



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
REGULAR MEETING
MARCH 15, 2017

A special meeting of the Bay Area Air Quality Management District Board of Directors will be held at 9:45 a.m. in the 1st Floor Board Room at the Air District Headquarters, 375 Beale Street, San Francisco, California 94105.

**Questions About
an Agenda Item**

The name, telephone number and e-mail of the appropriate staff Person to contact for additional information or to resolve concerns is listed for each agenda item.

Meeting Procedures

The public meeting of the Air District Board of Directors begins at 9:45 a.m. The Board of Directors generally will consider items in the order listed on the agenda. However, any item may be considered in any order.

After action on any agenda item not requiring a public hearing, the Board may reconsider or amend the item at any time during the meeting.

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.

Public Comment Procedures

Persons wishing to make public comment must fill out a Public Comment Card indicating their name and the number of the agenda item on which they wish to speak, or that they intend to address the Board on matters not on the Agenda for the meeting.

Public Comment on Non-Agenda Matters, Pursuant to Government Code Section 54954.3 For the first round of public comment on non-agenda matters at the beginning of the agenda, ten persons selected by a drawing by the Clerk of the Boards from among the Public Comment Cards indicating they wish to speak on matters not on the agenda for the meeting will have three minutes each to address the Board on matters not on the agenda. For this first round of public comments on non-agenda matters, all Public Comment Cards must be submitted in person to the Clerk of the Boards at the location of the meeting and prior to commencement of the meeting. The remainder of the speakers wishing to address the Board on non-agenda matters will be heard at the end of the agenda, and each will be allowed three minutes to address the Board at that time.

Members of the Board may engage only in very brief dialogue regarding non-agenda matters, and may refer issues raised to District staff for handling. In addition, the Chairperson may refer issues raised to appropriate Board Committees to be placed on a future agenda for discussion.

Public Comment on Agenda Items After the initial public comment on non-agenda matters, the public may comment on each item on the agenda as the item is taken up. Public Comment Cards for items on the agenda must be submitted in person to the Clerk of the Boards at the location of the meeting and prior to the Board taking up the particular item. Where an item was moved from the Consent Calendar to an Action item, no speaker who has already spoken on that item will be entitled to speak to that item again.

Up to ten (10) speakers may speak for three minutes on each item on the Agenda. If there are more than ten persons interested in speaking on an item on the agenda, the Chairperson or other Board Member presiding at the meeting may limit the public comment for all speakers to fewer than three minutes per speaker, or make other rules to ensure that all speakers have an equal opportunity to be heard. Speakers are permitted to yield their time to one other speaker; however no one speaker shall have more than six minutes. The Chairperson or other Board Member presiding at the meeting may, with the consent of persons representing both sides of an issue, allocate a block of time (not to exceed six minutes) to each side to present their issue.

BOARD OF DIRECTORS REGULAR MEETING AGENDA

WEDNESDAY
MARCH 15, 2017
9:45 A.M.

BOARD ROOM
1ST FLOOR

CALL TO ORDER

Chairperson, Liz Kniss

1. **Opening Comments**
Roll Call
Pledge of Allegiance

The Chair shall call the meeting to order and make opening comments. The Clerk of the Boards shall take roll of the Board members. The Chair shall lead the Pledge of Allegiance.

PUBLIC COMMENT ON NON-AGENDA MATTERS

2. **Public Comment on Non-Agenda Items, Pursuant to Government Code Section 54954.3**

For the first round of public comment on non-agenda matters at the beginning of the agenda, ten persons selected by a drawing by the Clerk of the Boards from among the Public Comment Cards indicating they wish to speak on matters not on the agenda for the meeting will have three minutes each to address the Board on matters not on the agenda. For this first round of public comments on non-agenda matters, all Public Comment Cards must be submitted in person to the Clerk of the Board at the location of the meeting and prior to commencement of the meeting.

CONSENT CALENDAR (ITEMS 3 –7)

Staff/Phone (415) 749-

3. Minutes of the Regular Board of Directors Meeting of March 1, 2017

Clerk of the Boards/5073

The Board of Directors will consider approving the draft minutes of the Regular Board of Directors Meeting March 1, 2017.

4. Board Communications Received from March 1, 2017 through March 14, 2017

J. Broadbent/5052

jbroadbent@baaqmd.gov

A copy of communications directed to the Board of Directors received by the Air District from March 1, 2017 through March 14, 2017, if any, will be at each Board Member's place.

5. Air District Personnel on Out-of-State Business Travel J. Broadbent/5052
jbroadbent@baaqmd.gov

In accordance with Section 5.4 (b) of the Air District's Administrative Code, Fiscal Policies and Procedures Section, the Board is hereby notified that the attached memorandum lists Air District personnel who have traveled on out-of-state business in the preceding month.

6. Notices of Violations Issued and Settlements in Excess of \$10,000 in the month of February 2017 J. Broadbent/5052
jbroadbent@baaqmd.gov

In accordance with Resolution No. 2012-08, the Board of Directors will receive a list of all Notices of Violations issued, and all settlements for amounts in excess of \$10,000 during the month of February 2017.

7. Referral of Proposed Budget for Fiscal Year Ending (FYE) 2018 to the Budget & Finance Committee J. Broadbent/5052
jbroadbent@baaqmd.gov

Pursuant to Administrative Code Division II, Section 3.2 Fiscal Policies and Procedures, and in compliance with Health and Safety Code Section 40276, the Board shall refer the proposed budget for FYE 2018 to the Budget and Finance Committee for review and consideration. Recommend the Board of Directors refer proposed operating budget for FYE 2018 to the Budget and Finance Committee for review and consideration.

COMMITTEE REPORT

8. Report of the **Public Engagement Committee** Meeting of March 6, 2017
CHAIR: M. ROSS J. Broadbent/5052
jbroadbent@baaqmd.gov

The Committee received the following reports:

A) **Summary of 2016-17 Winter Spare the Air Season**

1) None; receive and file.

B) **Update on Recent Open Houses, Workshops and Online Civic Engagement Activities**

1) None; receive and file.

C) **Summary of Youth for the Environment and Sustainability – Yes – Conference**

1) None; receive and file.

D) **Renewal of Contract for the Spare the Air Advertising and Messaging Campaigns**

1) The Committee will consider recommending Board of Directors authorization for the Executive Officer/APCO to amend existing contract with O'Rorke, Inc. for the Fiscal

Year Ending 2017 Spare the Air Campaigns' Advertising, Communications & Evaluation Services in an amount not to exceed \$2,019,000.

PRESENTATION

9. 2016/2017 Winter Spare the Air Program Overview

J. Broadbent/5052
jbroadbent@baaqmd.gov

Staff will present an overview of the 2016/2017 Winter Spare the Air Program.

CLOSED SESSION

10. **CONFERENCE WITH LEGAL COUNSEL**

EXISTING LITIGATION (Government Code Section 54956.9(a))

Pursuant to Government Code Section 54956.9(a), a need exists to meet in closed session with legal counsel to consider the following cases:

- A. **California Building Industry Association v. Bay Area AQMD**, Alameda County Superior Court, Case No. RG-10548693; California Court of Appeal, First Appellate District, Case No. A135335; California Supreme Court, Case No. S213478
- B. **Valero Refining Company – California, and Tesoro Refining & Marketing Company, LLC v. Bay Area AQMD**, Contra Costa County Superior Court, Case No. N16-0095

11. **CONFERENCE WITH LEGAL COUNSEL**

ANTICIPATED LITIGATION (Government Code Section 54956.9 (b)(1))

Significant exposure to litigation pursuant to paragraph (1) of subdivision (b) of Section 54956.9:

- A. Tort claim of Michael Bachmann against the Bay Area Air Quality Management District
- B. Tort claim of Sarah Steele against the Bay Area Air Quality Management District

OPEN SESSION

PUBLIC COMMENT ON NON-AGENDA MATTERS

12. **Public Comment on Non-Agenda Items, Pursuant to Government Code Section 54954.3**

Speakers who did not have the opportunity to address the Board in the first round of comments on non-agenda matters will be allowed three minutes each to address the Board on non-agenda matters.

BOARD MEMBERS' COMMENTS

13. *Any member of the Board, 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)*

OTHER BUSINESS

14. Report of the Executive Officer/APCO

15. Chairperson's Report

16. Time and Place of Next Meeting:

Wednesday, April 19, 2017, at 375 Beale Street, San Francisco, CA 94109 at 9:45 a.m.

17. Adjournment

The Board meeting shall be adjourned by the Board 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 Board of Directors” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Board meeting. Any correspondence received after that time will be presented to the Board 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

MARCH 2017

<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	15	9:45 a.m.	1 st Floor Board Room
Board of Directors Executive Committee <i>(Meets on the 3rd Monday of each Month) - CANCELLED</i>	Monday	20	9:30 a.m.	1 st Floor Board Room
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of Every Other Month) - CANCELLED AND RESCHEDULED TO WEDNESDAY, MARCH 22, 2017 AT 10:30 A.M.</i>	Monday	20	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	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>	Wednesday	22	9:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Climate Protection Committee <i>(Meets on the 3rd Thursday of Every Other Month)</i>	Wednesday	22	10:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	23	9:30 a.m.	1 st Floor Board Room
Board of Directors Personnel Committee <i>(Meets At the Call of the Chair)</i>	Friday	24	9:30 a.m.	1 st Floor Board Room
Board of Directors Legislative Committee <i>(At the Call of the Chair)</i>	Thursday	30	9:30 a.m.	1 st Floor Board Room

APRIL 2017

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Advisory Council Mtg. <i>(Meets on the 1st Monday of Every Other Month)</i>	Monday	3	10:00 a.m.	1 st Floor Board Room
Board of Directors Regular Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)- CANCELLED</i>	Wednesday	5	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	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>	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

APRIL 2017

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	26	9:30 a.m.	1st Floor, Yerba Buena Room #109
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

MAY 2017

<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	3	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	15	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	15	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	17	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	18	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	24	9:30 a.m.	1st Floor, Yerba Buena Room #109
Board of Directors Mobile Source Committee <i>(Meets on the 4th Thursday of each Month)</i>	Thursday	25	9:30 a.m.	1 st Floor Board Room

HL – 3/9/17 (4:30 p.m.)

G/Board/Executive Office/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 1, 2017

Re: Minutes of the Regular Board of Directors Meeting of March 1, 2017

RECOMMENDED ACTION

Approve the attached draft minutes of the Board of Directors Regular Meeting of March 1, 2017.

DISCUSSION

Attached for your review and approval are the draft minutes of the Board of Directors Regular Meeting of March 1, 2017.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Maricela Martinez

Attachment 3A: Draft Minutes of the Board of Directors Regular Meeting of March 1, 2017.

AGENDA 3A – ATTACHMENT

Draft Minutes - Board of Directors Regular Meeting of March 1, 2017

Bay Area Air Quality Management District
375 Beale Street, Suite 600
San Francisco, CA 4105
(415) 749-5073

Board of Directors Regular Meeting
Wednesday, March 1, 2017

DRAFT MINUTES

Note: Audio recordings of the meeting are available on the website of the Bay Area Air Quality Management District at <http://www.baaqmd.gov/about-the-air-district/board-of-directors/resolutionsagendasminutes>

CALL TO ORDER:

1. **Opening Comments:** Chairperson Liz Kniss called the meeting to order at 9:53 a.m. Chair Kniss introduced new Board members, San Francisco County Supervisors, Hillary Ronen and Jeff Sheehy, and Mountain View Councilmember, Margaret Abe-Koga.

Roll Call:

Present: Chairperson Liz Kniss; Vice Chair Dave Hudson; Secretary Katie Rice; and Directors Margaret Abe-Koga, Teresa Barrett, David J. Canepa, Cindy Chavez, Pauline Russo Cutter, John Gioia, Scott Haggerty, Tyrone Jue, Rebecca Kaplan, Doug Kim, Nate Miley, Karen Mitchoff, Hillary Ronen, Mark Ross, Jeff Sheehy, Rod Sinks, and Brad Wagenknecht.

Absent: Directors Carole Groom, Pete Sanchez, Jim Spring, and Shirlee Zane.

PUBLIC COMMENT ON NON-AGENDA MATTERS

2. **Public Comment on Non-Agenda Items, Pursuant to Government Code Section 54954.3**

Public comments were made by Steve Zeltzer, United Public Workers for Action; Ahimsa Porter Sumchai, M.D., San Francisco resident; Francisco Da Costa, Environmental Justice Advocacy; Daniel M. Berman, Ph.D., Injured Workers National Network; Albert Kueffner, Alameda Interfaith Climate Action Network; David Gassman, Sunflower Alliance; Matthew Zugsberger, Upperlake resident; and Tom Lewis, NAACP East County.

COMMENDATIONS/PROCLAMATIONS/AWARDS

3. Chair Kniss announced that the Board had been planning to recognize outgoing Director, Jan Pepper, for her service, leadership, and dedication to protecting air quality in the Bay Area. However, outgoing Director Pepper was unable to attend the meeting.

CONSENT CALENDAR (ITEMS 4-9)

4. **Minutes of the Regular Board of Directors Meeting of February 1, 2017**
5. **Board Communications Received from February 1, 2017 through February 28, 2017**
6. **Air District Personnel on Out-of-State Business Travel**
7. **Notices of Violations Issues and Settlements in Excess of \$10,000 in the Month of January 2017**
8. **Quarterly Report of the Executive Office and Division Activities for the Months of October 2016-December 2016**
9. **Consider Authorization to Execute Contract Amendments of My Air Online Development Services in Amounts in Excess of \$100,000**

Public Comments:

No requests received.

Committee Comments:

Director Chavez requested that the record show that her dissenting vote pertained only to Item 9 on the Consent Calendar, due to the fact that she would like more background information on contracts in the future.

Committee Action:

Director Mitchoff made a motion, seconded by Director Sinks to **approve** the Consent Calendar Items 4 through 9, inclusive; and the motion **carried** by the following vote of the Board:

- AYES: Abe-Koga, Barrett, Canepa, Cutter, Gioia, Haggerty, Hudson, Jue, Kaplan, Kim, Kniss, Miley, Mitchoff, Rice, Ronen, Ross, Sheehy, Sinks, and Wagenknecht.
- NOES: Chavez.
- ABSTAIN: None.
- ABSENT: Groom, Sanchez, Spring, and Zane.

COMMITTEE REPORTS

10. Report of the **Advisory Council** Meeting of February 6, 2017

Advisory Council Ex-Officio Member Sinks read:

The Council met on Monday, February 6, 2017 and approved the minutes of October 3, 2016.

The Council continued deliberation on the efficacy of greenhouse gas (GHG) caps for local refineries, and provided the final edit to its opinion on the topic.

The Council then received a staff presentation on Regulation 13, Rule 1: Refinery Carbon Intensity Cap.

Finally, the Council deliberated on the Draft 2017 Clean Air Plan/Regional Climate Protection Strategy, with particular emphasis on the Executive Summary and First Chapter.

The next meeting of the Council is at the call of the Chair. This concludes the Chair Report of the Advisory Council.

Public Comments:

No requests received.

Board Comments:

Jack Broadbent, Executive Officer/Air Pollution Control Officer, explained that on February 22, 2017, the Executive Committee was to have been presented with a summary of the Advisory Council's process, their deliberations, and their final opinion on GHG caps on Bay Area refineries. However, due to the shortage of time, the consensus of the Committee was to table the presentation. Mr. Broadbent said that the full Board will be presented with this presentation on May 17, 2017, the day on which the Board will consider Draft Rule 12-16.

Board Action:

None; receive and file.

11. Report of the **Budget and Finance Committee** Meeting of February 22, 2017

Budget and Finance Committee Vice Chair Rice read:

The Committee met on Wednesday, February 22, 2017 and approved the minutes of January 25, 2017.

The Committee reviewed and discussed the staff presentation Discussion of Projects and Funding Priorities Relevant to the Fiscal Year Ending 2018 Budget.

The next meeting of the Budget and Finance Committee will be held on Wednesday, March 22, 2017, at 9:30 a.m., at the Bay Area Air Quality Management District office, 375 Beale Street, San Francisco, CA 94105. This concludes the Chair Report of the Budget and Finance Committee.

Public Comments:

No requests received.

Board Comments:

None.

Board Action:

None; receive and file.

12. Report of the **Executive Committee** Meeting of February 22, 2017

Executive Committee Chair Kniss read:

The Committee met on Wednesday, February 22, 2017, and approved the minutes of November 21, 2016.

The Committee received Hearing Board Quarterly Reports capturing July to September and October to December of 2016.

The Committee then received an update from the Bay Area Regional Collaborative.

The Committee then reviewed and discussed the staff presentation Update on Technology Implementation Office.

Due to the shortage of time, District staff suggested that the staff presentation, Advisory Council Opinion on the Efficacy of Greenhouse Gas Caps at Bay Area Refineries, be tabled. At the consensus of the Committee, public comments pertaining to this item were heard, and the presentation was tabled.

The next meeting of the Executive Committee will be held on Monday, April 17, 2017, Bay Area Air Quality Management District Office, 375 Beale Street, San Francisco, California 94105 at 9:30 a.m.

This concludes the Chair report of the Executive Committee.

Public Comments:

No requests received.

Board Comments:

None.

Board Action:

None; receive and file.

13. Report of the **Mobile Source Committee** Meeting of February 23, 2017

Mobile Source Committee Chair Mitchoff read:

The Committee met on Thursday, February 23, 2017 and approved the minutes of January 26, 2017.

The Committee reviewed and discussed the staff presentation, Projects with Proposed Grant Awards Over \$100,000. The Committee recommends the Board approve:

- 1. Carl Moyer Program projects with proposed grant awards over \$100,000 as shown in Attachment 1; and*

2. *Authorization of the Executive Officer/Air Pollution Control Officer to enter into agreements with applicants for the recommended projects.*

The Committee then reviewed and discussed the staff presentation Air District Grant Programs Overview.

Finally, the Committee reviewed and discussed the staff presentation Participation in Year 19 of the Carl Moyer Program and 2017 Caltrain Funding Plan. The Committee recommends the Board approve:

1. *The adoption of a resolution authorizing the Executive Officer/ Air Pollution Control Officer to execute all necessary agreements with the California Air Resources Board relating to the Air District's receipt of Carl Moyer Program funds for fiscal year 2016-2017, which is Program Year 19;*
2. *The allocation of \$3 million in Mobile Source Incentive Funding to provide the required match funding and additional monies for projects eligible for funding under the Carl Moyer Program guidelines; and*
3. *The proposed 2017 funding plan for the Caltrain Electrification project.*

The next meeting of the Mobile Source Committee will be held on Thursday, March 23, 2017, at 9:30 a.m., at the Bay Area Air Quality Management District Office, 375 Beale Street, San Francisco, California 94105.

I move that the Board approve the Mobile Source Committee's recommendations. This concludes the Chair Report of the Mobile Source Committee.

Public Comments:

No requests received.

Board Comments:

The Board and staff discussed the District's allocation of \$20M to the Caltrain Electrification project; potential outreach from the District to the Federal Transit Administration and (Congressman McCarthy) who are delaying the project, and the advocating efforts of other agencies; and the fact that this is not just a "peninsula" project, and the need to distinguish Caltrain electrification in the Bay Area from the California high-speed rail project.

Board Action:

Director Mitchoff made a motion, seconded by Director Kaplan, to **approve** the recommendations of the Mobile Source Committee; and the motion **carried** by the following vote of the Board:

AYES: Abe-Koga, Barrett, Canepa, Chavez, Cutter, Haggerty, Hudson, Jue, Kaplan, Kniss, Miley, Mitchoff, Rice, Ronen, Ross, Sheehy, Sinks, and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Gioia, Groom, Kim, Sanchez, Spring, and Zane.

PRESENTATION

14. Draft 2017 Clean Air Plan: Spare the Air, Cool the Climate

Mr. Broadbent introduced Henry Hilken, Director of Planning and Climate Protection, who gave the staff report, *Draft 2017 Clean Air Plan: Spare the Air, Cool the Climate*, including: critical challenges; what is this plan; climate challenge in the Bay Area; healthy air for all Bay Area residents; where do we want to be in 2050; how does this plan get us there; implementation - 2017 & 2018 rule development, supporting local governments, and climate protection grants; Community Air Risk Evaluation (CARE) program in the Clean Air Plan; feedback received; recent and next steps; and Bay Area leadership.

Public Comments:

Public comment was given by Jed Holtzman, 350 Bay Area.

Board Comments:

The Board and staff discussed the District's involvement with the solar reach ordinance project (for new residential construction) being facilitated by the Association of Bay Area Governments and the Bay Area Regional Collaborative, and the status of the project; how the District intends to implement the Clean Air Plan, despite the uncertainty of the EPA's future authority; the need to increase carpooling in order to free up space on existing infrastructure that is needed by transit vehicles; the East Bay Municipal Utility District's conversation of post-consumer food scraps to renewable energy, and the future of biofuel; the need to focus on how human receptors can reduce pollution; what the District can do to help decrease GHG emissions from small off-road gas engines, make people aware of the need to reduce their carbon footprint by way of a potential carbon tax and promote energy efficiency in buildings; feedback from the public on Clean Air Plan open houses; the need to seek new technological advancements that will help the District reach the goals within the Plan; the value in carbon sequestration; the need for open houses that are held in the evenings so that more of the public may attend; and multimedia applications regarding the Clean Air Plan.

Board Action:

None; receive and file.

CLOSED SESSION (commenced at 11:20)

15. EXISTING LITIGATION (Government Code Section 54956.9(a))

Pursuant to Government Code Section 54956.9(a), a need exists to meet in closed session with legal counsel to consider the following cases:

- A. **California Building Industry Association v. Bay Area AQMD**, Alameda County Superior Court, Case No. RG-10548693; California Court of Appeal, First Appellate District, Case No. A135335; California Supreme Court, Case No. S213478

16. **CONFERENCE WITH LEGAL COUNSEL**

ANTICIPATED LITIGATION (Government Code Section 54956.9 (d)(2))

Significant exposure to litigation pursuant to paragraph (2) of subdivision (d) of Section 54956.9: two potential cases.

OPEN SESSION (commenced at 12:37)

Chair Kniss announced that there was nothing to report from Closed Session.

PUBLIC COMMENT ON NON-AGENDA MATTERS

17. **Public Comment on Non-Agenda Items, Pursuant to Government Code Section 54954.3**

Public comment was given by Tom Lewis, NAACP East County.

BOARD MEMBERS' COMMENTS

18. **Board Members' Comments**

None.

OTHER BUSINESS

19. **Report of the Executive Officer / APCO**

Mr. Broadbent's presentation on ozone seasons has been posted on the District website.

20. **Chairperson's Report**

Chair Kniss had nothing to report.

21. **Time and Place of Next Meeting**

Wednesday, March 15, 2017, at 375 Beale Street, San Francisco, CA 94109 at 9:45 a.m.

22. **Adjournment**

The meeting adjourned at 12:40 p.m.

Marcy Hiratzka
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 2, 2017

Re: Board Communications Received from March 1, 2017 through March 14, 2017

RECOMMENDED ACTION

None; receive and file.

DISCUSSION

Copies of communications directed to the Board of Directors received by the Air District from March 1, 2017, through March 14, 2017, if any, will be at each Board Member's place at the March 15, 2017, Board meeting.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Aloha Galimba
Reviewed by: Maricela Martinez

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 2, 2017

Re: Air District Personnel on Out-of-State Business Travel

RECOMMENDED ACTION:

None; receive and file.

BACKGROUND

In accordance with Section 5.4 (b) of the District's Administrative Code, Fiscal Policies and Procedures Section, the Board is hereby notified of District personnel who have traveled on out-of-state business.

The report covers the out-of-state business travel for the month of February 2017. The monthly out-of-state business travel report is presented in the month following travel completion.

DISCUSSION

The following out-of-state business travel activities occurred in the month of February 2017:

- Jack Broadbent, Executive Officer/APCO, attended the CALSTART Board Meeting, Vancouver, British Columbia, February 6th – 9th, 2017.
- Saffet Tanrikulu, Research & Modeling Manager, attended NASA's Health and Air Quality Applied Science Team Meeting, Seattle, Washington, February 27th – March 1st, 2017.
- Su-Tzai Soong, Senior Atmospheric Modeler, attended NASA's Health and Air Quality Applied Science Team Meeting, Seattle, Washington, February 27th – March 1st, 2017.
- John Chiladakis, Director of Information Services, audit Denovo Datacenters for potential JDE hosting solution, Denver Colorado and Philadelphia Pennsylvania, December 5th – 7th, 2016.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Stephanie Osaze

Reviewed by: Rex Sanders

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 6, 2017

Re: Notices of Violations Issued and Settlements in Excess of \$10,000 in the month of
February 2017

RECOMMENDED ACTION

None; receive and file.

DISCUSSION

In accordance with Resolution No. 2012-08, attached to this Memorandum is a listing of all Notices of Violations issued, and all settlements for amounts in excess of \$10,000 during the calendar month prior to this report.

BUDGET CONSIDERATION/FINANCIAL IMPACT

The amounts of civil penalties collected are included in the Air District's general fund budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Brian C. Bunger

Attachment 6A: Notices of Violations for the Month of February 2017

AGENDA 6A: ATTACHMENT

NOTICES OF VIOLATION ISSUED

The following Notice(s) of Violation were issued in February 2017:

Alameda						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
East Bay Municipal Utility District	A0591	Oakland	A56334A	2/7/17	2-6-307	E07B44, plocond 18860, Part 3. (up) H2S
Quality Asbestos Control, Inc	F2490	Union City	A55969A	2/16/17	11-2-401.3	Improper notification
R.B. Construction Inc	W5350	Fremont	A56885A	2/9/17	11-2-401.5	NOV cancelled
Restoration Management Company	R2288	Hayward	A55968A	2/14/17	11-2-401.3	No notification for renovation
Spectrum Lithograph	B7206	Fremont	A55688A	2/16/17	2-1-307	Permit condition violation
Spectrum Lithograph	B7206	Fremont	A55689A	2/16/17	2-1-301	No Authority to Construct
Spectrum Lithograph	B7206	Fremont	A55689B	2/16/17	2-1-302	No permit to Operate

Contra Costa						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
Air Liquide Large Industries US LP	B7419	Rodeo	A56407A	2/9/17	2-6-307	CO concentration excess for 1 hour; RCA 07A06
C & H Sugar Company, Inc	B1911	Crockett	A56905A	2/10/17	2-1-301	No Authority to Construct

C & H Sugar Company, Inc	B1911	Crockett	A56905B	2/10/17	2-1-302	No permit to Operate
Chevron Products Company	A0010	Richmond	A56824A	2/15/17	2-6-307	Failure to notify within 96 hours; late 10-day
Chevron Products Company	A0010	Richmond	A56824B	2/15/17	1-523.3	Failure to notify within 96 hours; late 10-day
Phillips 66 Company - San Francisco Refinery	A0016	Rodeo	A56363A	2/6/17	2-6-307	C-1 Flare operated with greater than 3 minutes of visible emissions in violation of permit condition 18255, Deviation 4457
Resident	Y5483	Concord	A57124A	2/8/17	6-3-301	Burning during WSTA
Tesoro Refining & Marketing Company LLC	B2758	Martinez	A56218A	2/8/17	8-5-304	PRODUCT FOUND ON ROOF OF TK-642
West Contra Costa County Landfill	A1840	Richmond	A56486A	2/8/17	5-301	prohibited fire

Marin						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
Ivan Johnson	Y5671	Novato	A57041A	2/1/17	6-3-301	Burning during WSTA
Recipient	X0294	Olema	A57044A	2/1/17	6-3-301	Burning during WSTA
Resident	Y5489	Forest Knolls	A57038A	2/1/17	6-3-301	Burning during WSTA
Resident	Y5674	Novato	A57039A	2/1/17	6-3-301	Burning during WSTA

Resident	Y5496	Novato	A57040A	2/1/17	6-3-301	Burning during WSTA
Resident	Y5468	Nicasio	A57125A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5485	Woodacre	A57126A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5514	Olema	A57128A	2/14/17	6-3-301	Burning during WSTA

San Mateo						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
Cedric & Magdalena Collett	Y5402	Pacifica	A57115A	2/1/17	6-3-301	Burning on WSTA
James & Marie Griffith	Y5392	Redwood City	A57118A	2/2/17	6-3-301	Burning on WSTA
Jesse Germano	Y5391	Redwood City	A57119A	2/2/17	6-3-301	Burning on WSTA
Lisa Candee	Y5388	Belmont	A57117A	2/2/17	6-3-301	Burning on WSTA
Recipient	Y5495	Montara	A57043A	2/1/17	6-3-301	Burning during WSTA
Resident	Y5384	Half Moon Bay	A57112A	2/1/17	6-3-301	Burning on WSTA
Rhino's Hauling, Inc.	W9707	Redwood City	A55970A	2/24/17	11-2-303	No wetting during removal; RACM not removed prior to demolition; No containment; No asbestos survey; No on-site representative

Rhino's Hauling, Inc.	W9707	Redwood City	A55970B	2/24/17	11-2-304	Waste not sealed in leak-tight container
Robert & Kristin Sweeney	Y5393	Redwood City	A57120A	2/2/17	6-3-301	Burning on WSTA
Sears, #1478	B6807	San Bruno	A56510A	2/27/17	2-1-302	No Permit to Operate
Visa Land Management III	B6059	Foster City	A56511A	2/27/17	2-1-302	No Permit to Operate

Santa Clara						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
A and Wiltz Auto Body	B4779	San Jose	A56667A	2/2/17	2-1-302	No Permit to Operate
BELFOR Environmental	V6482	San Jose	A56884A	2/8/17	11-2-401.5	Inaccurate Start Date
Caltrans Maintenance Station	E1938	San Martin	A56753A	2/22/17	2-1-302	No Permit to Operate

Solano						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
Graciano & E G D Garcia	Y5401	Fairfield	A57114A	2/1/17	6-3-301	Burning on WSTA
Resident	Y5403	Fairfield	A57116A	2/1/17	6-3-301	Burning on WSTA

Sonoma						
Site Name	Site #	City	NOV #	Issuance Date	Regulation	Comments
Cheryl Brooks	Y5455	Santa Rosa	A57121A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5404	Windsor	A57042A	2/1/17	6-3-301	Burning during WSTA
Resident	Y5386	Petaluma	A57113A	2/1/17	6-3-301	Burning on WSTA
Resident	Y5460	Santa Rosa	A57122A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5467	Windsor	A57123A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5469	Petaluma	A57179A	2/8/17	6-3-301	Burning during WSTA
Resident	Y5470	Petaluma	A57180A	2/8/17	6-3-301	Burning during WSTA

SETTLEMENTS FOR \$10,000 OR MORE REACHED

There was 1 settlement(s) for \$10,000 or more completed in February 2017.

On February 16, 2017, the District reached settlement with Owens-Brockway Glass Container Inc. for \$28,000, regarding the allegations contained in the following 3 Notices of Violation:

NOV #	Issuance Date	Occurrence Date	Regulation	Comments from Enforcement
A52530A	10/22/14	5/28/14	2-6-307	Failed source test #14190 / limits exceeded (PC #21614-5,6)
A52533A	3/4/15	11/26/14	6-1-302	RCA #06565/06566 opacity > 30% for 12.2 mins

A52536A	8/5/15	3/6/15	6-1-302	RCA# 06T53/06T54 had opacity > 30% > 6min/hr. Dev 4152
A52538A	2/18/16	10/4/15	6-1-302	RCA #06W55 HAD OPACITY > 30% FOR 14.7 MINS; DEV #4329

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 2, 2017

Re: Referral of Proposed Budget for Fiscal Year Ending (FYE) 2018 to the Budget &
Finance Committee

RECOMMENED ACTION

Recommend the Board of Directors refer proposed operating budget for FYE 2018 to the Budget and Finance Committee for review and consideration.

BACKGROUND

Pursuant to Administrative Code Division II, Section 3.2 Fiscal Policies and Procedures and in compliance with Health and Safety Code Section 40276, the Executive Officer/APCO requests that the Board of Directors refer the proposed budget for FYE 2018 to the Budget and Finance Committee for review and consideration.

BUDGET CONSIDERATION/FINANCIAL IMPACT

None

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Stephanie Osaze
Reviewed by: Jeff McKay

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 1, 2017

Re: Report of the Public Engagement Committee Meeting of March 6, 2017

RECOMMENDED ACTION

The Public Engagement Committee (Committee) recommends Board of Directors' approval of the following items:

A) Summary of the 2016/17 Winter Spare the Air Season

1) None; receive and file.

B) Update on Recent Open Houses, Workshops, and Online Civic Engagement Activities

1) None; receive and file.

C) Summary of Youth for Environment and Sustainability (YES) Conference

1) None; receive and file.

D) Renewal of Contract for Spare the Air Advertising and Messaging Campaigns

1) Authorization for the Executive Officer/APCO to amend existing contract with O'Rourke, Inc. for the Fiscal Year Ending 2018 Spare the Air Campaigns' Advertising, Communications & Evaluation Services in an amount not to exceed \$2,019,000.

BACKGROUND

The Committee met on Monday, March 6, 2017, and received the following reports:

A) Summary of the 2016/17 Winter Spare the Air Season

B) Update on Recent Open Houses, Workshops, and Online Civic Engagement Activities

C) Summary of Youth for Environment and Sustainability (YES) Conference; and

D) Renewal of Contract for Spare the Air Advertising and Messaging Campaigns

Chairperson Mark Ross will provide an oral report of the Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT

- A) Funding for the Winter Spare the Air outreach program is included in the Fiscal Year Ending 2017 budget.
- B) Resources for public engagement are included in the Fiscal Year Ending 2017 budget.
- C) Air District funding for expanding this program is included in the proposed Fiscal Year Ending (FYE) 2018 budget; and
- D) Funding for this contract for FYE 2018 comes from the following sources:
 - Spare the Air Every Day
 - Congestion Mitigation Air Quality (CMAQ) - \$925,000
 - Transportation Fund for Clean Air (TFCA) - \$200,000
 - Winter Spare the Air
 - General Revenue - \$894,000

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Maricela Martinez

Attachment 8A: 3/6/17 – Public Engagement Committee Meeting Agenda #4
Attachment 8B: 3/6/17 – Public Engagement Committee Meeting Agenda #5
Attachment 8C: 3/6/17 – Public Engagement Committee Meeting Agenda #6
Attachment 8D: 3/6/17 – Public Engagement Committee Meeting Agenda #7

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: February 23, 2017

Re: Summary of the 2016/17 Winter Spare the Air Season

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Winter Spare the Air Season began on November 1, 2016, and ended February 28, 2017. The Air District's Communications Office conducted Winter Spare the Air outreach and advertising to message the health impacts of wood smoke during the four winter months.

DISCUSSION

The Winter Spare the Air campaign continued to inform residents about the Wood Burning Rule and focused on the localized health impacts from wood smoke in the Bay Area. This year's campaign continued with a strong message that closely links wood smoke to cigarette smoke. Advertising clearly illustrated this link and the advertising tagline supports the stronger messaging and visuals.

Staff will present a summary of the 2016-2017 Winter Spare the Air advertising and outreach campaign for the season wrap-up. Available survey data and trends will also be featured.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the Winter Spare the Air outreach program is included in the Fiscal Year Ending 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: March 6, 2017

Re: Update on Recent Open Houses, Workshops and Online Civic Engagement Activities

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In 2013 the Air District published the Public Participation Plan (PPP). The PPP outlined existing public participation strategies, and outlined a number of implementation actions meant to expand and improve public participation at the Air District. The Community Engagement Office has been implementing and augmenting the strategies laid out in the PPP.

DISCUSSION

Staff hosted Open Houses in November 2016 (Rule 11-18 - Health Risk Reduction from Toxic Air Contaminants and Regulation 6, Rules 1, 6, 7 and 8 on Particulate Matter). In February, Staff hosted the second round of Open Houses for the 2017 Clean Air Plan (*Spare the Air, Cool the Climate*), and launched a new topic on Open Air Forum. Staff will host workshops at the end of March on Rule 12-16 (Caps on Refinery Emissions), Rule 13-1 (Carbon Intensity Limits at Bay Area Refineries) and Rule 11-18. Staff has also conducted a variety of additional community engagement efforts such as listening sessions, stakeholder meetings (Bay Area Environmental Health Collaborative, 350 Bay Area, Sunflower Alliance and others), facilitated dialogue between staff and advocacy groups, hosted brown bag meetings, and more. Staff will provide a brief summary of these efforts and solicit feedback.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Resources for public engagement are included in the Fiscal Year Ending 2017 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Luz Gomez
Reviewed by: Jean Roggenkamp

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: February 23, 2017

Re: Summary of Youth for Environment and Sustainability – YES - Conference

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Youth for the Environment and Sustainability (YES) conference is an annual Spare the Air Youth program jointly sponsored by the Metropolitan Transportation Commission and the Air District. The conference, typically scheduled at the beginning of the year, provides 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. For this year's conference, based on strong support from the Board of Directors, we sought to continue growing the conference to invite more than 500 youth from throughout the region as well as showcase the new Regional Metro Center.

DISCUSSION

The 2017 YES Conference took place on Saturday February 25th in the Bay Area Regional Metro Center from 9:00 a.m.- 3:00 p.m. Staff from MTC and the Air District in conjunction with the Spare the Air Youth technical advisory committee successfully grew this year's conference and increased attendance, outreach and impact. We targeted over a thousand high school students from all nine counties throughout the Bay Area and garnered the interest and attendance of many teachers and youth-serving groups who wished to participate in this youth-led environmental sustainability education convening.

Overall, we received overwhelmingly positive feedback from conference attendees and are looking forward to continue our efforts to grow the conference and reach even more schools and youth next year for which the Air District will be taking on an increasing leadership role.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Air District funding for expanding this program is included in the proposed Fiscal Year Ending (FYE) 2018 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: David Ralston
Reviewed by: Jean Roggenkamp

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: February 23, 2017

Re: Renewal of Contract for Spare the Air Advertising and Messaging Campaigns

RECOMMENDED ACTION

The Committee will consider recommending Board of Directors authorization for the Executive Officer/APCO 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.

BACKGROUND

The Air District’s Communications Office relies on contractors to assist with various aspects of its advertising and outreach programs. The Communications Office completed a Request for Proposal (RFP) process in February 2015 to solicit responses for the following services: Advertising, Media Relations, Social Media, Public Opinion Surveys and Employer Outreach services. O’Rorke, Inc. was the selected contractor.

A three-year contract was approved by the Board in March 2015 for O’Rorke Inc. with funding not to exceed \$1,950,000 per contract year during Fiscal Year Ending (FYE) 2016 and FYE 2017, and \$2,019,000 for FYE 2018. The breakdown for the FYE 2018 contracts is as follows:

- Spare the Air Every Day Campaign
 - Advertising \$600,000
 - Media Relations \$200,000
 - Social Media \$75,000
 - Employer Program \$200,000
 - Public Opinion Surveys \$50,000

- Winter Spare the Air Campaign
 - Advertising \$600,000
 - Media Relations \$100,000
 - Social Media \$75,000
 - Public Opinion Surveys \$50,000
 - In-Language Opinion Surveys \$69,000

DISCUSSION

In the previous year, the contractor has satisfied Air District requirements. Contractor and subcontractors participate in weekly status meetings to highlight ongoing and new work. Recommended messaging projects are well conceived and results are provided to staff. Contractor is thorough and timely executing projects, making recommendations and performing required tasks. Staff is recommending Board approval.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this contract for FYE 2018 comes from the following sources:

- Spare the Air Every Day
 - Congestion Mitigation Air Quality (CMAQ) - \$925,000
 - Transportation Fund for Clean Air (TFCA) - \$200,000

- Winter Spare the Air
 - General Revenue - \$894,000

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 Liz Kniss and Members
of the Board of Directors

From: Jack P. Broadbent
Executive Officer/APCO

Date: March 9, 2017

Re: 2016/2017 Winter Spare the Air Program Overview

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In July 2008, the Board of Directors adopted Regulation 6; Rule 3: Wood Burning Devices. The rule applies to wood-burning devices including fireplaces, fire pits, wood stoves, pellet stoves, and any other wood-fired heating device. The rule was amended by the Board of Directors on October 21, 2015, to further protect Bay Area residents from the public health impacts of fine particulates generated from burning wood or solid fuels as a source of primary or supplemental heat, or for ambiance. All amendments made to the rule to strengthen provisions and improve enforceability adopted in 2015 became effective this winter. The year's wood smoke regulatory season ran from November 1, 2016 through February 29, 2017.

There are an estimated 1.4 million fireplaces and wood-burning devices in the Bay Area; and in the winter, more than 30% of PM_{2.5} air pollution is attributed to wood-burning. Although Rule 6-3, has successfully reduced wintertime PM_{2.5} emissions regionally by about 2,660 tons per year (tpy), wood smoke continues to cause unhealthy air, to exceed the PM_{2.5} federal health standard, and negatively impact local air quality.

In addition to rule changes, on September 2, 2015, the Board allocated \$3 million from Air District reserves to fund an incentive program to aid Bay Area homeowners and landlords in removing fireplaces or to install cleaner heating devices.

The 2016-2017 Winter Spare the Air campaign featured 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 has resonated so well with the public it will be refreshed for the 2017-18 winter season.

DISCUSSION

As part of this report staff will update the Board on this year's wood smoke outreach and advertising campaign; incentives; and the compliance programs.

BUDGET CONSIDERATIONS/FINANCIAL IMPACTS

Funding for the wood burning program is included in the Fiscal Year 2016/17 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Lisa Fasano
Reviewed by: Wayne Kino