



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
NATE MILEY
ROD SINKS

TERESA BARRETT – VICE CHAIR
SCOTT HAGGERTY
KATIE RICE
BRAD WAGENKNECHT

MONDAY
MAY 2, 2016
9:30 A.M.

7TH FLOOR BOARD ROOM
939 ELLIS STREET
SAN FRANCISCO, CA 94109

AGENDA

1. **CALL TO ORDER - ROLL CALL – PLEDGE OF ALLEGIANCE**

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

2. **PUBLIC COMMENT ON NON-AGENDA MATTERS**

(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 Air District headquarters, 939 Ellis Street, San Francisco, California 94109, and on the Air District's website www.baaqmd.gov 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 authority. Speakers will be limited to three (3) minutes each.

This meeting will be webcast. To see the webcast, please visit <http://www.baaqmd.gov/The-Air-District/Board-of-Directors/Agendas-and-Minutes.aspx> at the time of the meeting.

Staff/Phone (415) 749-

3. **APPROVAL OF THE MINUTES OF MARCH 24, 2016** **Clerk of the Boards/5073**

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of March 24, 2016.

4. **2016 SPARE THE AIR CAMPAIGN**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an overview of the new 2016 Spare the Air Campaign including introduction of new creative elements.

5. **RENEWAL OF CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS**

K. Roselius/4647
kroselius@baaqmd.gov

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to renew a one-year contract with O'Rorke, Inc., for a total amount not to exceed \$1,950,000.

6. **OVERVIEW OF CLIMATE FORWARD BAY AREA LEADERSHIP FORUM**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an overview of the planning efforts for the Climate Forward Bay Area – A Leadership Forum event on October 13, 2016 –October 14, 2016 in San Francisco.

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:

MANAGER, EXECUTIVE OPERATIONS
939 ELLIS STREET, SAN FRANCISCO, CA 94109
mmartinez@baaqmd.gov

(415) 749-5016
FAX: (415) 928-8560
BAAQMD homepage:
www.baaqmd.gov

- To submit written comments on an agenda item in advance of the meeting. Please note that all correspondence must be addressed to the “Members of the Public Engagement Committee” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Committee meeting. Any correspondence received after that time will be presented to the Committee at the following meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- **Accessibility and Title VI:** The Air District provides services and accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Board matters. For accommodations or translations assistance, please call 415-749-5016 at least three days in advance of a meeting, so that arrangements can be made accordingly.

Accesibilidad y Título VI: El Distrito del Aire ofrece servicios y realiza las adaptaciones necesarias para las personas con discapacidades y para las personas con un dominio limitado del inglés siempre que estos servicios se soliciten y se deseen tratar asuntos relacionados con la Junta. Si necesita ayuda con algún tipo de adaptación o traducción, llame al 415-749-5016 como mínimo tres días antes de la reunión de manera que puedan realizarse las adaptaciones necesarias.

Magagamit na Tulong at Título VI: Nagbibigay ang Air District ng mga serbisyo at mga akomodasyon, kapag hiniling, sa mga taong may kapansanan at mga taong limitado ang kakayahan sa Ingles na gustong magpahayag tungkol sa mga usapin sa harap ng Lupon. Para sa mga tulong sa akomodasyon o sa pagsasalín, mangyaring tumawag sa 415-749-5016 nang tatlong araw man lamang na una pa sa miting, para makapaghandá ayon sa pangangailangan.

可及度及標題VI：空氣管理局根據申請為殘障人士和英語熟練程度有限但卻希望參與董事會事宜的人員提供服務和住宿。關於住宿或者翻譯幫助，請至少在會議之前三天致電 415-749-5016，以便作出相應安排。

Tạo Khả Năng Truy Cập và Chương VI: Đặc Khu cung cấp dịch vụ và phương tiện đáp ứng, khi có yêu cầu, cho những người bị khuyết tật và cho những cá nhân không thông thạo Anh ngữ muốn được tham gia các vấn đề của Hội Đồng. Để được phương tiện đáp ứng hoặc trợ giúp phiên dịch, xin gọi số 415-749-5016 ít nhất ba ngày trước khi có hội thảo, để tiện bố trí các phương tiện

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

APRIL 2016

<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>	Wednesday	27	9:30 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i> - CANCELLED	Thursday	28	9:30 a.m.	Board Room

MAY 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Public Engagement Committee <i>(At the Call of the Chair)</i>	Monday	2	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i> - CANCELLED	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.	Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED & RESCHEDULED TO WEDNESDAY, JUNE 1, 2016 AT 9:30 A.M.	Monday	16	10:30 a.m.	Board Room
Board of Directors Ad Hoc Building Oversight Committee <i>(At the Call of the Chair)</i> -CANCELLED	Wednesday	18	9:30 a.m.	Board Room
Special Board of Directors Meeting - Budget Hearing <i>(At the Call of the Chair)</i>	Wednesday	18	9:45 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

MAY 2016

<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 on the 3rd Thursday of every other month</i>) - CANCELLED	Thursday	19	9:30 a.m.	Board Room
Board of Directors Budget & Finance Committee (<i>Meets on the 4th Wednesday of each Month</i>) - CANCELLED	Wednesday	25	9:30 a.m.	Board 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

JUNE 2016

<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>) - CANCELLED	Wednesday	1	9:45 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee (<i>Meets on the 3rd Monday of each Month</i>)	Wednesday	1	9:30 a.m.	1 st Floor Board Room
Board of Directors Special Meeting as the Sole Member of The Bay Area Clean Air Foundation	Wednesday	15	9:45 a.m.	1 st Floor Boardroom
Board of Directors Regular Meeting (<i>Meets on the 1st & 3rd Wednesday of each Month</i>)	Wednesday	15	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee (<i>Meets on the 3rd Monday of each Month</i>) - CANCELLED	Monday	20	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee (<i>Meets on the 3rd Monday of each Month</i>) - CANCELLED	Monday	20	10:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee (<i>Meets on the 4th Wednesday of each Month</i>) - CANCELLED	Wednesday	22	9:30 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee (<i>Meets on the 4th Thursday of each Month</i>) - CANCELLED	Thursday	23	9:30 a.m.	1 st Floor Board Room

MM – 4/26/16 (9:23 a.m.)

G/Board/Executive Office/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

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

From: Jack P. Broadbent
Executive Officer/Air Pollution Control Officer

Date: April 20, 2016

Re: Approval of the Minutes of March 24, 2016

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of March 24, 2016.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of March 24, 2016.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Tom Flannigan
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Committee Meeting of March 24, 2016

AGENDA: 3 – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of March 24, 2016

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

DRAFT MINUTES

Summary of Board of Directors
Public Engagement Committee Meeting
Thursday, March 24, 2016

1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Chairperson Ross called the meeting to order at 9:35 a.m.

Roll Call:

Present: Chairperson Mark Ross; Vice Chairperson Teresa Barrett, Directors John Avalos, Nate Miley, Rod Sinks, and Brad Wagenknecht

Absent: Directors Scott Haggerty and Katie Rice

Also Present: None

2. PUBLIC COMMENT ON NON-AGENDA MATTERS: No requests received.

3. APPROVAL OF THE MINUTES OF OCTOBER 26, 2015

Committee Comments: None

Public Comments: No requests received

Committee Action:

Director Wagenknecht made a motion, seconded by Director Barrett, to approve the minutes of October 26, 2015; and the motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Ross, Sinks, and Wagenknecht
NOES: None
ABSTAIN: None
ABSENT: Haggerty, Miley, and Rice

4. OVERVIEW OF 2016 YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY (YES) CONFERENCE

Jean Roggenkamp, Deputy Executive Officer, introduced Yvonna Cázares, Public Information Officer of the Community Engagement Office, who gave the staff presentation *Youth for the Environment and Sustainability (YES) 2016 Conference*, including the event agenda, outreach methods, a video of the event, and outcomes. Leslie Lara with the Metropolitan Transportation Commission (MTC) thanked Air District staff for their collaboration with the MTC on this event.

Committee Comments:

The Committee and staff discussed the potential for facility growth; potentially having multiple, geographically-focused conferences if attendance exceeds any one facility's capacity; advertising to increase attendance; consideration of 375 Beale Street facility for future event site; and the attendance rate of students from the City of San Francisco.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. JAMES CARY SMITH COMMUNITY GRANT PROGRAM UPDATE

Ms. Roggenkamp introduced David Ralston, Community Engagement Manager of the Community Engagement Office, who gave the staff presentation *James Cary Smith Community Grant Program Update*, including an overview; program awardees; partnering with the community; breakdown of funded projects; and opportunities going forward.

NOTED PRESENT: Director Miley was noted present at 9:53 a.m.

Committee Comments:

The Committee and staff discussed the rotation of outreach for community-based science participatory research projects and education and engagement activities; San Francisco Community Bike Builds project; James Carey Smith legacy; and the current funding cycle timeline.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. PUBLIC ENGAGEMENT FOR THE CLEAN AIR PLAN/REGIONAL CLIMATE PROTECTION STRATEGY(CAPRCPS)

Ms. Roggenkamp introduced Luz Gomez, Community Engagement Manager of the Community Engagement Office, who gave the staff presentation *2016 Clean Air/Regional Climate Protection Strategy*, including engagement overview; community open houses; informational posters; online civic engagement – open air forum; and CAPRCPS working group.

Committee Comments:

The Committee and staff discussed the cost of the forum platform and Peak Democracy as a contractor; who monitors and filters uncivil content from public comments on the forum; identification requirements of public commenters; neighborhood greenhouse gas level mapping capabilities based on the District’s consumption-based inventory; and social media outreach of these tools.

Public Comments: No requests received.

Committee Action: None; receive and file.

7. **COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:** None.
8. **TIME AND PLACE OF NEXT MEETING:** At the Call of the Chairperson.
9. **ADJOURNMENT:** The meeting adjourned at 10:29 a.m.

Marcy Hirtzka
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

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

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 20, 2016

Re: 2016 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

This year's Spare the Air campaign will feature all new advertising. The campaign will be region-wide with a focus on carpooling. Advertising will use humor to highlight the benefits of carpooling and shift the public perception of ride-sharing.

Carpooling is the focus of this season's campaign due to new ridesharing options, its extensive room for growth and feasibility region-wide.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the campaign is included in the Fiscal Year Ending (FYE) 2016 and FYE 2017 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 Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 18, 2016

Re: Renewal of Contract for Spare the Air Advertising and Messaging Campaigns

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors authorization for the Executive Officer/APCO to amend existing contract with O’Rorke, Inc. for the Fiscal Year Ending 2017 Spare the Air Campaigns’ Advertising, Communications & Evaluation Services in an amount not to exceed \$1,950,000.

BACKGROUND

The Air District’s Communications Office relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications Office completed a Request for Proposal (RFP) process in February 2015 to solicit responses for the following services: Advertising, Media Relations, Social Media, Public Opinion Surveys and Employer Outreach services. O’Rorke, Inc. was the selected contractor.

A three-year contract was approved by the Board in March 2015 for O’Rorke Inc. with funding not to exceed \$1,950,000 per contract year during Fiscal Year Ending FYE 2016 and FYE 2017, and \$2,019,000 for FYE 2018. The breakdown for the FYE 2017 contracts as follows:

- Spare the Air Every Day Campaign
 - Advertising \$600,000
 - Media Relations \$200,000
 - Social Media \$75,000
 - Employer Program \$200,000
 - Public Opinion Surveys \$50,000

- Winter Spare the Air Campaign
 - Advertising \$600,000
 - Media Relations \$100,000
 - Social Media \$75,000
 - Public Opinion Surveys \$50,000

DISCUSSION

In the previous year, the contractor has satisfied Air District requirements. Contractor and subcontractors participate in weekly status meetings to highlight ongoing and new work. Recommended messaging projects are well conceived and results are provided to staff. Contractor is thorough and timely executing projects, making recommendations and performing required tasks. Staff is recommending Board approval.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this contract for FYE 2017 comes from the following sources:

- Spare the Air Every Day
 - Congestion Mitigation Air Quality (CMAQ) - \$925,000
 - Transportation Fund for Clean Air (TFCA) - \$200,000

- Winter Spare the Air
 - General Revenue - \$825,000

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 Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: April 20, 2016

Re: Overview of Climate Forward Bay Area Leadership Forum

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

Climate Forward Bay Area: A Leadership Forum is set for Thursday, October 13 and Friday, October 14, 2016, in San Francisco. The forum will bring together climate leaders from government, non-profits and the private sector.

DISCUSSION

The Committee will receive an overview of the planning activities for the *Climate Forward Bay Area* event.

BUDGET CONSIDERATION/FINANCIAL IMPACT

None.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano