



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC OUTREACH COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS – CHAIR  
JOHN AVALOS  
SCOTT HAGGERTY  
NATE MILEY

ERIC MAR – VICE CHAIR  
SUSAN GARNER  
CAROL KLATT  
BRAD WAGENKNECHT

THURSDAY  
MARCH 15, 2012  
9:30 A.M.

4<sup>TH</sup> FLOOR CONFERENCE ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109

AGENDA

1. **CALL TO ORDER - ROLL CALL**

2. **PUBLIC COMMENT PERIOD**

(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 District headquarters, 939 Ellis Street, San Francisco, CA, and at the Air District's website [www.baaqmd.gov](http://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 Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

3. **APPROVAL OF MINUTES OF FEBRUARY 16, 2012**

4. **CONTRACT AWARD FOR SPARE THE AIR CAMPAIGNS**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending Board of Directors approval of staff recommendations for selected contractor/sub-contractors for the Spare the Air Campaigns' Advertising, Communications and Evaluation Services.*

5. **UPDATE ON PLUG-IN ELECTRIC VEHICLE WEBSITE**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on the Plug-In Electric Vehicle (PEV) website.*

6. **SMOKING VEHICLE CAMPAIGN UPDATE**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will receive an update on the Smoking Vehicle advertising campaign.*

7. **TIME AND PLACE OF NEXT MEETING** – Thursday, June 21, 2012, Bay Area Air Quality Management District Office, 939 Ellis Street, San Francisco, California 94109 at 9:30 a.m.

8. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**(415) 749-5130  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://www.baaqmd.gov)**

- To submit written comments on an agenda item in advance of the 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 Executive Office should be given at least three working days prior to the date of the meeting 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. Such writing(s) may also be posted on the District's website ([www.baaqmd.gov](http://www.baaqmd.gov)) at that time.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**(415) 771-6000**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF DISTRICT MEETINGS**

**MARCH 2012**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Special Meeting as the Sole Member of the Bay Area Clean Air Foundation</b>	Wednesday	7	9:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday each Month)</i>	Wednesday	14	9:00 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b>	Thursday	15	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Executive Committee</b> <i>(Meets 3<sup>rd</sup> Monday of each Month)</i>	Monday	19	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets 3<sup>rd</sup> Monday Every Other Month)</i>	Monday	19	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Legislative Committee</b> <i>(At the Call of the Chair)</i>	Wednesday	21	9:00 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i> - CANCELLED AND RESCHEDULED TO THURSDAY, MARCH 29, 2012	Thursday	22	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Personnel Committee</b> <i>(At the Call of the Chair)</i>	Wednesday	28	11:00 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	29	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**APRIL 2012**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday each Month)</i>	Wednesday	11	9:00 a.m.	Board Room

## APRIL 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Executive Committee</b> <i>(Meets 3<sup>rd</sup> Monday of each Month)</i>	Monday	16	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	26	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## MAY 2012

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	2	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets 2<sup>nd</sup> Wednesday each Month)</i>	Wednesday	9	9:00 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets 3<sup>rd</sup> Monday of each Month)</i>	Monday	21	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets 3<sup>rd</sup> Monday Every Other Month)</i>	Monday	21	10:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets the 4th Wednesday Each Month)</i>	Wednesday	23	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets 4<sup>th</sup> Thursday each Month)</i>	Thursday	24	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

HL – 3/1/12 (10:45 a.m.)

P/Library/Forms/Calendar/Calendar/Moncal

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: February 29, 2012

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee meeting of February 16, 2012.

DISCUSSION

Attached for your review and approval are the draft minutes of the February 16, 2012 Public Outreach Committee meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Jennifer C. Cooper

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 771-6000

**DRAFT MINUTES**

Summary of Board of Directors  
Public Outreach Committee Meeting  
9:30 a.m., Thursday, February 16, 2012

**1. Call to Order – Roll Call**

Chairperson Mark Ross called the meeting to order at 9:38 a.m.

Present: Committee Chairperson Mark Ross; Vice Chairperson Eric Mar; and Directors Susan Garner, Scott Haggerty, Carol Klatt, Nate Miley and Brad Wagenknecht.

Absent: Director John Avalos.

Also Present: Chairperson John Gioia.

**2. Public Comment Period: None.**

**3. 2011-2012 Winter Spare the Air Season Summary**

Lisa Fasano, Director of Communications and Outreach Office, introduced Kristine Roselius, Supervising Public Information Officer, who gave the staff presentation regarding the Winter Spare the Air Campaign Update, including a campaign overview, detailed review of the District's use of advertising, media outreach, and social media, and finally, a look at the media coverage and compliance levels that resulted.

Ms. Roselius noted, regarding slide 3, Advertising, that the Air District's focus in advertising was on the health benefits of air quality management.

NOTED PRESENT: Directors Miley and Haggerty were noted present at 9:41 a.m. and Wagenknecht was noted present at 9:55 a.m.

Committee Comments/Discussion: Ms. Fasano introduced Barbara Coler, Air Quality Program Manager of Compliance & Enforcement Division, and Eric Stevenson, Director of Technical Services, to field enforcement and forecast questions.

Committee Chairperson Ross asked about how many days the Air District successfully prevented exceedances by imposing Spare the Air Days. Mr. Stevenson recalled the history and current limitations of forecasting, opined about the general accuracy of the Air District's calls, and added that there were three or four days that Spare the Air Days were not imposed but levels were in exceedance and one day when it was imposed but levels were not in exceedance. Committee

Chairperson Ross followed up to ask how many days the program prevented exceedances. Jean Roggenkamp, Deputy Air Pollution Control Officer, and Ms. Fasano replied that it is very hard to answer that specifically but levels are declining so it is undeniable that air quality is improving and, in turn, the Air District is providing a public health benefit.

Director Wagenknecht asked how health cost savings were calculated. Mr. Stevenson and Henry Hilken, Director of Planning, Rules & Research, answered that mortality calculations are a majority of the figure but also included are costs of emergency room visits and days reported sick to school and work for asthma-related issues and other air quality attributable conditions. Committee Chairperson Ross requested a breakdown in the medical costs figures for the Committee's review and eventual publication. Ms. Fasano, Committee Chairperson Ross, and Director Wagenknecht discussed the personal experiences of their acquaintances during the season, likening it to the news video clip about a mother and son dealing with air quality related health issues, with the Directors commenting that they found the video clip to be compelling. Ms. Fasano added that the public continues to misunderstand the difference between particulate matter and other air pollutants, the clarification of which is an important target for future campaigns. Committee Chairperson Ross and Ms. Roselius discussed a year-to-year medical costs comparison and San Francisco General Hospital's reporting a doubling of asthma treatment in the last year, and Committee Chairperson Ross requested a document quantifying the same in conclusion.

Chairperson Ross, Ms. Fasano and Ms. Roselius discussed the health statistics being reported from various members of the medical community and how best to obtain and compile them. Director Mar commended the involvement of Breathe California and discussed with Ms. Roselius the extent and details of the partnership on this topic. Committee Chairperson Ross and Ms. Fasano discussed the very real possibility that coronary issues may be an ailment attributable to air quality but that data is still emerging. Chairperson Gioia recommended cautious use of information suggesting a connection with coronary ailments until more data is available to substantiate those claims.

Public Comments: None.

Committee Action: None; informational only.

#### **4. Approval of Minutes of October 31, 2011**

**Committee Action:** Director Haggerty made a motion to approve the Minutes of October 31, 2011; Director Wagenknecht seconded; carried unanimously without objection.

#### **5. Overview of Bay Area Environmental Health Collaborative Retreat**

Ms. Fasano gave the staff presentation regarding the Overview of Retreat with Bay Area Environmental Health Collaborative (BAEHC), including a summary of the objectives, participants, common goals and outcome.

Ms. Fasano noted, regarding slide 3, Participants, that the meeting began with a joint agenda detailing the parties' past issues in an effort to address grievances and advance the collaboration. Director Mar asked for examples of past issues expressed by the BAEHC to which Ms. Fasano

and Ana Sandoval, Air Quality Program Manager of Communications and Outreach Office, replied that enforcement around the Bayview Hunters Point mitigation program and their disappointment and concerns about how they were ill informed of and disenfranchised from the Healthy Communities Summit.

Ms. Fasano added, regarding slide 4, Common Goals, that the parties discovered that the goals of each party were almost entirely commonly held goals.

Ms. Fasano clarified, regarding slide 5, Outcomes, that the regular meetings will be on a monthly basis at the outset but may be less frequent if one or both of the parties finds that schedule to be too rigorous. Ms. Fasano added that the joint working group on cumulative impacts/community exposure policy will initially focus on Bayview Hunters Point, including officials from other local agencies as appropriate. Director Mar and Committee Chairperson Ross volunteered to participate on the working group and Ms. Fasano replied that scheduling is in process.

Committee Comments/Questions: Director Mar commended the efforts and level of involvement of Air District staff and inquired as to whether the BAEHC participants acknowledged the same. Ms. Fasano and Ms. Roggenkamp replied that further work is necessary on the part of the Air District to relay to the coalition the commitment of the Air District to the efforts.

NOTED PRESENT: Director Garner was noted present at 10:15 a.m.

Committee Chairperson Ross asked what epiphanies resulted from meeting. Ms. Sandoval answered that the Air District needs to carefully gauge its ability to execute on promises before it extends them.

Ms. Roggenkamp noted that the BAEHC-suggested facilitator was an amenable partner for each party and this would to have a lasting effect on the collaborative.

Director Garner, in reference to slide 4, Common Goals, requested clarification regarding which goals were not common to the parties to which Ms. Fasano replied that it was eventually determined that all goals were commonly held.

Ms. Roggenkamp responded to Committee Chairperson Ross's inquiry regarding epiphanies by noting that the parties do not need to change their roles in order to successfully collaborate but instead to modify their individual behavior in the relationship so as to accommodate each party's respective role and once achieved, feels the collaborative will be a productive one.

Ms. Fasano responded to Committee Chairperson Ross's inquiry regarding epiphanies by suggesting that the BAEHC participants seem to feel that if Jack Broadbent, Executive Officer/APCO, or the members of the Board of Directors are not present, then discussions will be fruitless and that the collaborative is generally undervalued by the Air District. Ms. Fasano went on to say that BAEHC participants seemed to desire the ability to instantly appeal staff decisions to Mr. Broadbent or the Board. Ms. Roggenkamp suggested that these feelings will likely self-correct as the relationship continues and builds.

Ms. Fasano added that BAEHC participants do not like to hear about the parties' divergent goals and Director Wagenknecht responded that the members of the Board of Directors often advocate



on behalf of business interests in their role as elected officials and have to strike a balance in performing their roles as members of the Air District, a situation he hopes the BAEHC participants can come to appreciate. Ms. Fasano agreed, recalling the BAEHC stance that the Air District should deny many more permits outright and noting the BAEHC's fundamental disagreement with the Air District's stance on the matter. Committee Chairperson Ross noted the limitations of the Air District under law, regardless of intentions, and asked what the Board of Directors can do to convey this to which Ms. Fasano replied that it is crucial that the BAEHC see that Air District staff have the support of the Board and that one-on-one meetings between BAEHC participants and Board members would be a valuable way to demonstrate the same. Chairperson Gioia said it is helpful for Air District staff to extend to Board members the invitations to these events so that Directors may decide whether to attend. Ms. Fasano suggested that the Toxic Triangle meetings on Saturdays are considered critical to BAEHC and it is noted when the Air District is absent. Director Mar responded that BAEHC communication is generally narrow in scope and doesn't provide much in the way of advance notice, making his participation very difficult despite his desire otherwise, noting that he had never heard of the Toxic Triangle meetings before this. Director Garner expressed the importance of establishing an understanding regarding permits and asked how best to communicate the Air District's stance to which Ms. Fasano indicated that the next agenda item will address that question.

Public Comments: None.

Committee Action: None; informational only.

## **6. Update on Public Engagement Policy and Guidance Plan Workshop Strategy**

Ms. Fasano introduced Ms. Sandoval, who gave the staff presentation regarding the Public Engagement Policy and Guidance Plan Update, including background on the Policy and Plan, a current project overview, a look at the membership of and meeting schedule for the Stakeholder Advisory Task Force, the planned regional workshops and supplemental outreach efforts, and finally, a summary of the next steps.

Ms. Sandoval added, regarding slide 2, Background, that the Policy and Plan will also serve as a reference document for the public.

Ms. Sandoval noted, regarding slide 6, Supplemental Outreach, that those examples provided are not a comprehensive list of the outreach efforts planned by the Air District.

Committee Comments/Questions: Director Haggerty asked if the presentation detailed all District outreach for this Policy and Plan or only that being done towards the non-English speaking community to which Ms. Fasano answered that it is comprehensive. Director Haggerty followed up by relaying that grassroots political organizations, such as Tea Party affiliated groups, have expressed a sense of exclusion from Air District outreach, not least of which is because many of the workshops are during work hours and the organizations' members are largely volunteers that are working during those times. Director Haggerty and Mss. Fasano, Roggenkamp and Sandoval discuss the current outreach efforts to local industry, the need for the Air District work to be more inclusive of small, non-regulated business community members, and the plan to contact the local Chamber of Commerce and similar organizations in a first step to advancing this change.

Director Garner asked if members of the Board of Directors are welcome at the regional workshops to which Ms. Fasano replied that they are welcome and invitations will be forthcoming as soon as the agenda is complete. Director Garner suggested the Cities Association Meeting in Santa Clara County as a broadcast point and discussed with Ms. Sandoval the timing and logistics of the same.

Chairperson Gioia and Committee Chairperson Ross clarified that members of the Board of Directors want to receive invitations to these events and others relating to other subject matter.

Committee Chairperson Ross asked about the existence and status of an email distribution list for Air District permittees. Ms. Sandoval responded that mailing addresses are on file but not all permittees have submitted email addresses. Committee Chairperson Ross suggested that the email distribution list be built out for future invitations and that when the videoconferencing protocol, currently in discussion before the Executive Committee, is updated and implemented, the two tools should prove to increase the visibility of Air District work and accessibility for the public.

Public Comments: None.

Committee Action: Committee Chairperson Ross approved the request from Ms. Roggenkamp to agendaize before the Board of Directors the augmentation of the Kearns & West contract.

7. **Time and Place of Next Meeting:** Monday, March 15, 2012, at 939 Ellis Street, San Francisco, CA 94109 at 9:30 a.m.
8. **Adjournment:** The meeting adjourned at 11:01 a.m.

Sean Gallagher  
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: March 7, 2012

Re: Contract Award for Spare the Air Campaigns

RECOMMENDED ACTION:

The Committee will consider recommending Board of Directors approval of staff recommendations for selected contractor/sub-contractors for the Spare the Air Campaigns' Advertising, Communications & Evaluation Services.

The proposed amount set for the overall contract is up to \$1,990,000 per contract year, for up to three years, to be broken down as follows:

- Spare the Air Every Day Campaign
  - Advertising \$600,000
  - Media Relations \$200,000
  - Social Media \$50,000
  - Employer Program \$150,000
  - Public Opinion Surveys \$45,000
  
- Winter Spare the Air Campaign
  - Advertising \$550,000
  - Media Relations \$100,000
  - Social Media \$50,000
  - Public Opinion Surveys \$45,000
  
- Spare the Air Grants & Incentives Campaign
  - Advertising \$200,000

BACKGROUND

The Air District's Communications and Outreach Division relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications and Outreach Division recently completed a Request for Proposal (RFP) process to solicit responses for the following services: Advertising, Media Relations, Social Media, Public Opinion Surveys and Employer Outreach services.

- **Advertising Services:** To develop professional quality broadcast, print and digital advertising/educational materials for a variety of Air District programs.
- **Media/Public Relations Services:** To provide media relations services to promote agency activities.
- **Social Media Services:** To provide social media strategies—including concept, writing, design, production and technical services.
- **Public Opinion Survey Services:** To measure the effectiveness of the Air District’s Spare the Air Every Day and Winter Spare the Air campaigns, and assess public behavior patterns/change.
- **Employer Outreach Services:** To encourage employers in the Spare the Air Employer Program to educate their employees about air quality, notify them when a Spare the Air Alert is called and change commute behaviors to benefit air quality.

DISCUSSION

The RFP for Spare the Air Advertising, Communications & Evaluation Services was released on February 24, 2012.

Air District staff performed a thorough evaluation of contractor performance in technical and non-technical areas including: Media Relations/Advertising, Writing/Design, Strategic Planning, Customer Service, Innovation, Program Execution and more. Staff assessed the Air District’s communications support requirements for ongoing programs and made adjustments based on program needs.

After evaluating proposals, conducting interviews and checking references, staff will provide recommendations for Board approval.

EVALUATION

Proposals were evaluated on the following criteria:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm’s ability to perform and complete the work in a professional and timely manner.	30%
Experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of work to be performed.	20%
Cost effectiveness and resource allocation strategy	20%
References of the firm, Green Business certification	10%

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this contract comes from the following sources:

- Spare the Air Every Day
  - Congestion Mitigation Air Quality (CMAQ) - \$895,000 per contract year FYE 2012-15
  - Transportation Fund for Clean Air (TFCA) - \$150,000 per contract year FYE 2013-15
- Winter Spare the Air
  - General Revenue - \$745,000 per contract year FYE 2013-15
- Grants and Incentives
  - Carl Moyer Program, Mobile Source Incentive Fund - \$200,000 per contract year FYE 2012-15

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 Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 1, 2012

Re: Update on Plug-In Electric Vehicles (PEV) Website

RECOMMENDED ACTION:

For information only.

BACKGROUND

Plug-in electric vehicles are an emerging technology with tremendous potential to reduce air pollution and greenhouse gases.

The Air District is committed to helping develop the infrastructure and knowledge that will make plug-in electric vehicles (PEVs) a viable option for large numbers of Bay Area residents and businesses.

DISCUSSION

The Air District's new website ([BayAreaPEVReady.org](http://BayAreaPEVReady.org)) acts as a PEV information clearinghouse to assist drivers, local governments and infrastructure providers seeking information about PEVs.

The Committee will receive an update about site content as well as plans to launch the site.

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 Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: March 1, 2012

Re: Smoking Vehicle Campaign Update

RECOMMENDED ACTION:

For information only.

BACKGROUND

In 1992, the Air District rolled out its Smoking Vehicle Program, providing residents with a 1-800-EXHAUST phone line to call in complaints about automobiles with excessive tailpipe emissions. Reports of smoking vehicles are identified through Department of Motor Vehicles records and information is sent by the Air District to vehicle owners detailing how they can get their vehicle repaired with a list of certified repair facilities and the impacts of driving a smoking vehicle.

DISCUSSION

The Air District receives calls reporting smoking vehicles to the 1-800-EXHAUST phone line. In 2011 the District received 6,207 smoking vehicle reports, in 2010 we received 8,340.

Although reports of smoking vehicles show a measurable increase when the advertising and messaging campaign is out, reports continue to drop as the vehicle fleet has turned over to newer, cleaner running automobiles and trucks.

The Committee will receive an update about the 2012 Smoking Vehicle Program advertising campaign and plans to retire the program after this season.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Lisa Fasano  
Reviewed by: Lisa Fasano