

Bay Area Air Quality Management District
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Immediately Following Legislative Committee Meeting
Monday, November 26, 2007

1. **Call to Order - Roll Call:** Chairperson Carol Klatt called the meeting to order at 10:35 a.m.

Present: Carol Klatt, Chairperson, Janet Lockhart, Michael Shimansky, Pamela Torliatt, Brad Wagenknecht.

Absent: Erin Garner, Scott Haggerty, Yoriko Kishimoto, John Silva.

Also Present: Board Chair Mark Ross.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of September 27, 2007:** Director Shimansky moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
4. **2007/2008 - Spare the Air Tonight Outreach Campaign:** *Staff provided a summary of the Air District's wintertime outreach campaign.*

Jack Broadbent, Executive Officer/APCO, introduced the item and stated that the Spare the Air Tonight season has started and that a Spare the Air Tonight has been called for this evening. The item will cover the District's outreach efforts. It is anticipated that next year the season will start sooner.

Karen Schkolnick, Air Quality Program Manager, presented background information on the Spare the Air Tonight program. It is a voluntary program to reduce PM, health advisories are issued on nights when air quality is forecast to be unhealthy, and the season runs from November 13, 2007 through February 11, 2008.

Ms. Schkolnick reviewed the attributes of PM_{2.5} and the health effects associated with PM_{2.5} exposure. The history of advisories was presented and Ms. Schkolnick noted that the U.S. EPA lowered the PM_{2.5} standard resulting in more advisories during the 2006/2007 season. Outreach objectives and strategy were discussed. The Spare the Air Tonight messages are to inform the public about the health effects of PM and wood smoke and to persuade the public to make clean air choices.

The radio and television ads were presented to the Committee.

Measurement of the awareness of the program will be made through surveys that will be conducted on Spare the Air Nights. The objectives of the survey were reviewed. Ms. Schkolnick noted the workshops that have been held on the draft wood burning rule.

Discussion included how many of the 1.2 million fire places in the Bay Area are being used, what are the incentives for the Spare the Air Tonight Program, and working with cities to encourage building homes without fireplaces. Director Torliatt requested a list of the cities and counties that have not adopted the wood smoke ordinance yet and recommended contacting them again to encourage adoption of the ordinance. There was discussion on the collateral material presented to the Committee and suggestions regarding the material were provided to staff.

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

5. Update on Development of Cleaner Burning Technology Incentive Program: *Staff presented an update on development of a Cleaner Burning Technology Incentive Program.*

Jean Roggenkamp, Deputy APCO, presented the report and presented background information and stated that wood smoke is a significant source of PM_{2.5} in the Bay Area. An incentive program would encourage replacement of existing fireplaces and woodstoves with cleaner technologies. Ms. Roggenkamp stated that this incentive program can complement the proposed wood smoke regulation and funding is available in a designated reserve.

Ms. Roggenkamp reviewed a chart that showed wood smoke to be the largest fraction of PM_{2.5} in the Bay Area compared to other sources. An overview of emissions of fine particles from burning devices was presented to the Committee.

The Cleaner Burning Technology Incentives Program would provide financial incentives for District residents to upgrade their conventional fireplaces and uncertified wood stoves to cleaner burning technologies. The incentive amounts would vary according to the upgrade device used. Implementation of the Program consists of contracting with the Hearth, Patio, Barbeque Association (HPBA) to implement the incentives, transferring \$300,000 from the designated reserves for the initial effort, and continuing to develop the incentive program for do-it-yourself installations and devices removed from service.

Staff recommended approval of the Cleaner Burning Technology Incentives Program and authorization staff to begin contract discussions with HPBA.

Committee discussion included the following:

- The amount of the incentives and the number of units that could be changed-out.
- How long the current EPA certified stoves could be used.
- In 3 to 5 years the current EPA certified stoves and devices may need to be upgraded again.
- The cost of natural gas and the message of lower energy usage.
- Better message as to why an upgrade is an important step to take.
- California and the Bay Area are being pro-active regarding cleaner burning fireplaces.

Committee Action: Director Lockhart moved the staff recommendation; seconded by Director Wagenknecht.

There was further discussion on the item regarding the longevity of the current EPA certified stoves, and moving towards gas only fireplaces. The motion then passed on the following roll call:

AYES: Lockhart, Shimansky, Wagenknecht, Ross, Klatt.

NOES: Torliatt.

ABSENT: Garner, Haggerty, Kishimoto, Silva.

6. **Committee Member Comments:** There were none.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 11:50 a.m.

/s/Mary Romaidis
Mary Romaidis
Clerk of the Boards