

Errata Sheet
Revised Agenda

Board of Directors Meeting
Wednesday, March 17, 2010

The revised agenda reflects the addition of the Report of the Public Outreach Committee Meeting of March 15, 2010, and the renumbering of the subsequent agenda items.



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
REGULAR MEETING
MARCH 17, 2010

A meeting of the Bay Area Air Quality Management District Board of Directors will be held at 9:45 a.m. in the 7th floor Board Room at the Air District Headquarters, 939 Ellis Street, San Francisco, California.

**Questions About
an Agenda Item**

The name, telephone number and e-mail of the appropriate staff person to contact for additional information or to resolve concerns is listed for each agenda item.

Meeting Procedures

The public meeting of the Air District Board of Directors begins at 9:45 a.m. The Board of Directors generally will consider items in the order listed on the agenda. However, any item may be considered in any order.

After action on any agenda item not requiring a public hearing, the Board may reconsider or amend the item at any time during the meeting.

BOARD OF DIRECTORS' REGULAR MEETING

REVISED AGENDA

WEDNESDAY
MARCH 17, 2010
9:45 A.M.

BOARD ROOM
7TH FLOOR

CALL TO ORDER

Opening Comments
Roll Call
Pledge of Allegiance

Chairperson, Brad Wagenknecht
Clerk of the Boards

PUBLIC COMMENT PERIOD

Public Comment on Non-Agenda Items, Pursuant to Government Code Section 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 Board's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.

BOARD MEMBERS' COMMENTS

Any member of the Board, 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)

CONSENT CALENDAR (ITEMS 1 – 6)

Staff/Phone (415) 749-

1. Minutes of February 17, 2010

L. Harper/5073

lharp@baaqmd.gov

2. Communications

J. Broadbent/5052

jbroadbent@baaqmd.gov

Information only.

3. District Personnel on Out-of-State Business Travel

J. Broadbent/5052

jbroadbent@baaqmd.gov

In accordance with Section 5.4 (b) of the District's Administrative Code, Fiscal Policies and Procedures Section, the Board is hereby notified that the attached memoranda lists District personnel who traveled on out-of-state business.

4. Referral of Proposed Budget for Fiscal Year Ending 2011 to the Budget and Finance Committee

J. Broadbent/5052

jbroadbent@baaqmd.gov

Pursuant to Administrative Code Division II, Section 3.2 Fiscal Policies and Procedures, and in compliance with Section 29064 of the Government Code, the Board shall refer the proposed budget for Fiscal Year Ending 2011 to the Budget and Finance Committee for review and consideration.

5. Notice of Proposed Amendments to the Air District's Administrative Code, Division I Operating Policies and Procedures of the Board of Directors, Section 6: Board of Directors, Committees - Establishing a Maritime Sources and Ports Committee

J. Broadbent/5052

jbroadbent@baaqmd.gov

The Board will consider notice of proposed amendments to the Administrative Code Division 1 - Operating Policies and Procedures of the Board of Directors, Section 6: Board of Directors, Committees – Establishing a Maritime Sources and Ports Committee.

6. Consideration of Authorization for Execution of Purchase Order in Excess of \$70,000 Pursuant to Administrative Code Division II Fiscal Policies and Procedures Section 4.3 Contract Limitations

J. Roggenkamp/4646

jroggenkamp@baaqmd.gov

The Board of Directors will consider authorizing the Executive Officer/APCO to execute one purchase order to ThermoFisher Scientific for \$78,038 and another purchase order to Dionex Corporation in the amount of \$106,178 for two pieces of laboratory analytical instrumentation.

COMMITTEE REPORTS AND RECOMMENDATIONS

7. Report of the **Executive Committee** Meeting of February 22, 2010

CHAIR: B. WAGENKNECHT

J. Broadbent/5052

jbroadbent@baaqmd.gov

8. Report of the **Mobile Source Committee** Meeting of February 25, 2010

CHAIR: S. HAGGERTY

J. Broadbent/5052

jbroadbent@baaqmd.gov

Recommend Board of Directors approval of the following:

A) Carl Moyer Program (CMP) Projects:

- 1) Approve Carl Moyer Program Year 11 projects with proposed grant awards over \$100,000 listed on Attachment 1; and*
- 2) Authorize the Executive Officer/APCO to enter into agreements for the recommended Carl Moyer Program Year 11 projects*

B) Adopt Resolution Accepting Year 12 of the Carl Moyer Program:

- 1) Authorize the Executive Officer/APCO to execute all necessary agreements with the California Air Resources Board (CARB) relating to the Air District's receipt of Carl Moyer Program funds for fiscal year 2009-2010 (Program Year 12);*

- 2) *Allocate \$1.5 million in Mobile Source Incentive Funding to the Agricultural Assistance Program for the upcoming funding cycle; and*
 - 3) *Allocate \$6.5 million in Mobile Source Incentive Funding for projects eligible for funding under the Carl Moyer Program*
- C) *Year 1 of the California Goods Movement Bond Program for On-Road Trucks:*
- 1) *Accept up to \$17.5 million in funding from Year 1 of the California Goods Movement Bond program for the retrofit and replacement of on-road trucks; and*
 - 2) *Authorize the Executive Officer/APCO to execute all contracts and contingencies to extend funding, pending endorsement by the Board of Directors Budget and Finance Committee's recommendation to designate funding from reserves to the FY 2009/10 budget for program administration*
9. Report of the **Climate Protection Committee** Meeting of March 3, 2010
CHAIR: P. TORLIATT
J. Broadbent/5052
jbroadbent@baaqmd.gov
10. Report of the **Stationary Source Committee** Meeting of March 5, 2010
CHAIR: G. UILKEMA
J. Broadbent/5052
jbroadbent@baaqmd.gov
11. Report of the **Personnel Committee** Meeting of March 8, 2010
CHAIR: H. BROWN
J. Broadbent/5052
jbroadbent@baaqmd.gov

Action: The consensus of the Committee members present was for Board of Directors' approval of the following:

A) Hearing Board Re-Appointments:

1. *Re-appoint Thomas M. Dailey, M.D., Medical Member, and Janet Weiss, M.D., Alternate Member, to three-year terms of office, effective April 15, 2010 through April 14, 2013; and*
2. *Re-appoint Christian Colline, P.D., Engineer Member, and Gilbert G. Bendix, P.E, Alternate Member, to three-year terms of office, effective March 7, 2010 through March 6, 2013.*

A) Advisory Council Appointments:

1. *Appoint Alexandra Desautels to the Advisory Council, under the Public Health category, to an unexpired term of office, effective immediately through December 31, 2011; and*
2. *Appoint Michael Sandler to the Advisory Council, under the Community Planning category, to an unexpired term of office, effective immediately through December 31, 2011.*

12. Report of the **Public Outreach Committee Meeting of March 15, 2010**

CHAIR: M. ROSS

J. Broadbent/5052
jbroadbent@baaqmd.gov

Action: The Committee may consider recommending Board of Directors' approval of staff recommendations on the following:

Contract extensions for the 2010-2011 Summer Spare the Air and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, and Community Resource Team Facilitation.

PRESENTATION

13. Overview of Winter Spare the Air Season

J. Broadbent/5052
jbroadbent@baaqmd.gov

Staff will provide an overview of the Winter Spare the Air season.

MEMORANDUM OF UNDERSTANDING

14. Proposed Amendments to the Current Memorandum of Understanding between the Bay Area Air Quality Management District and Bay Area Air Quality Management District Employees' Association

J. Broadbent/5052
jbroadbent@baaqmd.gov

Approve proposed Amendments to the Current Memorandum of Understanding between the Bay Area Air Quality Management District and Bay Area Air Quality Management District Employees' Association.

CLOSED SESSION

15. **Significant Exposure to Litigation**

Pursuant to Government Code Section 54956.9(b), a need exists to meet in closed session to discuss two potential litigation matters against the District.

OPEN SESSION

OTHER BUSINESS

16. Report of the Executive Officer/APCO

17. Chairperson's Report

18. Time and Place of Next Meeting – 9:45 A.M. Wednesday, April 7, 2010 - 939 Ellis Street, San Francisco, CA 94109

19. Adjournment

CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET SF, 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 3 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 Air District's headquarters 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 Air District's website (www.baaqmd.gov) at that time.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson, Brad Wagenknecht and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 15, 2010

Re: Report of the Public Outreach Committee Meeting of March 15, 2010

RECOMMENDED ACTIONS

The Committee may consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2010-2011 Summer Spare the Air and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, and Community Resource Team Facilitation.

BACKGROUND

The Public Outreach Committee will meet on Monday, March 15, 2010. The Committee will receive the following reports and updates:

- A) Winter Spare the Air Season Wrap-Up
- B) Breathmobile Mobile Asthma Clinic Overview
- C) Bay View Hunters Point School Air Filtration RFP
- D) Consideration of Contract Extensions for Public Outreach Programs

Attached are the staff reports presented in the Public Outreach Committee packet.

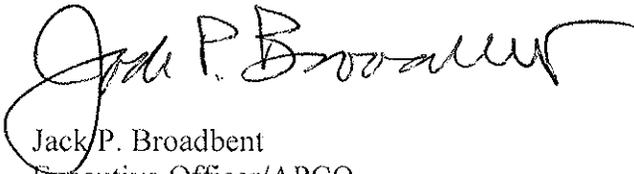
Chairperson Ross will give an oral report of the meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

- A) Funding for the program was included in the FY 2009-10 Budget.
- B) The Air District is supporting the Breathmobile with a total of \$120,000, at \$40,000 a year. The sponsorship began in FY 2008-09 and will conclude in FY 2010-11.
- C) Funding will come from penalties assessed on the Lennar Corporation
- D) Funding for activities conducted from April 2010 through June 30, 2010 is included in the current budget. Activities after June 30, 2010 will be included in the FY 2010-11 budget. Funding for these contracts comes from the following sources:
 - 1. Summer Spare the Air - Congestion Mitigation Air Quality (CMAQ), Transportation Fund for Clean Air (TFCA) program, and General Revenue;
 - 2. Smoking Vehicle Program –TFCA program;
 - 3. Community Resource Team Facilitation – CMAQ, TFCA, and General Revenues;

4. Grants and Incentives – Various grant programs and General Revenues; and
5. Winter Spare the Air – General Revenues.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Lisa Harper
Approved by: Jennifer Chicconi

Attachment(s)

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: March 8, 2010

Re: Winter Spare the Air Season Wrap-up

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Air District's Communications and Outreach Office operated the *Winter Spare the Air* advertising and outreach campaign to support implementation of Regulation 6-3, Woodburning Rule. The campaign operated from November 1, 2009 through February 28, 2010. Staff will present a summary of the 2009-2010 *Winter Spare the Air* advertising and outreach program.

DISCUSSION

Campaign messages were delivered to the public through TV, print, billboard, radio, Internet, grassroots and in-theater advertising. Additionally, extensive media relations were undertaken to share the campaign message via newspapers and television news. Educational materials were developed and distributed to the public via mail and at public events.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the program was included in the FY 2009-10 Budget.

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: March 10, 2010

Re: Breathmobile Mobile Asthma Clinic Overview

RECOMMENDED ACTION

None, for information only.

BACKGROUND

The Breathmobile is a mobile pediatric asthma clinic that provides asthma diagnosis, education, treatment and medication for children with asthma. The Breathmobile is a project of the Prescott-Joseph Center for Community Enhancement, an Oakland-based non-profit community center.

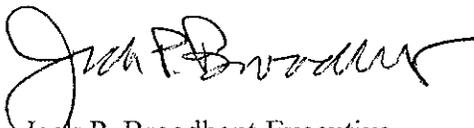
DISCUSSION

Air District sponsorship of the Breathmobile has brought mobile asthma clinical care and education to children in several CARE communities, specifically Emeryville, Oakland and San Leandro. Staff will present an overview of the Breathmobile's operation and review the number of schools visited and students served.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

The Air District is supporting the Breathmobile with a total of \$120,000, at \$40,000 a year. The sponsorship began in FY 2008-09 and will conclude in FY 2010-11.

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 Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 10, 2010

Re: Bayview Hunters Point School Air Filtration RFP

RECOMMENDED ACTION:

None, for information only.

BACKGROUND

Staff is preparing to implement a pilot program using settlement monies collected from penalty actions to serve communities located in designated CARE areas. The goal of this pilot program is to improve air quality for the community and fund projects that can be replicated in other CARE communities.

In July 2009 staff engaged Bayview Hunters Point (BVHP) residents in Community Dialogue Meetings and on-the-street surveys to gauge their opinions about air pollution priorities in their neighborhood. Meetings and surveys indicated that community members wanted air filtration devices installed in public schools.

DISCUSSION

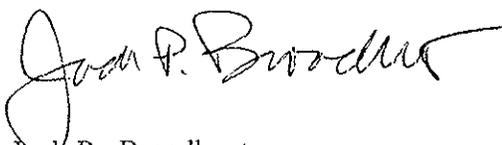
Staff has developed a Request for Proposal (RFP) for contractors to install and maintain classroom high performance air filtration systems in public schools located in the Bayview Hunters Point community of San Francisco.

Staff will present a summary of the RFP requirements and the project next steps. A total of \$200,000 of funding will be made available for this project.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

Funding will come from penalties assessed on the 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 Ross and Members
 of the Public Outreach Committee

From: Jack P. Broadbent
 Executive Officer/APCO

Date: March 10, 2010

Re: Consideration of Recommending Board of Directors' Approval of Contract Extensions
 for Public Outreach Programs

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors' approval of staff recommendations on contract extensions for the 2010-2011 Summer Spare the Air and Winter Spare the Air campaigns, the Smoking Vehicle Assistance Program, Grants and Incentives, and Resource Team Facilitation.

- Advertising Services – O’Rorke Inc.
 Summer Spare the Air -- \$600,000
 Winter Spare the Air -- \$550,000
 Not to exceed \$1,150,000

- Media/Public Relations Services – MS&L Worldwide
 Summer Spare the Air -- \$250,000
 Winter Spare the Air -- \$150,000
 Not to exceed \$400,000

- Public Opinion Research – True North Research
 Summer Spare the Air -- \$70,000
 Winter Spare the Air -- \$70,000
 Not to exceed \$140,000

- Advertising Services – Riezobos Holzbaur Design Group
 Smoking Vehicle -- \$275,000
 Grants & Incentives -- \$ 40,000
 Not to exceed \$315,000

- Resource Team Facilitation – Community Focus, Tides Center
 Resource Teams -- \$270,000
 Not to exceed \$270,000

DISCUSSION

The Air District's Communications and Outreach Office relies on contractors to assist with various aspects of its advertising and outreach programs. In 2009, the Communications and Outreach Office completed a Request for Proposal (RFP) process to solicit responses for advertising and outreach services. The above contractors were selected for 2009-2010 contracts for the services indicated above with potential for two one-year annual extensions.

Based on Air District's staff evaluation of contractor performance over the past year, and an evaluation of the needs of the Air District's communications programs, staff is recommending the above contracts be extended for an additional year and amended in the above amounts.

Advertising Services – O'Rorke, Inc. has a strong background in social marketing and advertising strategy. They have experience working with local government agencies to produce television, radio and print advertisements. Staff recommends that the Air District amend O'Rorke, Inc.'s Advertising Services contract for Summer and Winter Spare the Air for an additional year in the amounts set forth above.

Media/Public Relations Services – MS&L Public Worldwide has strong expertise in media relations – including ethnic media, an extensive network of media contacts, and direct experience handling environmental issues for government clients. Staff recommends that the Air District amend MS&L Worldwide's Media/Public Relations Services contract for an additional year in the amounts set forth above.

Public Opinion Research – True North Research has experience conducting public opinion research to assess behavior change around environmental issues. True North has developed methodologies to gauge the effectiveness of the Summer and Winter Spare the Air programs. Staff recommends that the Air District amend True North Research Measurement and Public Opinion Survey contract for Summer and Winter Spare the Air for an additional year in the amounts set forth above.

Advertising Services – Riezobos Holzbaur Design Group has strong experience in social marketing and advertising strategy. They have experience working with local government agencies to produce television, radio, digital and print advertisements. RHDG has extensive social and digital marketing experience that will help the Air District reach new audiences in a cost-effective manner. Staff recommends the Air District amend Riezobos Holzbaur Design Group's Smoking Vehicles and the Grants and Incentives Program contract for an additional year in the amounts set forth above.

Community Resource Team Facilitation – Community Focus, Tides Center facilitates the existing nine Air District Resource Teams located in Alameda, Contra Costa, Napa, San Francisco, San Mateo, Santa Clara and Sonoma counties. The Resource Teams have become an integral part of the Air District's community-based efforts to improve air quality, and Community Focus has done an excellent job of facilitating the teams. Staff recommends that the Air District amend Community Focus's Resource Team Facilitation contract for an additional year in the amounts set forth above.

Air District staff is currently evaluating how to better integrate the Employer Program into the above campaigns and expects to update the committee on this issue at the next Public Outreach Committee meeting.

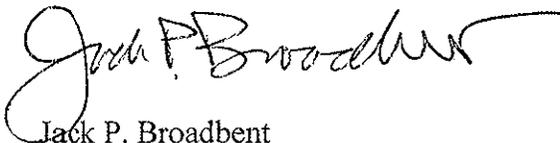
BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for activities conducted from April 2010 through June 30, 2010 is included in the current budget. Activities after June 30, 2010 will be included in the FY 2010-11 budget.

Funding for these contracts comes from the following sources:

- Summer Spare the Air - Congestion Mitigation Air Quality (CMAQ), Transportation Fund for Clean Air (TFCA) program, and General Revenue;
- Smoking Vehicle Program –TFCA program;
- Community Resource Team Facilitation – CMAQ, TFCA, and General Revenues;
- Grants and Incentives – Various grant programs and General Revenues; and
- Winter Spare the Air – General Revenues.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval

Reviewed by: Lisa Fasano