

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109

APPROVED MINUTES

Air Quality Planning Committee
9:30 a.m., Thursday, December 14, 2006

1. **Call to Order:** Chairperson Stan Hayes called the meeting to order at 9:36 a.m.

Roll Call: Stan R. Hayes, Chairperson, Ken Blonski, Harold Brazil (10:08 a.m.), Emily Drennen, Fred Glueck, John Holtzclaw, Ph.D., Kraig Kurucz (9:40 a.m.), Ed Proctor.

Absent: None.

2. **Public Comment Period.** There were no public comments.
3. **Approval of Minutes of October 11, 2006:** Mr. Proctor moved approval of the minutes; seconded by Dr. Holtzclaw; carried by acclamation with Mr. Glueck abstaining.

Chairperson Hayes requested that Agenda Item 5 be presented first.

5. **Discussion of the Air District's 2007 Spare the Air Tonight Program:** *The Committee discussed the Air District's 2007 Spare the Air Tonight Program.*

Karen Schkolnick, Agency Spokesperson, presented the report.

Councilmember Kraig Kurucz arrived at 9:40 a.m.

Ms. Schkolnick stated that Spare the Air Tonight is a public education campaign which began on November 20, 2006 and will run through February 16, 2007. The focus of the program is to reduce particulate matter. The emphasis of the education campaign is to reduce wood burning and driving. This year the Environmental Protection Agency (EPA) reduced the standard for the acceptable limits for particulate matter 2.5 (PM2.5) from 65 micrograms per cubic meter down to 35, which is more protective of public health. In response to the reduction of the standard, the Air District is issuing advisories any time it is forecast that the particulate matter levels will reach the limit.

Particulate matter is very small, approximately 1/20th the size of the diameter of human hair and it can remain airborne for a long time. Rain helps to bring it out of the air otherwise it can be suspended for long periods of time. Because the particles are so small, they have the ability to travel deep into the lungs, where they can cause many problems. Some of these health effects include coughing, eye irritation, asthma, and other health related problems.

Ms. Schkolnick reviewed some of the major sources of particulate matter, which range from industry to consumer sources. PM is related to incomplete combustion and all of the sources contribute to particulate matter in the community. A history of Spare the Air Tonight advisories were presented to the Committee. In 1991, the first year of the program, there were 11. There was one Spare the Air Tonight alert in 2002; this year, to-date, there have been six. Ms. Schkolnick pointed out that these are advisories and not exceedances of the standard. In response to a question from Mr. Blonski, Ms. Schkolnick stated that the public education campaign has changed over time regarding how the advisories are issued. In 2006, the advisories are very health-based and related to when the threshold will not be met.

Peter Hess, Deputy APCO, stated that the standard in 1991 was PM10. This year is the first year for the PM2.5 revised standard, which means that a different type of particulate matter is being measured which is very fine and four times smaller than PM10. Through the evolution of the air pollution control programs, the standard has become more stringent on certain air contaminants. The Air District's regulations have helped in the reduction of the pollutants. Fine particulate matter is a combination of many different types of sources. Some are directly emitted, such as fire places and wood stoves; and others are secondary pollutants, such as the products of ammonia nitrate and diesel particulates. It is a combination of a change in the standards and an energetic air pollution control program that reduced the number of Spare the Air Tonight's that have been called throughout the year.

Continuing, Mr. Hess stated that this will change in the future because the current standard has changed. The number of particulate matter should be looked at, not the amount of particulate matter in the atmosphere. There will be more debate and EPA will start revising the ambient air quality standard for fine particulate matter.

In response to a question from Mr. Hayes regarding the criteria used when the District calls an advisory, Ms. Schkolnick stated that the meteorologist looks at a number of factors and comes up with a formula to determine what the conditions will be in the next 24 hour period. Jean Roggenkamp, Deputy APCO, added that the District calls an advisory at about 35 micrograms per cubic meter. Ms. Roggenkamp noted that the EPA has not yet changed the Air Quality Index (AQI) scale standard. The Air District believes it is important to call the advisories when there are health affects.

Ms. Schkolnick reviewed the District's outreach strategy and stated that one of the main components of the wintertime campaign are the public surveys. Surveys will be done on the same days as advisories and on other random days where no advisory has been called. This will track any behavior changes. Other outreach strategies include the following:

- Television and radio advertising
- Employer campaign and community events
- A new element of the campaign will be contacting asthma clinics and sending informational packets to them
- The woodstove change-out program in Santa Clare County will be wrapped up within the next couple of months
- The wintertime Spare the Air web site; sparetheair.org
- Collateral materials that include the following:
 - Bookmark about particulate matter
 - Tip card about wood burning

- Handbook about wood burning and particulate matter
- Video commercial featuring the Executive Officer/APCO

Ms. Schkolnick stated that the summer survey focused on driving and that the winter-time survey will focus on wood burning. There was a brief discussion on the Santa Clara County wood burning stove change-out program. The Committee was informed that this program was part of mitigation of emissions from a Cal Pine power plant, and that the program was dedicated to Santa Clara County. There have been 1,900 change-outs and the program is close to meeting its goal.

Continuing, Ms. Schkolnick reviewed the media plan for the Spare the Air Tonight campaign. The District received a lot of media attention after a press release on the campaign was sent out. December 1st was the start of the advisories and there were five more issued very soon thereafter. The Air District will issue advisories whenever there is a forecast of unhealthy air quality. Advisories are also issued before the major wintertime holidays.

In response to a question from Ms. Drennen, Ms. Schkolnick stated that PM is more of a factor when the air is colder and there are concentrations of particulates in the colder areas. People tend to burn more when it is cold. The advisories are in effect until the next morning. In response to Dr. Holtzclaw's question on stressing the indoor safety of individuals, Ms. Schkolnick stated that the advisories talk about the impacts to people's health and the surrounding communities. Where you smell the smoke, you are breathing the smoke.

The Wood Burning Handbook has been revised and the new handbook stresses the new message of not burning wood. The message to people is that when you burn wood, you are putting your family at risk. In response to a question from Mr. Blonski, Ms. Schkolnick stated that the Air District receives questions regarding the advisories and wood burning, but has not received any organized opposition to the model wood smoke ordinance. Ms. Schkolnick noted that views on cigarette smoking have changed over the years and that there may also be a shift on wood smoke and burning, especially as people get more information and are educated about the hazards.

Mr. Hayes opined that the District is trying to get people to limit wood burning at night through the Spare the Air Tonight Program. There is a 24-hour standard, but PM also comes from other sources. The Spare the Air focuses on what not to do that day. The Spare the Air Tonight program should also focus on what can be done during the day to reduce emissions.

Mr. Glueck suggested one outreach methodology would be to have an educational packet for youth telling them about the dangers of smoke from wood burning which they could then take home to their parents.

Councilmember Harold Brazil arrived at 10:08 a.m.

Mr. Schkolnick discussed the status of the model wood smoke ordinance and stated that eight out of nine counties have adopted a model ordinance. Out of 101 Bay Area cities, 41 have adopted the model ordinance. About half of the cities in the Bay Area allow building fireplaces. There is some shift from wood burning to natural gas. There have also been retrofits for cleaner burning fireplaces.

The messages of the Spare the Air Tonight advisory include the following:

- Clean air choice (you have the option if you want a fire in your home)
- Protect public health
- Don't burn wood
- Make a long-term investment in your family's health, switch to natural gas or EPA certified insert
- Drive less

Mr. Hayes expressed concern that with an increase in advisories due to the reduction of the standard, that the reaction of the public might be that things are worse now than before. There is the danger that the message is so frequent that people will ignore it. People might have the wrong impression about the state of the air and they might not pay attention to the advisories.

Jean Roggenkamp, Deputy APCO, stated that the Air District did consider this and, based on past forecasts, determined there might be as many as 20 Spare the Air Tonight advisories called. The Air District will emphasize the health effects of wood burning. Mr. Hess added that the District is looking at the degree of unhealthy air and that public health will be the focus of the message. Mr. Hess stated that the District has embarked on a program where inspectors go out and conduct air sampling. The samples show there are some high readings in a short period of time.

Mr. Kurucz noted that it is hard to get people to understand that what they do affects many people. There needs to be an awareness of this fact. Mr. Blonski stated that it is important to craft a public health message and target schools and educate children. Dr. Holtzclaw added that the message should include "if you can smell the smoke, it could be a health issue."

Ms. Drennen inquired about providing incentives during Spare the Air Tonight advisories that would impact people's behavior. Ms. Schkolnick stated that the District does not have an incentive program yet. This year the difference is the change in the standard and the message is health-based. Ms. Drennen stated she would be interested in the percent of PM related to wood burning and the percent related to driving.

Chairperson Hayes stated that the new standards would require more planning. The State Implementation Plans (SIPs) are due in 2013, but that over the next few years there will be plans for reducing PM levels in the Bay Area in a more comprehensive way than just reduction of wood burning. In conclusion, Chairperson Hayes stated that this is a cutting edge program and is part of the mission of the Air District.

4. Review and Discussion of the Advisory Council's Carbon Footprint Analysis. *The Committee reviewed and discussed the Advisory Council's carbon footprint analysis.*

Chairperson Hayes distributed copies of his presentation "Climate Protection: Some Possible Next Steps for the Advisory Council." Chairperson Hayes noted that the Carbon Footprint Analysis had been corrected to reflect that Mr. Altshuler attended the Air & Waste Management Conference (AWMA) and not Mr. Dawid. Chairperson Hayes stated that it

would be good to finalize the footprint for 2006 and to keep in mind that the Committee has suggested going beyond carbon neutral.

Chairperson Hayes reviewed the key dates regarding AB 32:

- June 30, 2007 – List of early action measures
- January 1, 2008 – 1990 greenhouse gas (GHG) emission level report and verification regulations
- January 1, 2009 – Scoping plan for achieving 2020 limit
- January 1, 2010 – Early action regulations
- January 1, 2011 – Emission reduction measures
- January 1, 2012 – Reduction measures operative

Air District issues on AB 32:

- Methodologies for quantifying GHG emissions and reductions
- Definition of “maximum technologically feasible and cost effective” GHG reduction measures
- Interactions of GHG reduction measures with efforts to improve air quality
- Design of market-based compliance mechanism to prevent any increase in the emissions of toxic air contaminants or criteria pollutants

Chairperson Hayes reviewed some possible next steps in 2007

- Complete the Advisory Council’s carbon footprint analysis
- Implement the Advisory Council’s carbon neutral resolution
- Provide technical support to the Board of Directors and staff
- Report to the Board of Directors

Chairperson Hayes recommended that the Advisory Council’s carbon footprint be presented to the Board of Directors. There should be discussion on how this could be implemented beyond carbon neutral and how to achieve some carbon reductions. It is also important to determine what the percentage of reduction would be when going beyond carbon neutral (20% or more). There would also need to be discussion on an offset payment mechanism and determining how the money would be spent.

Dr. Holtzclaw reiterated that looking at an offset payment mechanism is important. Mr. Blonski added that this is a world-wide issue. Mr. Kurucz proposed that work be done on some baseline assumptions and it is up to the Council to make a proposal on how it is to be divided up. Mr. Kuzucz noted that the Board of Directors is interested in the carbon footprint, but that the Council should make the decision on where the Council’s funds are earmarked.

Mr. Hess stated that based on Chairperson Hayes’ chart, the AWMA 2007 conference would be about the same as 2006. Mr. Hess commented that the 2007 AWMA conference will focus on offsets for attendees. The brochure for the conference will have information in it on ways to offset emissions.

There was a discussion on the allocation for each Committee member, which money from each Committee member was then collected. Mr. Kurucz indicated that the rest of the Council could pay at the January Retreat. The Committee discussed types of organizations

that could receive the money and it was noted that there are organizations that collect the money and then disperse it. The consensus was to keep the money in the Bay Area.

Henry Hilken, Director of Planning, Rules and Research, noted that the recent Climate Protection Summit hosted by the Air District was planned as a carbon neutral event. Staff has been studying all of the different ways the money could be used. The District has not as yet identified a recipient of the funds. Mr. Hilken suggested that staff could report back to the Committee on what was found and which organization the Air District determined would receive the funds.

Mr. Glueck reiterated that this involves a life style change and that education, especially of youth, is important. Education should be taken into consideration when determining where the funds should go.

Chairperson Hayes summarized by stating that the Council should move forward and focus on implementation of a plan, how will the plan be tracked, pick a target, and implement the plan to accomplish the goal. Mr. Kurucz noted that the funds could be collected annually after the AWMA conference.

There was discussion regarding completion of the 2006 footprint and discussing it further at the January Retreat. Mr. Kuzucz stated it would be helpful to bring in some expertise and possibly get a short list of choices. Mr. Hilken stated that the staff has been working on this and that the District is looking at about 15 to 20 organizations, but would like to narrow the list down. Mr. Hilken suggested that staff could provide a report on its findings at a future meeting of the Committee.

6. **Committee Member Comments/Other Business.** Mr. Kurucz thanked Chairperson Hayes for his leadership to the Committee and for the expertise he brought to the Committee and its discussions. Dr. Holtzclaw expressed his thanks to Chairperson Hayes for his friendship to all of the Council.

Chairperson Hayes thanked the Committee and noted that he enjoyed working with a group of dedicated people. Chairperson Hayes thanked staff and the Board for the work they have done.

7. **Time and Place of Next Meeting.** At the Call of the Chair.
8. **Adjournment.** 11:26 a.m.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards