



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

MARK ROSS - CHAIR
TERESA BARRETT
JOHN GIOIA
NATE MILEY

REBECCA KAPLAN – VICE CHAIR
PAULINE RUSSO CUTLER
SCOTT HAGGERTY
BRAD WAGENKNECHT

MONDAY
MARCH 6, 2017
9:30 A.M.

1ST FLOOR BOARD ROOM
375 BEALE STREET
SAN FRANCISCO, CA 94105

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, 375 Beale Street, San Francisco, California 94105, 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 October 20, 2016**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of October 20, 2016.

4. **SUMMARY OF 2016-17 WINTER SPARE THE AIR SEASON** **L. Fasano/5170**
lfasano@baaqmd.gov

The Committee will receive an update on the 2016-17 Winter Spare the Air season including available survey data and trends.

5. **UPDATE ON RECENT OPEN HOUSES, WORKSHOPS AND ONLINE CIVIC ENGAGEMENT ACTIVITIES**

L. Gomez/5093
lgomez@baaqmd.gov

The Committee will receive an update on Rule 11-18 and Clean Air Plan Open Houses, the latest Open Air Forum topic, upcoming Workshops for Rules 12-16, 13-1 and 11-18, and a variety of additional community engagement efforts.

6. **SUMMARY OF YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY – YES - CONFERENCE**

D. Ralston/8423
dralston@baaqmd.gov

The Committee will receive an Overview of the 2017 Youth for the Environment and Sustainability Conference

7. **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 \$2,019,000.

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**

The Committee meeting shall be adjourned by the Committee Chair

CONTACT:

MANAGER, EXECUTIVE OPERATIONS
375 BEALE STREET, SAN FRANCISCO, CA 94105
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 A” 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.
- 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 375 Beale Street, Suite 600, San Francisco, CA 94105, at the time such writing is made available to all, or a majority of all, members of that body.

Accessibility and Non-Discrimination Policy

The Bay Area Air Quality Management District (Air District) does not discriminate on the basis of race, national origin, ethnic group identification, ancestry, religion, age, sex, sexual orientation, gender identity, gender expression, color, genetic information, medical condition, or mental or physical disability, or any other attribute or belief protected by law.

It is the Air District’s policy to provide fair and equal access to the benefits of a program or activity administered by Air District. The Air District will not tolerate discrimination against any person(s) seeking to participate in, or receive the benefits of, any program or activity offered or conducted by the Air District. Members of the public who believe they or others were unlawfully denied full and equal access to an Air District program or activity may file a discrimination complaint under this policy. This non-discrimination policy also applies to other people or entities affiliated with Air District, including contractors or grantees that the Air District utilizes to provide benefits and services to members of the public.

Auxiliary aids and services including, for example, qualified interpreters and/or listening devices, to individuals who are deaf or hard of hearing, and to other individuals as necessary to ensure effective communication or an equal opportunity to participate fully in the benefits, activities, programs and services will be provided by the Air District in a timely manner and in such a way as to protect the privacy and independence of the individual. Please contact the Non-Discrimination Coordinator identified below at least three days in advance of a meeting so that arrangements can be made accordingly.

If you believe discrimination has occurred with respect to an Air District program or activity, you may contact the Non-Discrimination Coordinator identified below or visit our website at www.baaqmd.gov/accessibility to learn how and where to file a complaint of discrimination.

Questions regarding this Policy should be directed to the Air District’s Non-Discrimination Coordinator, Rex Sanders, at (415) 749-4951 or by email at rsanders@baaqmd.gov.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
375 BEALE STREET, SAN FRANCISCO, CALIFORNIA 94105
FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF AIR DISTRICT MEETINGS

MARCH 2017

<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	1	9:45 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of Every Other Month) – RESCHEDULED TO MONDAY, MARCH 20, 2017 AT 9:30 A.M.</i>	Thursday	2	9:30 a.m.	1 st Floor Board Room
Board of Directors Public Engagement Committee <i>(At the Call of the Chair)</i>	Monday	6	9:30 a.m.	1 st Floor Board Room
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 Climate Protection Committee <i>(Meets on the 3rd Thursday of every other Month) – RESCHEDULED TO THURSDAY, MARCH 2, 2017</i>	Thursday	16	9:30 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month) - CANCELLED</i>	Monday	20	9:30 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of Every Other Month)</i>	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>	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>	Wednesday	22	9:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	23	9:30 a.m.	1 st Floor Board Room
Board of Directors Personnel Committee <i>(Meets At the Call of the Chair)</i>	Friday	24	9:30 a.m.	1 st Floor Board Room

APRIL 2017

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Mtg. <i>(Meets on the 1st Monday of Every Other Month)</i>	Monday	3	10:00 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	17	9:30 a.m.	1 st Floor Board Room

APRIL 2017

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	17	10:30 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	26	9:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	27	9:30 a.m.	1 st Floor Board Room

MAY 2017

<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	3	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	15	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>	Monday	15	10:30 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of every other Month)</i>	Thursday	18	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	24	9:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	25	9:30 a.m.	1 st Floor Board Room

HL – 2/27/17 (9:15 a.m.)

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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: February 23, 2017

Re: Approval of the Minutes of October 20, 2016

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of October 20, 2016.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of October 20, 2016.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Maricela Martinez

Attachment 3A: Draft Minutes of the Committee Meeting of October 20, 2016

AGENDA: 3A – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of July 18, 2016

Bay Area Air Quality Management District
375 Beale Street, Suite 600
San Francisco, California 94105
(415) 749-5073

DRAFT MINUTES

Summary of Board of Directors
Public Engagement Committee Meeting
Thursday, October 20, 2016

1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Chairperson Ross called the meeting to order at 9:36 a.m.

Roll Call:

Present: Chairperson Mark Ross; Directors John Avalos, Teresa Barrett, Nate Miley, Katie Rice, and Rod Sinks.

Absent: Directors Scott Haggerty and Brad Wagenknecht.

Also Present: None.

2. PUBLIC COMMENT ON NON-AGENDA MATTERS:

No requests received.

3. 2016 SPARE THE AIR CAMPAIGN (OUT OF ORDER, ITEM 4)

Jean Roggenkamp, Deputy Executive Officer, introduced Kristine Roselius, Communications Manager, who gave the staff report *2016 Spare the Air Campaign*, including: new advertising campaign; campaign highlights; social media; in-language on social media; and survey toplines.

NOTED PRESENT: Director Miley and Director Rice were noted present at 9:43 a.m.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the District's presence on social media in comparison to other Air Districts in California; how to increase the frequency of social media impressions and the cost-effectiveness of boosting posts on Facebook; "Trip-Linking", the trend of combining multiple small car trips into one larger trip; and unexpected wildfire smoke impacts and federal health standard exceedances in 2016.

Committee Action:

None; receive and file.

4. APPROVAL OF THE MINUTES OF JULY 18, 2016 (ITEM 3)

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Director Avalos made a motion, seconded by Director Rice, to approve the minutes of July 18, 2016; and the motion carried by the following vote of the Committee:

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

5. 2016 – 2017 WINTER SPARE THE AIR CAMPAIGN

Ms. Roggenkamp introduced Lisa Fasano, Community Officer, who gave the staff presentation *2016 – 2017 Winter Spare the Air Campaign*, including: outreach; advertising; multicultural advertising; television; outreach placement; media outreach; Wood Smoke Incentive Program; social media; and alert notification.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the safety and practicality of outreach in high wood smoke areas, and how County Supervisors on the Board who serve the high wood smoke areas can help recruit more volunteers to assist staff with outreach; preliminary results of the Wood Smoke Incentive Program and the feasibility of showing results by population density in order to identify the need for additional outreach; the District’s target number of fireplace retrofits or change outs; the need for state funding for the Wood Smoke Incentive Program; whether or not the District has reached out to other Air Districts who have already carried out similar programs, and how the District’s efforts compare to those of Districts that have; and feedback from real estate stakeholders and associations that have begun using the Residential Fireplace Disclosure forms pursuant to Regulation 6, Rule 3: Wood Burning Devices.

Committee Action:

None; received and file.

6. OVERVIEW OF THE 2017 YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY (YES) CONFERENCE

Ms. Roggenkamp introduced Yvanna Càzares, Public Information Officer, who gave the staff presentation *Overview of the 2017 Youth for the Environment and Sustainability (YES) Conference*, including: overview; YES! Conference 2017; and 2017 program features and conference outreach.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed shuttle transportation for attendees; and the Spare the Air Youth Program as a “Public Awareness Campaigns” category recipient of Caltrans’ “Excellence in Transportation” award.

Committee Action:

None; receive and file.

7. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS

Chair Ross thanked Director Avalos for his service on the Public Engagement Committee, as Director Avalos terms out of office in January 2017.

8. TIME AND PLACE OF NEXT MEETING

At the Call of the Chairperson.

9. ADJOURNMENT

The meeting adjourned at 10:22 a.m.

Marcy Hiratzka
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: February 23, 2017

Re: Summary of the 2016/17 Winter Spare the Air Season

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Winter Spare the Air Season began on November 1, 2016, and ended February 28, 2017. The Air District's Communications Office conducted Winter Spare the Air outreach and advertising to message the health impacts of wood smoke during the four winter months.

DISCUSSION

The Winter Spare the Air campaign continued to inform residents about the Wood Burning Rule and focused on the localized health impacts from wood smoke in the Bay Area. This year's campaign continued with a strong message that closely links wood smoke to cigarette smoke. Advertising clearly illustrated this link and the advertising tagline supports the stronger messaging and visuals.

Staff will present a summary of the 2016-2017 Winter Spare the Air advertising and outreach campaign for the season wrap-up. Available survey data and trends will also be featured.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the Winter Spare the Air outreach program is included in the Fiscal Year Ending 2017 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 Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 6, 2017

Re: Update on Recent Open Houses, Workshops and Online Civic Engagement Activities

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In 2013 the Air District published the Public Participation Plan (PPP). The PPP outlined existing public participation strategies, and outlined a number of implementation actions meant to expand and improve public participation at the Air District. The Community Engagement Office has been implementing and augmenting the strategies laid out in the PPP.

DISCUSSION

Staff hosted Open Houses in November 2016 (Rule 11-18 - Health Risk Reduction from Toxic Air Contaminants and Regulation 6, Rules 1, 6, 7 and 8 on Particulate Matter). In February, Staff hosted the second round of Open Houses for the 2017 Clean Air Plan (*Spare the Air, Cool the Climate*), and launched a new topic on Open Air Forum. Staff will host workshops at the end of March on Rule 12-16 (Caps on Refinery Emissions), Rule 13-1 (Carbon Intensity Limits at Bay Area Refineries) and Rule 11-18. Staff has also conducted a variety of additional community engagement efforts such as listening sessions, stakeholder meetings (Bay Area Environmental Health Collaborative, 350 Bay Area, Sunflower Alliance and others), facilitated dialogue between staff and advocacy groups, hosted brown bag meetings, and more. Staff will provide a brief summary of these efforts and solicit feedback.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Resources for public engagement are included in the Fiscal Year Ending 2017 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luz Gomez
Reviewed by: Jean Roggenkamp

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: February 23, 2017

Re: Summary of Youth for Environment and Sustainability – YES - Conference

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Youth for the Environment and Sustainability (YES) conference is an annual Spare the Air Youth program jointly sponsored by the Metropolitan Transportation Commission and the Air District. The conference, typically scheduled at the beginning of the year, provides high school students the opportunity to present on and discuss active transit, clean air and climate change issues with their peers from around the Bay Area. The program includes youth keynote speakers, interactive presentations and various breakout sessions. For this year's conference, based on strong support from the Board of Directors, we sought to continue growing the conference to invite more than 500 youth from throughout the region as well as showcase the new Regional Metro Center.

DISCUSSION

The 2017 YES Conference took place on Saturday February 25th in the Bay Area Regional Metro Center from 9:00 a.m.- 3:00 p.m. Staff from MTC and the Air District in conjunction with the Spare the Air Youth technical advisory committee successfully grew this year's conference and increased attendance, outreach and impact. We targeted over a thousand high school students from all nine counties throughout the Bay Area and garnered the interest and attendance of many teachers and youth-serving groups who wished to participate in this youth-led environmental sustainability education convening.

Overall, we received overwhelmingly positive feedback from conference attendees and are looking forward to continue our efforts to grow the conference and reach even more schools and youth next year for which the Air District will be taking on an increasing leadership role.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for expanding this program is included in the proposed Fiscal Year Ending (FYE) 2018 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: David Ralston
Reviewed by: Jean Roggenkamp

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: February 23, 2017

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 2018 Spare the Air Campaigns’ Advertising, Communications & Evaluation Services in an amount not to exceed \$2,019,000.

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 2018 contracts is 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
 - In-Language Opinion Surveys \$69,000

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 2018 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 - \$894,000

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano