



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR
HAROLD BROWN
SCOTT HAGGERTY
NATE MILEY
KEN YEAGER

CAROL KLATT - VICE CHAIR
SUSAN GARNER
ERIC MAR
GAYLE B. UILKEMA

MONDAY
OCTOBER 25, 2010
9:30 A.M.

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

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 JULY 21, 2010**

4. **UPDATE ON 2010 SPARE THE AIR EVERY DAY CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a report on the 2010 Spare the Air Every Day Campaign.

5. **OVERVIEW OF 2010/11 WINTER SPARE THE AIR CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a preview of the 2010/11 Winter Spare the Air campaign

6. **REVIEW OF LIMITED ENGLISH PROFICIENCY DISTRICT WIDE ASSESSMENT**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an overview of an assessment by District staff that reviews current District LEP practices, guidance and Bay Area demographics.

7. **PUBLIC ENGAGEMENT POLICY AND PLAN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a briefing on development of a Public Engagement Policy and Plan.

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

OCTOBER 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Public Outreach Committee <i>(At the Call of the Chair)</i>	Monday	25	9:30 a.m.	4 th Floor Conf. 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

NOVEMBER 2010

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i>	Wednesday	3	9:00 a.m.	Room 716
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
Advisory Council Regular Meeting	Wednesday	10	9:00 a.m.	Board Room
Joint Policy Committee Special Meeting	Friday	12	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>	Wednesday	17	9:00 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	18	9:30 a.m.	4 th Floor Conf. Room

Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - RESCHEDULED TO NOVEMBER 18, 2010 at 9:30 a.m.	Thursday	25	9:30 a.m.	4 th Floor Conf. Room
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DECEMBER 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	1	9:45 a.m.	Board Room
Board of Directors Legislative Committee <i>(At the Call of the Chair)</i>	Monday	6	9:45 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee Meeting <i>(At the Call of the Chair)</i>	Monday	13	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
Joint Policy Committee Special Meeting	Friday	17	10:00 a.m.	MTC Auditorium 101 – 8 th Street Oakland, CA 94607
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> - RESCHEDULED TO NOVEMBER 18, 2010 at 9:30 a.m.	Thursday	25	9:30 a.m.	4 th Floor Conf. Room

HL – 10/20/10 (11:55 a.m.)
P/Library/Forms/Calendar/Calendar/Moncal

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: October 19, 2010

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of July 21, 2010.

DISCUSSION

Attached for your review and approval are the draft minutes of the July 21, 2010 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
Wednesday, July 21, 2010

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:30 a.m. without an initial quorum.

Present: Chairperson Mark Ross, Vice Chairperson Carol Klatt; and Committee Members Scott Haggerty, Eric Mar, and Gayle Uilkema

Absent: Directors Harold Brown, Susan Garner, Nat Miley, and Ken Yeager.

Also Present: Chairperson Wagenknecht

Public Comment: There was no public comment.

Approval of Minutes of June 9, 2010: Deferred approval until a quorum established.

Update on 2010 Spare the Air Every Day Campaign

Communications and Outreach Director, Lisa Fasano, provided an update on the Summer Spare the Air Campaign, reviewed the direction to target young adults, ages 17-23 and 24-35 and provide them messages that appeal to this demographic. She stated a new database has been developed for Spare the Air alerts, via text to win messages for sign-ups. She presented the posters and postcards entitled, "Ride Me", "Hook Up", and "Take Me" which offer a free song download and a chance to win a Live Nation VIP concert experience, a sample of the Spare the Air banner, and she presented a video commercial taken in the Livermore area.

Noted Present/Established Quorum

Directors Mar and Haggerty were noted present and a quorum was established.

In delivering the message, Ms. Fasano reported the District has had over 5 million impressions on Facebook, 135 text-ins, 738 views on www.Sparetheairnation.org, and very good feedback on the commercial. She presented campaign feedback showing enthusiasm from young people and noted staff is providing media training for PIOs and event staff, APCO/DAPCO and Board Members.

Ms. Fasano reported that staff has heard no negative feedback from individuals outside of the District; however, two comments were received from District staff. Therefore, staff has developed a contingency plan, as requested by Director Uilkema, with communication tips, key messages, and potential questions and answers for those providing outreach. She said the contingency plan provides staff contacts so that if Board Members receive calls outside normal business hours, staff can be contacted. She said staff can also provide training for Board Members at their offices, and if a flurry of negative feedback or media is received, staff will meet and discuss whether there is a need to pull the campaign.

Committee Comments/Questions:

Director Uilkema confirmed with Ms. Fasano that the campaign has been in effect for three weeks, it will continue through early October with advertising, and staff will monitor all calls, as needed.

Chairperson Ross confirmed the campaign's outreach is saturated and that it is geared to a specific age range. Ms. Fasano agreed and discussed commercials playing during specific television programs viewed by younger people with positive results. She also reported that there have been no Spare the Air days or exceedances this season, and the group hoped this trend will continue.

Directors briefly discussed the contingency plan and follow-up on feedback, and concurred that a younger audience is excited about the messages and commercial, have commented that it is very mainstream, and they feel the District is speaking to them for the first time. Ms. Fasano agreed to share the communications strategy with all Directors and then distributed a CD of the commercial to Committee members.

Public Comments: None

Committee Action: None; Informational only.

Approval of Minutes of June 9, 2010: Board Action: Director Uilkema made a motion to approve the minutes of June 9, 2010; Director Haggerty seconded the motion; unanimously approved without objection.

Bayview Hunters Point School Air Filtration Contractor Selection

Ms. Fasano provided an update on the Bayview Hunters Point Request for Proposal (RFP), stating that the project was to be funded with Lennar settlement funds and the District was committed to spend the funds in the Bayview Hunters Point community. Community dialogue meetings were held and the community wanted the funds spent in three areas; 1) air filtration in schools; 2) a public education campaign; and 3) a health study.

Staff completed the first phase; an RFP which looked at installing air filtration equipment in schools. Initially, three schools were identified and the leadership committee recommended three additional schools for a total of six schools, which include:

- Dr. Charles Drew College Prep Academy

- Dr. George Washington Carver Elementary School
- Malcolm X Academy
- Bret Harte Elementary
- Muhammad University of Islam
- Willie Brown, Jr. Elementary School

During the process, staff learned that the Willie Brown, Jr. Elementary School will be decommissioned and is slated to be demolished next year, so this school was removed from the project.

The RFP was sent out in late Spring and closed in June, 2010. A walk-through was conducted for bidders to walk the schools, and one bidder was involved throughout the entire process and submitted a bid. Senior Public Information Officer, Jim Smith, discussed the extensive RFP outreach process conducted by the District. Ms. Fasano reviewed the bidder's experience and credentials. The work is scheduled to be completed by the end of the calendar year. Staff recommends selection of IQAir for high-performance air filtration installation in five Bayview Hunters Point neighborhood schools in an amount not to exceed \$300,000.

Committee Comments/Questions:

Director Haggerty questioned and confirmed with staff how the filtration systems operate and confirmed that children are still exposed to ambient air when outside. Ms. Fasano explained that schools do not have air conditioning systems but rather systems used primarily for heating only. In some cases, the unit will be attached to the current system. But for most of the schools the system will be a stand-alone unit in the classroom. She described poor indoor air quality as a result from the build-up of various germs, dust and pollutants, and noted the schools selected are those with the highest asthma rates in the community.

Director Uilkema clarified that if installation extends beyond the start date of schools opening, work could still occur after class hours and/or on weekends and not affect classroom instruction.

Chairperson Ross received clarification that there are two schools with HVAC systems which will require running the system regularly. The three remaining schools will have a total of 57 wall-mounted units installed. The contractor also conducted decibel testing to ensure the units would be less noisy than the existing heating systems in the classrooms.

Chairperson Ross voiced concern regarding the added energy usage with the installation of units at the two schools with HVAC systems.

Director Haggerty clarified locations of schools, questioned whether the schools are leased or owned, confirmed Muhammad University of Islam is the only private school, and that Bret Harte Elementary is the least impacted in terms of air quality.

Director Mar added that Dr. George Washington Carver Elementary School is one school that is a central anti-asthma awareness school, and the schools will significantly benefit from the filtration installations.

Director Uilkema described the history of, and benefits from, the Cool Roofs Program, and the Weatherization Program in Martinez and reduction in energy costs. She voiced concern that the District would indirectly pass on additional costs to run the equipment. She suggested staff review the potential for using remaining settlement funds for the two schools that must run the equipment regularly and consider energy reduction projects to offset energy costs. She also asked that notification be provided to Supervisor Sophie Maxwell.

Deputy APCO, Jean Roggenkamp noted that staff could make contact with the schools, and Director Mar agreed to assist in communications.

Public Comments: None

Committee Action: Director Mar made a motion to recommend Board of Directors' approval of IQAir to conduct a School Air Filtration project for amount not to exceed \$300,000; Director Uilkema seconded the motion; unanimously approved without objection.

Committee Member Comments/Other Business: Director Mar reported on the City and County of San Francisco's resolution addressing indoor air quality and worker safety for nail salons. The Committee suggested this matter be discussed at a future Stationary Source Committee meeting.

Time and Place of Next Meeting: At the Call of the Chair

Adjournment: The meeting was adjourned at 10:25 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: October 19, 2010

Re: 2010 Spare the Air Every Day Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

The nearly 20 year old Spare the Air program has evolved over the years, but the basic premise continues, encouraging the public to change their behavior to improve air quality.

In 2009, the Spare the Air campaign transitioned to the Spare the Air **Every Day** Campaign, in an effort to encourage behavior change from residents, not just during Spare the Air alerts, but every day to improve air quality and protect the climate.

This year the Spare the Air Every Day campaign transitioned to target messaging to Bay Area residents aged 17-35. The program launched in May and true to its name, is effectively encouraging clean air behavior every day. Carpooling and transit use continue to be the target behaviors.

DISCUSSION

Staff will present an overview of this year's campaign elements. Survey data will be presented to highlight the success of the demographic shift and how the Spare the Air message resonated with the younger audience.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this program was included in the FY 2009-2010 and FY 2010-11 Budgets. Funding sources include TFCA and Congestion Mitigation Air Quality (CMAQ) funds.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
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: October 18, 2010

Re: 2010-2011 Winter Spare the Air Campaign

RECOMMENDED ACTION:

For information only.

BACKGROUND

Regulation 6; Rule 3: Wood Burning Devices was adopted by the Board of Directors in July 2008. When adopted, the District stated this campaign was as much about outreach as it was about enforcement. The wood smoke regulatory season will run from November 1, 2010 to February 28, 2011.

DISCUSSION

The Winter Spare the Air Campaign will inform residents about the Wood Burning rule, but this year, will focus on the non-English speaking residents of the Bay Area. Focus will continue on the health message, but this year materials and messages will be retooled from past year's campaigns, translated into various languages and distributed on non-English media and advertising channels. Staff will present an overview of this year's materials and campaign strategy.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the outreach program is included in the FY 2010-11 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
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: October 19, 2010

Re: Assessment of Limited English Proficient Populations and Current Services

RECOMMENDED ACTION:

For information only.

BACKGROUND

The Air District provides language assistance services to stakeholders through a variety of programs. Written material, telephone assistance and simultaneous translation services have been provided in Spanish, Mandarin, Chinese, Punjabi, Hindi, Vietnamese and Korean.

Usage of Air District language assistance services has been inconsistent. The Winter Spare the Air 1-877-4-NO-BURN line was available in Spanish and English during the 2009-2010 wood smoke season. It received a total of 400,000 calls during the season and one-third of those calls, or 100,000, were made by callers seeking information in Spanish. The District has offered translation services at community meetings, yet these services have rarely been utilized.

Following discussions with the Bay Area Environmental Health Collaborative and a BAEHC drafted language access recommendation document, the Air District embarked on an assessment of language needs for Bay Area residents. The purpose of the assessment was to review current legal guidance pertaining to multi-lingual efforts, assess current Air District efforts and review practices from similar agencies. The assessment has been reviewed and commented on by District staff and members of the 30 participating member organizations of the BAEHC.

DISCUSSION

Staff will present the assessment of limited English proficient populations in the Bay Area and current services offered by the Air District and other agencies.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

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

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristina Chu
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: October 19, 2010

Re: Public Engagement Policy and Plan

RECOMMENDED ACTION:

For information only.

BACKGROUND

Staff will brief the Committee on plans to develop a comprehensive, District-wide *Public Engagement Policy and Plan*. The purpose of this plan provides staff guidance and tools when engaging stakeholders in District activities through a public process.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the development of the *Public Engagement Policy and Plan* is included in the FY 2010-11 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano