



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

CAROL KLATT – CHAIRPERSON
ERIN GARNER
YORIKO KISHIMOTO
MICHAEL SHIMANSKY
BRAD WAGENKNECHT

VACANT - VICE CHAIRPERSON
SCOTT HAGGERTY
JANET LOCKHART
JOHN SILVA

MONDAY
NOVEMBER 26, 2007
IMMEDIATELY FOLLOWING
LEGISLATIVE COMMITTEE MEETING

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 SEPTEMBER 27, 2007**
4. **2007/2008 - SPARE THE AIR TONIGHT OUTREACH CAMPAIGN**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will provide a summary of the Air District's wintertime outreach campaign.
5. **UPDATE ON DEVELOPMENT OF CLEANER BURNING TECHNOLOGY INCENTIVE PROGRAM**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will present an update on development of a Cleaner Burning Technology Incentive Program.
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:** *At the Call of the Chair*
8. **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**

- 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: Chair Klatt and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: November 19, 2007

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of September 27, 2007.

DISCUSSION

Attached for your review and approval are the draft minutes of the September 27, 2007, 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
Immediately Following Mobile Source Committee Meeting
Thursday, September 27, 2007

1. **Call to Order - Roll Call:** Chairperson Patrick Kwok called the meeting to order at 10:25 a.m.
Present: Patrick Kwok, Chairperson, Scott Haggerty, Carol Klatt, Janet Lockhart, Michael Shimansky (10:34 a.m.).
Absent: Erin Garner, Yoriko Kishimoto, John Silva, Brad Wagenknecht.
Also Present: Board Chair Mark Ross, Pamela Torliatt, Gayle B. Uilkema.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of May 21, 2007:** Director Klatt moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
4. **2007 Spare the Air Program Update:** *Staff provided a summary of the 2007 Spare the Air Program including media coverage and public survey measurement results.*

Karen Schkolnick, Air Quality Program Manager, presented a summary of the 2007 Spare the Air Program. The Program runs from June 1st through October 12th and 29 transit agencies participated in the Free Fare Program. Ms. Schkolnick presented an overview of the media events, media response, advertising, program trends regarding ridership, transit results, and the survey results.

Director Michael Shimansky arrived at 10:34 a.m.

The Committee discussed using the temperature (such as 90°F) as a trigger to advise the public to start using transit and taking other steps to curtail emissions.

Ms. Schkolnick presented an overview of the 2007/2008 Spare the Air Tonight outreach campaign. The season starts in November 2007 and will conclude in February 2008. The approach is to educate the public about particulate matter (PM), promote the incentive programs, and communicate the rulemaking process to the public.

Ms. Schkolnick provided information on the Air District's incentive program to replace or upgrade conventional fireplaces and uncertified woodstoves. The proposed launch date is January 2008. Several community meetings are being scheduled regarding the rulemaking process. The next steps include meetings to coordinate campaign elements, finalize the outreach strategy, and report back to the Committee to present the 2007/2008 Spare the Air Tonight Outreach Campaign. Collateral material was provided to the Committee members.

Director Haggerty recommended a bookmark with a timer on the top and requested that staff research this type of collateral material. Director Ross noted there should be a medical component in the information presented to the public.

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

5. 2007 Youth Outreach Program: *The Committee received an update on the Air District's Youth Outreach campaign.*

Richard Lew, Air Quality Program Manager, explained the Clean Air Challenge curriculum for middle and high school students. In 2007/2008, the Air District will increase its support for the curriculum and approximately 50 additional teachers will be trained. The District will develop a comprehensive database of all schools in the Bay Area, design a tracing system to determine where the curriculum is being used, and mail a youth outreach announcement to all Bay Area schools.

Mr. Lew discussed the youth focus groups that the District conducted with 4th-5th grade students and 8th-10th grade students. The focus groups developed collateral material with climate change and particulate matter messages. The material will be distributed at community outreach events and in school presentations. Samples of the material were shown to the Committee. Strategic Energy Innovation, in collaboration with the Air District, is piloting a climate change curriculum for the 4th and 5th grades. Teacher training for the curriculum will begin in November 2007.

Mr. Lew provided an overview of youth outreach efforts and school-based outreach.

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

6. Climate Outreach Overview and New Climate Outreach Campaign: *The Committee received an update on the Air District's Climate outreach program, including a new climate outreach campaign.*

Jack Broadbent, Executive Officer/APCO, presented an update and overview of the new climate outreach campaign. The objectives of the campaign are to educate the public about climate change, provide information about everyday clean air choices, and persuade the public to take action. Mr. Broadbent provided information on youth outreach, special events, advertising, print materials, and the recent addition of a climate Senior Public Information Officer. There was discussion regarding enhancement of the campaign through youth outreach, advertising, and establishing partnerships with businesses and regional agencies, and the introduction of "The Green Thing." Mr. Broadbent stated that information on the Climate Protection Program could be incorporated into some of the information in the Spare the Air campaign.

Ms. Schkolnick explained “The Green Thing” to the Committee and stated that it will be a regional climate protection campaign that is internet-based. “The Green Thing” will target youth, creative individuals and tech-savvy individuals. Campaign dates are January 2008 through June 2009. Ms. Schkolnick explained how “The Green Thing” would work and presented a list of agencies and businesses that may provide financial or in-kind support for the project. The next steps are to finalize the campaign details and provide a recommendation to the Committee at a future date.

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

7. **Committee Member Comments:** There were none.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment.** The meeting was adjourned at 11:33 a.m.

Mary Romaidis
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chair Klatt and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: November 16, 2007

Re: 2007/2008- Spare the Air Tonight Outreach Campaign

RECOMMENDED ACTION

For information only.

BACKGROUND

Staff will present a summary of the Air District's wintertime outreach campaign. The campaign began on November 13, 2007 and runs through February 11, 2008.

DISCUSSION

The US EPA adopted more stringent Particulate Matter (PM_{2.5}) standards last September, lowering the national 24-hour standard from 65 micrograms/m³ down to 35 micrograms/m³. Last winter, the District issued a total of 30 Spare the Air Tonight advisories. Preliminary monitoring data reported 27 exceedances of the revised national 24-hour health-based PM_{2.5} standard.

This season, the Public Information Office is conducting outreach efforts to increase public awareness about the sources of wintertime air pollution and to promote the clean air choices individuals can make to reduce emissions. The kick-off of this year's campaign also coincided with community outreach meetings held throughout the Bay Area to discuss the draft rule to reduce wood smoke. Later this season, the campaign will also incorporate promotion of the 2008 woodstove/fireplace change-out program.

Media and Outreach Strategy:

Staff will conduct wintertime outreach through local broadcast and print media, community events, and distribution of associated "Spare the Air Tonight" educational materials including:

- Media advisories for Spare the Air Nights, as well as press releases issued before holidays and other key points in the season.
- Paid advertisements and public service announcements on television, radio, and in-theatre that encourage residents to refrain from burning wood.
- Distributing "Spare the Air Tonight" print materials
- Workshops and community events throughout the region.

Staff will present the radio and television advertisements for this season at the committee meeting.

Surveys

Surveys will be conducted on nights when a Spare the Air Tonight advisory is issued. The purpose of these surveys is to gauge the public's attitude and behavior with respect to burning wood, to measure their awareness of the Spare the Air Tonight Program, and to estimate 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 – has been updated to reflect the winter program. Staff will continue to work with the more than 1,500 employers in the Spare the Air Employer program.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the outreach program was included in the 2007-08 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen M. Schkolnick
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chair Klatt and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: November 19, 2007

Re: Cleaner Burning Technology Incentive Program Development

RECOMMENDED ACTION

Recommend Board of Directors' approval of the Cleaner Burning Technology Incentives Program and authorize staff to begin contract discussions with Hearth Products and Barbeque Association to run the program on behalf of the Air District.

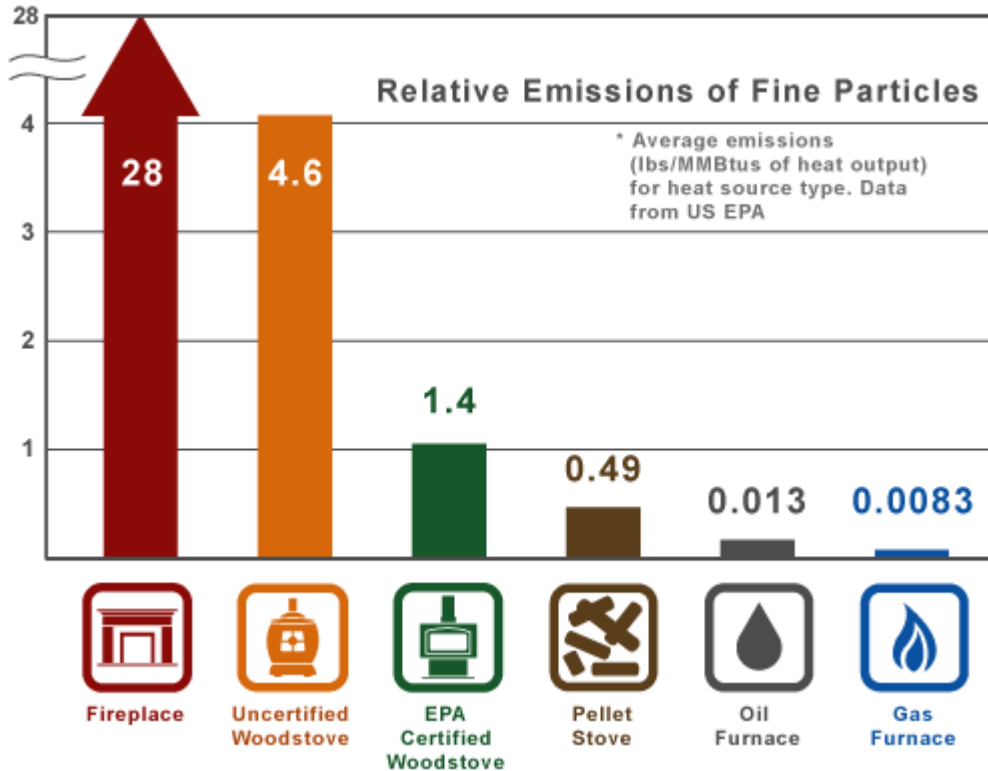
BACKGROUND

Wood smoke generated from 1.1 million homes in the Bay Area is a large source of fine particulate matter (PM_{2.5}). Air District research indicates that fine particulate matter from wood smoke comprises upward of 30% of the peak PM_{2.5} levels during the winter months of November through February. As the Air District likely will be non-attainment for the 24-hour PM_{2.5} National Ambient Air Quality Standard, reductions in wood smoke emissions will be necessary to achieve clean air in the San Francisco Bay Area. A regulation will be considered in early 2008 to require mandatory curtailment of wood burning when the District predicts unhealthy air quality during the winter months. In order to obtain additional wood smoke reductions on an ongoing basis, Air District staff is proposing a financial incentive program to encourage the replacement of high emitting fireplaces and old wood stoves with more modern, EPA certified devices and natural gas fueled devices.

DISCUSSION

Cleaner burning technology promoted through a "Wood Stove Change-out" program will provide Bay Area residents with financial incentives ranging from \$300 to \$600 to upgrade their current wood burning devices and fireplaces. Conventional fireplaces and uncertified wood stoves emit significantly more PM_{2.5} than low emission EPA certified devices and natural gas fired devices and pellet stoves. (See Figure 1.)

Figure 1: Comparison of PM2.5 Emission Rates



In order to reduce wood smoke PM_{2.5} emissions in the Bay Area, the Air District is proposing a financial incentive program to encourage the change-out of dirty technology for newer, low emission technology. Staff has examined PM_{2.5} emissions rates, energy efficiency, green house gas impacts, and random telephone survey results¹ as factors in setting the incentive amounts. The amounts shown in Table 2 are to convert from either a conventional fireplace or an older, non-EPA certified wood burning device to a cleaner burning technology.

Table 2: Cleaner Burning Technology Incentive Amounts

| Device | Incentive | PM Emissions Reductions Rating | Green House Gas Neutrality Rating | Heat Efficiency Rating |
|--------------------------------------|-----------|--------------------------------|-----------------------------------|------------------------|
| EPA Certified Pellet Stove or Insert | \$600 | GOOD | VERY GOOD | VERY GOOD |
| Gas Fired Stove or Insert | \$600 | VERY GOOD | FAIR | VERY GOOD |
| EPA Certified Wood Stove or Insert | \$300 | FAIR | GOOD | VERY GOOD |
| Gas Fired Log Set | \$300 | VERY GOOD | FAIR | POOR |

¹ Random telephone survey results for 2006 & 2007 indicated that 22% of the respondents would be willing to voluntary upgrade to a cleaner wood burning device if a \$500.00 incentive were offered.

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The initial incentive amounts listed in Table 2 were developed based on other similar incentive programs in California and the Air District's own, limited change-out programs. The incentive amounts may need to be adjusted in the future in order to stimulate demand on the part of the public.

Staff is proposing to implement the incentives through a contract with the Hearth, Patio and Barbeque Association (HPBA) similar to the mechanism used for the Air District's Vehicle Buy Back Program. The HPBA has handled manufacturer and dealer side incentive programs for Sacramento, San Joaquin, Shasta County, and Yolo-Solano air districts' wood stove change-out programs. The organization is very familiar with both the procedural requirements and the documentation for destruction of the replaced wood burning appliance. Additionally, HPBA has handled the Western Propane Gas Association program that was a \$300 rebate program for new and remodeled propane gas hearth installations for a total of \$40,000 in 2007.

Staff is still developing incentive programs for "do-it-yourself" installations and situations where conventional fireplaces or uncertified wood stoves are completely removed from service. Staff proposes to bring forward those program details at a future Public Outreach Committee meeting.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

On July 25, 2007, the Board of Directors designated a Reserve for a Cleaner Burning Technology Incentive Program and funded the new Reserve with a transfer of \$500,000 from Undesignated Reserves. Staff will request a transfer of \$300,000 from the designated reserve to the FY07-08 District budget at the December 12, 2007 Budget and Finance Committee meeting to fund the Cleaner Burning Technology Incentive Program.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Jean Roggenkamp, Kelly Wee