



**“The entirety of the conference made me feel EMPOWERED  
by CONNECTING ME with others who CARE ABOUT THE  
ENVIRONMENT.”** — Rachel Jackson, YMCA Diablo Valley Youth & Government



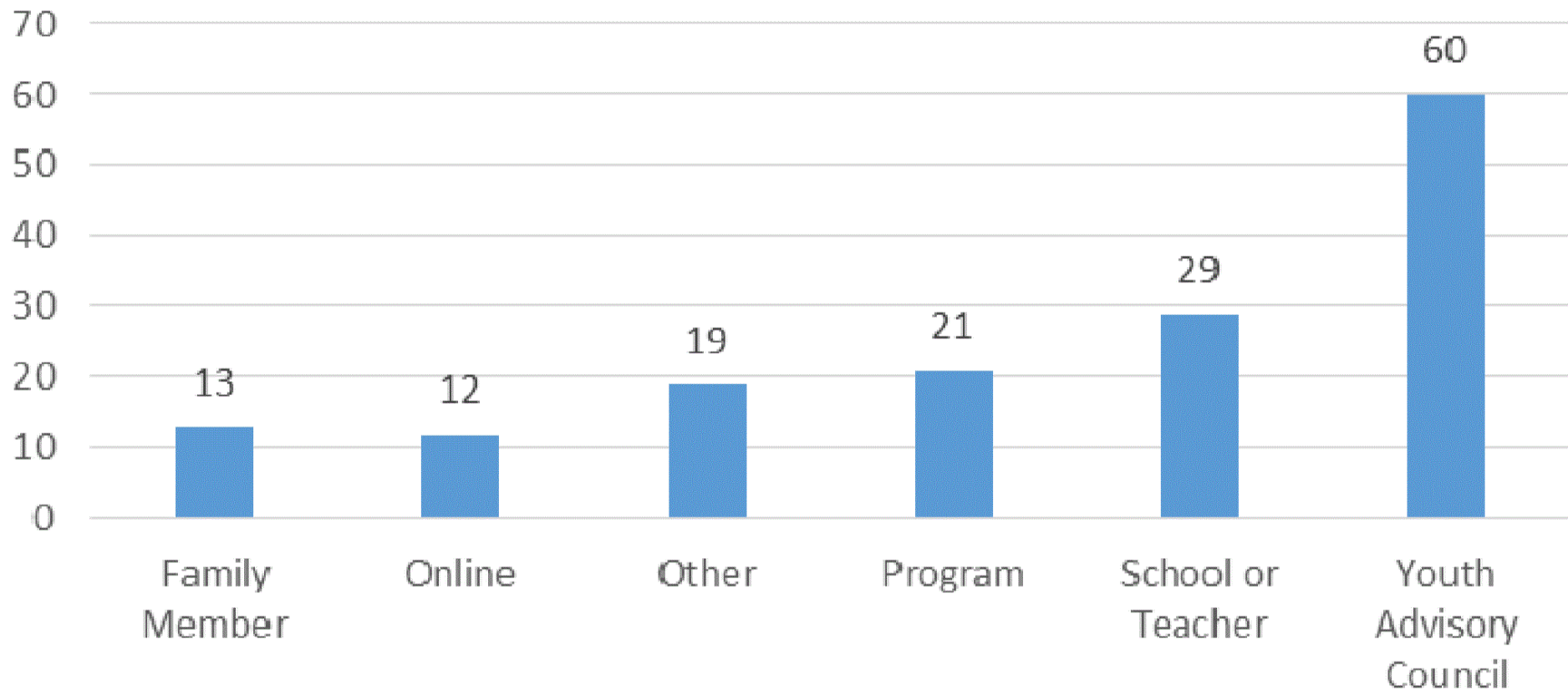
# Overview

- The YES Conference is part of the MTC-Air District “Spare the Air Youth Program” established in 2010
- 3<sup>rd</sup> Annual Conference
- Proud Super Bowl 50 Host Committee Sustainability Partner



# Outreach

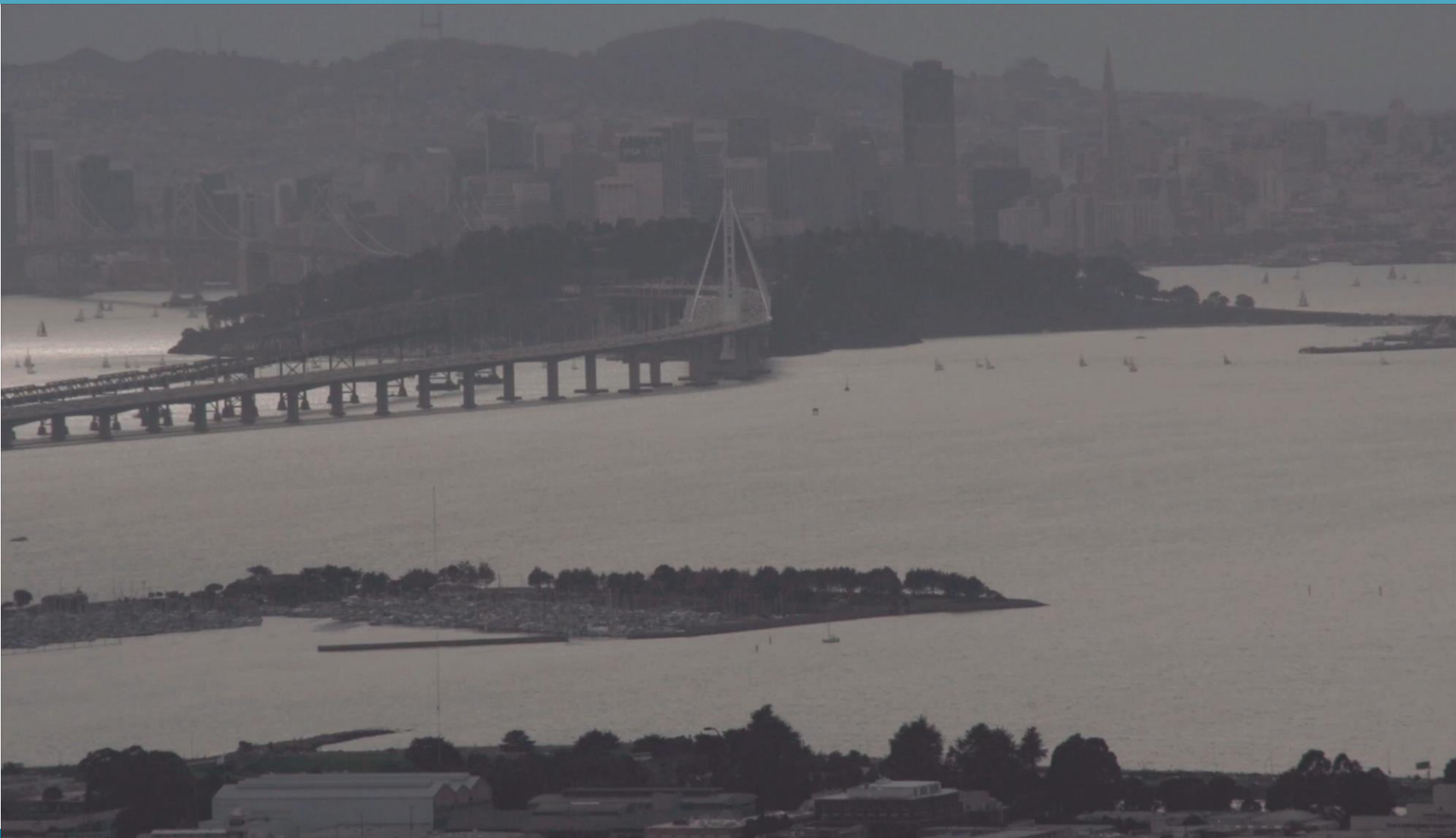
## How did you hear about the YES Conference?



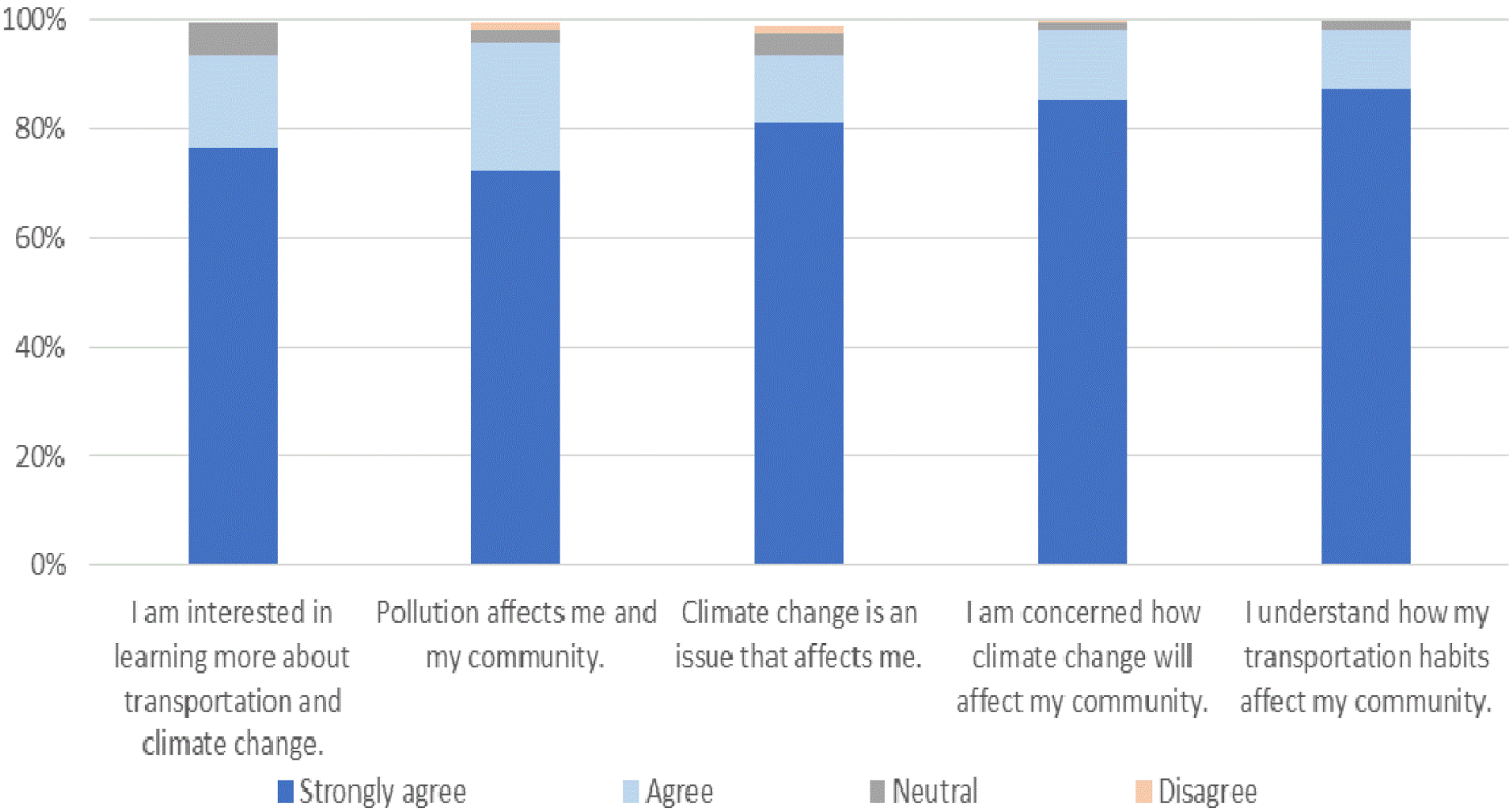




# Sparetheairyouth.org



# Outcomes





# YES Conference 2017





# James Cary Smith Community Grant Program Update

David Ralston  
Community Engagement Manager

March 24, 2016  
Public Engagement Committee

# FYE 2016 Grant Program Overview

- ❖ Solicited Community Grant applications in October 2015
- ❖ \$573,274 requested from 23 applicants throughout the Bay Area
- ❖ \$261,174 allocated for 11 grants
- ❖ Number of counties with grant awardees doubled from 2009
- ❖ 10 of the projects directly involve CARE communities and one targets a near-freeway communities in Santa Rosa
- ❖ ALL projects either partner with a community-based organization or with one of 18 local high schools and 3 middle schools



# Awardees



# Partnering with the Community

“Freedom Breathers”



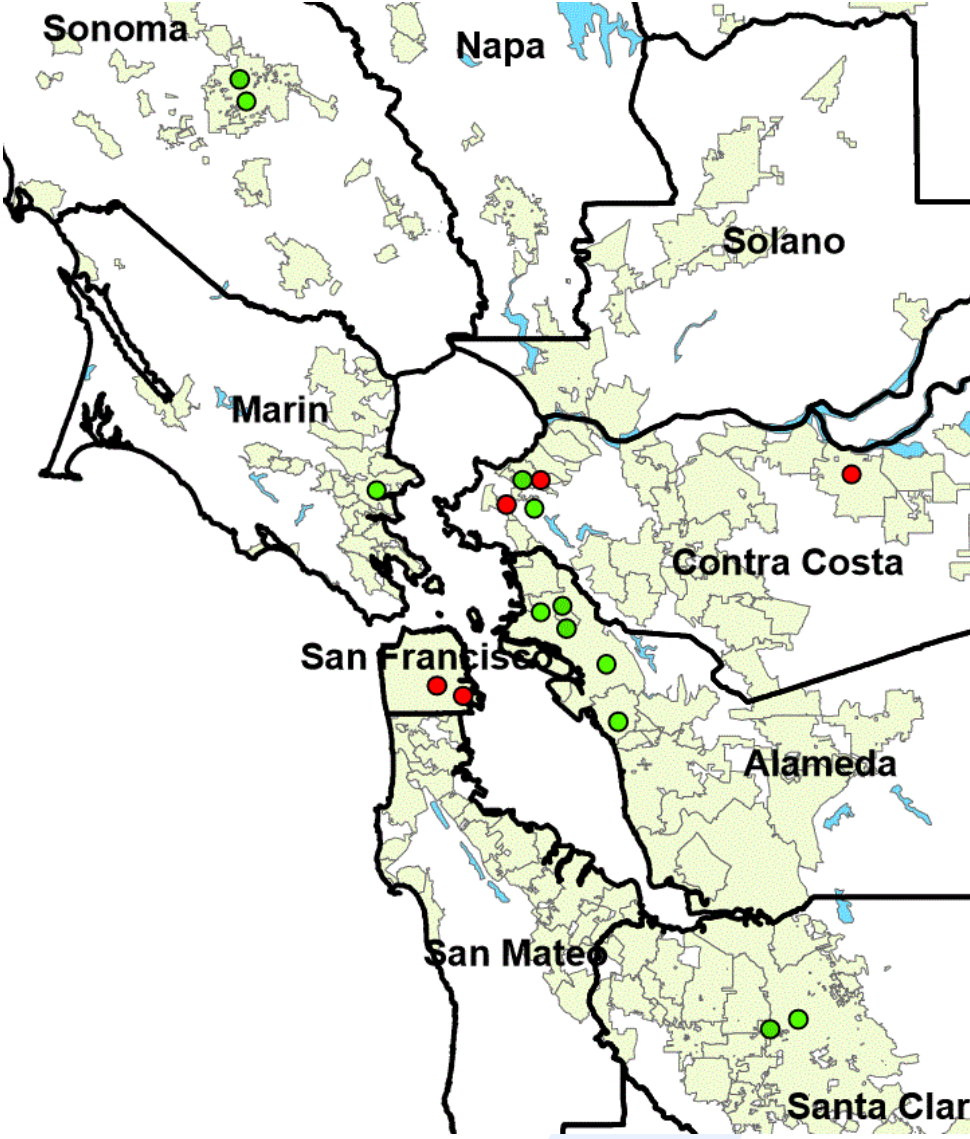
**URBAN RELEAF**  
 BUILDING HEALTHY COMMUNITIES  
 ONE TREE AT A TIME

**girls  
inc.**

K-12 Schools in partnership with lead grantees:	
<ul style="list-style-type: none"> <li>9 K-8 schools in SF, Marin</li> </ul>	Cool the Earth
<ul style="list-style-type: none"> <li><b>Santa Rosa HS</b></li> <li><b>Maria Carillo, Santa Rosa</b></li> </ul>	<u>ECO2School/Center for Climate Protection</u>
<ul style="list-style-type: none"> <li><b>Evergreen Valley, San Jose</b></li> <li><b>Chaboya MS, San Jose</b></li> </ul>	<u>Youth for a Cool Earth/Breathe California of the Bay Area</u>
<ul style="list-style-type: none"> <li><b>Emilia Zapata Street Academy, Oakland</b></li> </ul>	<u>Rose Foundation/Bay Localize</u>
<ul style="list-style-type: none"> <li><b>Oakland High</b></li> <li><b>Richmond HS</b></li> </ul>	<u>Earth Team</u>
<ul style="list-style-type: none"> <li><b>Oakland Tech and Castlemont HS</b></li> <li><b>San Leandro HS and Vista Richmond</b></li> </ul>	<u>Strategic Energy Innovations</u>



# Map of Grant Awardees



**Red dots** = Community-based organizations grant partners

**Green dots** = School partners



# Breakdown of Funded Projects



- ***Education and Engagement*** – Increase environmental literacy with multi-media school-based curriculum & community engagement on climate change, air quality impacts/respiratory health and encouraging Spare the Air behavior changes;

- ***Air Pollution Mitigation*** – Conduct tree planting, air bio-filter installations; free-bicycle distribution;

- ***Community-Base Participatory Research*** – Engage in neighborhood air quality and VMT CO2 calculations and mapping assessments;



# Opportunities Going Forward

- Increase outreach to and applicant pool from applicants from all Bay Area counties and LEP communities
- Consider more flexibility in grant amounts for different types of applicants to attract both regional groups, community-based groups as well as individual teachers
- Develop a strategy to specifically target “citizen”/community-based science participatory research projects that can support Air District mission
- Continue reaching out to community stakeholder groups and board members for feedback on making this Grant Program impactful and meaningful

**Thank You!**







BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

## 2016 Clean Air Plan/Regional Climate Protection Strategy

**Luz Gomez**

**Community Engagement Manager**

**Public Engagement Committee**

**March 24, 2016**

# Clean Air Plan/Regional Climate Protection

## Strategy – Engagement Overview

- Clean Air Plan/Regional Climate Protection Strategy (CAP/RCPS) Open Houses
- New Open Air Forum – Online Civic Engagement Tool
- 2016 CAP/RCPS Working Group



# Community Open Houses

- Planned and hosted 6 Open Houses

- Redwood City
- San Jose
- Santa Rosa
- Richmond
- Dublin/Pleasanton
- Oakland



- Outreach: news releases, social media, emails, fliers, personal contacts, Board member outreach
- Participation: ~ 150
- Feedback – Very positive



# Open Houses - Video

- A short [video](#) about the Open Houses



# Informational Posters

## Welcome to the Open House for the 2016 Clean Air Plan & Regional Climate Protection Strategy

The Air District encourages you to learn about the draft materials, ask questions, share your ideas, and submit comments.

We want to hear from you! We will:

- Solicit your ideas and suggestions
- Provide information on potential rules, control measures and strategies
- Discuss next steps

Interpretation will be available in Spanish and Chinese.



## approach

### Clean Air Plan and Regional Climate Protection Strategy

#### Pollutants of Concern

**Greenhouse Gases:** global environmental and human impacts  
**Ozone:** local health impacts  
**Particulate Matter:** local health impacts  
**Black Carbon:** local health impacts and global environmental impacts  
**Toxic Air Contaminants:** local health impacts

#### Strategy Objectives

The Clean Air Plan/Regional Climate Protection Strategy is a multi-pollutant plan designed to protect public health by attaining and maintaining air quality standards and to make progress toward our long-term climate protection goals. The Air District will focus its actions in four main areas:

1. **Efficiency:** Promote efficient use of resources
2. **Electrification:** Switch end-uses that now rely on fossil fuels to electricity
3. **Decarbonize electricity:** Accelerate the switch from fossil fuels to renewable energy-based electricity
4. **Reduce non-energy GHGs:** Reduce short-lived climate pollutants

The Air District will use many tools to implement the actions described in the plan, including:

- Rulemaking
- Permitting
- Grants & Incentives
- Partnering with local governments
- Research
- Collaborating with businesses, industry, and the non-profit community
- Outreach & education

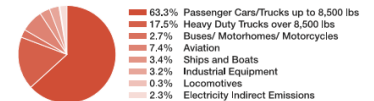
The Air District will use these strategies:



## transportation



Projected 2015 GHG Emissions - Transportation (32.0 MMTCO<sub>2</sub>e)



### Reduce Transportation Emissions

The Air District, in partnership with MTC and other local partners, will reduce greenhouse gases, criteria pollutants, and toxic air contaminants by supporting transit, biking and walking, and providing incentives for more efficient and clean cars, trucks and improved goods movement.

#### How do we propose to do it?

##### Support Transit, Biking and Walking

- Provide funding for:**
- Clipper expansion to additional transit agencies, "way finding" signage, transit information displays and real-time departure displays
  - New bus rapid transit lines in San Francisco, Oakland and Santa Clara County
  - Additional buses, vans and electric trolleys
  - BART/eBART extension from Pittsburg/Bay Point into eastern Contra Costa County
  - Transbay Terminal, Caltrain electrification, and other rail transit projects
  - Bicycle and pedestrian access and facilities
  - Safe routes to schools and transit

##### Make Cars, Trucks and Highways Efficient

- Provide funding for:**
- High Occupancy Vehicle lanes
  - Electric and plug-in hybrid cars and trucks and charging stations
  - Parking technology demonstration projects, and technical assistance
- Develop campaigns to:**
- Promote electric and plug-in hybrid vehicles
  - Promote smart driving

##### Move Goods Efficiently and Cleanly

- Provide funding for:**
- Upgrades to the Bay Area's trade corridors (freeways, waterways and railways)
  - New, cleaner heavy-duty diesel engines
  - Cleaner electric engines for construction, freight and farming equipment
  - Cleaner engines in ships and boats
  - Hybrid drive trains for medium- and heavy-duty trucks, battery electric trucks and hydrogen fuel cell trucks



# Online Civic Engagement

## “Open Air Forum”

- Why online civic engagement?
- Researched different platforms
- Peak Democracy – best fit
- Launched Open Air Forum last week
- Comments are coming in





Comment on proposed control measures: **Water**



**Water: 1 Comment** ✕

**What do you think of proposed strategies to reduce emissions related to the use and treatment of water?**

Add Your comment

Phillip Gleason

March 16, 2016, 10:29 AM

1. Support Water Conservation – It appears that a goal for the new CAP is to develop a list of best practices for water consumption and increase on-site water recycling, but has the BAAQMD considered providing monetary support for grey water projects? Grey water would reduce the amount of potable water used for bathing and landscaping activities. An increase in grey water projects would reduce the amount of water processed at water treatment plants, and the amount of energy used for transport.

# Open Air Forum - Live

- <http://www.baaqmd.gov/in-your-community/open-air>.

The screenshot displays the 'Open Air' section of the Bay Area Air Quality Management District website. The page features a teal header with the title 'Open Air'. On the left, a vertical navigation menu lists various community programs, with 'OPEN AIR' highlighted. The main content area includes a breadcrumb trail, a navigation bar with links for Home, Info, Sign In, and Help, and social media icons. A central banner promotes the 'Open Air Forum' with a 'Read more' button. Below this, there is an email subscription form and tabs for 'Open Topics' and 'Closed Topics'. The 'Open Topics' tab is active, showing a discussion prompt: 'Provide Comment on Clean Air Strategies' with 52 comments. The main question posed is: 'What do you think of the Air District's proposed strategies to reduce air pollution and protect the climate?'





# Clean Air Plan/Regional Climate Protection

## Strategy Working Group

- Purpose

- Composition

State, Regional, and Local Government

Environmental Advocacy

Economic/Workforce Development

Education/Academia

Transportation and Land Use

Farming and Land Management

Community-Based Organizations

Business and Technology

Public Health

Social and Environmental Justice

Building and Energy Efficiency

Resource Conservation



# Working Group - Continued

- Four meetings by June, 2016
  - Transportation
  - Agriculture/Natural & Working Lands
  - Buildings/Water/Waste
  - Stationary Sources/Energy
- Invitations sent via email on 3/17
- Over 48 affirmative replies so far



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Thank you!

Questions?

