

Bay Area Air Quality Management District  
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## **APPROVED MINUTES**

Summary of Board of Directors  
Public Engagement Committee Meeting  
Monday, July 18, 2016

### **1. CALL TO ORDER – ROLL CALL**

Public Engagement Committee (Committee) Chairperson Ross called the meeting to order at 9:37 a.m.

#### **Roll Call:**

Present: Chairperson Mark Ross; Directors John Avalos, Scott Haggerty, Nate Miley, and Rod Sinks.

Absent: Teresa Barrett, Katie Rice, and Brad Wagenknecht.

Also Present: None.

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

No requests received.

### **3. PUBLIC PARTICIPATION PLAN STATUS REPORT AND UPDATE PROCESS (OUT OF ORDER, ITEM 5)**

NOTED PRESENT: Director Miley noted present at 9:40 a.m.

Jean Roggenkamp, Deputy Executive Officer, introduced David Ralston, Community Engagement Manager, who gave the staff presentation *Public Participation Plan Status and Update*, including: background; and “a living guiding document.”

Andrea Academia, Air Quality Technician, presented the following slides: overview of implementation actions; status of implementation action items; and examples of completed actions and those in progress.

Mr. Ralston presented the remaining slides: next steps and need for update; and draft timeline for PPP update.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed: staff's ambition to build trust with the public; the need for and development of social media guidelines and interaction relative to the plan; and the anticipation of regulatory distributive monitoring technologies (capability of monitoring air quality violations on personal mobile devices), and how the District can protectively clarify any public misconceptions about why compliance cannot yet be determined this way.

Committee Action:

None; received and file.

**4. APPROVAL OF THE MINUTES OF MAY 2, 2016 (ITEM 3)**

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Director Haggerty made a motion, seconded by Director Sinks, to approve the minutes of May 2, 2016; and the motion carried by the following vote of the Committee:

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

**5. OPPORTUNITY FOR SPARE THE AIR ADVERTISING ON THE OAKLAND BROADWAY SHUTTLE (ITEM 4)**

Karen Schkolnick, Acting Director of the Strategic Incentives Division, gave the staff presentation *Opportunity for Spare the Air Advertising on the Oakland Broadway Shuttle*, including: background; the opportunity; and recommendations.

Public Comments:

Zach Seal, Broadway Shuttle Project Manager for the City of Oakland, explained that the City of Oakland owns the Broadway shuttle operation and contracts out to AC Transit as part of the City's existing transit services agreement with AC Transit. He said that the City has the right to wrap the 4 shuttles in the fleet, with the provision that AC Transit will approve the City's wrap design. He concluded by stating that the \$185,000 grant is paid from the Air District to the City, who then pays that entire amount to AC Transit for wrapping and operation costs.

Committee Comments:

The Committee and staff discussed how and why this project was selected by staff, and the fairness and transparency that seemed to be lacking, especially because the Mobile Source Committee, which allocates funds for the Spare the Air program, was not approached by staff first; the decreasing amount of Air District funds available for regional shuttle operations; the Committee's request that staff be cognizant of the levels of transparency and fairness for each public engagement action taken; the Committee's recommendations of other transit operators that should be given the opportunity for Spare the Air advertising and measuring effective advertising; the Spare the Air program's annual advertising budget and venues and events that currently advertise it; the need for cohesive advertising for Air Districts in other regions that share transit with the Bay Area Air District; the need to reevaluate funding allocations on program advertising and their cost-effectiveness; and the Committee's request that staff flesh out this item before it is brought to the Board for consideration of approval.

Committee Action:

Director Haggerty made a motion, seconded by Director Miley, to approve staff recommendations to the Board, on condition that this item is agendaized at the next Mobile Source Committee meeting and also that this item is fleshed out before it goes to the Board; and the motion carried by the following vote of the Committee:

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

**6. APPROVAL OF CONTRACT FOR GRAPHIC DESIGN**

Ms. Roggenkamp introduced Kristine Roselius, Communications Manager, who gave the staff presentation *Approval of Contract for Graphic Design*, including: background; overview; and staff recommendation.

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Director Haggerty made a motion, seconded by Director Avalos, to approve staff recommendations to the Board; and the motion carried by the following vote of the Committee:

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

**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 10:40 a.m.

*MS/ Marcy Hiratzka*

Marcy Hiratzka  
Clerk of the Boards