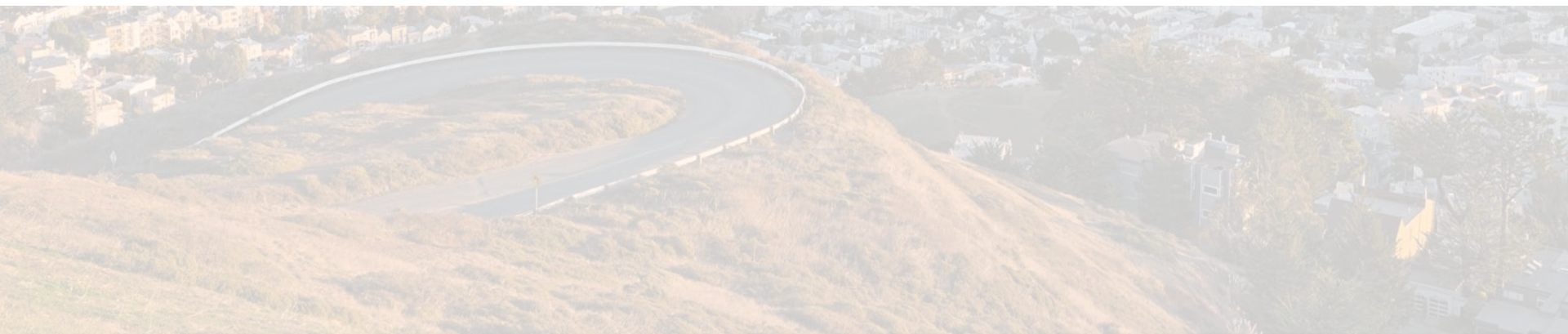


# BARC Executive Director's Update

Allison Brooks, BARC Executive Director  
BAAQMD Executive Committee Meeting  
September 5, 2019



# Proposed BARC Work Plan, 2020-2022

## Resilient Bay Area

1. Advanced Adaptation Planning (SB1 Planning Grants)
2. Adapting to Rising Tides (ART) Bay Area
3. Horizon/Plan Bay Area: Integrating Sea Level Rise
4. Regional Adaptation Framework
5. Advocacy at State Level: Resilient Bay Area

## Carbon-Free Bay Area

1. AB617 Implementation: Focus on Mobile Sources
2. Building Electrification

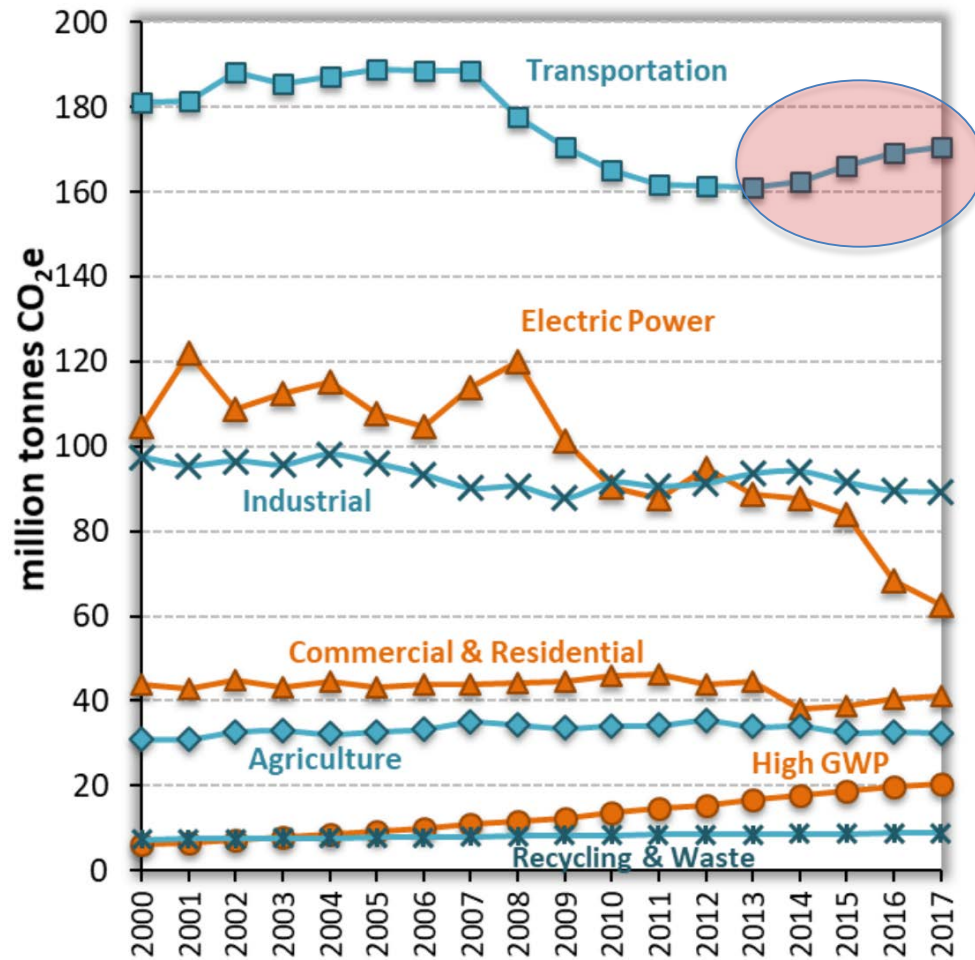
## Achieving Racial Equity

1. Level Playing Field approach to Inter-Agency Projects
2. BARC and the Government Alliance on Race and Equity

Areas for  
BARC/Air  
District  
collaboration



# Transportation: CA's largest source of GHG emissions, and growing



← 6% increase in Transportation emissions from 2013-2017, mainly driven by on-road gasoline emissions

Source: CARB, 2019 GHG Inventory

# AB617 Implementation: Focus on Mobility

## Proposed BARC Activities:

1. **Identify 3-5 strategies** starting w/ AB617 West Oakland Community Action Plan that achieve targets/goals laid out in agency plans.
2. **Support cross-agency staff and local stakeholders** in implementing chosen strategies

## Relevant Agency Planning Goals



### Plan Bay Area 2040

- Meet increased regional GHG target of **19% reduction in per capita passenger vehicle GHG emissions by 2035** (Climate Protection, SB 375 2018 update)
- **Reduce adverse health impacts** associated with air quality, road safety and physical inactivity by 10%. (Healthy and Safe Communities)
- **Increase non-auto mode share by 10%**. (Transportation System Effectiveness)



### Clean Air Plan

- **Reduce motor vehicle travel** by promoting transit, bicycling, walking and ridesharing. (ES/4-6)
- Direct new development to areas that are **well-served by transit, and conducive to bicycling and walking**. (ES/4-6)
- **Promote the use of clean fuels and low- or zero-carbon technologies** in trucks and heavy-duty equipment. (ES/4-6)

Berkeley becomes first U.S. city to ban natural gas in new homes

*San Francisco Chronicle*

Op-Ed: Berkeley banned natural gas. The rest of California should too

*Los Angeles Times*

Give Up Your Gas Stove To Save The Planet? Banning Gas Is The Next Climate Push



Bay Area cities poised to follow Berkeley's natural gas ban

*San Francisco Chronicle*



# Building Electrification

## Proposed BARC Activities:

1. In collaboration with BAAQMD and BayREN staff, **identify opportunities** to lower barriers to building electrification in Bay Area cities (e.g., model ordinances, consumer education)
2. **Support cross-agency staff** in developing and implementing identified project (beginning early 2020)

## Relevant Agency Planning Goals



### Plan Bay Area 2040

- **Reduce adverse health impacts** associated with air quality, road safety and physical inactivity by 10%. (Healthy and Safe Communities)



### Clean Air Plan

- **Switch from natural gas to clean electricity, or other renewable energy**, for space and water heating, clothes drying, cooking, and other domestic uses. (ES/3)
- **Promote energy and water efficiency in both new and existing buildings.** (ES/4-6)

An aerial photograph of San Francisco, showing the city's dense urban landscape, the Golden Gate Bridge, and the surrounding hills and water. The image is slightly faded to serve as a background for the text.

# Thank You!

Allison Brooks  
Executive Director, BARC  
September 5, 2019

# MY AIR ONLINE STATUS UPDATE

Blair L Adams  
September 2019



# MY AIR ONLINE: 2019 STATUS OVERVIEW

## Accomplishments

**12-15 *Draft* Invoice and Permit  
Renewal (12 Facilities)**

**Online Payments and Electronic  
Checks for *Online* Facilities**

**12-15 Renewal  
Fee Calculations**

**Air Quality Data Web  
Visualization Improvements**

**Stipulate Abatement Order  
for Small Boilers**

## Goals

**12-15 *Final* Invoice and Permit  
Renewal (12 Facilities)**

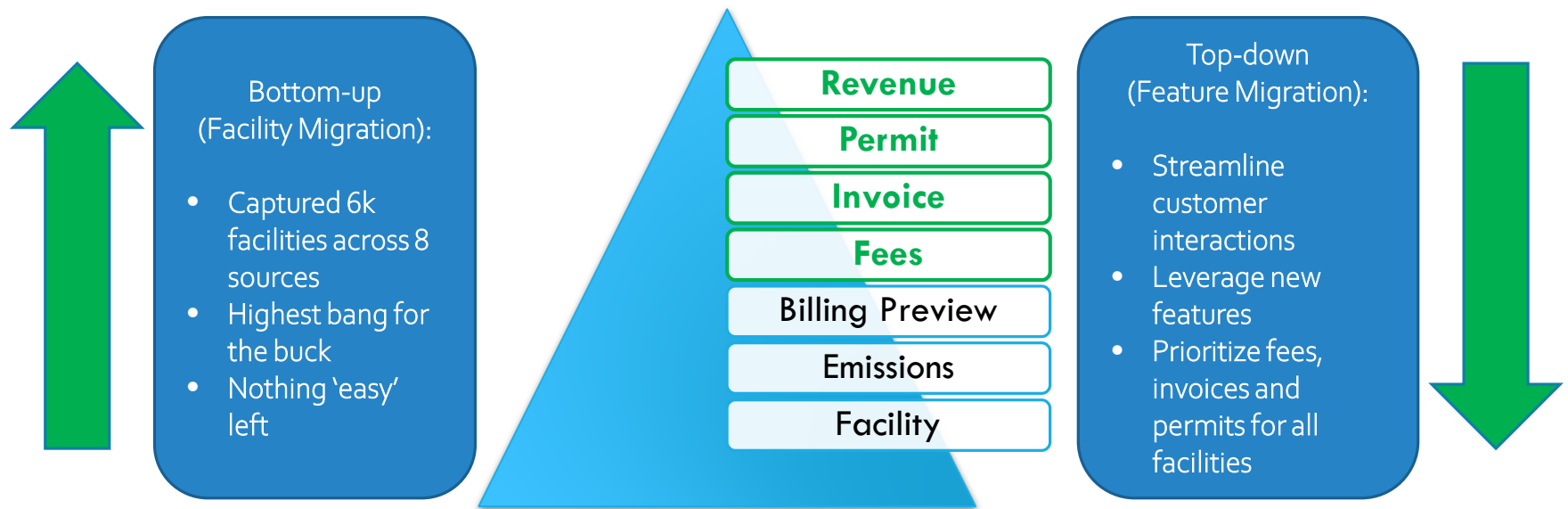
**Online Payments and Electronic  
Checks for *all* Facilities**

***All* Remaining Renewal  
Fee Calculations**

**Dynamic Web-Map  
Updates**

**RFQ for Professional  
Service Providers**

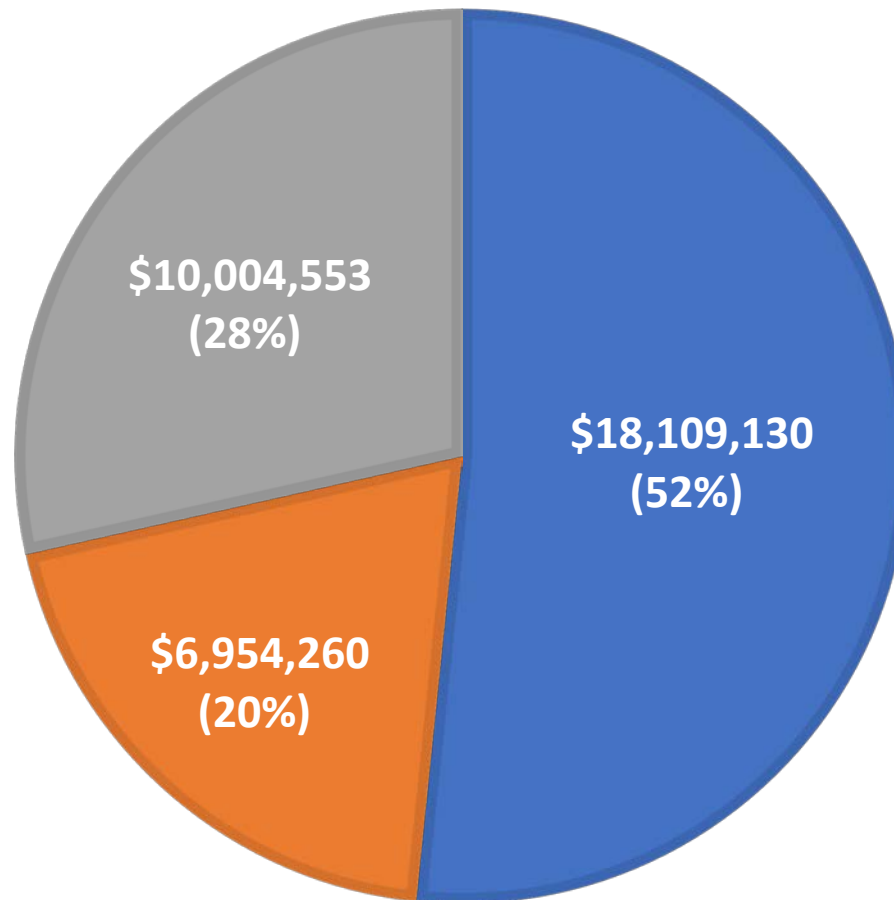
# CONCEPTUAL SHIFT: FEATURE MIGRATION



*\* For 12-15 Facility Renewals Only*

# PERMIT RENEWAL REVENUE (FY19)

■ Refinery Facilities   ■ Online Facilities   ■ Remainder



# PERMITTING AND COMPLIANCE SYSTEM: CURRENT PRODUCTION FEATURES

Gas  
Stations

Dry  
Cleaners

Autobody  
Shops

Char-  
broilers

Mobile  
Refinishing

Graphic  
Arts

Small  
Boilers

Agricultural  
Diesel  
Engines

Internal  
Combustion  
Engines

Public  
Complaints

Wood  
Smoke

Grants

Asbestos

Financial  
Integration

Facility  
Inspections

General  
Investigations

Payments  
(All Facilities)

Invoices  
(All Facilities)

Permits  
(All Facilities)

Filters

DISPLAYS

Daily | Monthly | Yearly

HISTORICAL DATA

8/28/2019

VIEW

Data

MEASUREMENT

Ozone (O3)

STATIONS

All Stations

North

Stations

Ho

[Napa - Napa Valley College](#)

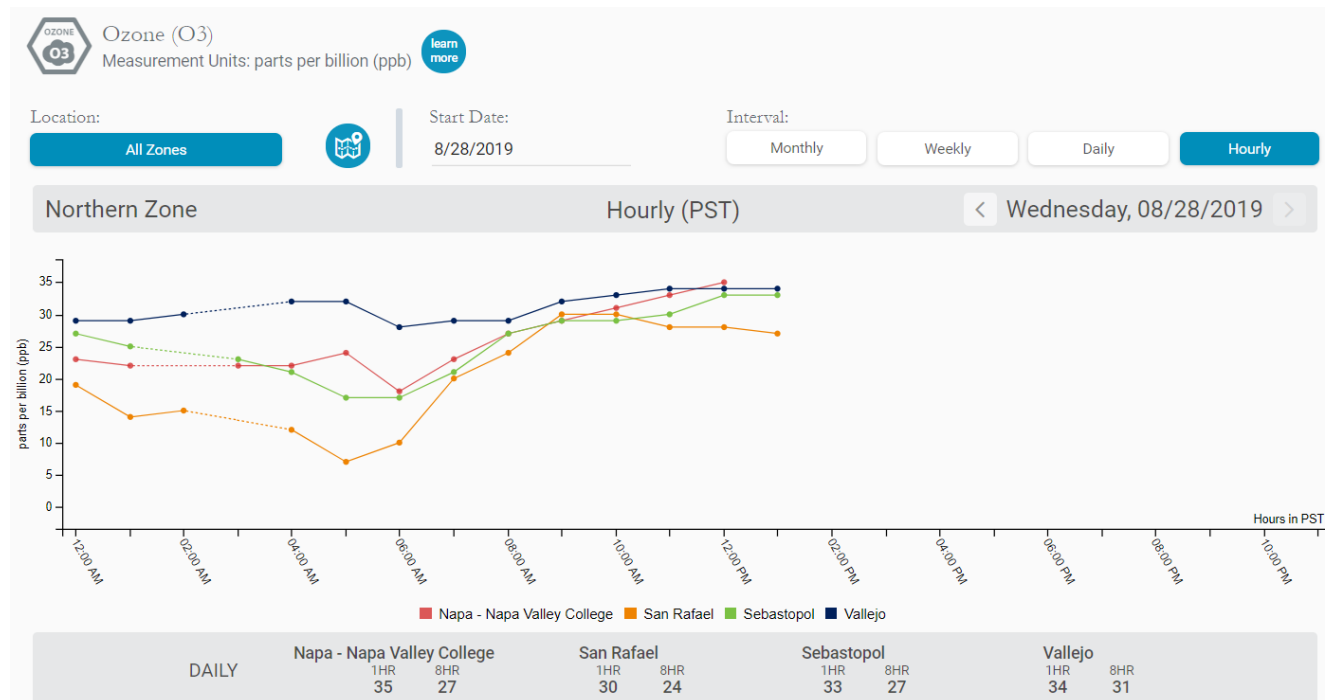
[San Ra](#)

[Sebast](#)

[Vallejo](#)

## All Stations

[illegible]

[illegible]



# AIR QUALITY INDEX AND METEOROLOGY



## Air District Air Quality Data

This page provides access to current and historical air quality and meteorological information based on measurements taken at stations in the Air District's air quality data network. Note: Some of the data on these pages is raw or unchecked data that may contain errors.



### Air Quality Index

View health-based air quality information, as air quality measurements of pollutants at the Air District's air monitoring stations are translated into the U.S. EPA's color-coded Air Quality Index scale.

[VIEW DATA](#)

### Air Pollution

View measurements of actual concentrations of pollutants at the Air District's air monitoring stations.














[VIEW DATA](#)

### Meteorology

View various weather-related measurements - such as temperature, precipitation, and wind speed - collected from the Air District's meteorological stations.

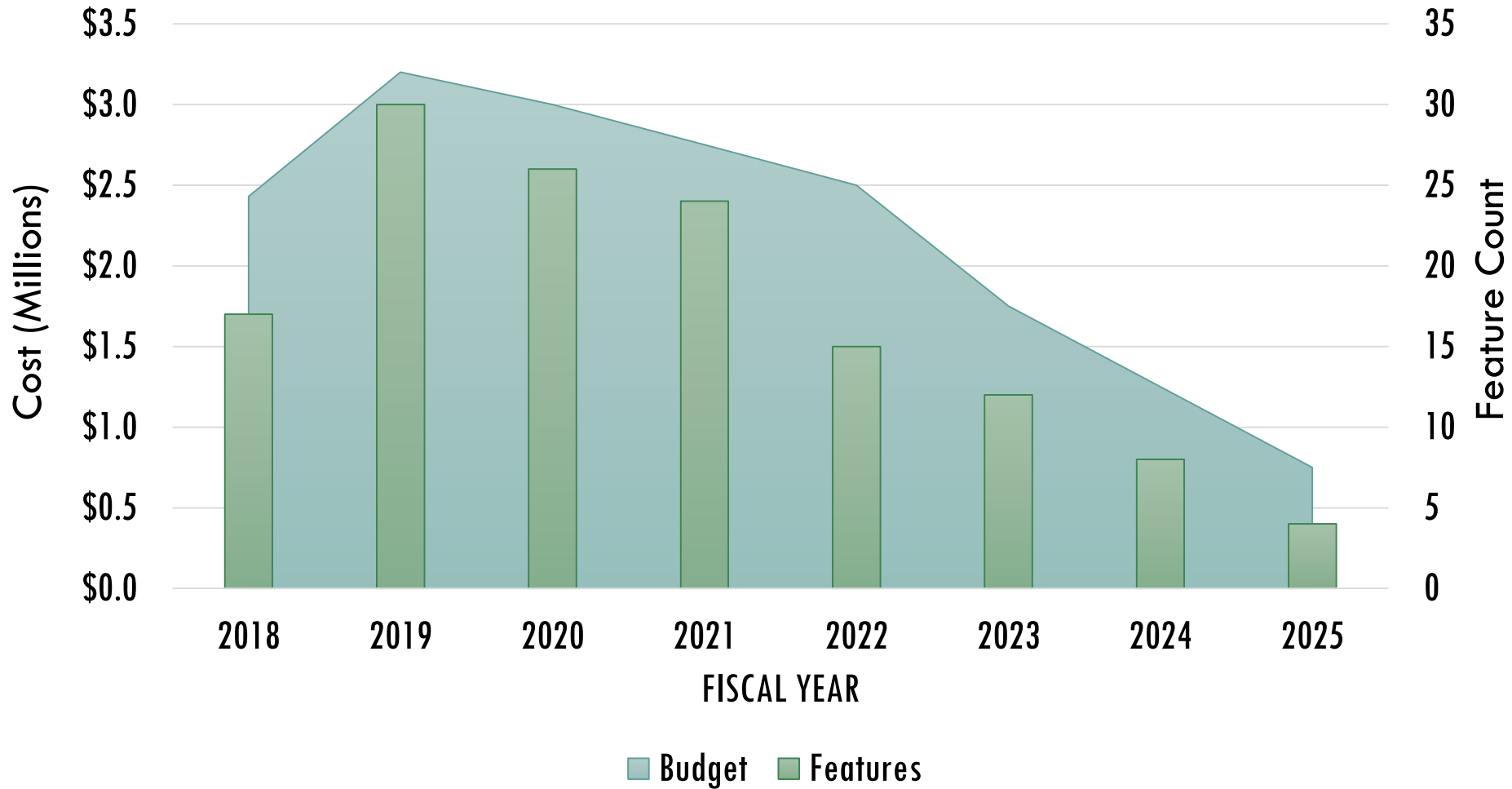
[VIEW DATA](#)

# SCHEDULE OVERVIEW: LEGACY TRANSITION

Epic	Description	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2021 Q1	2022 Q1	2023 Q1
0	Payment Gateway (Online Facilities)							
1	Business Rules (Fees) Engine*							
2	Payment Gateway (All Facilities)							
3	Renewals: 12-15 Facilities							
4	Applications: 12-15 Facilities							
5	All Remaining Facilities							
6	IRIS: Remaining Modules							

\* Renewals for 12-15 Facilities (12)

# BUDGET AND FEATURE ESTIMATES



\* Estimated based on current scope, does not include AB617 requirements



# QUESTIONS

[badams@baaqmd.gov](mailto:badams@baaqmd.gov)

# **2019 Summer Spare the Air Season Summary and Winter Spare the Air Season Overview**

Executive Committee Meeting  
September 5, 2019

Lisa Fasano  
Communications Officer



# Advertising

- New campaign creative developed in 2019
- Focused heavily on carpooling benefits
  - Residents interact with strangers daily
  - Carpooling comparison



Life's a trip.  
Share the ride.  
[SpareTheAir.org](http://SpareTheAir.org)







# Campaign Highlights

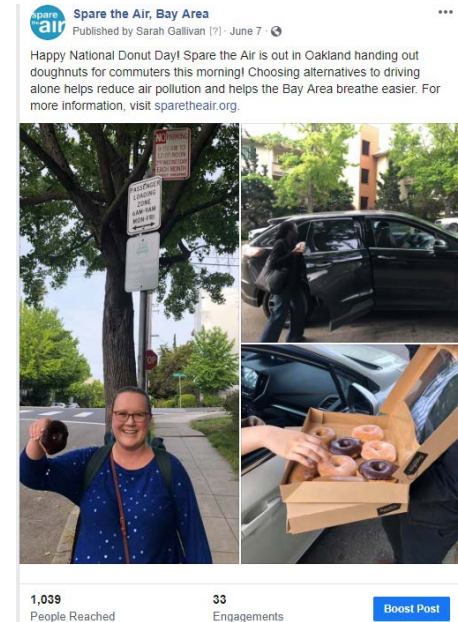
- Ads in six languages
  - Mandarin, Cantonese, Vietnamese, Tagalog, Spanish, and English
- Advertising includes broadcast, cable TV, radio, digital, outdoor, and transit
- 105+ Bay Area events with staff
- Bicycle outreach in 40+ communities



# Social Media

## Life's a Trip, Share the Ride campaign

- Focus on carpooling, teleworking, transit
- Overall impressions throughout campaign:
  - Facebook – 1,448,775
  - Twitter – 568,000
  - Instagram – 148,094
- Social media followers:
  - Twitter: 13,200
  - Facebook: 9,454
  - Instagram: 1,056



# Media Relations

- 12 Spare the Air Alerts called to-date
  - 80+ Broadcast (Radio and TV) clips
  - 330+ online stories
- Multiple day heatwaves



**2019-2020**

**WINTER SPARE THE AIR  
CAMPAIGN OVERVIEW**



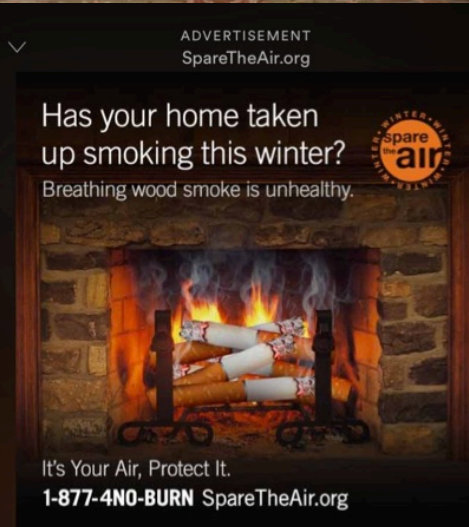


# Advertising

IT MAY FEEL COZY,  
BUT WOOD SMOKE IS  
UNHEALTHY TO BREATHE.



Please don't burn wood this winter.  
1-877-4NO-BURN SpareTheAir.org



今年冬天您家中是否  
煙霧瀰漫？

呼吸燒木材的煙非常不健康。

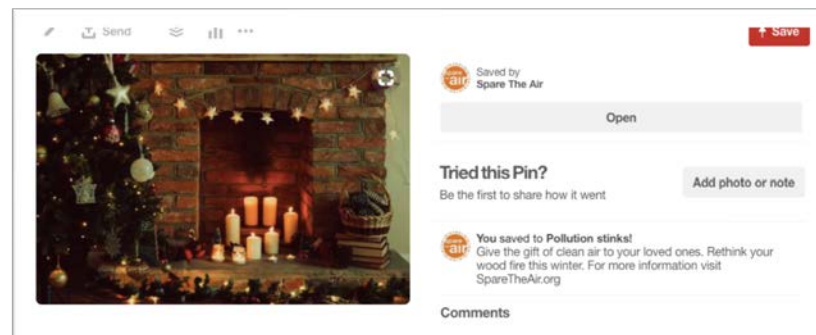
您的空氣，一定得保護。  
1-877-466-2876 SpareTheAirNow.org





# Social Media

- Continue to use social media to educate residents about the benefits of not burning
- Leverage social media to support marketing, advertising and public relations efforts
- Post images of unused decorated fireplaces and Spare the Air Alerts



# Door-to-Door Outreach

- Door-to-door outreach throughout Bay Area
  - Napa
  - Menlo Park
  - San Rafael
  - Petaluma
- Door hangers
  - Lafayette
  - Vallejo
  - San Jose (2)
- All survey respondents receive a \$5 gift card



**1-877-4NO-BURN**  
**SPARETHEAIR.ORG**

winter  
spare  
the  
air

To sign up for Winter Spare the Air Text Alerts,  
text the word "START" to 817-57.  
Antes de quemar leña, asegúrese que no esté prohibido.  
Llame al 877-466-2876 Para español, marque la extensión 2  
在您燃燒木材之前，請查詢這樣做是否合法。  
請致電877-466-2876 廣東話請撥分機3 國語請撥分機4  
Trước khi đốt củi, hãy tìm hiểu xem có bị cấm hay không.  
Gọi 877-466-2876 Bấm số 5 để nghe tiếng Việt

1. Do you currently own or use any of the following wood burning devices in your home?  
☐ Wood Burning Fireplace ☐ Fire Pit ☐ Gas Fireplace  
☐ Wood Stove ☐ Chiminea ☐ None  
Is it your only source of heat? ☐ Yes ☐ No

2. Do you burn wood, firelogs or pellets during the winter? ☐ Yes ☐ No  
If yes, how often? \_\_\_\_\_

3. Have you received any information this year about Winter Spare the Air Alerts? ☐ Yes ☐ No  
Where did you hear or see this information? \_\_\_\_\_

4. Did you know it is illegal to burn firewood or firelogs when a Winter Spare the Air Alert is in effect? ☐ Yes ☐ No

5. Are you aware that wood burning is the #1 source of wintertime air pollution? ☐ Yes ☐ No

6. Are you aware of the health impacts of wood burning? ☐ Yes ☐ No  
If yes, what have you heard? \_\_\_\_\_

7. Are you interested in receiving Winter Spare the Air Alerts by e-mail or phone? ☐ Yes ☐ No  
If yes, please provide your e-mail/phone number \_\_\_\_\_

8. Would you consider not burning wood or reducing your wood burning during the Winter season? ☐ Yes ☐ No  
If no, why not? \_\_\_\_\_

9. How long have you lived in this home? \_\_\_\_\_ ☐ Own ☐ Rent

10. Where and to whom should we send your gift card?  
☐ Safeway ☐ Peet's Coffee

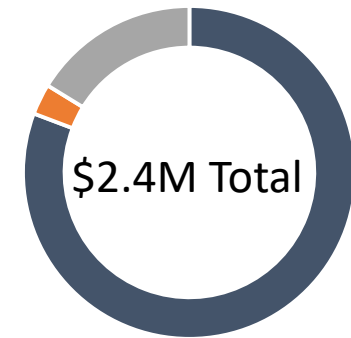
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Wood Smoke Reduction Grant Program Results

- Program Launched on August 26, 2016
- To date: approximately 5,200 applications reviewed
  - 1038 changeouts completed totaling \$2.4 million
    - ✓ 882 fireplaces, 156 woodstoves

Project Type	# of projects
Decommission a Fireplace or Stove	62
Replace with Natural Gas	927
Replace with Electric Heat Pump	49

- 170 projects currently in progress
- Next Steps: Return to Executive Committee with proposal for updated program



- Completed and Paid
- Allocated
- Available

