 new visits to the District website.

### Survey Information

1,250 participants were surveyed on all *Free Fare* days to measure program effectiveness.

- 10% of drivers reduced at least one trip during *Spare the Air* days and made cleaner air choices (walking, cycling, public transit, etc.) Of those who reduced driving, 3% also refrained from using polluting products.
- 81% had heard of the *Spare the Air* program.
- 66% were aware that it was a *Spare the Air* day and transit was free.
- 76% were exposed to *Spare the Air* news stories and/or PSAs.
- 49% stated that they would be likely to use transit if it was free.

Staff will present the *Spare the Air* 2006 emissions reductions resulting from the campaign.

In January 2007, staff will present recommendations for future program refinements. Ideas that are being considered include: emissions reductions measures by stationary sources, re-defining *Free Fare* program (reduced fares, free morning commute only, mixture of free and all-day rides, etc.), and soliciting funding from private partners.

Potential measures for industrial sources and public entities include:

- Refraining from gasoline-powered landscaping;
- Shifting refueling truck deliveries and automobile refueling to certain hours;
- Curtailing activities involving use of paints, solvents, etc.; such as tank cleaning at refineries; and
- Enhancing employer-based transportation measures.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funds for the advertising, media and employer campaigns have been allocated in the 2005-06 and 2006-07 budgets. Supplementary funds for the additional three days were approved at the July 19, 2006, regular board meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

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