

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
Friday, October 19, 2018

1. CALL TO ORDER – ROLL CALL

Public Engagement Committee (Committee) Chairperson, Brad Wagenknecht, called the meeting to order at 9:34 a.m.

Roll Call:

Present: Chairperson Brad Wagenknecht; Vice Chairperson Mark Ross; and Directors Teresa Barrett, John J. Bauters, David Canepa, Scott Haggerty, Doug Kim, Liz Kniss, and Pete Sanchez.

Absent: Directors Nate Miley and Jim Spring.

Also Present: None.

2. PUBLIC COMMENT ON NON-AGENDA MATTERS

No requests received.

3. APPROVAL OF THE MINUTES OF APRIL 2, 2018

Public Comments:

No requests received.

Committee Comments:

None.

Committee Action:

Director Canepa made a motion, seconded by Director Barrett, to **approve** the Minutes of April 2, 2018; and the motion carried by the following vote of the Committee:

AYES: Barrett, Canepa, Kim, Kniss, Ross, and Wagenknecht.
NOES: None.
ABSTAIN: Bauters and Sanchez.
ABSENT: Haggerty, Miley, and Spring.

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

Lisa Fasano, Communications Officer, introduced Kristine Roselius, Communications Manager, who gave the staff presentation *Update on the 2018/2019 Winter Spare the Air Season Outreach Program*, including: winter messaging; door-to-door outreach; and winter events.

Following the presentation, Jack P. Broadbent, Executive Officer/Air Pollution Control Officer, introduced Karen Schkolnick, Strategic Incentives Division Director, who explained the details of the Air District's (District) Wood Smoke Reduction Incentive Program (WSRI), which supplements the District's Winter Spare the Air Program (WSTA). (The WSTA Program notifies residents when particulate matter levels are anticipated to be unhealthy, and prohibits wood burning on those days, while the WSRI Program provides grant funding to help lower the cost of replacing a wood-burning heating device with cleaner options.) Ms. Schkolnick reported that the District currently has approximately 200 active changeout projects, that approximately 100 have closed from the previous WSRI Program funding cycle, and that staff will be surveying program participants who completed projects and dropped out of the program.

Public Comments:

No requests received.

Committee Comments:

The Committee and staff discussed the request that staff expand the population of communities and neighborhoods that receive WSTA door hangers and surveys; the contractor performing the bicycle messaging services; the District's process of selecting the communities that receive door-to-door and bicycle messaging WSTA outreach; whether television still an effective mode of communication with the public and how much television advertisements cost; the need for District staff who are assisting with door-to-door outreach in neighborhoods to be properly identifiable in signage or apparel that not only displays the name of the District *and* WSTA; staff's potential interaction with smart doorbell systems; the fact that Next Door's social networking platform does not allow multi-county regions, and thus, is not conducive to the District's advertising efforts; safety prevention for staff members who assist with neighborhood outreach, and whether they get paid overtime for WSTA outreach in neighborhoods; the request for a color key or legend for the map indicating where door-to-door outreach takes place; whether the District has pop-up ads online for WSTA; the anticipated survey response rate and whether that can be improved, whether the District paying for the postage on the return envelopes for the WSTA surveys would generate more survey participation, and how staff differentiates the survey results; the request that highly-impacted (polluted) neighborhoods receive WSTA messaging, despite the potential safety concerns of certain neighborhoods; the suggestion that the text regarding the gift card that is printed on the surveys be increased in size; whether door-to-door outreach includes homes without chimneys; and the feasibility of having a preferred list of contractors that WSRI Program participants can select from, to increase the ease (and potentially the cost) of the process for the participants that are replacing their fireplaces.

NOTED PRESENT: Director Haggerty was noted present at 9:44 a.m.

Committee Action:

None; receive and file.

5. PUBLIC COMMENT ON NON-AGENDA MATTERS (OUT OF ORDER, ITEM 6)

No requests received.

6. COMMITTEE MEMBER COMMENTS (ITEM 7)

None.

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

Ms. Fasano explained that the Committee was invited to take a tour of the Air District History Display located on the 6th floor of the Bay Area Metro Center and displayed a slide that listed the features of the display.

Public Comments:

No comments received.

Committee Comments:

The Committee and staff discussed the fact that the District is one of the oldest air districts in the United States; the request for a portable version of the display that can be taken to schools and libraries; and the request that display be moved to the first-floor lobby of the Bay Area Metro Center.

Committee Action:

None; receive and file.

8. TIME AND PLACE OF NEXT MEETING

At the call of the Chairperson.

9. ADJOURNMENT

The meeting adjourned at 10:28 a.m.

/s/ Marcy Hiratzka
Marcy Hiratzka
Clerk of the Boards