



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIR
JOHN AVALOS
NATE MILEY
ROD SINKS

TERESA BARRETT – VICE CHAIR
SCOTT HAGGERTY
KATIE RICE
BRAD WAGENKNECHT

THURSDAY
OCTOBER 20, 2016
9:30 A.M.

1ST FLOOR BOARD ROOM
375 BEALE STREET
SAN FRANCISCO, CA 94105

AGENDA

1. **CALL TO ORDER - ROLL CALL – PLEDGE OF ALLEGIANCE**

The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members. The Committee Chair shall lead the Pledge of Allegiance.

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

(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 Air District headquarters, 375 Beale Street, San Francisco, California 94105, and on the Air District's website 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 Board's authority. Speakers will be limited to three (3) minutes each.

This meeting will be webcast. To see the webcast, please visit <http://www.baaqmd.gov/about-the-air-district/board-of-directors/resolutionsagendasminutes> at the time of the meeting.

Staff/Phone (415) 749-

3. **APPROVAL OF THE MINUTES OF JULY 18, 2016**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of July 18, 2016.

4. **2016 SPARE THE AIR CAMPAIGN**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an overview of the 2016 Spare the Air season.

5. **2016-2017 WINTER SPARE THE AIR CAMPAIGN**

L. Fasano/5170
lfasano@baaqmd.gov

The Committee will receive an update on the 2016/2017 Winter Spare the Air campaign.

6. **OVERVIEW OF THE 2017 YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY (YES) CONFERENCE**

D. Ralston/8423
dralston@baaqmd.gov

The Committee will receive an overview of the current efforts to organize the Youth for the Environment and Sustainability (YES) Conference for the Air District.

7. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2).

8. **TIME AND PLACE OF NEXT MEETING**

At the call of the chair

9. **ADJOURNMENT**

The Committee meeting shall be adjourned by the Committee Chair

CONTACT:

MANAGER, EXECUTIVE OPERATIONS
375 BEALE STREET, SAN FRANCISCO, CA 94105
mmartinez@baaqmd.gov

(415) 749-5016
FAX: (415) 928-8560
BAAQMD homepage:
www.baaqmd.gov

- To submit written comments on an agenda item in advance of the meeting. Please note that all correspondence must be addressed to the “Members of the Public Engagement Committee” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Committee meeting. Any correspondence received after that time will be presented to the Committee at the following meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- 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 375 Beale Street, Suite 600, San Francisco, CA 94105, at the time such writing is made available to all, or a majority of all, members of that body.

Accessibility and Non-Discrimination Policy

The Bay Area Air Quality Management District (Air District) does not discriminate on the basis of race, national origin, ethnic group identification, ancestry, religion, age, sex, sexual orientation, gender identity, gender expression, color, genetic information, medical condition, or mental or physical disability, or any other attribute or belief protected by law.

It is the Air District’s policy to provide fair and equal access to the benefits of a program or activity administered by Air District. The Air District will not tolerate discrimination against any person(s) seeking to participate in, or receive the benefits of, any program or activity offered or conducted by the Air District. Members of the public who believe they or others were unlawfully denied full and equal access to an Air District program or activity may file a discrimination complaint under this policy. This non-discrimination policy also applies to other people or entities affiliated with Air District, including contractors or grantees that the Air District utilizes to provide benefits and services to members of the public.

Auxiliary aids and services including, for example, qualified interpreters and/or listening devices, to individuals who are deaf or hard of hearing, and to other individuals as necessary to ensure effective communication or an equal opportunity to participate fully in the benefits, activities, programs and services will be provided by the Air District in a timely manner and in such a way as to protect the privacy and independence of the individual. Please contact the Non-Discrimination Coordinator identified below at least three days in advance of a meeting so that arrangements can be made accordingly.

If you believe discrimination has occurred with respect to an Air District program or activity, you may contact the Non-Discrimination Coordinator identified below or visit our website at www.baaqmd.gov/accessibility to learn how and where to file a complaint of discrimination.

Questions regarding this Policy should be directed to the Air District’s Non-Discrimination Coordinator, Rex Sanders, at (415) 749-4951 or by email at rsanders@baaqmd.gov.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
375 BEALE STREET, SAN FRANCISCO, CALIFORNIA 94105
FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF AIR DISTRICT MEETINGS

OCTOBER 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	17	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i> - CANCELLED	Monday	17	10:30 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	1 st Floor Board Room
Board of Directors Public Engagement Committee <i>(At the Call of the Chair)</i>	Thursday	20	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i> - CANCELLED	Wednesday	26	9:30 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	27	9:30 a.m.	1 st Floor Board Room

NOVEMBER 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	2	9:45 a.m.	1 st Floor Board Room
Nominating Committee <i>(At the Call of the Chair)</i>	Wednesday	16	9:00 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of every other Month)</i>	Thursday	17	9:30 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	21	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	21	10:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	23	9:30 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	24	9:30 a.m.	1 st Floor Board Room

DECEMBER 2016

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	7	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	19	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of each Month)</i>	Monday	19	10:30 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Wednesday	21	9:45 a.m.	1 st Floor Board Room
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	22	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	28	9:30 a.m.	1 st Floor Board Room
HL – 10/11/16 (4:40 p.m.)				G/Board/Executive Office/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Mark Ross and Members
of the Public Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 11, 2016

Re: Approval of the Minutes of July 18, 2016

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of July 18, 2016.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of July 18, 2016.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Maricela Martinez

Attachment 3A: Draft Minutes of the Committee Meeting of July 18, 2016

AGENDA: 3A – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of July 18, 2016

Bay Area Air Quality Management District
375 Beale Street, Suite 600
San Francisco, California 94105
(415) 749-5073

DRAFT 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.

Marcy Hiratzka
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Mark Ross and Members
of the Public Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 11, 2016

Re: 2016 Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

This year marks the 25th anniversary of the Spare the Air campaign. Throughout the years, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Past Spare the Air campaigns have targeted the general population, household decision-makers, young adults and solo drivers.

DISCUSSION

The 2016 Spare the Air campaign featured a URL-based advertising campaign that focused on alternatives to driving alone to work. The campaign was refreshed this season and targeted commuters region-wide, including non-English speakers.

The 2016 Spare the Air campaign's commuter focused messaging and advertising complemented outreach efforts for the Commuter Benefits Program, signed into law by Governor Brown last month. Results from the summer campaign will be provided.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the campaign was included in the Fiscal Year Ending (FYE) 2016 and FYE 2017 budgets. The campaign is funded primarily through the Congestion Mitigation Air Quality program, supplemented by the Transportation Fund for Clean Air.

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 Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 11, 2016

Re: 2016-2017 Winter Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In July 2008, the Board of Directors adopted Regulation 6; Rule 3: Wood Burning Devices. The Board passed amendments to the rule in October 2015. Since the rule and amendments were passed, efforts have focused on both information about rule changes and notification of the new enforcement standards. The upcoming wood smoke regulatory season will run from November 1, 2016 through February 28, 2017.

DISCUSSION

The 2016-2017 Winter Spare the Air campaign features the same strong message from last season and links the serious health impacts from wood smoke to those of cigarette smoke. Advertising that clearly illustrates this link and has resonated so well with the public will be refreshed for the upcoming winter season.

The Winter Spare the Air campaign will highlight changes to the wood burning rule, publicize the benefits of changing out old fireplaces and continue to focus on the localized health impacts from wood smoke. Staff will present an overview of this year's materials and campaign strategy.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the outreach program is included in the Fiscal Year End 2017 budget.

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 Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 11, 2016

Re: Overview of the 2017 Youth for the Environment and Sustainability (YES)
Conference

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The YES conference is an annual Spare the Air Youth program jointly sponsored by the Metropolitan Transportation Commission and the Air District. The conference provides middle and high school students the opportunity to present on and discuss active transit, clean air and climate change issues with their peers from around the Bay Area. The program includes youth keynote speakers, interactive presentations and various breakout sessions.

DISCUSSION

The 2017 YES Conference will take place on Saturday, February 25, 2017 at the Bay Area Metro Center from 10:00 am - 3:00 pm. Staff from MTC, the Air District and organizations from the Spare the Air Youth Technical Advisory Committee are targeting 500 high school students from throughout the nine counties of the San Francisco Bay Area. As in previous years, to accommodate transit ridership to the conference, the Air District is arranging for shuttles from counties without easy access to BART to the event or a nearby BART station.

Staff is focused on outreach and developing the final program for the event. We sent out a call for proposals, conference information and registration links to a list of 1200 school environmental science teachers, youth-serving groups, Youth Commissions, and past attendees. To incentivize and attract attention to this year's event, we are entering Safe Routes to School Providers that register 25 students by October 30, 2016 into a drawing for a chance to win 50 bike helmets for their program. For middle and high school teachers who register 25 students by October 30, 2016, we are entering their names into a drawing for a \$250 gift card for their classroom STEM activities.

As we did last year, we would like to formally recognize the youth who help plan the conference and those who receive awards for their presentations by inviting them to come to a future Public Engagement Committee meeting in Spring of 2017.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for this program is included in the Fiscal Year Ending (FYE) 2017 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Yvonna Cazares

Reviewed by: David Ralston

Attachment A: 2017 Youth for the Environment and Sustainability conference flyer and outreach toolkit.



YES Conference

2017



Youth for the
Environment
and Sustainability

February 25, 2017

375 Beale Street, San Francisco, CA 94105

Join Hundreds of Student Leaders like **YOU!**
Last year's conference filled up.

REGISTER NOW! Go to:
<http://bit.ly/2cEYWkh>

Be a Presenter! Win Great Prizes! Enjoy Free Food!

Open to high-school and middle-school students from the nine Bay Area counties.
Teachers and parents are welcome.

BE A PRESENTER!

Email ycazares@baaqmd.gov or text 415-271-8410

Go to: <http://bit.ly/2dhuevv>

Deadline: January 3, 2017



METROPOLITAN
TRANSPORTATION
COMMISSION



Don't miss the premier student-led environmental conference in the SF Bay Area!

The YES Conference is sponsored by the Bay Area Air Quality Management District (Air District) and the Metropolitan Transportation Commission (MTC). The Spare the Air Youth Program is a joint-initiative of the Air District and MTC.

2017 Outreach Toolkit

Note: The electronic version of the toolkit includes fliers, graphics, photos and video and is available at: <http://bit.ly/1RraPnl>

Sample Tweets (to be used up to January 8, 2017)

Are you passionate about fighting climate change? Have you enacted change in your own community or want to learn how? Register to attend or present at the 2017 YES Conference: <http://bit.ly/1M8Hdae> #YESconf17

Does your school successfully encourage biking/walking/carpooling? Present how at the 2017YESConference: <http://bit.ly/1M8Hdae> #YESconf17

Together, we all must begin to evolve the systems that govern us, discouraging our unsustainable consumption of material goods, industrial agricultural food products, carbon-intensive transportation, and backwards lifestyles. Learn how: register to attend at the 2017 YES Conference: <http://bit.ly/1M8Hdae> #YESconf17

Become a change-maker and learn how others are creating change. Attend or present the Youth for the Environment and Sustainability (YES) Conference: <http://bit.ly/1M8Hdae> #YESconf17

Sample Tweets (to be used up to January 30, 2017)

The air we breathe, the water we drink, the beauty we see, and the life we live is being threatened by our own human activities. Attend the FREE YES Conference February 25, 2017. Register at <http://bit.ly/1M8Hdae> #YESconf17

Say YES to livable communities and transportation options! Attend the FREE YES Conference Feb 25, 2017. Register at <http://bit.ly/1M8Hdae>. #YESconf17

Tired of feeling like your voice isn't heard by adults? Say YES to youth-led climate solutions! Attend the YES Conference Feb 25, 2017. It's FREE. Register at <http://bit.ly/1M8Hdae>. #YESconf17

Sample Facebook Posts (to be used up to January 8, 2017)

Are you worried about climate change but witnessed success implementing a policy, club, or program at your school or in your community? Share your idea!! Sign up to present at the next YES Conference on February 25th! Register to lead a panel session, individual presentation or an interactive activity and showcase your AWESOME work to other students from around the SF Bay! #YESconf17

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

The award-winning Youth for the Environment and Sustainability (YES) Conference brings students together to discuss youth-led solutions to climate change and air pollution. Register to lead a panel session, individual presentation or an interactive activity and showcase your IMPACTFUL work to other students from around the SF Bay! #YESconf17

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

How can we make walking, biking, and carpooling to school the norm? Have ideas? Share your perspective with students from all over the SF Bay Area. Register to lead a panel session, individual presentation or an interactive activity at the 2017 Youth for the Environment and Sustainability (YES) Conference #YESconf17

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

Sample Facebook Posts (to be used up to January 30, 2017)

The next YES Conference is scheduled for February 25, 2017 at the Bay Area Metro Center. The conference is FREE and open to students from all over the SF Bay. Get all the info here:

<http://www.sparetheairyouth.org/2017-yes-conference/> #YESConf2017

Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school.

Upload image of flyer or use this link: <http://www.sparetheairyouth.org/2017-yes-conference/>
#YESconf17

Attention SF Bay students! Do enjoy being faced with difficult problems? If you want to help solve the largest problem facing human kind, register for the 2017 YES Conference. Join your peers at this award-winning conference:

Upload image of flyer or use this link: <http://www.sparetheairyouth.org/2017-yes-conference/>

Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school. #YESconf17. Check out a recap of the inaugural conference:

https://youtu.be/nODEbbmcYNI?list=PLKctWCO0ug4h_7-Mum5rdcjR0hmk5w-yP

Newsletter Announcement

Note about photographs: If using photographs included in the electronic toolkit, please credit photos to the appropriate author (which is noted in the folder name).

2017 YES Conference Date Announced

On Saturday, February 25, 2017, young climate leaders will have the opportunity to exchange ideas, participate in workshops, and formulate strategies to encourage clean transportation and healthy living in their communities. Students are strongly encouraged to present and showcase their work at the conference by registering to become a presenter.

The 2017 YES Conference will be held at the Bay Area Metro Center in San Francisco. The conference is free and open to students from all nine San Francisco Bay Area counties. Breakfast and lunch will be provided and free shuttles are available from the North and South Bays. For complete conference information and to register, visit <http://www.sparetheyouth.org/2017-yes-conference/>.

Students Invited to Attend Award-Winning Sustainability Conference

Students from throughout the nine Bay Area counties will come together to discuss transportation, clean air, climate change and a healthy San Francisco Bay Area at the second Youth for the Environment and Sustainability (YES) Conference, scheduled for February 25, 2017 at the Bay Area Metro Center in San Francisco. The free day-long regional conference will bring together middle- and high-school students who are passionate about alternative transportation and are spearheading efforts in their communities to reduce pollution and congestion.

Conference organizers are encouraging students to [register for the event](#) as well as to get involved with development of content by signing up to present their own school or community efforts. Students, teen leaders, teachers and youth advisors can [submit proposals](#) to make a presentation, lead or participate in a panel discussion or guide an interactive session.

The 2017 gathering builds on the 2013 and 2015 conferences, which [received the 2014 Breathe California Award](#) in the Public Awareness category.

At the upcoming February 25th conference, students will have the opportunity to exchange ideas, participate in workshops, and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities. Participants will learn how they can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet.

There is no cost to attend the conference and breakfast and lunch will be provided. Parents and teachers are welcome. Students must have their parents' permission to attend. For complete conference details and to register, visit <http://www.sparetheyouth.org/2017-yes-conference/>. Conference updates and related sustainability opportunities and resources are being posted to the [Youth for the Environment and Sustainability Facebook page](#).

The YES Conference is part of the Spare the Air Youth program and is sponsored by the [Metropolitan Transportation Commission](#) (MTC) and the [Bay Area Air Quality Management District](#) (BAAQMD). MTC is the Bay Area's regional transportation planning, coordinating and financing agency. BAAQMD is the agency responsible for protecting air quality in the nine-county Bay Area.

Youth Conference to Promote Student Leadership in Sustainability

Our youth's potential is vastly untapped, their voices unheard, and stake ignored. However, on Saturday, February 25, 2017, young leaders will have the opportunity to be heard, demonstrate leadership at the Youth for the Environment and Sustainability Conference. Dubbed the "YES Conference," this day-long program will promote sustainable transportation options, as well as climate change solutions developed by the youth themselves. Middle and high school students from across the nine-county San Francisco Bay Area will join teachers, parents and community leaders to discuss how students can help lead local efforts to reduce pollution, decrease congestion and improve street safety.

Transportation is the culprit of ~39% of the Bay Area's carbon footprint. The Metropolitan Transportation Commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) created the YES Conference as an extension of the Spare the Air Youth Program, recognizing the potential to slash CO₂ by cultivating clean transportation habits among youth – now and into the future. A culture of clean transportation will emerge as more individuals adopt biking, walking, and carpooling.

However, the YES Conference is special – unlike others, it specifically intends to allow students from communities of diverse backgrounds, socioeconomic status, and life experience to collaborate and take the wheel. Through youth engagement and advocacy, youth voices are welcomed into the decisions that society is making, with or without them.

YES Conference participants will discuss the link between transportation and climate change, exchange community engagement and safety strategies, and learn practical skills like bike mechanics. Youth will also get to experience all the elements of a professional conference including poster sessions, keynote speakers, a choice of break-out sessions and complimentary breakfast and lunch with their peers, all at the Bay Area Metro Center.

Students are encouraged to find take transit that minimizes their carbon footprint to the conference. Participants from the North Bay and the South Bay are encouraged to catch a ride on one of the free YES Conference shuttle buses.

Detailed shuttle bus information for the YES Conference is available at:

<http://www.sparetheairyouth.org/2017-yes-conference/>.

Participants under 18 years of age must have parent/guardian permission to attend.

E-mail Blast Invitation

Subject: Students Are Invited to Join Their Peers at Award-Winning Youth Conference

Do you walk, bike, bus or carpool to school? Are you interested in improving the environment? Do you want to make a difference in your community? If your answers is **YES**, join the 2017 YES Conference! The Bay Area Air Quality Management District and the Metropolitan Transportation Commission invite you to the award-winning:

Youth for the Environment and Sustainability Conference, YES!

Students interested in transportation and climate change issues, clean air and a healthy environment are invited to the 2017 YES Conference. [Click here to register.](#)

Who? Students from throughout the nine counties of the San Francisco Bay Area

What? Attend the Youth for the Environment and Sustainability Conference, YES!

When? Saturday, February 25th, 2017

Where? Bay Area Metro Center in San Francisco

Why? Well, the scary truth is that the planet doesn't need us, the planet will adapt; we may not. Because of this, climate change is also a cataclysmic opportunity to change our world for the better.

On Saturday, February 25th, 2017, middle- and high-school students from around the nine-county Bay Area will gather to exchange ideas, participate in workshops and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities.

Breakfast and lunch will be provided. Free shuttles available from BART, the North Bay and the South Bay. There will be games, raffle prizes, giveaways and fun!

Learn how you can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet. The YES Conference will educate, inspire and empower students to change transportation habits to reduce driving and promote clean air and physical activity. With a mix of poster sessions, games, workshops and inspiring speakers of all ages, students will have the opportunity to:

- ☑ Hear about innovative school projects other students have worked on;
- ☑ Learn how make a difference in their local communities; and
- ☑ Have fun!

Parents and teachers are welcome! For more information and to register, visit:

<http://www.sparetheairyouth.org/2017-yes-conference/>. Students must have their parents' permission to attend.

The YES Conference is part of the Spare the Air Youth program and is sponsored by MTC and BAAQMD. MTC is the Bay Area's regional transportation planning, coordinating and financing agency. BAAQMD is the agency responsible for protecting air quality in the nine-county Bay Area.

Important Links

Conference Web Page: <http://www.sparetheairyouth.org/2017-yes-conference/>

Registration to Attend: <https://www.eventbrite.com/e/youth-for-the-environment-and-sustainability-yes-conference-tickets-18945957877>

Registration to Present: <http://www.sparetheairyouth.org/call-presentationssession-proposals>

Facebook Page: <https://www.facebook.com/YouthfortheEnvironmentandSustainability>

Instagram: <https://instagram.com/yesconference/> ; @yesconference

Conference Hashtag: [#YESconf17](#)

Snapchat: yes.conference