



BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

MARK ROSS - CHAIR
SUSAN ADAMS
TOM BATES
CAROL KLATT
BRAD WAGENKNECHT

JOHN AVALOS - VICE CHAIR
TERESA BARRETT
SCOTT HAGGERTY
MAYOR EDWIN M. LEE

THURSDAY
June 5, 2014
9:30 A.M.

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

AGENDA

1. **CALL TO ORDER - ROLL CALL**

The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members.

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 OCTOBER 31, 2013**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Outreach Committee meeting of October 31, 2013.

4. **2014 SPARE THE AIR CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an overview of the refreshed 2014 Spare the Air Campaign including introduction of new creative elements.

5. **UPDATE ON GREAT RACE FOR CLEAN AIR**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an update on the Great Race for Clean Air contest including contest results.

6. **UPDATE ON COMMUTER BENEFITS PROGRAM EMPLOYER OUTREACH**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update on employer outreach efforts for the Commuter Benefits Program.

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**

The Committee meeting shall be adjourned by the Committee Chair.

CONTACT THE 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

MAY 2014

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	28	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Wednesday	28	9:30 a.m.	4 th Floor Conf. Room

JUNE 2014

<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 Public Outreach Committee <i>(At the Call of the Chair)</i>	Thursday	5	9:30 a.m.	4 th Floor Conf. Room
Advisory Council Regular Meeting <i>(Meets on the 2nd Wednesday of each Month)</i>	Wednesday	11	9:00 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 Quarterly – At the Call of the Chair)</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
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i> - CANCELLED	Thursday	26	9:30 a.m.	Board Room

JULY 2014

<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	2	9:45 a.m.	Board Room
Advisory Council Regular Meeting <i>(Meets on the 2nd Wednesday of each Month)</i>	Wednesday	9	9:00 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room

JULY 2014

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Climate Protection Committee – <i>(Meets 3rd Thursday every other Month)</i>	Thursday	17	9:30 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	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	23	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	24	9:30 a.m.	Board Room

AUGUST 2014

<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
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 Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board 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
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	28	9:30 a.m.	Board Room

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: May 8, 2014

Re: Approval of Minutes of October 31, 2013

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of October 31, 2013.

DISCUSSION

Attached for your review and approval are the draft minutes of the Public Outreach Committee meeting of October 31, 2013.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Sean Gallagher

Attachment: Draft Minutes of the Public Outreach Committee Meeting of October 31, 2013

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
Thursday, October 31, 2013

1. Call to Order – Roll Call

Chairperson Ross called the meeting to order at 9:35 a.m.

Present: Chairperson Mark Ross; Vice Chairperson John Avalos; and Directors Susan Adams, Teresa Barrett, Scott Haggerty, Carol Klatt and Nate Miley.

Absent: Director Tom Bates and Brad Wagenknecht.

Also Present: None.

2. Public Comment Period: No requests received.

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

3. Approval of Minutes of May 29, 2013

Public Outreach Committee (Committee) Comments: None.

Public Comments: No requests received.

Committee Action: Director Klatt made a motion to approve the Minutes of May 29, 2013; Director Adams seconded; and the motion carried unanimously.

4. Summary of 2013 Spare the Air Every Day Season

Lisa Fasano, Director of Communications and Outreach, gave the staff presentation *Summary of 2013 Spare the Air Every Day Season*, including campaign highlights, advertising, a review of website utilization by the public, a summary of media relations and social media impressions, employer outreach, community events, resource teams and next steps.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:46 a.m.

Committee Comments:

The Committee and staff discussed the contact information of Air District staff for those interested in developing a resource team; how one would go about developing a resource team;

the impact of the Bay Area Regional Transit labor strikes; and public awareness of Spare the Air Every Day Season.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. Overview of 2013-14 Winter Spare the Air Campaign

Ms. Fasano introduced Ms. Roselius who gave the staff presentation *2013-14 Winter Spare the Air Campaign*, including overview, advertising, outreach placement, media outreach, social media and alert notification.

Committee Comments:

The Committee and staff discussed how a resource team might fit into this campaign effort; secondhand smoke issues related to emerging smoking technology and preferences; the inadequacy of current secondhand smoke ordinances given emerging trends; the recent notice from the Air District regarding permissive burns; the status of the chipping program and potential plans to expand the same; the difference in emissions between agricultural burning and chipping devices; and the benefit of conceptually connecting wood smoke and secondhand smoke in the public dialogue.

Director Adams asked staff to forward copies of Air District television spots to the Committee members for sharing and to provide an op-ed piece template for Committee members.

Director Haggerty asked staff to contact the larger wineries in the Livermore area to notify them of the chipping program.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. Update on the Development of the Public Participation Plan

Ms. Fasano introduced Jim Smith, Air Quality Program Manager of Communications and Outreach, who gave the staff presentation *The Air District's Public Participation Plan*, including key elements, public comment period, workshops and community meetings, key revisions to the plan and next steps.

Committee Comments:

The Committee and staff discussed the length of the beta test of the website; stakeholder interest and participation levels; the value of good mailing lists; the tendency for less public involvement when feedback is positive.

Public Comments: No requests received.

Committee Action: None; receive and file.

7. Spare the Air Youth Program

Ms. Fasano introduced Kristina Chu, Public Information Officer of Communications and Outreach, who gave the staff presentation *Spare the Air Youth Program (Program)*, including overview, the Youth Transportation Summit, and Summit content.

Committee Comments:

The Committee and staff discussed the partnership with the Metropolitan Transportation Commission and Committee member desires to be more involved sooner; efforts in Alameda County to enhance similar programs related to and administered by the schools; feedback to staff on the Program and those that are similar; the desire for feedback from the kids; audience numbers and their points of origin; Committee members' desire to see a more inclusive, comprehensive Program and to receive advance notification of related events; the form of Air District outreach to youth; the form of the Program in local communities; the desirability of Program outreach to a younger audience than for the Summit; the outreach help available from members of the Board of Directors in the form of their existing local networks; current budget levels, whether an increase is advisable and how the Summit was paid for; the appropriateness of the ages involved in the Summit.

Chairperson Ross suggested the Summit be included in the next budget.

Public Comments: No requests received.

Committee Action: None; receive and file.

8. Committee Member Comments/Other Business:

The Committee and staff discussed whether the Committee will receive an update on the Climate Action Plan.

9. Time and Place of Next Meeting: At the Call of the Chairperson.

10. Adjournment: The meeting adjourned at 10:44 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: May 22, 2014

Re: 2014 Spare the Air Campaign

RECOMMENDED ACTION:

None; receive and file.

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. Past Spare the Air campaigns have targeted the general population, household decision-makers, young adults and solo drivers.

DISCUSSION

Last year's Spare the Air campaign featured a new URL-based advertising campaign that focused on alternatives to driving alone to work. The campaign will be refreshed this season and target commuters region-wide, including non-English speakers.

The 2014 Spare the Air campaign's commuter-focused messaging and advertising will complement outreach efforts for the new Commuter Benefits Program.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the campaign is included in the Fiscal Year Ending (FYE) 2014 and FYE 2015 budgets. The campaign is funded primarily through the Congestion Mitigation Air Quality program, supplemented by the Transportation Fund for Clean Air.

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: May 22, 2014

Re: Update on Great Race for Clean Air

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

The Air District's annual Great Race for Clean Air is a friendly competition between Bay Area employers to encourage use of commute alternatives such as transit, carpooling, vanpooling, walking and bicycling rather than driving solo to work. The Great Race for Clean Air competition started on March 1, 2014 and concluded on April 30, 2014.

The Great Race for Clean Air originated from a Tri-Valley Resource Team project over five years ago. After much success in the Tri-Valley, the program expanded to encompass the entire Bay Area. In its fourth year, Great Race for Clean Air participants have saved 1,548,716 lbs. of carbon dioxide by using alternatives to solo driving to work.

DISCUSSION

The Committee will receive an overview of the 2014 Great Race for Clean Air including a summary of this year's winners.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

None.

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: May 22, 2014

Re: Update on Commuter Benefits Program Employer Outreach

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

The Air District and the Metropolitan Transportation Commission developed the Bay Area Commuter Benefits Program in response to Senate Bill 1339, which was signed into law by Governor Brown in September 2012. Approved by both agencies in March 2014, the Commuter Benefits Program requires employers with 50 or more full-time employees in the Bay Area to offer commuter benefits to their employees.

DISCUSSION

Approximately 10,000 Bay Area employers are subject to the program and must select one of four commuter benefit options, register via the program website and implement their program by September 30, 2014.

To ensure compliance with the program and reduce greenhouse gases, air pollution and traffic congestion, an employer outreach campaign is being implemented with the Metropolitan Transportation Commission to notify Bay Area employers about the program requirements and how to register to comply.

Committee members will receive an update on outreach efforts to-date as well as employer outreach prior to the registration deadline.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the campaign is included in the Fiscal Year Ending (FYE) 2014 and FYE 2015 budgets. The campaign is funded by the Transportation Fund for Clean Air.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano