



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
SCOTT HAGGERTY
NATE MILEY

ERIC MAR - VICE CHAIR
SUSAN GARNER
CAROL KLATT
BRAD WAGENKNECHT

**THURSDAY
FEBRUARY 16, 2012
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 OCTOBER 31, 2011

4. 2011-2012 WINTER SPARE THE AIR SEASON SUMMARY

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a summary on the 2011-2012 Winter Spare the Air season and campaign.

5. OVERVIEW OF BAY AREA ENVIRONMENTAL HEALTH COLLABORATIVE RETREAT

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an overview of the retreat between the Air District and Bay Area Environmental Health Collaborative.

6. UPDATE ON PUBLIC ENGAGEMENT POLICY AND GUIDANCE PLAN WORKSHOP STRATEGY

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an update on the Public Engagement Policy and Guidance Plan workshop strategy, timeline, and meeting schedule.

7. **TIME AND PLACE OF NEXT MEETING** – Thursday, March 15, 2012, Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, California 94109 at 9:30 a.m.

8. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-5130
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. Such writing(s) may also be posted on the District's website (www.baaqmd.gov) at that time.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

FEBRUARY 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday each Month)</i>	Wednesday	8	9:00 a.m.	Board Room
Board of Directors Special Meeting as the Sole Member of the Bay Area Clean Air Foundation – CANCELLED AND RESCHEDULED TO WEDNESDAY, MARCH 7, 2012	Wednesday	15	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	15	9:45 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets 3rd Monday Every Month)</i>	Wednesday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Public Outreach Committee	Thursday	16	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Executive Committee <i>(Meets 3rd Monday Every Month)</i> - CANCELLED and RESCHEDULED TO FEBRUARY 15, 2012 AT 9:30 A.M.	Wednesday	20	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meet 3rd Monday Every Other Month) – CANCELLED</i>	Monday	20	10:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	23	9:30 a.m.	4 th Floor Conf. Room

MARCH 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Special Meeting as the Sole Member of the Bay Area Clean Air Foundation	Wednesday	7	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	Board Room

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday each Month)</i>	Wednesday	14	9:00 a.m.	Board Room
Board of Directors Public Outreach Committee	Thursday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Executive Committee <i>(Meets 3rd Monday of each Month)</i>	Monday	19	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Every Other Month)</i>	Monday	19	10:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	28	9:30 a.m.	4 th Floor Conf. Room

APRIL 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
Advisory Council Regular Meeting <i>(Meets 2nd Wednesday each Month)</i>	Wednesday	11	9:00 a.m.	Board Room
Board of Directors Executive Committee <i>(Meets 3rd Monday of each Month)</i>	Monday	16	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	25	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i>	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

HL – 2/2/12 (10:21 a.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/APCO

Date: February 3, 2012

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of October 31, 2011.

DISCUSSION

Attached for your review and approval are the draft minutes of the October 31, 2011 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Maricela Martinez
Reviewed by: Jennifer C. Cooper

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Monday, October 31, 2011

- Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 11:05 a.m.
- Present:** Chairperson Mark Ross, and Directors Susan Garner, Scott Haggerty, Eric Mar, Nate Miley, and Brad Wagenknecht.
- Also Present:** Board Chairperson Tom Bates.
- Absent:** Vice Chairperson Carol Klatt, and Directors John Avalos, and Ken Yeager.
- Public Comment Period:** Chair Ross opened the public comment period and seeing no one come forward to speak, he closed the public comment period.

Approval of Minutes:

Committee Action: Director Haggerty made a motion to approve the July 14, 2011 Public Outreach Committee minutes; seconded by Board Chairperson Bates, carried unanimously without objection.

2011 Spare the Air Every Day Campaign

Lisa Fasano, Director of Communications and Outreach, provided the Committee with an end of season summary of the 2011 Spare the Air Every Day campaign. The summary began with a short video and overview of the campaign which included advertising, media relations; and promotions at events.

The Spare the Air program celebrated its 20th anniversary in 2011. Some of the 2011 campaign highlights include a new and refreshed logo; the integration of all programs (employer program, resource teams and 800-Exhaust); and the integration of all grants with the Spare the Air program.

The campaign was expanded to a broader audience, utilizing various languages through different outlets such as TV, online and print advertising. Advertising was conducted in the following languages: Spanish, Cantonese, Mandarin, Tagalog, and Vietnamese. Social Media advertising included Facebook, Twitter, and LinkedIn. These various types of advertising have allowed for ongoing conversations with the public in regards to Spare the Air.

The new iPhone App was launched and it features Spare the Air alert notification, Report Smoking Vehicles, Air Quality Forecasts, Bike Route Planner, and Air Quality Podcasts. This iPhone App will continue to be updated as technology continues to change.

Ms. Fasano stated that the Air District is getting the best interplay with people at the county fairs.

Public Comments: None

Committee Comments/Questions: Director Haggerty commended Air District staff for making this a strong program. Board Chairperson Bates asked if there is a way to have electronic board notices on the highways.

Ms. Fasano responded that the Air District is currently utilizing this resource for Spare the Air messaging when available.

Committee Action: None; receive and file.

2011-2012 Winter Spare the Air Campaign

Lisa Fasano, Director of Communications and Outreach, introduced Kristine Roselius, Supervising Public Information Officer, who provided the Committee with an update on the Winter Spare the Air campaign which starts November 1, 2011. Ms. Roselius' presentation included an overview of this year's marketing materials and campaign strategies which educate the community on the health impacts from wood smoke in the Bay Area.

Ms. Roselius introduced the Local Government Outreach Plan which was created, at the request of the Air District Board of Directors, to assist in reaching out to local government leaders to ensure that they are well informed and have all the necessary tools for their constituents. The plan contains talking points, a letter from the Air Pollution Control Officer to local government leaders, instructions how to download Spare the Air widgets, and copies of brochures. Media outreach will begin with a kickoff event to be held in Corte Madera, CA on November 15, 2011.

Ms. Fasano introduced Susan Goldsborough and Ken Mandelbaum of Families for Clean Air who will be assisting with the kickoff event on November 15, 2011.

Committee Comments/Questions: Director Ross spoke about Duraflame's new ad. He asked if Duraflame's ad contained the Air District logo.

Ms. Fasano responded yes. Ms. Fasano also stated that the ad also contains links to the Air District website.

Public Comments: None

Committee Action: None; receive and file.

Update on Public Engagement Policy and Guidance Plan

Lisa Fasano, Director of Communications and Outreach, introduced Ana Sandoval, Air Quality Program Manager, who provided an overview of the Public Engagement Policy and Guidance Plan which is under development. This plan will establish a District-wide, consistent approach when engaging stakeholders through Air District public processes. Workshops during the development phase of this plan will be held throughout the region prior to bringing this plan before the Air District Board of Directors for consideration and adoption in the second quarter of 2012.

Public Comments: None

Committee Comments/Questions: Director Garner asked about targeting areas which have a larger population of Spanish speaking individuals ages 5 and older.

Jean Roggenkamp, Deputy Air Pollution Control Officer, stated that the Air District will need to tailor workshops differently throughout the region in order to obtain good input from all targeted groups.

Director Haggerty asked if the Air District has considered using the community resource teams.

Ms. Sandoval responded yes. The Air District does currently work with community resource teams.

Committee Action: None; informational only.

Time and Place of Next Meeting: At the Call of the Chair.

Adjournment: Chair Ross adjourned the meeting was adjourned at 12:00 p.m.

Maricela Martinez
Executive Secretary

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: February 6, 2012

Re: 2011-2012 Winter Spare the Air Season Summary

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

The Winter Spare the Air Season began on November 1, 2011, and will end February 29, 2012. The Air District's Communications and Outreach 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 included a stronger call to action that focused on some of the Bay Area's hot spots for wood smoke-related issues.

Staff will present a summary of the 2011-2012 Winter Spare the Air advertising and outreach campaign including upcoming media outreach for the season wrap-up. Preliminary survey data, new air monitoring 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 2012 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: February 6, 2012

Re: Overview of Retreat with the Bay Area Environmental Health Collaborative

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Air District staff recognized a need to meet with the Bay Area Environmental Health Collaborative membership to address ongoing concerns and challenges regarding protecting air quality and public health in the Bay Area. On Wednesday, November 2, 2011, the Executive Officer informed the Board of Directors of a retreat planned with the Bay Area Environmental Health Collaborative (BAEHC). The Air District staff will provide the Committee with an overview of the retreat.

DISCUSSION

On January 26, 2012, Air District staff and the BAEHC held a retreat at the Port of San Francisco facilities. Approximately 30 individuals from BAEHC and the Air District participated in the full day retreat. The Air District hired a facilitator to assist in planning and facilitation.

A planning committee, which included the facilitator, three BAEHC members and three Air District staff, developed the objectives and the agenda for the day which were:

General Objective: Strengthen working relationships by advancing trust and understanding.

Specific Objectives

1. Define how to work together effectively by learning from past experiences.
2. Identify common goals and opportunities for collaboration based on each organization's priorities, limitations, and approaches to policy development.
3. Develop a shared understanding of community exposure to air contaminants and cumulative impacts to prepare for a follow-up meeting.

Retreat participants discussed previous working experiences between the two organizations, strategies for working together effectively, and broke into smaller groups to discuss key questions, including the meaning of cumulative impacts and the Air District's work on reducing community exposure to air contaminants. At the end of the day, the group collectively identified next steps for working together.

BUDGET CONSIDERATION/FINANCIAL IMPACT

This retreat was funded with Community Outreach funds from the Fiscal Year Ending 2012 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Lisa Fasano
Reviewed by: Jean Roggenkamp

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: February 6, 2012

Re: Update on the Public Engagement Policy and Guidance Plan Workshop Strategy

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

In late 2010, staff briefed the Committee on plans to develop a comprehensive, District-wide *Public Engagement Policy and Guidance Plan (Plan)*. The purpose of this *Plan* is to develop a District-wide, consistent approach to engage stakeholders in Air District processes. In October 2011, staff provided the Committee with an update on the project.

DISCUSSION

Since last fall, staff and the *Plan* consultant, have:

- Hosted four meetings of the Stakeholder Advisory Task Force;
- Convened an Internal Working Group, composed of staff from each division, to review *Plan* development;
- Convened four meetings of the Internal Working Group
- Initiated development of a draft *Plan* document; and
- Initiated development of a strategy for public review of the *Plan*. During the public review phase, residents and stakeholders will be able to provide feedback and input on the draft *Plan*.

Staff will present a project overview and update the Committee on the strategy for public review, including timeline, meeting dates and locations.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this project is included in the Fiscal Year Ending (FYE) 2011 and FYE 2012 budgets.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval

Reviewed by: Lisa Fasano