

Bay Area Air Quality Management District
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APPROVED MINUTES

Summary of Board of Directors
Public Engagement Committee Meeting
Monday, March 6, 2017

1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Vice Chairperson, Rebecca Kaplan, called the meeting to order at 9:43 a.m.

Roll Call:

Present: Chairperson Mark Ross; Vice Chairperson Rebecca Kaplan; and Directors Teresa Barrett, and Pauline Cutter.

Absent: Directors John Gioia, Scott Haggerty, Nate Miley, and Brad Wagenknecht.

Also Present: None.

2. PUBLIC COMMENT ON NON-AGENDA MATTERS:

No requests received.

3. APPROVAL OF THE MINUTES OF OCTOBER 20, 2016

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

None; due to lack of quorum.

4. SUMMARY OF 2016-17 WINTER SPARE THE AIR SEASON

Henry Hilken, Director of Planning and Climate Protection, introduced Lisa Fasano, Communications Officer, who gave the staff presentation *Summary of 2016-2017 Winter Spare the Air Season*, including: Wood Smoke Reduction Grant program outreach and statistics; advertising, door-to-door outreach and survey results; media coverage; social media; and results.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the difference between the number of Wood Smoke Reduction Grant Program applications that were *received* and those that were *reviewed*, due to dropouts after inquiries were made; the total amount of funds allocated to this funding cycle of the program, and how much of that total has been awarded to date; the anticipated remaining timeline for this funding cycle; and the possibility of extending this program to future funding cycles.

Committee Action:

None; receive and file.

5. UPDATE ON RECENT OPEN HOUSES, WORKSHOPS, AND ONLINE CIVIC ENGAGEMENT ACTIVITIES

Mr. Hilken introduced Community Engagement Managers, Luz Gomez and David Ralston, who gave the staff presentation *Update on Recent Open Houses, Workshops, and Online Civic Engagement Activities*, including: recent engagement; rule-related engagement; community meetings; 2017 Plan outreach; evaluation comments; Open Air Forum; and community projects and listening sessions.

NOTED PRESENT: Committee Chair, Mark Ross, was noted present at 9:58 a.m.

Community Comments:

The Committee and staff discussed the Committee's suggestions of the District reaching out to local access cable stations in the Bay Area to promote public District events ahead of time, and creating the capability for people who cannot attend events to submit questions and receive responses in real time; whether the two-month public comment period on the District's 2017 Clean Air Plan (via the Open Air Forum) was enough, and the fact that there is no minimum amount of time legally mandated; the possibility of altering the language in the *Spare the Air, Cool the Climate* videos(s) promoting the goal of a "carbon-free" world, as the Committee claimed it was scientifically impossible; and the need for enhanced outreach educating the public on specific steps to take to reduce their carbon footprint.

6. SUMMARY OF YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY – YES – CONFERENCE

Mr. Hilken reintroduced Mr. Ralston, who introduced Rosene Salmo, Air Quality Chemist, who gave the staff presentation *2017 Summary of Youth for the Environment and Sustainability (YES) Conference*, including: overview; outreach; outcomes; and YES Conference 2017.

Committee Comments:

The Committee thanked the staff for executing another successful YES conference and for engaging youth participation in sustainability issues.

Committee Actions:

None; receive and file.

7. RENEWAL OF CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS

Kristine Roselius, Communications Manager, gave the staff presentation *Renewal of Contract for Spare the Air Advertising and Messaging Campaigns*, including: background; proposals; evaluation; contractor team; and staff recommendation.

Committee Comments:

The Committee and staff discussed staff's request to have the Board of Directors approve contract execution for each new year of a three-year contract, even though the total funds for the contract were approved in 2015; social marketing trends; and the Committee's request for mobile advertisements promoting carpooling and <http://www.stacommuetips.org/>.

Committee Action:

Due to a lack of quorum, the consensus of the members present was to recommend that the Board authorize the Executive Officer/Air Pollution Control Officer to amend existing contract with O'Rorke, Inc. for the Fiscal Year Ending 2018 Spare the Air Campaigns' Advertising, Communications & Evaluation Services in an amount not to exceed \$2,019,000.

8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS

None.

9. TIME AND PLACE OF NEXT MEETING

At the Call of the Chairperson.

10. ADJOURNMENT

The meeting adjourned at 10:28 a.m.

/s/ Marcy Hiratzka
Marcy Hiratzka
Clerk of the Boards