

Bay Area Air Quality Management District  
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## APPROVED MINUTES

Summary of Board of Directors  
Public Outreach Committee Meeting  
Monday, May 5, 2008

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:31 a.m.  
**Present:** Mark Ross Chairperson, Scott Haggerty, Carol Klatt, Janet Lockhart, Michael Shimansky  
**Absent:** John Silva, Brad Wagenknecht, Ken Yeager  
**Also Present:** Gayle B. Uilkema
2. **Public Comment Period:** There were none.
4. **Spare the Air 2008 Campaign Update:** *Staff provided an update on the development of the 2008 Spare the Air Campaign.*

Jack P. Broadbent, Executive Officer/APCO, introduced the item and noted that the Spare the Air Summer Campaign would begin June 2, 2008. Mr. Broadbent stated that the Committee has been instrumental in reviewing staff's recommendations and giving direction to the program. Mr. Broadbent continued, stating that this would be the last year of funding for free transit secured through CMAQ and the Metropolitan Transportation Committee (MTC). Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that due to the lower federal standard, more Spare the Air days will be called this summer, and staff is leaning towards picking a specific date for free transit.

Jean Roggenkamp, Deputy Air Pollution Control Officer introduced Lisa Fasano, Communications Director, and stated that Ms. Fasano will make the presentation.

Ms. Fasano 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 polluting activities
- EPA recently adopted more stringent ozone standard

Highlights for the program transition include:

### ***2008 Spare the Air, Every Day:***

- Year-round campaign that integrates climate protection messages
- Advertising & Outreach
- Partnerships & Incentives

Ms. Fasano stated that advertising would consist of a year round campaign that would be seasonal, so that the advertising, publicity and press materials distributed will focus on seasonal behavioral changes throughout the year.

Advertising and Outreach will include:

- Television, Radio, Print & In-Theater
- Internet/Web
  - Social Networking Sites (Yelp, Facebook, etc.)
- Community Outreach
  - Events
- Media Outreach
  - Interviews, Editorial Board Visits, News Releases
- Telephone surveys to measure program progress and behavior change

Ms. Fasano continued stating that June 19, 2008, is considered Dump the Pump Day, sponsored by the California Air Resources Board (CARB), on this day, no gas would be purchased. This could potentially be a good link for the Air District to have its free transit day.

Possible partners and incentives include:

**Exploring Partnerships**

**Ideas for Incentives/Promotions**

MTC	Free Transit Day(s)
Peet's	Bring Mug for Discount on Coffee
Safeway	Free Grocery Delivery
Zip Cars	Discount on Hybrid Cars
511.org	TransLink Passes
Safe Routes to School	Free/Discounted Bikes
Mike's Bikes	
Method	Discounted Healthy Cleaning Products

Ms. Fasano concluded the presentation stating that the benefits associated with this campaign will include:

- Sustainable, cost-effective and environmentally comprehensive;
- Businesses and community groups play an active role in the campaign; and
- Residents are encouraged to do more and are rewarded for their efforts

Mr. Broadbent stated that the STA, everyday campaign is in transition and that due to the standards being lowered, violations will occur more frequently. Because the Air District is at the end of its funding cycle with MTC and its CMAQ funding program; the Air District will move towards selecting STA dates. Mr. Broadbent continued stating that the free transit program will

continued to be explored in the future. Also, if the Air District were to establish a foundation, it can seek to receive private monies and essentially fund the program. This would consist of the Air District contributing funds and the foundation contributing, and the Air District will head in this direction during Summer 2009.

**Action:** The Committee provided direction to staff with regard to the program.

3. **Approval of Minutes of March 3, 2008:** Director Haggerty moved approval of the minutes; seconded by Director Lockhart; carried unanimously without objection.
5. **Summary of Wood Smoke Outreach and Incentives:** *Staff provided an overview of the Wood Smoke Outreach and Incentives to date.*

Mr. Broadbent addressed the Committee introducing Ms. Fasano to provide the Committee with the presentation. Mr. Broadbent also noted that the Spare the Air Tonight campaign recently ended.

Ms. Fasano provided the Committee with the background of this program which included:

- In 2006 US EPA adopts more stringent PM standards
- Average of 20 unhealthy nights per season
- District's Wood Smoke Reduction Effort
  - ✓ Financial Incentives
  - ✓ Regulation
  - ✓ Outreach & Spare the Air Tonight

Ms. Fasano continued that the Air District conducted surveys from a period of 2007-2008 to gauge the public's perception on wood smoke and particulate matter issues. Survey results include:

- Approx. 70% perceive negative health effects associated with breathing wood smoke.
- 21% perceive their neighborhood periodically experiences air pollution from wood smoke.
- 22% households that have a woodstove are unsure if it is EPA certified.
- 84% support a policy that would limit wood burning on nights when air quality is unhealthy.

The financial incentive efforts include:

**Objectives:**

- Help residents invest in cleaner devices
- Raise awareness regarding cleaner-burning alternatives

**Program Highlights:**

- Press releases, interviews, feature TV/radio/print stories, notices to individuals
  - **1st Round** - \$100K - Opened January 15th
    - 185 Rebates distributed
  - **2nd Round** - \$400K - Opened April 7th and runs through July 7th
    - 650 vouchers issued

The regulatory efforts include:

**Outreach Highlights:**

- Press releases, interviews, feature TV/radio/print stories
- Coordinated seven (7) and nine (9) informational meetings
- Notified approx. 1,000 individuals, 200 civic, environmental, and health organizations
- Advertised in local papers, websites, and sent notices to local cities and counties

**Regulation 6, Rule 3:**

- Limits burning on nights with unhealthy air quality
- Limits excessive smoke pollution
- Requires cleaner burning technology for sale and resale
- Requires cleaner burning technology in new construction
- Prohibits burning of garbage
- Requires labels on seasoned wood and solid fuel

In addition, Ms. Fasano continued stating that the outreach effort will include:

- Emphasis on health effects of fine particulate pollution
- Communicate how to burn cleanly and how to comply with Rule
- Promote incentives and cleaner-alternatives
- Outreach Highlights:
  - Advertisements and public service announcements
  - Community and employer events
  - Media advisories and press releases
  - Marketing materials
  - Spanish and Chinese-language materials
  - Op-ed and editorial board meetings
  - Surveys

Ms. Fasano stated that the main message throughout the campaign will include:

**Check before you burn:**

- Advertising on television, radio and in newspapers
- Alerts to weathercasters
- Alerts on Air District and Spare the Air websites [sparetheair.org](http://sparetheair.org) and [www.baaqmd.gov](http://www.baaqmd.gov)
- E-mail notification to residents – Air Alerts
- Distribution of educational materials
- 1-800 HELP-AIR

Ms. Fasano concluded her presentation and stated that the campaign's emphasis will be to inform individuals that there is a need to reduce wood smoke burning on Spare the Air Nights when an advisory is called.

Mr. Broadbent stated that the Board of Directors will consider Regulation 3, Rule 6: Wood Burning Devices, at its July 9th Board meeting.

The Committee had a brief discussion on this matter. Chairperson Ross thanked staff, as he is aware that it took a great deal of work and appreciates staff efforts.

6. **Committee Member Comments:** None.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 10:50 a.m.

*/s/ Vanessa Johnson*  
Acting Clerk of the Boards