



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR
JOHN AVALOS
SCOTT HAGGERTY
ROD SINKS

TERESA BARRETT - VICE CHAIR
TOM BATES
NATE MILEY
BRAD WAGENKNECHT

MONDAY
OCTOBER 26, 2015
9:30 A.M.

7TH FLOOR BOARD 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 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.

Staff/Phone (415) 749-

3. **APPROVAL OF THE MINUTES OF JUNE 4, 2015**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of June 4, 2015.

4. **2015 SPARE THE AIR CAMPAIGN**

K. Roselius/4647
kroselius@baaqmd.gov

The Committee will receive an overview of the 2015 Spare the Air season, including survey results.

5. **YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY (YES) CONFERENCE**

D. Ralston/8423

dralston@baaqmd.gov

The Committee will receive an overview of the on-going planning and outreach for the Air District/MTC 2016 YES Conference and the partnership with the Super Bowl 50 Sustainability Host Committee.

6. **INTRODUCTION OF WINTER SPARE THE AIR CAMPAIGN**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive an update on the 2015/2016 Winter Spare the Air campaign including new creative elements and messaging for the amended Regulation 6, Rule 3: Wood-Burning Devices

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, SF, 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.
- To request special accommodations for those persons with disabilities notification to the Clerk’s Office should be given in a timely manner, 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

OCTOBER 2015

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	19	9:30 a.m.	Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	19	10:30 a.m.	Board Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i>	Wednesday	21	9:30 a.m.	Room 716
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	22	9:30 a.m.	Board Room
Board of Directors Public Engagement Committee <i>(Meets at the Call of the Chair)</i>	Monday	26	9:30 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets at the Call of the Chair)</i>	Monday	26	10:30 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	28	9:30 a.m.	Board Room

NOVEMBER 2015

<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	4	9:45 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>	Monday	16	10:30 a.m.	Board Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i> - CANCELLED	Wednesday	18	9:30 a.m.	Room 716
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 Climate Protection Committee <i>(Meets 3rd Thursday of every other Month)</i>	Thursday	19	9:30 a.m.	Board Room

NOVEMBER 2015

Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	25	9:30 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	26	9:30 a.m.	Board Room

DECEMBER 2015

<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
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 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.	Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	21	10:30 a.m.	Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	23	9:30 a.m.	Board 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

VJ – 10/19/15 (5.32.p.m.)

G/Board/ExecutiveOffice/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: October 15, 2015

Re: Approval of the Minutes of June 4, 2015

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of June 4, 2015.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of June 4, 2015.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Sean Gallagher
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Committee Meeting of June 4, 2015

AGENDA: 3 – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of June 4, 2015

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, June 4, 2015

1. CALL TO ORDER – ROLL CALL

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

Present: Chairperson Mark Ross; Vice-Chairperson Teresa Barrett; and Directors John Avalos, Tom Bates, Scott Haggerty, Nate Miley, Rod Sinks and Brad Wagenknecht.

Absent: None.

Also Present: None.

2. PUBLIC COMMENT PERIOD: No requests received.

3. APPROVAL OF MINUTES OF MARCH 5, 2015

Public Engagement Committee (Committee) Comments: None.

Public Comments: No requests received.

Committee Action:

Director Barrett made a motion, seconded by Director Sinks, to approve the minutes of March 5, 2015; and the motion carried by the following vote of the Committee:

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

4. 2015 SPARE THE AIR CAMPAIGN

Kristine Roselius, Communications Manager of the Communications Office, gave the staff presentation *Spare the Air 2015 Creative Elements*, including campaign highlights, video

examples of television ads, multilingual advertising examples, media relations and social media information, employer outreach and next steps.

NOTED PRESENT: Director Bates was noted present at 9:45 a.m. and Directors Haggerty and Miley were noted present at 9:47 a.m.

Committee Comments:

The Committee and staff discussed ongoing employer outreach efforts relative to the commuter benefits program; the placement, cost and funding source for radio and television advertisements; whether radio and television advertisements are being shared with local government broadcasters within the region; telecommuting and casual carpooling as components of the messaging campaign; and whether efforts are being made to expand the Air District's social media presence and generate material that has the potential to be a viral phenomenon.

Public Comments: No requests received.

Committee Action: None; receive and file.

5. COMMUNITY ENGAGEMENT OFFICE UPDATE

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced Luz Gomez and David Ralston, Community Engagement Managers of the Community Engagement Office, who jointly gave the staff presentation *Community Engagement Office Update*, including an office overview, manager responsibilities, Public Participation Plan update, and recent and upcoming activities.

Committee Comments:

The Committee and staff discussed the structure and goal of the proposed Community Council and past precedent for similar bodies at the Air District; progress on and future plans to improve Air District responses to public complaints; Committee support for steps being taken by staff; the value of establishing a system of regular check-ins with the community and the hope that a broader spectrum of public opinions will surface as a result; and whether staff has explored the political doctrine of open government.

Public Comments: No requests received.

Committee Action: None; receive and file.

6. APPROVAL OF CONTRACTS FOR GRAPHIC DESIGN

Lisa Fasano, Communications Officer of the Communications Office, gave the staff presentation *Approval of Contract for Graphic Design*, including background, overview of request for qualifications proposals, summary of evaluation process and staff recommendation.

Committee Comments:

The Committee and staff discussed whether both firms would be doing graphic design work; which firm did the design work featured at the beginning of the presentation; and clarification regarding the sources of funding.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board of Directors (Board) authorize the Executive Officer/Air Pollution Control Officer to execute two one-year contracts with Envall Design and Firedrill for a total amount not to exceed \$125,000 for graphic design; and the motion carried by the following vote of the Committee:

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

7. BIKE TO WORK DAY OUTREACH

Walter Wallace, Public Information Officer in the Communications Office, gave the staff presentation *Bike to Work Day Outreach*, including overview, outreach, social media and survey results.

Committee Comments:

The Committee and staff discussed the level of Air District sponsorship of and participation in Bike to Work Day events; the availability of prizes and other event memorabilia; the importance of promoting the same concept at other like-minded events outside of Bike to Work Day, rider statistics; whether there is a push for or surge in the use of electric bicycles; the importance of analyzing whether these efforts are making a change in terms of bicycling as a mode of transportation and efforts in other regions that have succeeded; the inevitability of electric bicycle usage; and safety as a key component to increased bicycle ridership.

Public Comments: No requests received.

Committee Action: None; receive and file.

8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS:

The Committee and staff discussed what time the Board meeting on June 3, 2015 adjourned; future accommodations for meetings with a significant public presence; and the viability of implementing a parking cash out program in the Bay Area.

9. TIME AND PLACE OF NEXT MEETING: At the Call of the Chairperson.

10. ADJOURNMENT: The meeting adjourned at 10:36 a.m.

Vanessa Johnson
Acting 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: October 15, 2015

Re: 2015 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

The 2015 Spare the Air campaign featured a URL-based advertising campaign that focused on alternatives to driving alone to work. The campaign was refreshed this season and targeted commuters region-wide, including non-English speakers.

The 2015 Spare the Air campaign's commuter-focused messaging and advertising complemented outreach efforts for the Commuter Benefits Program. Results from the summer campaign will be provided.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the campaign was included in the Fiscal Year Ending (FYE) 2015 and FYE 2016 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: October 15, 2015

Re: Youth for the Environment and Sustainability (YES) Conference

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Youth for the Environment and Sustainability or YES Conference is an annual Spare the Air Youth event jointly sponsored by the Metropolitan Transportation Commission and the Air District.

The conference provides high school students the opportunity to present and discuss active transit, clean air and climate change projects and ideas with their peers from around the Bay Area. For this year's conference, staff has partnered with the Super Bowl 50 Sustainability campaign to boost attendance and message alternative transportation options.

DISCUSSION

The 2016 YES Conference will be held Saturday, January 30, 2016 at the UC-Berkeley Lawrence Hall of Science from 10:00 a.m. - 3:00 p.m. Staff from MTC and the Air District have been working with the Spare the Air Youth Technical Advisory Committee to increase attendance, outreach and impact. We are targeting high school students from throughout the nine counties of the San Francisco Bay Area.

Staff is doing extensive outreach to Bay Area teen organizations and schools to boost participation. To incentivize and attract attention to this year's event, we are working in partnership with the Super Bowl 50 Sustainability host committee.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for this program is included in the Fiscal Year Ending (FYE) 2016 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 Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 15, 2015

Re: Introduction of Winter Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In July 2008, the Board of Directors adopted Regulation 6; Rule 3: Wood Burning Devices. Since the rule was passed, efforts have focused on both outreach and enforcement. The upcoming wood smoke regulatory season will run from November 1, 2015, through February 29, 2016. The Board will consider amendments to the rule on October 21 to strengthen provisions and improve enforceability.

DISCUSSION

The new 2015-2016 Winter Spare the Air campaign features the same strong message from last season and links the serious health impacts from wood smoke to those of cigarette smoke. Advertising that clearly illustrates this link and has resonated so well with the public will be refreshed for the upcoming winter season.

The Winter Spare the Air campaign will highlight changes to the wood burning rule, publicize the benefits of changing out old fireplaces and continue to focus on the localized health impacts from wood smoke. Staff will present an overview of this year's materials and campaign strategy.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the outreach program is included in the Fiscal Year End 2016 Budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano