

Bay Area Air Quality Management District
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(415) 749-5073

APPROVED 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:

| | |
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| 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.

/s/ Marcy Hiratzka
Marcy Hiratzka
Clerk of the Boards