

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

## **APPROVED MINUTES**

Summary of Board of Directors  
Public Engagement Committee Meeting  
Monday, September 25, 2017

### **1. CALL TO ORDER – ROLL CALL**

Public Engagement Committee (Committee) Chairperson, Mark Ross, called the meeting to order at 9:33 a.m.

#### **Roll Call:**

Present: Chairperson Mark Ross; Vice Chairperson Rebecca Kaplan; and Directors Teresa Barrett, Scott Haggerty, and Hillary Ronen.

Absent: Directors Pauline Cutter, John Gioia, Nate Miley, and Brad Wagenknecht.

Also Present: None.

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

No requests received.

### **3. UPDATE ON THE SPARE THE AIR RESOURCE TEAMS IDLE-FREE BAY AREA CAMPAIGN (OUT OF ORDER, ITEM 4)**

Jean Roggenkamp, Deputy Executive Officer, introduced Luz Gomez, Community Engagement Manager, who gave the staff presentation, *Update on the Spare the Air Resource Teams Idle-Free Bay Area Campaign*, including: introduction and background; Contra Costa County Resource Team; Napa Valley Clean Air Coalition; Sonoma County Resource Team; Tri-Valley Resource Team; other teams planning idle-free projects; why address idling; the birth of a campaign; the campaign grows; the campaign continues; Pittsburg Unified School District; and Alhambra High School Idle-Free project.

NOTED PRESENT: Director Haggerty was noted present at 9:47 a.m.

#### **Public Comments:**

No requests received.

Committee Comments:

The Committee discussed bans on new drive-thru windows, and the agencies and organizations with whom they planned to share the idle-free initiative.

Committee Action:

None; receive and file.

**4. APPROVAL OF THE MINUTES OF MARCH 6, 2017 (ITEM 3)**

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Hudson, to approve the Minutes of March 6, 2017; and the motion carried by the following vote of the Committee:

AYES:	Barrett, Haggerty, Kaplan, Ronen, and Ross.
NOES:	None.
ABSTAIN:	None.
ABSENT:	Cutter, Gioia, Miley, and Wagenknecht.

**5. FISCAL YEAR ENDING 2018 JAMES CARY SMITH COMMUNITY GRANT PROGRAM GUIDELINES**

Ms. Roggenkamp introduced David Ralston, Community Engagement Manager, who gave the staff presentation *Fiscal Year Ending (FYE) 2018 James Cary Smith Community Grant Program Guidelines*, including: Community Grant Program background; funded projects and activities in FYE 2016 and 2017; FYE 2018 Community Grant Program elements; proposed timeline; and recommendation.

Public Comments:

No comments received.

Committee Comments:

The Committee and staff discussed the request for a map and/or summary of the geographical dispersion of the grants; the request for enhanced targeted program outreach to Community Air Risk Evaluation (CARE) communities; the expansion of/demand for the In-Classroom Teacher Support Grant; the need to potentially streamline the application as the detail currently required

may be a deterrent to applicants; and the feasibility of rewarding grant writers who are successful at obtaining a grant.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Ronen, to approve the FYE 2018 Community Grant Program guidelines; and the motion carried by the following vote of the Committee:

AYES: Barrett, Haggerty, Kaplan, Ronen, and Ross.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Cutter, Gioia, Miley, and Wagenknecht.

**6. SUMMARY OF 2017 SPARE THE AIR SEASON**

Ms. Roggenkamp introduced Kristine Roselius, Air Quality Program Manager, who gave the staff presentation *Summary of 2017 Spare the Air Season*, including: advertising; campaign highlights; social media; media relations; hourly Air Quality Index map of combined Particulate Matter (PM) and ozone on September 4, 2017; employer program; and research.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed how surveys on the efficacy of the Spare the Air program were conducted; the request for staff to send individual alerts to Board members when a District event is happening in their area; the causes of the unusual weather over Labor Day weekend; the request for a presentation on how the District can increase targeted carpool-matching outreach; and the need for increased opportunities for bike rider education and information on bike repair and upgrades at public events.

Committee Actions:

None; receive and file.

**7. UPDATE ON THE 2017/2018 WINTER SPARE THE AIR SEASON OUTREACH PROGRAM**

Ms. Roggenkamp introduced Lisa Fasano, Communications Officer, who gave the staff presentation *Update on the 2017/2018 Winter Spare the Air Seasons Outreach Program*, including: outreach; advertising; Winter Spare the Air 2016-7 map of advertisements; map of outreach for Wood Smoke Reduction Incentive program 2016 ads; multicultural advertising and the [www.sparetheairnow.org](http://www.sparetheairnow.org) website; door-to-door outreach; media outreach; social media; and research.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed a pilot campaign that will utilize text messaging to alert the public of Spare the Air alerts; requests for additional Winter Spare the Air outreach in the Tri-Valley area; the importance of ensuring that events directed towards city and county staff are advertised with advanced notice and not held on Fridays; the request for a shift to Spare the Air campaigns focusing on outdoor activity, as so much of the campaigns have focused on wood burning inside homes; the District's plan to repurpose the remaining funds from the current cycle of the Wood Smoke Reduction Incentive program (WSRIP); the request for a more perpetual, ongoing WSRIP, rather than cycles of funding with narrow application deadlines; the distinction between *local production* and the *regional transport* of wood smoke; the possibility of the District awarding projects outside of highly-impacted areas once it becomes apparent that residents in highly-impacted areas are not going to participate; the need for the District to create an improved map that better indicates the participation in the WSRIP for the Board's review; the request for non-attainment areas to especially be included in the enhanced targeting for Spare the Air and the WSRI programs; and the danger of making decisions based on the number of complaints reported about an area, as that may not be a fair representation of the magnitude of a given concern or problem.

Committee Actions:

None; receive and file.

**8. COMMITTEE MEMBER COMMENTS**

Vice Chair Kaplan noted that no legislation restricts the District on its amount of public engagement, and encouraged the District to do as much public outreach as possible to encourage changing behaviors, even in areas in which the District has no authority.

Vice Chair Kaplan suggested that the District weigh in with transportation agencies on Express Lanes for Transbay buses.

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

At the Call of the Chairperson.

**10. ADJOURNMENT**

The meeting adjourned at 11:04 a.m.

*/s/ Marcy Hiratzka*  
Marcy Hiratzka  
Clerk of the Boards