



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC ENGAGEMENT COMMITTEE

COMMITTEE MEMBERS

BRAD WAGENKNECHT – CHAIR
TERESA BARRETT
DAVID CANEPA
DOUG KIM
NATE MILEY
JIM SPERING

MARK ROSS – VICE CHAIR
JOHN BAUTERS
SCOTT HAGGERTY
LIZ KNISS
PETE SANCHEZ

FRIDAY
OCTOBER 19, 2018
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

PUBLIC MEETING PROCEDURE

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.

This meeting will be webcast. To see the webcast, please visit www.baaqmd.gov/bodagendas at the time of the meeting. Closed captioning may contain errors and omissions, and are not certified for their content or form.

Public Comment on Agenda Items *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.*

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

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 two 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.*

Staff/Phone (415) 749-

3. **APPROVAL OF THE MINUTES OF APRIL 2, 2018**

Clerk of the Boards/5073

The Committee will consider approving the attached draft minutes of the Public Engagement Committee meeting of April 2, 2018.

4. **UPDATE ON THE 2018/2019 WINTER SPARE THE AIR SEASON OUTREACH PROGRAM**

K. Roselius/4647

kroselius@baaqmd.gov

The Committee will receive an update on the 2018/2019 Winter Spare the Air Season Outreach Program.

5. **BAY AREA AIR QUALITY MANAGEMENT DISTRICT (AIR DISTRICT) HISTORY DISPLAY TOUR**

L. Fasano/5170

lfasano@baaqmd.gov

The Committee will receive a tour of the Air District History Display located on the 6th floor of the Bay Area Metro Center.

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

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

7. **COMMITTEE MEMBER COMMENTS**

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)

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

At the call of the Committee Chair.

9. **ADJOURNMENT**

The Committee meeting shall be adjourned by the Committee Chair.

CONTACT:

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

(415) 749-4941
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) 749-4941

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF AIR DISTRICT MEETINGS

OCTOBER 2018

<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	17	9:30 a.m.	1 st Floor Board Room
Board of Directors Public Engagement Committee <i>(At the Call of the Chair)</i>	Friday	19	9:30 a.m.	1 st Floor Board Room
Board of Directors TIO Steering Committee <i>(At the Call of the Chair)</i>	Monday	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> - CANCELLED	Wednesday	24	9:30 a.m.	1 st 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
Advisory Council Mtg. <i>(At the Call of the Chair)</i>	Monday	29	10:00 a.m.	1 st Floor Board Room

NOVEMBER 2018

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Executive Committee <i>(At the Call of the Chair)</i>	Friday	2	9:30 a.m.	1 st Floor Board Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i> - CANCELLED AND RESCHEDULED TO MONDAY, NOVEMBER 19, 2018	Wednesday	7	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> - CANCELLED AND RESCHEDULED TO MONDAY, NOVEMBER 19, 2018	Wednesday	7	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)</i> - CANCELLED	Thursday	15	9:30 a.m.	1 st Floor Board Room
Board of Directors Stationary Source Committee <i>(Meets on the 3rd Monday of every other Month)</i> - CANCELLED	Monday	19	9:30 a.m.	1 st Floor Board Room
Board of Directors Nominating Committee <i>(At the Call of the Chair)</i>	Monday	19	9:00 a.m.	1 st Floor Board Room
Board of Directors Special Meeting <i>(Meets on the 1st & 3rd Wednesday of each Month)</i>	Monday	19	9:30 a.m.	1 st Floor Board Room

NOVEMBER 2018

<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	21	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> - CANCELLED	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, Yerba Buena Room #109

DECEMBER 2018

<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	5	9:30 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	9:30 a.m.	1 st Floor Board Room
Board of Directors Budget & Finance Committee <i>(Meets on the 4th Wednesday of each Month)</i>	Wednesday	26	9:30 a.m.	1 st 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

HL – 10/5/18 – 8:15 a.m.

G/Board/Executive Office/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Brad Wagenknecht and Members
of the Public Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 9, 2018

Re: Approval of the Minutes of April 2, 2018

RECOMMENDED ACTION

Approve attached draft minutes of the Public Engagement Committee (Committee) meeting of April 2, 2018.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of April 2, 2018.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Marcy Hiratzka
Reviewed by: Vanessa Johnson

Attachment 3A: Draft Minutes of the Committee Meeting of April 2, 2018

AGENDA: 3A – ATTACHMENT

Draft Minutes – Public Engagement Committee Meeting of April 2, 2018

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, April 2, 2018

1. CALL TO ORDER – ROLL CALL

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

Roll Call:

Present: Chairperson Brad Wagenknecht; Vice Chairperson Rebecca Kaplan; and Directors Teresa Barrett, David Canepa, Scott Haggerty, Doug Kim, and Mark Ross.

Absent: Directors Liz Kniss, Nate Miley, Pete Sanchez, and Jim Sperring.

Also Present: Board of Directors (Board) Chair, David Hudson.

2. APPROVAL OF THE MINUTES OF SEPTEMBER 25, 2017

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Director Canepa made a motion, seconded by Director Hudson, to **approve** the Minutes of September 25, 2017; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Ross, and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Kim, Kniss, Miley, Sanchez, and Sperring.

NOTED PRESENT: Director Kim was noted present at 9:35 a.m.

3. APPROVAL OF A CONTRACT FOR SPARE THE AIR ADVERTISING AND MESSAGING CAMPAIGNS

Lisa Fasano, Communications Officer, introduced Kristine Roselius, Communications Manager, who gave the staff presentation *Approval of a Contract for Spare the Air Advertising and Messaging Campaigns*, including: background; proposals; evaluation; and staff recommendations.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the comparison of the top two highest-scoring firms, and why a new firm is being recommended to manage this campaign; the way in which the Air District's (District's) Communications Office conducts the evaluation of proposals and interviews, which District employees sat on the review panel, and the request that a non-District employee sits on the panel moving forward; whether this contract's scope of work includes providing the public with ways to promote sustainable practices and smart outdoor advertising; and the request that the in-language option surveys be conducted sooner than the third year of the annual contract renewal, so that changes based on public feedback can be implemented before the third year contract renewal; contract termination capabilities.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Barrett, to recommend that the Board **approves** Pro시오 Communications as the selected contractor for the Spare the Air advertising and messaging campaigns, with Vice Chair Kaplan's **amendment** that in-language option surveys will be conducted sooner than the third year of the annual contract renewal; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.

NOES: None.

ABSTAIN: None.

ABSENT: Kniss, Miley, Sanchez, and Sperring.

4. AUTHORIZATION TO EXECUTE CONTRACT AMENDMENTS FOR SPARE THE AIR PROGRAM WEBSITE DEVELOPMENT

Ms. Fasano gave the staff presentation *Authorization to Execute Contract Amendments for Spare the Air Program Website Development*, including: background; overview; and staff recommendation.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the history of the working relationship between Cylogy and the District; the timeframe and anticipated duration of services specified in this particular contract; the anticipated interaction and related scopes of work between the website developer and advertising contractor for the Spare the Air program; the reason that the District requires amendments to Cylogy’s contract; and feedback about the user-friendliness of the Spare the Air website, and request that the language be refined and the website be revised to be more mobile-friendly.

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Barrett, to recommend that the Board **authorizes** the Executive Officer/Air Pollution Control Officer to execute contract amendments with Cylogy in the amount of \$100,000 for backend website content management system development, integration, customization, and infrastructure support, to meet 2018 calendar year-end goals; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Kniss, Miley, Sanchez, and Spering.

5. SELECTION OF A CONTRACTOR TO FACILITATE THE SPARE THE AIR RESOURCE TEAMS

Kristina Chu, Senior Public Information Officer, and Kristen Law, Community Engagement Specialist, gave the staff presentation *Selection of a Contractor to Facilitate the Spare the Air Resources Teams*, including: Spare the Air resource teams; resource team projects at a glance; Request for Proposals; proposal evaluation; overview of final scores; and staff recommendations.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the Board members’ acknowledgement of the effectiveness of the Spare the Air Resource Teams.

Committee Action:

Director Barrett made a motion, seconded by Director Ross, to recommend that the Board **approves** the four staff recommendations associated with this item; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Kniss, Miley, Sanchez, and Spering.

6. ACCEPT AND APPROPRIATE FUNDS FROM TWO STATE COMMUNITY CLIMATE INVESTMENT GRANTS FOR SUPPORTING COMMUNITY ENGAGEMENT EFFORTS IN ALAMEDA COUNTY

David Ralston, Community Engagement Manager, gave the staff presentation *Accept and Appropriate Funds to Support Community Engagement Efforts in Alameda County*, including: engaging to secure climate investments for the Bay Area; San Leandro Creek Urban Greenway - Phase 1; Marcus Garvey Commons Urban Biofilter Project; and staff recommendations.

Public Comments:

No comments received.

Committee Comments:

The Committee and staff discussed the fact that both projects have a history of support from the environmental justice community, and are in areas that have inordinately high levels of air pollution; the status of a potential maintenance licensing agreement between key partners that submitted an application for the San Leandro Creek Urban Greenway, Phase I; similar projects in other counties that may be interested in the District's involvement or are already being supported by the District, and how the District will be identifying mitigation projects under the State's Community Air Protection Program (Assembly Bill 617.)

Committee Action:

Vice Chair Kaplan made a motion, seconded by Director Ross, to recommend that the Board **accepts and appropriates** California State Climate Investment funds, as part of two separate grant contracts allocated to the Air District, in support of ongoing community engagement efforts in East and West Oakland respectively; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Haggerty, Hudson, Kaplan, Kim, Ross, and Wagenknecht.
NOES: None.
ABSTAIN: None.
ABSENT: Kniss, Miley, Sanchez, and Spering.

7. PUBLIC COMMENT ON NON-AGENDA MATTERS (OUT OF ORDER, ITEM 9)

No requests received.

8. OVERVIEW OF THE SPARE THE AIR YOUTH FOR ENVIRONMENTAL SUSTAINABILITY (YES) CONFERENCE (ITEM 7)

Mr. Ralston introduced Raquel Trinidad, Public Information Officer and Ms. Chu, who gave the staff presentation *Overview of the Spare the Air Youth for Environmental Sustainability (YES) Conference*, including: overview; and video summary of the event.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the Committee’s request for data indicating from where the conference participants came; and the request that the District advertises to the community about this event well in advance, before the winter holidays, as the event occurs in February.

Committee Actions:

None; receive and file.

9. OVERVIEW OF AWARDED FISCAL YEAR ENDING (FYE) 2019 JAMES CARY SMITH COMMUNITY GRANT PROJECTS (ITEM 8)

Jack Broadbent, Executive Officer/Air Pollution Control Officer, introduced Mr. Ralston, who gave the staff presentation, *Overview of Awarded Fiscal Year Ending (FYE) 2019 James Cary Smith Community Grant Projects*, including: Community Grant program overview; grant program areas; FYE 2018 the Air District funded grant projects around; 2018-2019 Community Grant Call for Proposals; grant review criteria; grant awardees; and thank you.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the Committee’s appreciation for community participation and interest in this program; the average amount of time it takes to complete an application, and the request that staff remains cognizant that this issue has been a complaint of applicants applying to other District programs; the interest in using the Eco2School project application (submitted by Sonoma County) as a potential template for other schools to use throughout the Bay Area; and the request for a public display of awarded projects so that potential applicants can see what kinds of projects are being accepted.

Committee Actions:

None; receive and file.

10. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS

None.

11. TIME AND PLACE OF NEXT MEETING

At the Call of the Chairperson.

12. ADJOURNMENT

The meeting adjourned at 10:54 a.m.

Marcy Hiratzka
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Brad Wagenknecht and Members
of the Public Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 9, 2018

Re: Update on the 2018/2019 Winter Spare the Air Season Outreach Program

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In July 2008, the Board of Directors adopted Regulation 6; Rule 3: Wood Burning Devices. Since the rule was passed, efforts have focused on both outreach and enforcement. The upcoming wood smoke regulatory season will run from November 1, 2018 through February 28, 2019.

DISCUSSION

The 2018/2019 Winter Spare the Air campaign will continue with the strong messaging that links the serious health impacts from wood smoke to those of cigarette smoke. Advertising that clearly illustrates this link resonated with the public that it will be revised for the upcoming winter season with a heightened focus on indoor air quality.

The Winter Spare the Air campaign will continue to focus on the localized health impacts from wood smoke as well as indoor air quality impacts from wood burning fires. 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 Ending (FYE) 2019 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 Brad Wagenknecht and Members
of the Public Engagement Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 9, 2018

Re: Bay Area Air Quality Management District (Air District) History Display Tour

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In September, the Air District installed a permanent museum-style display on the 6th floor of the Bay Area Metro Center, highlighting the key achievements of the Air District since its founding in 1955. The display encompasses a timeline pinpointing Air District “firsts” in the nation in air quality advancements. A display case featuring artifacts of early equipment used by the agency, including some created by technical staff, and digital monitors showing historic photos, as well as featuring present-day work of the Air District.

DISCUSSION

Communications staff will provide a tour of the Air District History display for the Committee members.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the display was included in the Fiscal Year Ending (FYE) 2019 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Kristine Roselius
Reviewed by: Lisa Fasano