



BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

MARK ROSS - CHAIR
SUSAN ADAMS
TERESA BARRETT
SCOTT HAGGERTY
BRAD WAGENKNECHT

JOHN AVALOS - VICE CHAIR
TOM BATES
CAROL KLATT
NATE MILEY

THURSDAY
OCTOBER 31, 2013
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 MAY 29, 2013**
4. **SUMMARY OF 2013 SPARE THE AIR EVERY DAY SEASON** L. Fasano/5170
lfasano@baaqmd.gov
The Committee will receive a summary of the 2013 Spare the Air Every Day campaign.
5. **OVERVIEW OF 2013-14 WINTER SPARE THE AIR CAMPAIGN** L. Fasano/5170
lfasano@baaqmd.gov
The Committee will receive an overview of the upcoming Winter Spare the Air campaign elements.
6. **UPDATE ON THE DEVELOPMENT OF THE PUBLIC PARTICIPATION PLAN** L. Fasano/5170
lfasano@baaqmd.gov
The Committee will receive an update on the development of the Public Participation Plan.
7. **SPARE THE AIR YOUTH PROGRAM** L. Fasano/5170
lfasano@baaqmd.gov
The Committee will receive an update on the Spare the Air Youth program.

8. **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).

9. **TIME AND PLACE OF NEXT MEETING** – At the Call of the Chair

10. **ADJOURNMENT**

**CONTACT CLERK OF THE BOARDS
939 ELLIS STREET, SF, CA 94109**

**(415) 749-5073
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.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF AIR DISTRICT MEETINGS

OCTOBER 2013

<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>	Thursday	31	9:30 a.m.	4 th Floor Conf. Room

NOVEMBER 2013

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
Advisory Council Regular Meeting <i>(Meets on the 2nd Wednesday of each Month)</i>	Wednesday	13	9:00 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	18	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	18	10:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of every other month)</i>	Thursday	21	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	27	9:30 a.m.	4 th Floor Conf. Room

And via videoconference at
Santa Rosa Junior College
Doyle Library, Room 4243
1501 Mendocino Avenue
Santa Rosa, CA

Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i> – CANCELLED AND RESCHEDULED TO DECEMBER 5, 2013 AT 9:30 AM	Thursday	28	9:30 a.m.	Board Room
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DECEMBER 2013

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	5	9:30 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	16	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	16	10:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
				<u>And via videoconference at</u> Santa Rosa Junior College Doyle Library, Room 4243 1501 Mendocino Avenue Santa Rosa, CA
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	26	9:30 a.m.	Board Room

MM – 10/23/13 (3:49 p.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/Air Pollution Control Officer

Date: August 23, 2013

Re: Approval of Minutes of May 29, 2013

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of May 29, 2013.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of May 29, 2013.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Sean Gallagher
Reviewed by: Rex Sanders

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5073

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Wednesday, May 29, 2013

1. Call to Order – Roll Call

Chairperson Mark Ross called the meeting to order at 9:34 a.m.

Present: Chairperson Mark Ross; Vice Chairperson John Avalos; and Directors Teresa Barrett, Tom Bates, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Director Susan Adams.

Also Present: None.

2. Public Comment Period: None.

3. Approval of Minutes of March 21, 2013

Committee Comments: None.

Public Comments: None.

NOTED PRESENT: Director Klatt was noted present at 9:36 a.m.

Committee Action: Director Wagenknecht made a motion to approve the Minutes of March 21, 2013; Director Bates seconded; and the motion carried unanimously with Director Barrett abstaining.

4. Update on the Public Participation Plan Outreach

Sonam Shah, Public Information Officer of Communications & Outreach, gave the staff presentation Public Participation Plan Update, including workshops strategy and an overview of additional outreach efforts.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:39 a.m.

Committee Comments:

Director Ross asked, regarding slide #2, Workshop Strategy, about the targeted audience for and outreach efforts relative to the webcasted workshop in San Francisco, which questions were answered by Lisa Fasano, Director of Communications & Outreach.

Public Comments: None.

Committee Action: None; informational only.

5. 2013 Spare the Air Season Creative Elements

Ms. Fasano gave the staff presentation 2013 Spare the Air Creative Elements, including overviews of the 2013 campaign, social media utilization, media relations, employer outreach regarding various programs and next steps.

Committee Comments:

Director Avalos asked if the Air District is working with the City and County of San Francisco on banner placement, which question was answered by Ms. Fasano.

Director Barrett asked about preparations in anticipation of the beginning of the new school year, which questions were answered by Ms. Fasano.

Director Haggerty asked about the types of promotional material available and about placement at the Oakland Coliseum, which questions were answered by Tracy Keough, Vice President/Managing Director, O'Rourke, Inc.

Director Ross asked about the origin of the uniform resource locator (URL)-based campaign, which question was answered by Ms. Fasano, and he commended the concept.

Director Wagenknecht asked how to obtain the material, which questions were answered by Jean Roggenkamp, Deputy Air Pollution Control Officer, Ana Sandoval, Manager, Executive Operations, and Ms. Fasano.

Director Bates asked about the Air District's ability to measure public feedback to and changes in behavior that result from the campaign, which questions were answered by Mss. Fasano and Roggenkamp.

Director Bates said that working with Bay Area employers on the commuter benefits program will help lay the foundation for cooperating with the Air District on various programs and asked about how best to reach drivers that will not be affected by these efforts, which question was answered by Ms. Fasano.

Director Bates asked about the Air District's ability to predict Spare the Air Days, which question was answered by Ms. Fasano, and suggested that staff work with the Metropolitan Transportation Commission and Bay Area Toll Authority on developing a system whereby

bridge tolls increase on Spare the Air Days and the increased revenue goes towards decreasing transit fare and related projects.

Director Haggerty asked about the accuracy of Spare the Air Day forecasts by the Air District, which questions were answered by Ms. Roggenkamp and Jack Broadbent, Executive Officer/Air Pollution Control Officer (APCO).

Director Bates asked about the existence or development of a specific target or goal in terms of decreases in motor vehicle usage or tons of emissions, which questions were answered by Mss. Fasano and Roggenkamp.

Director Wagenknecht asked about the internet destination for those who plug in the various URL addresses mentioned in the Air District advertisements, which questions were answered by Ms. Keough.

Director Ross asked about Air District efforts to incentivize the provision of telecommuting options by Bay Area employers, which questions were answered by Ms. Fasano.

Director Miley said the Air District needs to work with Bay Area Rapid Transit to get more trains in operation and running more frequently.

4. Update on the Public Participation Plan Outreach (continued)

Committee Comments (continued):

Directors Haggerty and Miley asked, regarding slide 2, Workshop Strategy, about the site selection process, which questions were answered by Jim Smith, Air Quality Program Manager of Communications & Outreach, Henry Hilken, Director of Planning, Rules & Research, and Ms. Fasano.

5. 2013 Spare the Air Season Creative Elements (continued)

Committee Comments (continued):

Director Bates asked about comparable programs by other air districts, in California and elsewhere, and about incentivizing participation through the inclusion of participant contests, which questions were answered by Mss. Fasano and Roggenkamp.

Public Comments: None.

Committee Action: None; informational only.

6. Funding Approval for Spare the Air Resource Teams Contract

Ms. Fasano introduced Mr. Smith who gave the staff presentation Funding Approval for Spare the Air Resource Teams, including contract fiscal year end 2013 accomplishments and recommendations.

Committee Comments:

Director Bates asked what the requested funding pays for, which question was answered by Mr. Smith and Mss. Fasano and Roggenkamp.

Director Haggerty complimented the contractor's work to date.

Public Comments: None.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board of Directors authorize the Executive Officer/APCO to execute a contract amendment with Community Focus in the amount of \$227,000 for the second year of the contract for social marketing, civic engagement and facilitation services.

Director Bates asked about the location of the teams, which question was answered by Mr. Smith and Ms. Fasano.

Director Miley asked, regarding slide 3, Contract Fiscal Year Ending 2013 Accomplishments, about the success of the Transit to Trails promotion, which question was answered by Stephanie Anderson, Executive Director, Community Focus, and Ms. Fasano.

Director Bates asked about how the teams are developed and selected, which questions were answered by Mss. Fasano and Anderson and Mr. Smith. Director Bates asked for a written description of the current projects/programs of the teams.

The motion carried unanimously.

7. **Committee Member Comments/Other Business:** None.
8. **Time and Place of Next Meeting:** At the Call of the Chair.
9. **Adjournment:** The meeting adjourned at 10:34 a.m.

Sean Gallagher
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 17, 2013

Re: Summary of 2013 Spare the Air Every Day Season

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

Since 1991, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Spare the Air campaigns have targeted the general population, household decision-makers, solo drivers, young adults and recently, work commuters specifically.

The 2013 season campaign targeted work commuters with message-based website addresses, or URLs, that illustrate that there is a better way to get to work than driving alone. New advertising collateral, including a new TV commercial was created and utilized throughout the season. All advertising pointed to the website STACommuteTips.org, a comprehensive source of Bay Area commute programs and incentives. The use of social media, engaging commuters and targeted public relations campaign messaging was also emphasized. Extensive surveying was conducted throughout the summer to measure the success of the campaign.

DISCUSSION

Staff will present an overview of this year's campaign elements, including advertising, social media, media relations and promotion at events. Campaign data will be presented to highlight the success of the campaign and how the Spare the Air message resonated with the Bay Area audience this year.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this program was included in the FY 2012-13 and FY 2013-14 Budgets. Funding sources include Transportation Fund for Clean Air (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 17, 2013

Re: Overview of 2013-2014 Winter Spare the Air Campaign

RECOMMENDED ACTION:

None; informational only.

BACKGROUND

Regulation 6; Rule 3: Wood Burning Devices was adopted by the Board of Directors in July 2008. When adopted, the Air District stated this campaign is as much about outreach as it is about enforcement. The wood smoke regulatory season will run from November 1, 2013, through February 28, 2014.

DISCUSSION

The Winter Spare the Air campaign will inform residents about the Wood Burning Rule and will continue to focus on the localized health impacts from wood smoke. This year's campaign will more closely compare wood smoke to cigarette smoke while continuing to bring attention to some of the Bay Area's hot spots for wood smoke-related issues. 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 2013-14 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 20, 2013

Re: Update on the Development of the Public Participation Plan

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In March 2013, staff updated the Committee on the public release of the Draft *Public Participation Plan*. The purpose of this plan is to develop a District-wide, consistent approach when engaging stakeholders in Air District public processes.

Air District staff has continued to develop the draft *Public Participation Plan* document to be presented to the Board of Directors in December 2013.

DISCUSSION

In the summer of 2013 Air District staff hosted Open Houses/workshops in San Francisco, San Jose, Santa Rosa and Oakland; co-hosted Open Houses/workshops with organizations in San Francisco, North Richmond and San Leandro; highlighted the draft plan at community events and gave presentations on the draft Plan at a dozen community and business group meetings.

Staff met with community groups and has incorporated public comment into the draft Plan.

BUDGET CONSIDERATION/FINACIAL IMPACT:

Funding for the draft Plan is included in the Fiscal Year End (FYE) 2013 and FYE 2014 Budgets.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Jim Smith
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 20, 2013

Re: Spare the Air Youth Partnership with the Metropolitan Transportation
Commission

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Spare the Air Youth program is a regional joint program between the Metropolitan Transportation Commission and the Air District. The purpose of the Spare the Air Youth program is to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool and take transit.

DISCUSSION

On Saturday, November 2, 2013, the Spare the Air Youth program will host a Youth for the Environment and Sustainability YES! Summit. The Summit will be at Joseph P. Bort Metro Center's Auditorium in Oakland and targets high school students from throughout the nine counties of the San Francisco Bay Area.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this program is included in the FYE 2014 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristina Chu
Reviewed by: Lisa Fasano