

**Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
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APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Monday, March 3, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.
Present: Mark Ross Chairperson, Erin Garner (9:50 a.m.), Carol Klatt, Janet Lockhart, Michael Shimansky (10:05 a.m.), John Silva, Brad Wagenknecht.
Absent: Scott Haggerty.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of February 14, 2008:** Director Lockhart moved approval of the minutes; seconded by Director Wagenknecht; carried unanimously without objection.
4. **Spare the Air 2008 Campaign Update:** *Staff provided an update on the development of the 2008 Spare the Air Campaign.*

Jean Roggenkamp, DAPCO, introduced the item and noted that at its last meeting, the Committee provided direction to staff to provide free transit for the 2008 Spare the Air season.

Ms. Roggenkamp provided the Committee with the following background:

***Spare the Air* program created in 1991:**

- Notifies the public when air quality is unhealthy
- Persuades public to make behavior changes to reduce air polluting activities

***Spare the Air* program has evolved:**

- Added free transit incentive
- Modified free transit incentive
- Incorporated climate protection messages to compliment episodic aspect

Ms. Roggenkamp stated that it is clear there should be a free transit element to the program, but the Air District would also like to continue the evolution of the program by incorporating a climate protection message.

- **Continue to connect climate change with air quality**
 - Message: “Spare the Air today, and everyday!”
 - Climate change projected to cause increase in extreme heat days, triggering more ozone exceedances

- **Challenge: limited funding**
 - Remaining CMAQ/TFCA funding from 2007 free transit incentive (\$4 million)
 - Final CMAQ funding (\$2 million); TFCA match
 - Staff exploring additional funding from MTC and transit operators

Because last summer there were only 2 out of 4 free transit on Spare the Air days, there were monies matching about \$4 million carried over from 2007. It is a combination of federal CMAQ dollars, and TFCA funds. The Air District receives CMAQ dollars for the Spare the Air program as a whole, not necessarily associated with free transit, and that money is available to the Air District and that has been requested and is in the final installment as there are no more CMAQ dollars available.

In addition, Ms. Roggenkamp state that the Air District did check with the Metropolitan Transportation Commission (MTC) and the transit operators about contributing more money and this is not a likely source of funds. MTC has expressed to the Air District that they would prefer a strong climate message. Climate protection has become a key element in their regional transportation plan and they are looking at ways to integrate the climate protection aspect into the work currently underway.

Additional incentives to include:

Opportunities to promote positive behavior.

Example ideas:

- Free teleconferencing
- Discounted bike rentals
- Rewards to schools
- Free Translink cards

Options for consideration by the Committee included:

- **Option 1:** Provide three free morning commutes on limited number of transit systems – estimated cost \$4.5 million.
- **Option 2:** Expand Option 1 to include all Bay Area transit operators (29) at additional cost of \$2.4 million.
- **Option 3:** Expand Option 2 to include other types of incentives and messages beyond free transit at additional costs of \$1.5 million.

Ms. Roggenkamp stated that it is important to include a way of transitioning the Spare the Air Program for the future. Other incentives are less costly than free transit on specific days and will be promoted this summer.

Ms. Roggenkamp concluded her presentation. Chairperson Ross complimented Ms. Roggenkamp on the presentation.

After considerable discussion the Committee provided direction to staff. The Committee will recommend the following:

- Free transit on the first 2 Spare the Air Days to include: free morning commutes on trains and ferries; and full day commutes on all other bus transit systems;
- Inclusion of other types of incentives and messaging beyond free transit to promote climate protection;
- A survey analysis to assess the effectiveness of the program; Estimated cost for the 2008 program is \$6.7 million dollars; and
- If possible, will seek to find funds for an additional day.

Committee Action: Motion to approve recommendations to the Board of Directors by Director Wagenknecht; seconded by Director Garner; carried unanimously without objection.

5. **Committee Member Comments:** Director Silva asked about the second round of funding for the wood smoke program and Mr. Broadbent noted that he would provide an update at the next Board of Directors meeting. Director Lockhart asked about the status of a letter from HPBA and requested that the Air District provide the Committee with a status update.
6. **Time and Place of Next Meeting:** At the Call of the Chair.
7. **Adjournment.** The meeting was adjourned at 10:25 a.m.

/s/Vanessa Johnson
Vanessa Johnson
Acting Clerk of the Board