



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR
SUSAN GARNER
CAROL KLATT
GAYLE B. UILKEMA
SHIRLEE ZANE

KEN YEAGER - VICE CHAIR
SCOTT HAGGERTY
NATE MILEY
BRAD WAGEKNECHT

FRIDAY
NOVEMBER 13, 2009
9:30 A.M.

4TH FLOOR CONFERENCE ROOM
939 ELLIS STREET
SAN FRANCISCO, CA 94109

Teleconference Location – 575 Administration Drive, Room 100A
Santa Rosa, CA 95403

This meeting will be conducted in accordance with the Brown Act, Government Code Section 54953; Teleconferencing. Any member of the public may attend this meeting at either location.

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 MAY 7, 2009 AND OCTOBER 15, 2009**

4. **SPARE THE AIR FOCUS GROUP FINDINGS**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive a Report on Spare the Air focus group findings.

5. **BAY VIEW HUNTER'S POINT COMMUNITY DIALOGUE MEETINGS AND REQUEST FOR PROPOSALS (RFP) UPDATE**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update of Bay View Hunter's Point community dialogue meetings and Request for Proposals (RFP).

6. **SPARE THE AIR WEBSITE REDESIGN**

L.Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update and tour of the newly redesigned Spare the Air website.

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 - At the Call of the Chair**
9. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-5130
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 Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website (www.baaqmd.gov) at that time.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

NOVEMBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Regular Meeting	Tuesday	10	9:00 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	12	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i> - CANCELLED	Thursday	12	Following Board Legislative Cme. Mtg.	4th Floor Conf. Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday each Month)</i>	Friday	13	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	16	9:30 a.m.	Board Room
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Wednesday	18	9:00 a.m.	4th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Executive Committee Meeting <i>(Meets at the Call of the Chair)</i>	Thursday	19	9:30 a.m.	4 th Floor Conf. Room
Joint Policy Committee <i>(Meets 3rd Friday Every Other Month)</i> - RESCHEDULED TO FRIDAY, NOVEMBER 6, 2009	Friday	20	10:00 a.m.	MTC Auditorium 101 8 th Street Oakland, CA 94607
Board of Directors Personnel Committee <i>(At the Call of the Chair)</i>	Monday	23	9:30 a.m.	4th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i> - CANCELLED & RESCHEDULED TO MONDAY, NOVEMBER 2, 2009	Wednesday	25	1:30 p.m.	4th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> CANCELLED	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

DECEMBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	2	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday each Month)</i>	Thursday	3	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Monday	7	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i> RESCHEDULED TO FRIDAY, DECEMBER 11, 2009	Thursday	10	9:30 a.m.	4th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Friday	11	9:30 a.m.	4th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee -- <i>(Meets 4th Thursday of each Month)</i> - CANCELLED	Thursday	24	9:30 a.m.	4 th Floor Conf. Room

JANUARY 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday each Month)</i>	Thursday	7	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting	Wednesday	13	9:00 a.m.	Board Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	14	9:30 a.m.	4th Floor Conf. Room
Joint Policy Committee <i>(Meets 3rd Friday Every Other Month)</i>	Friday	15	10:00 a.m.	MTC Auditorium 101 8 th Street Oakland, CA 94607
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	28	9:30 a.m.	4 th Floor Conf. Room

HL - 11/10/09 (8:45 a.m.)

P/Library/Forms/Calendar/Calendar/Moncal

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: November 9, 2009

Re: Public Outreach Committee Draft Minutes

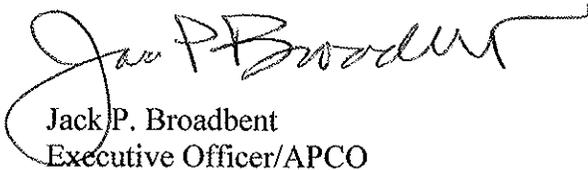
RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meetings of May 7, 2009 and October 15, 2009.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 7, 2009 and October 15, 2009 Public Outreach Committee meetings.

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
Thursday, May 7, 2009

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:36 a.m.

Present: Mark Ross Chairperson; Susan Garner, Scott Haggerty, Nate Miley, Michael Shimansky, Gayle Uilkema and Brad Wagenknecht

Absent: Director Shirlee Zane and Vice Chairperson Ken Yeager

Public Comment: There were none.

Approval of Minutes of April 2, 2009: Director Wagenknecht moved approval of minutes of April 2, 2009; Director Miley seconded the motion; carried unanimously without objection.

2009 Summer Spare the Air Every Day Campaign – Staff Presentation by Lisa Fasano, Director of Communications and Outreach

Overview/Background:

Lisa Fasano provided an overview of the 2009 Summer Spare the Air Every Day Campaign, stating that the 2008 campaign was transformed from an episodic nature to an every day campaign and promotes behavior change to protect air quality. The 2009 season runs from May 11, 2009 through October 2, 2009 and the campaign's focus is to target and reduce the number of single passenger vehicles on roadways, and promote carpooling and transit.

Partnerships and Advertising: The 2009 campaign will broaden partnerships with MTC and 511.org. Advertising and outreach will be expanded and include radio, TV ads, SFGate.com, Yelp, Twitter and Google ads, Treasure Island banner, Smoking Vehicle Program advertising to link to Spare the Air campaign, electronic signage to display real time messages, *Carticipate* which is available on the Apple iPhone and Facebook, and continued outreach at community events.

Committee Comments:

Committee members discussed key points of the campaign as educating the public, using public transit efficiently, getting people to share their vehicles, promoting carpooling and casual carpooling, and addressing the stigma of riding with strangers. The Committee further discussed

potential liability issues, and discussed the worldwide use of *Carticipate*. Ms. Fasano then presented a video on Summer Time Spare the Air Day.

Director Ross suggested partnering with BART to utilize property which could be used for casual carpool points and he briefly discussed iPhone and *Carticipate* search technologies and capabilities. Directors Miley and Haggerty suggested the campaign incorporate an educational component for school-aged children to learn early on about the benefits of carpooling and alternative means of transportation, which could also serve to influence parents.

Committee Action: None; information only.

Employer Program Spring/Summer - Presentation by Lisa Fasano, Director of Communications and Outreach

Overview/Background:

Ms. Fasano provided an overview of the Employer Program, stating it will feature educational air quality workshops for employers and incorporate the following strategies:

- Workshops will address region-specific workplace air quality concerns and solutions;
- Held in North Bay, South Bay, East Bay and in San Francisco;
- Will feature a panel of businesses, a presentation from District staff and Q&A;
- Use Employer Program to reduce SOVs and promote carpooling and transit;
- Updating Employer section of website;
- Creating electronic materials;
- Developing a step-by-step guide for employers to start or enhance their program.

Committee Discussion/Comments:

Committee members discussed employer participation, employer summits, park and cash out provisions for those with 50 or more employees, employee parking, measuring successes through surveys, booth events and vehicle counts, and thanked Ms. Fasano for her presentation.

Committee Action: None; information only.

Overview of Air District Website Redesign – Presentation by John Chiladakis, Director of Information Systems Services

Overview/Background:

John Chiladakis presented the Air District's website in 1998 in comparison to the current site which was revamped in 2004, noting that the site's 7,000+ pages are unwieldy and difficult to navigate. A survey was sent to stakeholders and feedback returned which revealed the need to focus on three areas on the District's home page: business and industry, members of the public and scientific information/air quality data.

To address automatic updating, a content management system was implemented, the design was modernized, functional items were added, and the Communications and Outreach team arrived at pertinent design themes. Mr. Chiladakis noted that the newly redesigned website has been reviewed by many audiences and District staff is in the process of updating and refining content.

He described the ability for staff to update, edit and publish content and he described security, division links, notifications, and rotational educational links.

Committee Discussion/Feedback:

- Confirmed that Board agenda, minutes and packets were still accessible on the website;
- Suggested implementation of a children's/teacher's website section with interactive games to further education on air quality;
- Suggested posting Director Dunnigan's picture on the website;
- Requested the District schedule another photography session for Directors to update their portraits;
- Requested the website be less governmental-looking and embody less text and more pictures.

Committee Member Comments:

- Committee members voiced concerns with scheduling two Committee meetings on the same morning;
- Chairperson Ross thanked Tracy Keogh and Lisa Fasano for their work on the Climate Summit, and Committee members agreed that the venue was very nice.

Time and Place of Next Meeting: At the call of the Chair.

Adjournment. The meeting was adjourned at 11:04 a.m.

Lisa Harper
Clerk of the Boards

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
Thursday, October 15, 2009

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m.

Present: Chairperson Mark Ross, Susan Garner and Nate Miley

Absent: Vice Chairperson Ken Yeager, Scott Haggerty, Carol Klatt, Gayle Uilkema, Brad Wagenknecht and Shirlee Zane

Others Present: Chairperson Pamela Torliatt

Public Comment: There were none.

Approval of Minutes of May 7, 2009: Deferred to the next meeting due to lack of quorum.

Community Grant Program:

Director of Communications and Outreach, Lisa Fasano, reported that the Community Grant Program had been approved by the Board of Directors and allocates grants in three different categories; outreach and education, implement behavior changes and respiratory health improvement. The goals of the program are to reduce local airborne pollutants, increase public awareness of air quality issues, and protect the public from the harmful effects of air pollution. A total of 57 applications were received representing \$2.2 million in requests.

Ms. Fasano reviewed the variety of applications by entity and application, stated that three review panels were established, as well as scoring criteria, geographic impacts of the projects and their type of funding request. The review panel selected six projects totaling \$254,668. Staff believes the excess of \$4,668 can be handled by the existing budget.

In response to the Committee's request, Senior Public Information Officer, Jim Smith, described each of the selected projects, their program goals, and location served.

Committee Discussion/Comments:

Chairperson Torliatt requested staff provide a compiled and prioritized list of all grant applications and their dollar amounts.

Director Garner discussed with Mr. Smith the American Lung Association's asthma management project in schools, benefits provided to 450 students and how application guidelines comply with the program's goal of addressing respiratory health issues.

Chairperson Torliatt requested staff identify whether the District is funding all or part of the selected projects.

Chairperson Ross referred to the additional, unfunded projects and suggested they be augmented through reserves. Ms. Fasano agreed these are equally good projects totaling \$145,000, and can be recommended if additional funding becomes available. Mr. Smith then provided a brief description of each project.

Public Comments:

Linda Twichell, Chabot Space and Science Center, Oakland, thanked the District for the grant award, which she said will benefit their new, dynamic exhibit to be launched in November of 2010. She discussed the center's advocacy for behavior change, said they have individually raised \$880,000 to date, with the goal of raising an additional \$1 million.

Directors questioned the Reserve balance, and Mr. Broadbent noted that staff will be updating the Budget and Finance Committee in early November to review reserves, and he recommended maintaining contact with applicants and not utilizing reserves for the next two to three months due to the uncertainty with the state's fiscal condition.

Director Miley supported the additional projects and suggested utilizing a different funding source. Chairperson Torliatt referred to previous discussion regarding the program by the Executive Committee, and said a percentage of penalty monies were to be used. She suggested for staff to create a separate account from what is collected in fines.

Director Garner agreed with prioritizing the projects and suggested a percentage amount be utilized for projects, as well. Chairperson Ross suggested tying the funding to 10% of the total amount of fines projected, which he agreed may fluctuate year to year. Mr. Broadbent recommended bringing the matter to the Budget and Finance Committee for discussion on how revenue from fines is allocated and to establish a percentage amount for annual appropriation to the Community Grant Program.

Committee Action: None; information only.

Report on the 2009 Spare the Air Every Day Campaign

Lisa Fasano provided an overview of the season, campaign elements, and 2009 highlights which focused on carpooling, taking transit and behavioral change and which ran from May 11 through October 2. A total of 14 Spare the Air Alerts were issued, with 8 exceedances over the national 8-hour standard.

She reported that the look and feel of the program is similar to last year's, the campaign's slogan is "Any ride is worth sharing", she presented targeted activities in addition to regular

advertisements, and briefly described events and their focus. Ms. Fasano presented a video on carpooling, said five focus groups were held at four locations in the Bay Area, she discussed the District's presence on-line and on the air, and noted that staff would compile a report of focus group findings for presentation at the next Committee meeting.

Committee Discussion/Comments:

Director Miley confirmed that Smart driving included behaviors like keeping tires properly inflated, keeping vehicles free from excess weight, driving the speed limit, purchasing gas in the morning and evenings, and others.

Chairperson Ross said he believed the program was going well, supports casual carpooling and believes there may be growth with the concept. He confirmed with Ms. Fasano that staff would also be updating the Spare the Air website.

Director Garner said she was struck by the underutilization of carpool lots in Santa Clara. Ms. Fasano discussed promoting the use of the lots, employer assistance with carpooling and casual carpooling. Air Quality Program Manager, Ana Sandoval, added that San Francisco and Richmond are two cities which have ordinances addressing mandatory transportation alternatives for employers of 100 or more. She said San Joaquin Air District is launching a new rule for employers of 100 or more to institute carpooling or alternative transportation, and she believed this may soon be implemented in the Bay Area.

Chairperson Torliatt suggested staff also contact property management firms of shopping centers to work with tenants to promote ride share programs.

Committee Action: None; information only.

2009-2010 Winter Spare the Air Communication Strategy

Ms. Fasano discussed successes of last year's Strategy, noting that email alerts had doubled. She discussed changes to the program, stating that forecasts are now taken at 1:15 p.m. for the next day; that alerts take effect at midnight and are in effect for 24 hours. The first time offender penalty (after warning letter) is \$400 and staff has also developed an exemption document for further guidance.

Committee Discussion/Comments:

Committee members discussed warning letters, notices of violations, and Ms. Fasano reiterated that reminder letters are forwarded to those violators who had previously burned during a Spare the Air Alert.

Chairperson Torliatt questioned the availability of materials and Committee members confirmed with Ms. Fasano that updated widgets would be sent to ABAG and to school districts. Ms. Fasano then described notification and outreach efforts, upcoming advertising, events, and said both positive and negative support had been received for the program.

Mr. Broadbent said staff will provide a full Winter Spare the Air presentation at the November 4, 2009 Board meeting and Chairperson Ross suggested conveying to the Board both negative and positive feedback.

Committee Action: None; information only.

Contract Renewal for Air District Resource Team

Deputy APCO, Jean Roggenkamp, reported that Community Focus had successfully worked on the organization and facilitation of nine community-based Air District Resource Teams and have responded to the RFP, which went out to the public. She recommended the Committee convey support to the Board for renewal of their contract in the amount of \$200,000.

Committee Discussion/Comments:

Committee members confirmed there was a full and public RFP process and unanimously supported the recommendation.

Committee Action: The Committee expressed support for Board of Directors' approval of renewal of a contract with Community Focus for facilitation of Air District Resource Teams in the amount of \$200,000; however, due to the lack of a quorum, an official vote was unable to be taken.

Committee Member Comments/Other Business: None

Time and Place of Next Meeting: Friday, November 13, 2009, 9:30 a.m., 939 Ellis Street, San Francisco, CA.

Adjournment: The meeting was adjourned at 11:18 a.m.

Lisa Harper
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: November 5, 2009

Re: Spare the Air Focus Groups Findings

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Spare the Air program was created in 1991, with the two-fold purpose of notifying the public when air pollution is expected to be unhealthy and to encourage Bay Area residents to take individual action to reduce smog-forming pollutants.

As part of the 2009 season, the Air District tasked Spare the Air advertising contractor, O'Rorke, Inc. to conduct research on public perception of the Spare the Air campaign and attitudes about carpooling via focus groups throughout the Bay Area. The purpose of the focus group research was to identify potential barriers to the use of alternative transportation options by Bay Area motorists and to help better develop effective future *Spare the Air* and climate-related public outreach campaigns.

Representatives from O'Rorke, Inc. will brief the Committee on the focus groups findings and staff will present recommendations for future direction for the Spare the Air campaign.

DISCUSSION

Focus Groups

Five two-hour focus groups were held outside of core urban areas, including: Concord, Novato, San Jose (English and Spanish), and Sunnyvale. Participants were adult Bay Area residents who typically commute to work by driving alone.

The focus group participants were led in a discussion of:

- Awareness/perceptions of the *Spare the Air* Program, 511, the District and MTC;
- Barriers and motivators to carpooling/rideshare;
- Barriers and motivators to properly maintaining vehicles and to "Smarter Driving";
- Barriers and motivators to bicycling; and
- Barriers and motivators to "other" clean air transportation actions (grouping errands, reduced trips, transit, walking, etc.).

Highlights of the discussion include:

- Participants expressed increased interest in carpool/rideshare significantly if linked with their employer-benefit program;
- Overall, participants were more inclined to participate in clean air transportation programs if programs were convenient, cost-effective and safe.
- With the exception of the Spanish Language group, the environment was not a primary motivator for altering transportation behavior.
- Few participants were familiar with 511. Those who were familiar with it recognized it as a resource for traffic conditions and driving time. In general, perception and trustworthiness of the District and Spare the Air was high.

Next Steps

Taking into account the findings from the focus groups, this year's Spare the Air campaign results, Staff recommends the following next steps for the Spare the Air program:

- Continue partnership with MTC staff to identify priority outcomes for campaign, key messages and target audiences;
- Develop multi-year strategy to encompass:
 - Enhanced role of Employer Program;
 - Timeline for activities;
 - Complementary community involvement activities, building on success of Resource Teams; and
 - Evaluation mechanisms to gauge effectiveness of above elements
- Update committee in early 2010.

Staff will discuss the above recommendations at your Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the 2009 Spare the Air campaign is included in the FY 2009-10 Budget. Funding for subsequent Spare the Air campaign will be determined in future budget cycles.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval

Reviewed by: Lisa Fasano

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: November 5, 2009

Re: Bay View Hunter's Point Community Dialogue Meetings and Request for
Proposals (RFP) Update

RECOMMENDED ACTION:

None, for information only.

BACKGROUND

Staff has been in dialogue with members of the Bay View Hunter's Point neighborhoods over pollution concerns related to construction that is a part of the City and County of San Francisco's Bay View Hunter's Point Area Plan that is being developed by the Lennar Corporation. In accordance with Title 17 of the California Code of Regulations, an Asbestos Dust Mitigation Plan (ADMP) is required for construction projects in areas with naturally occurring asbestos. The District implemented an ADMP with Lennar in 2006. Lennar violated conditions of the ADMP and in September 2009, the District reached a settlement with the Lennar Corporation for \$515,000.

To facilitate the process for identifying projects, the District initiated a community dialogue project in which residents of the Bay View Hunter's Point neighborhoods were asked to actively contribute their ideas about air quality. The District contracted with a nationally recognized dialogue expert Dr. David Campt. Dr. Campt has broad background working in communities with long standing grievances about economic and environmental problems. Community dialogue meetings are those in which participants engage in facilitated small group conversations and in which on-site polling technology is used to register participant opinions and summarize points of agreement and disagreement.

To encourage participation in the community dialogue meetings, District staff met one-on-one with community groups and distributed thousands of door hangers and fliers in the Bay View Hunter's Point neighborhoods at homes, places of worship and local businesses. Radio and television public service announcements were also used to promote the meetings. All materials were distributed in English, Spanish and Chinese. Over 80 residents participated in the community dialogue meetings held July 25 at the Bay View Hunter's Point YMCA and July 30 at the Whitney Young Child Development Center. In addition, the District collected over 250 surveys at the CDM meetings and from residents who were unable to attend the meetings.

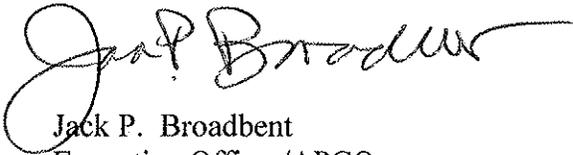
DISCUSSION

Key findings from the community dialogue meetings and surveys were that community members in the Bay View Hunter's Point neighborhoods wanted air filtration devices at schools and public buildings, medical testing and greater community education about the health risks of local air pollution. In response staff is preparing to issue a request for proposals for installation of air filtration devices in Hunter's Point buildings potentially impacted by construction dust, soot and smoke.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding will come from penalties collected from Lennar Corporation.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Richard Lew

Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: November 5, 2009

Re: Spare the Air Website Redesign

RECOMMENDED ACTION:

For information only.

BACKGROUND

As a complement to Air District education programs, the Air District operates a Spare the Air website. This website provides quick information to the public on key Air District programs such as:

- Air quality forecasts
- Winter and Summer Spare the Air Alert status
- Information of health impact of air pollutants
- Employer program
- Resource teams

DISCUSSION

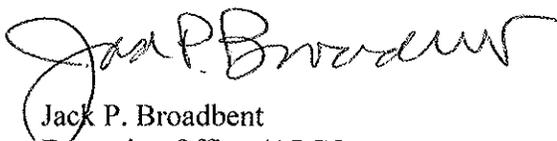
Following the redesign of the Air District's main website, staff undertook redesign of the Spare the Air website. The purpose of the redesign was to update the look and feel of the website and make it more public-friendly.

Staff will brief the Committee on the Spare the Air website redesign at the Committee Meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None

Respectfully submitted,


Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano