



# 2014 Spare the Air Creative Elements

**Lisa Fasano**

Communications Officer

**Public Outreach Committee Meeting**

**June 5, 2014**

[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)





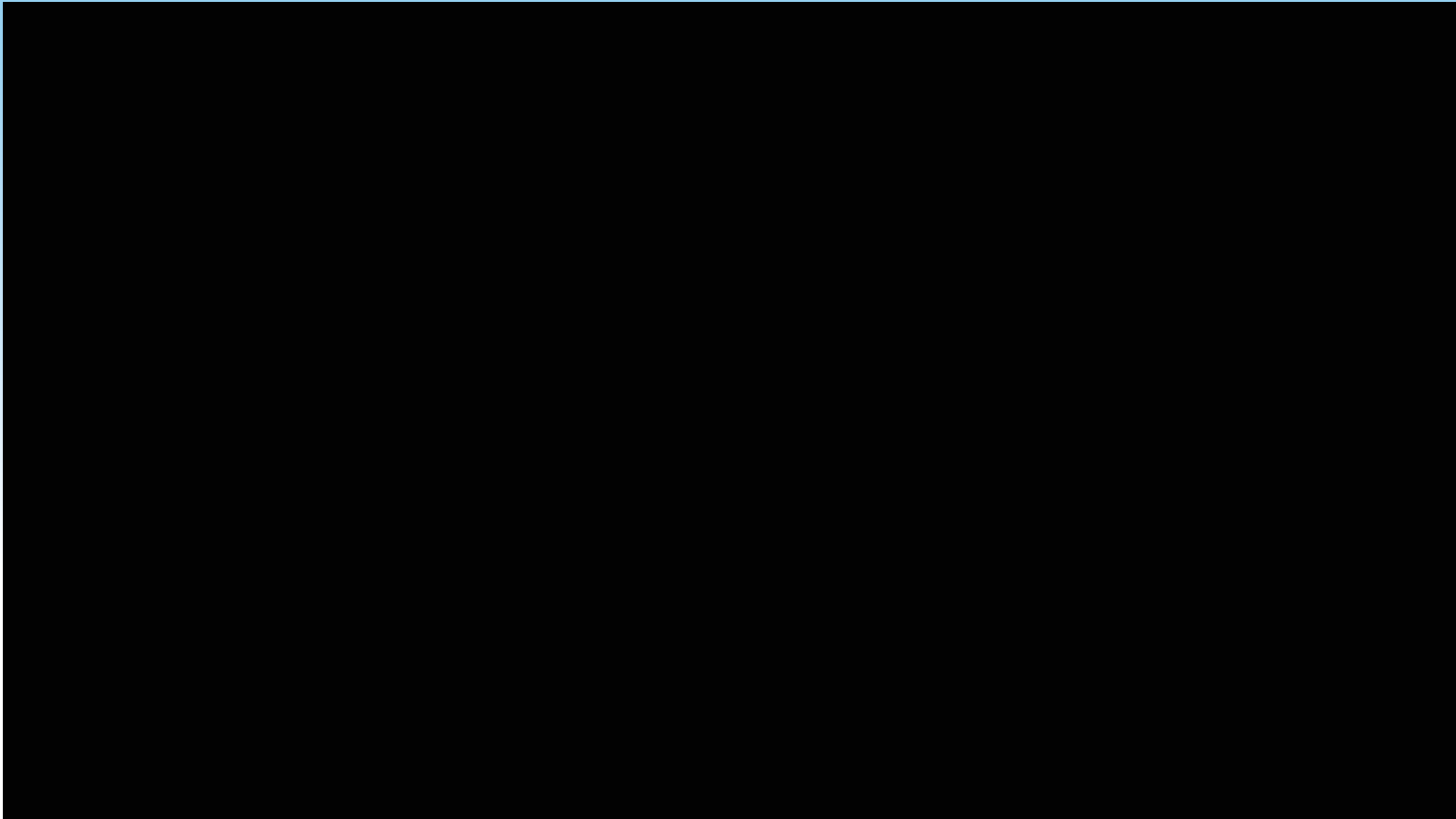
# 2014 Campaign

- Refreshed URL-based campaign primarily targeting commuters
- Through memorable URL's, the campaign depicts how quality of life improves when you don't drive alone

[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)



# Television & Radio Ads

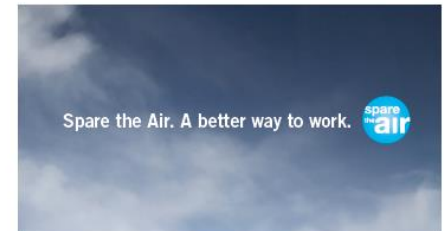


<http://www.youtube.com/watch?v=jhfmOfqkEWo>



# In-Language TV Ads

## “THE BEARD”





# Advertisements



[www.get your blood flowing  
on the way to work.com](http://www.getyourbloodflowingonthewaytowork.com)

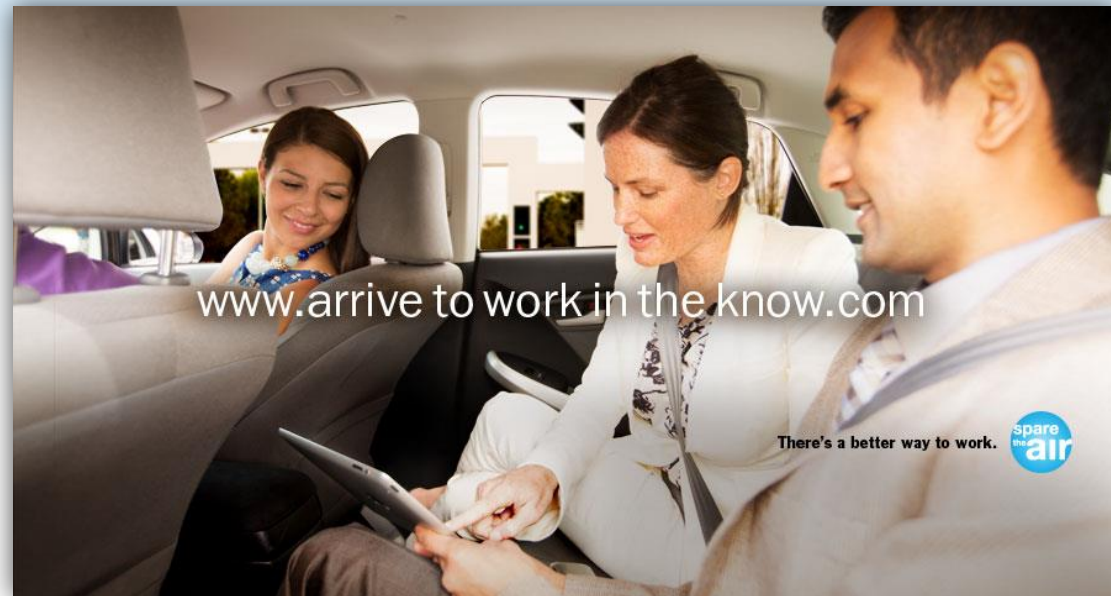
## 途中健身房

去上班，可以選擇更好的通勤方式



Conoce mejor a tus  
compañeros de trabajo

Hay una mejor manera de ir al trabajar.



[www.arrive to work in the know.com](http://www.arrive to work in the know.com)

There's a better way to work.



# Advertisements



[www.finallyfinishthatnovel.com](http://www.finallyfinishthatnovel.com)  
Magbasa habang naghihintay.

May masmagaling na paraan na magtrabaho.



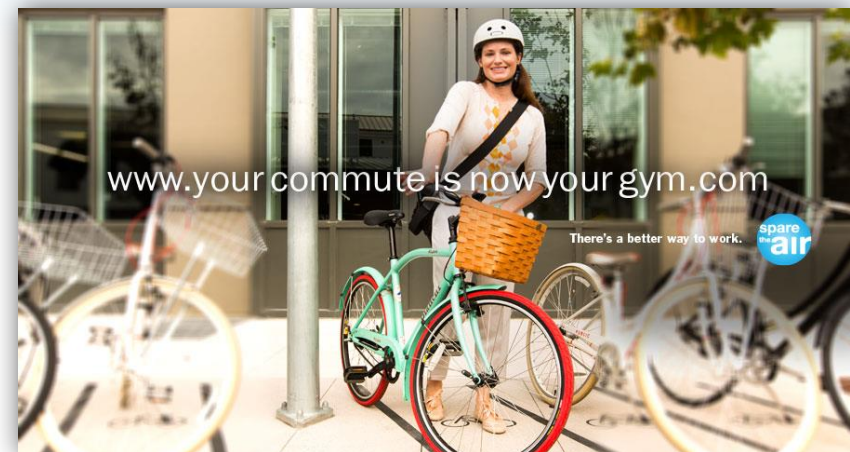
[www.turnastrangerintoafriend.com](http://www.turnastrangerintoafriend.com)

There's a better way to work.




[www.makemeaningfuleycontactonthetrain.com](http://www.makemeaningfuleycontactonthetrain.com)

There's a better way to work.

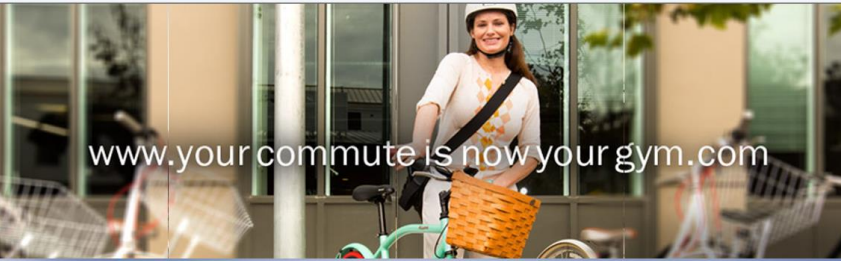


[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)

There's a better way to work.




# Campaign Websites



www.your commute is now your gym.com

There's a better way to work.  
Find commute programs and incentives available in the counties where you live and work.

SELECT COUNTY ▼

CONNECT WITH US 



spare the air  
SUMMER PROGRAM



There's a better way to get to work. Visit [STACommuteTips.org](http://STACommuteTips.org) to find programs and incentives in the counties where you live and work.

Hay una mejor manera de ir a trabajar. Visita [STACommuteTips.org](http://STACommuteTips.org) para encontrar programas e incentivos en los condados donde vives y trabajas.

找到更好的上下班方式，瀏覽 [STACommuteTips.org](http://STACommuteTips.org) 查看您工作生活所在郡縣的計劃和獎勵政策。

Có một phương tiện đi làm tốt hơn. Hãy vào trang [STACommuteTips.org](http://STACommuteTips.org) để tìm các chương trình và khuyến khích trong các quận bạn đang sống và làm việc.

May mas-mabuting paraan na makadating sa trabaho. Bumisita sa [STACommuteTips.org](http://STACommuteTips.org) para makahanap ng mga programa at mga pampasigla sa kondado na tintirahan at tinatrabahuan ninyo.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
<b>SPARE THE AIR STATUS</b>
Monday, 6/2
No Spare the Air Alert in Effect
<a href="http://sparetheair.org">spare the air</a>
Air Quality Widgets   BAAQMD

中文 Español Tagalog Tiếng Việt

 BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Contact Us | [SparetheAir.org](http://SparetheAir.org) | [BAAQMD.org](http://BAAQMD.org)





# Media Relations

- Leverage Spare the Air Alerts to convey a health message and lifestyle benefits of not commuting alone
- Localized media pitches that support Commuter Benefits Program registration and focus on mode shift tools available in each area

[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)

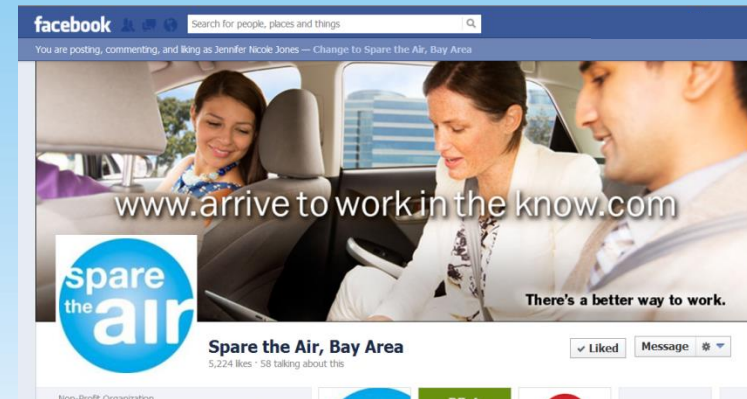






# Social Media

- Use to expand awareness of public relations programs
- Encourage residents to create new and sustainable commuting habits
- Develop videos and podcasts to capture the positive experience of using transportation alternatives





# Employer Outreach

- Continue pilot programs
  - Testing “hand-holding” methods to encourage employees to switch to an alternative
- Bay Area Commuter Benefits Program
  - In conjunction with MTC we are promoting via:
    - Events
    - Business Publication and Associations
    - Mailings
    - Media

[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)





# Next Steps

- Campaign launched in May
- Will run throughout the year and into 2015
- High and low-profile presence
- In-language TV ads will begin airing this summer
- Spare the Air and Bay Area Commuter Benefits Program joint messaging

[www.yourcommuteisnowyourgym.com](http://www.yourcommuteisnowyourgym.com)



AGENDA: 5



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# Great Race for Clean Air

Lisa Fasano  
Communications Officer

June 5, 2014  
Public Outreach Committee





# Overview

## Great Race for Clean Air

- Friendly competition between Bay Area businesses
- Encourages employee commute alternatives
- Employees logged daily commute activity in online journal





# Great Race 2014

- Ran from March 1<sup>st</sup> – April 30<sup>th</sup>
  - 70 companies participated
  - 1,007 employees participated
  - 773,225 pounds of CO<sub>2</sub> removed





# Great Race 2014

## Winner categories:

- Highest CO<sub>2</sub> savings
- Highest percentage of employee participation per small, medium and large company
- Highest percentage of “clean commute days”





# Great Race Winners

The companies with the highest overall CO<sub>2</sub> savings were:

- 1st Place - County of Alameda
- 2nd Place - Nektar Therapeutics, Inc.,  
San Francisco
- 3rd Place - Gilead Sciences, Inc.,  
Foster City



**NEKTAR**







*Bay Area*

# **Commuter Benefits Program**

**Lisa Fasano, Communications Officer**

**Public Outreach Committee – June 5, 2014**



METROPOLITAN  
TRANSPORTATION  
COMMISSION



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



Bay Area

# Commuter Benefits Program

## Program adopted in March

March 19 BAAQMD Board of Directors Meeting

March 26 MTC Commission Meeting

- Improve air quality
- Reduce greenhouse gas emissions
- Implement 2010 Clean Air Plan
- Reduce traffic congestion



**Employers:** save up to **\$140**/year per employee

**Employees:** save up to **\$625** per year



Bay Area

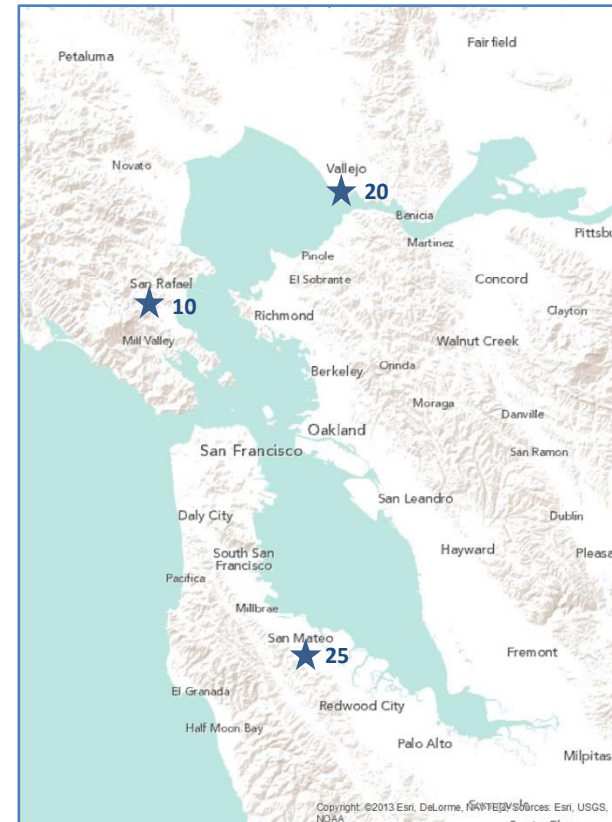
# Commuter Benefits Program

## Employers with 50+ full-time employees in Bay Area:

- Private business
- Public agency
- Non-profit organization

## Employee count based on all Bay Area worksites combined

- Including branch locations with less than 50 employees





Bay Area

# Commuter Benefits Program

## Communications Plan Objectives

- Increase awareness of program
- Encourage registration among qualifying employers
- Increase employers' promotion of benefits to employees







# Bay Area Commuter Benefits Program

When you speak to your constituents

- ✓ Fact Sheet
- ✓ Frequently Asked Questions
- ✓ Talking Points
- ✓ Social Media Posts
- ✓ Commuter Benefits Video
- ✓ E-Newsletter





# Bay Area Commuter Benefits Program



511.ORG TRANSIT TRAFFIC **RIDESHARE** BICYCLING PARKING

MY 511 Login | Register

Rideshare Home RideMatch Carpool Vanpool Commute Rewards **Employers**

## Employers – Bay Area Commuter Benefits Program



## Bay Area Commuter Benefits Program

*Find a better way to work!*

San Francisco Bay Area employers with 50 or more full-time employees within the Bay Area Air Quality Management District (Air District) [geographic boundaries](#) are now **required** to register and offer commuter benefits to their employees by September 30, 2014 in order to comply with the Bay Area Commuter Benefits Program. Through this program, employers must offer their employees [one of four Commuter Benefit options](#) in order to comply with Air District [Regulation 14, Rule 1](#). Commuter benefits encourage employees to take transit, vanpool, carpool, bicycle and walk rather than drive alone to work.

Employers with fewer than 50 Bay Area employees may be subject to a [local commuter benefits ordinance](#).



### This Program Supports Employers Through:

- Potential payroll tax savings
- Enhanced employee recruitment
- Improved employee retention
- Reduced employee health costs
- Reduced employee stress

**CLICK HERE TO REGISTER**

*For Employers of 50 or More Employees*



### Employers, Already Registered?

Username:

Password:

**LOGIN**

[Forgot your password? Click here.](#)

### PROGRAM NEWS AND HIGHLIGHTS



### How do Commuter Tax Benefits Work?

- Originates from IRS Revenue Code, Section 132(f) [Publication 15b](#)
- Provides tax free transportation fringe benefits
- Benefits for transit or vanpool expenses
- Employer subsidy or employee-paid with pre-tax dollars

### HELPFUL RESOURCES

Project Overview ▶

Employer Guide ▶

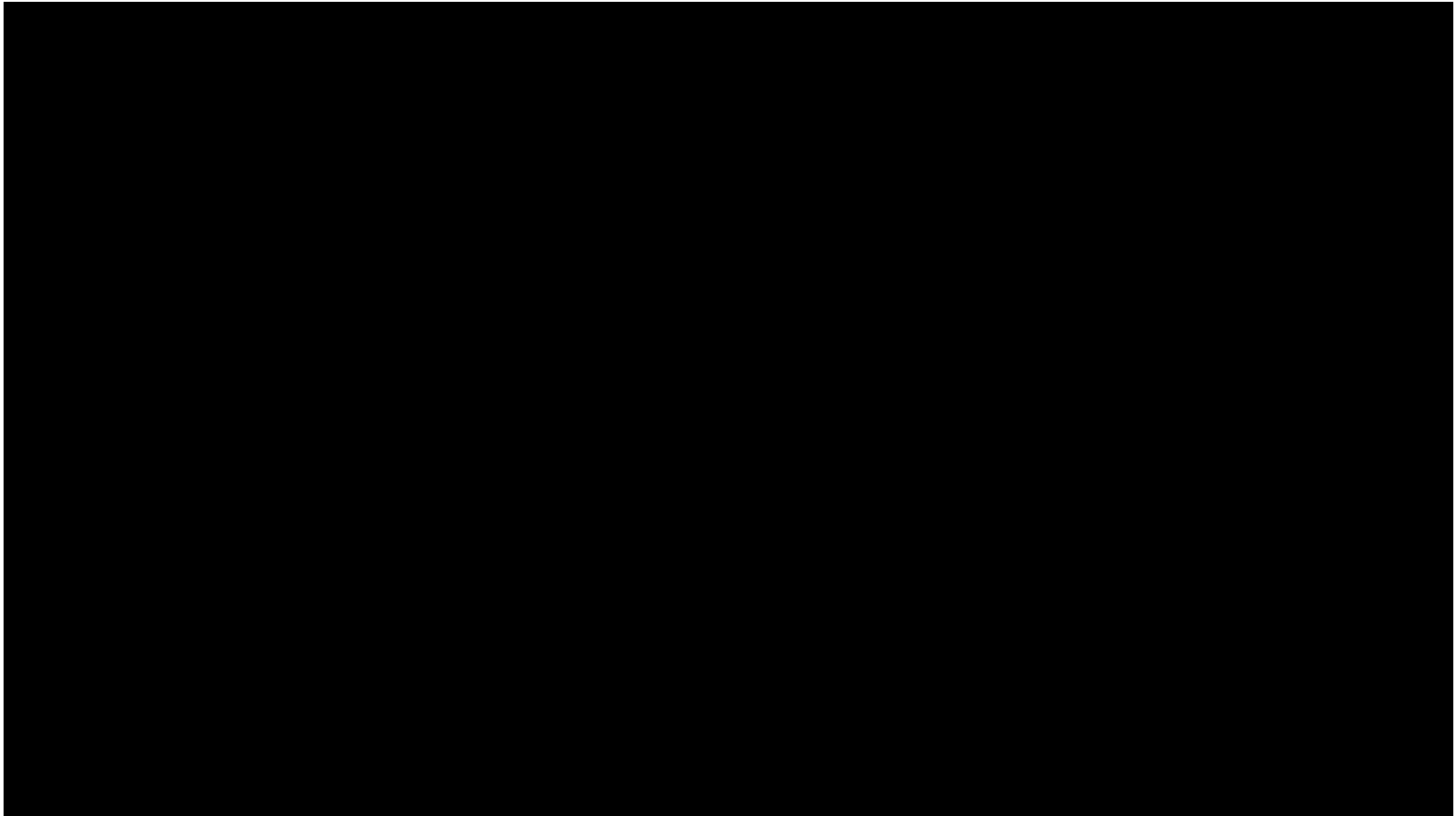
FAQs ▶

Benefit Providers ▶



*Bay Area*

# Commuter Benefits Program





Bay Area

# Commuter Benefits Program

Reaching out directly to:

- Bay Area industry sectors
- Business organizations
- Trade and business associations
- Ethnic business groups
- Sustainability interest groups







Bay Area

# Commuter Benefits Program

## Opinion leaders

- Enlist business community leaders to encourage registration and program promotion
- Explore OpEd submissions



## Advertising

- Bay Area business journals
- Social Media – connect through social media channels

