



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIRPERSON
ERIN GARNER
SCOTT HAGGERTY
JANET LOCKHART

CAROL KLATT - VICE CHAIRPERSON
MICHAEL SHIMANSKY
JOHN SILVA
BRAD WAGENKNECHT

THURSDAY
FEBRUARY 14, 2008
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 NOVEMBER 26, 2007**
4. **UPDATE ON CLEANER BURNING TECHNOLOGY INCENTIVE PROGRAM**

J. Broadbent/5052
jbroadbent@baaqmd.gov

Staff will present an update on the recent Change 4 Clean Air incentive program.
5. **CONSIDERATION OF EXTENSION OF CONTRACTS FOR PUBLIC OUTREACH PROGRAMS**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

The Committee will consider recommending Board of Directors approval to extend contracts for media/employer relations, advertising design, public opinion surveying, and community outreach, for Public Outreach Programs.
6. **SPARE THE AIR 2008 CAMPAIGN UPDATE**

J. Roggenkamp/4646
jroggenkamp@baaqmd.gov

Staff will present an update on development of the 2008 Spare the Air Campaign.
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:** *9:30 a.m., Thursday, March 6, 2008, 939 Ellis Street, San Francisco, CA 94109*
9. **ADJOURNMENT**

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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: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 7, 2008

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of November 26, 2007.

DISCUSSION

Attached for your review and approval are the draft minutes of the November 26, 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 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.

Mary Romaidis
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 6, 2008

Re: Cleaner Burning Technology Incentive Program

RECOMMENDED ACTION:

Consider proceeding with possible limited additional incentives.

BACKGROUND

On December 19, 2007, the Board of Directors transferred \$100,000 from the designated Reserve for a Cleaner Burning Technology Incentive Program to the current budget in order to provide incentives encouraging replacement of high emitting fireplaces and old wood stoves with more modern, EPA certified devices or natural gas fueled devices. The incentives were to be distributed through the Change 4 Clean Air Program, which was co-sponsored by the Hearth, Patio and Barbecue Association (HPBA) and was similar to programs they had conducted in other districts within California and in other states. Through a contract with HPBA, their staff began processing applications for submittal to Air District staff starting on January 22, 2008.

DISCUSSION

Due to the response to the Change 4 Clean Air Program, the \$100,000 funding was depleted in less than a week. That week included unusually wet and cold weather. Because there was no additional Air District funding, staff developed a response for the public that thanked them for their participation and pointed out that manufacturer and dealer rebates were still available for selected products at local participating HPBA retail stores. Additionally, individuals were given the option to be added to an e-mail list for notification about any future fireplace / wood stove incentive programs the Air District may offer.

Review of applications received to date for incentive payments indicates the majority of wood-burning devices replaced were fireplaces and the new devices are gas-fired inserts.

Staff will present two options for the Committee's consideration:

- Limited additional incentives, for this year only.
- No further incentives.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Janet Glasgow
Reviewed by: Wayne Kino

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 5, 2008

Re: Consideration of Recommendation for Extension of Public Outreach Contracts

RECOMMENDED ACTION:

Recommend Board of Directors authorization for the Executive Officer to execute extensions to the following contracts that assist with public outreach:

- Advertising Design and Production - O'Rorke not to exceed \$140,000
- Media Relations and Employer Program - Allison & Partners not to exceed \$400,000
- Community Outreach Services – Community Focus not to exceed \$180,000
- Public Opinion Research - True North not to exceed \$175,000

BACKGROUND

The Air District's Public Information and Outreach section relies on contractors to assist with various aspects of its public affairs and outreach programs. This recommendation would provide continuity in the 2008 season and improve timing of future Request for Proposals (RFP).

DISCUSSION

The Board previously awarded contracts to O'Rorke Inc, Allison & Partners and Community Focus in March 2007 and to True North in June 2007, following the issuance of an RFP. Each of these contracts includes a provision to allow for an extension of the contract for up to 12 months at the District's sole discretion.

- **Advertising Design & Production and Media Relations & Employer Program Contracts:**

The summer Spare the Air season begins the first week in June, therefore, all media and advertising campaign planning and materials should be completed and ready for implementation by this date. Therefore the optimal time for issuing future RFPs for the advertising and media relations' contracts would be after the majority of the contractors' activity for the summer season has been completed and well in advance for the

wintertime season. Resetting the timeline for issuing these RFPs to later in the season would allow for uninterrupted and consistent development of campaign materials. Staff recommends that these contracts be extended through August 15, 2008.

- **Community Outreach Services and Public Opinion Research Contracts:**
Extending the Community Outreach Services and Public Opinion Research contracts would allow for uninterrupted development of community-based outreach and ensure that the public opinion research contractor is on board prior to the next Spare the Air season. Staff recommends that these contracts be extended through March 2009.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for activities conducted from April 2008 through June 30, 2008, is included in the current budget. Activities after July 1, 2008, will be included in the FY 2008/09 budget. Funding for these contracts comes from three sources: a Congestion Mitigation Air Quality (CMAQ) grant, the Transportation Fund for Clean Air (TFCA) program, and General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen Schkolnick
Reviewed by: Jean Roggenkamp

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: February 6, 2008

Re: Spare the Air 2008 Campaign Update

RECOMMENDED ACTION

None. For information only.

BACKGROUND

The *Spare the Air* program was created in 1991 to notify the public when ground-level ozone is forecast to reach unhealthy concentrations and to persuade residents to take individual action to reduce air polluting activities. The summer 2008 *Spare the Air* season runs from June 2 through October 13.

DISCUSSION

Staff is working with Metropolitan Transportation Commission staff on a free transit incentive proposal for this season given limited funding in 2008 and then no free transit funding remaining. MTC has expressed interest in continuing to support the summertime program with a stronger emphasis on climate protection. Staff is also working with MTC on a proposal to continue funding the larger Spare the Air program in future years as part of their update to the Regional Transportation Plan. This change in funding presents an opportunity to transition the *Spare the Air* program to encompass a broader range of clean air messages while still maintaining the successful campaign elements such as the extensive advertising and outreach.

Staff believes that the reach and cost-effectiveness of the proposed campaign would be improved by partnering with businesses and community organizations. For example, advertising and outreach would direct residents to an updated sparetheair.org website where they would engage in activities to learn about clean air choices and receive campaign incentives (free transit passes, etc.). New incentives would be provided during the campaign tailored to compliment rotating clean air messages.

Benefits include:

- Residents making clean air choices are rewarded for their efforts;
- Additional clean air messages are introduced;
- Businesses and community groups play an active role in the campaign.

Staff is seeking Committee direction on this evolution of the program toward clean air choices and climate protection.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for activities conducted prior to June 30, 2008 is included in the current budget. Activities beginning July 1, 2008, will be included in the FY 2008/09 budget. Funding for the Spare the Air campaign comes from three sources: a Congestion Mitigation Air Quality (CMAQ) grant, the Transportation Fund for Clean Air (TFCA) program, and General Revenues.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Karen Schkolnick
Reviewed by: Jean Roggenkamp