# 2014 Spare the Air Campaign

Lisa Fasano

Public Outreach Committee

October 30, 2014



# Advertising

- New TV Commercial
- Radio, print, online, outdoor, in-store and transit ads
- Increased percentage of multicultural placements with TV, radio, online and print ads
- Bike outreach in 32 locations





www.clean out your inbox before work.com

# Social Media Advertising

- Facebook online ads
  - 10,130,818 impressions
  - 9,485 clicks
- Facebook sponsored posts
  - 12,287 impressions
  - 210 clicks





www.get your blood flowing on the way to work.com



# TV



onoce mejor a tus ompañeros de trabajo

Hay una mejor manera de ir al trabajar.





www.your commute is now your gym.com

## 途中健身房

去上班,可以選擇更好的通勤方式。pare



# Advertising

www.get your blood flowing on the way to work.com

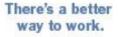
www.make meaningful eye contact on the train.com



www.finallyfinish that novel.com



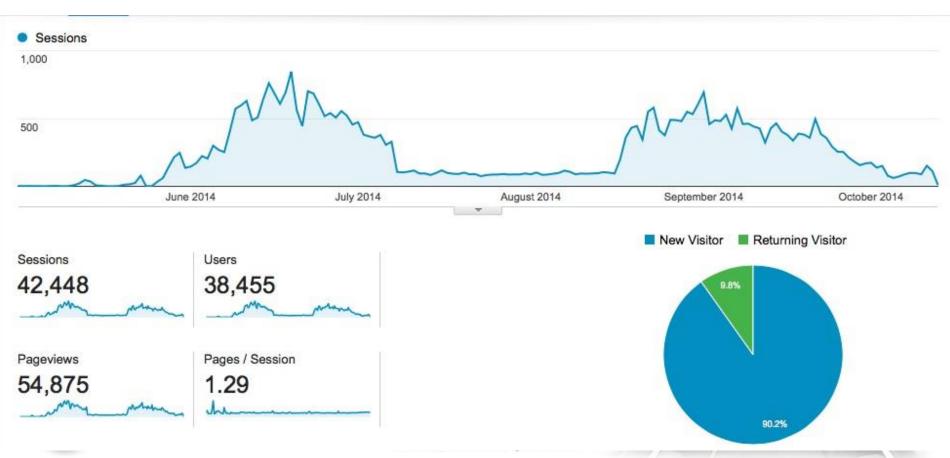






# STACommuteTips.org

Over 42,000 visits & 90.2% new visitors



# Additional Campaign Sites

- SparetheAirNow.org
  - 1,017 visits
  - 1,291 pageviews

- EmployersSparetheAir.org
  - 1,125 visits

spare the air

**EMPLOYER PROGRAM** 

STA MATERIALS

1,413 pageviews

#### spare the air **SUMMER PROGRAM**

**Español** 

**Tagalog** 

Tiếng Việt



There's a better way to get to work. Visit 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 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 查看您工作生活所在郡縣的計劃和獎勵

Có một phương tiện đi làm tốt hơn. Hãy vào trang 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 para makahanap ng mga programa at mga pampasigla sa kondado na tinitirahan at tinatrabahuan ninyo.



#### **Great Race for** Clean Air Helps Spare the Air!

Register Here for the

During March and April, 1,007 employees from 70 Bay Area companies saved approximately 773,225 lbs. of CO2 emissions by using "clean commutes" carpooling, public transit, biking, telecommuting - anything but driving alone to work! Is your company in the winner's circle's Click here for a complete list of

#### Multicultural Resources

For information on the Spare the Air Program in Chinese, Spanish, Vietnamese or Tagalog, please visit SparetheAirNow.org

#### Spare the Air Commute Tips

Every county has extensive resources to help you encourage employees to use alternatives to solo driving. Find out what your county has to offer!

#### **Quarterly Newsletter**

Click the links below to read recent issues of our quarterly newsletter, the Breeze!

September 2014 June 2014 March 2014 December 2013 September 2013 April 2013 December 2012

#### Regional Resources

Air quality resource teams projects in their cities and counties to improve air quality in the region.

More than 2000 Bay Area businesses have already joined

An overall employee commute package that promotes carpooling, transit and

Sign up for a free consultation with 511 to create customized ridematching for

Find tools and tips to help your employees save money by carpooling and

Spare the Air participation can help attract and retain employees

the Spare the Air Employer Program!

Find the resource team closest to quality projects in your area.







## Media Relations

- Responded to 10 Spare the Air Health Alerts
- Publicity value of coverage
  - = \$3,184,865
- 1,900 stories
  - 930 broadcast (TV & radio)
  - 908 online
  - 62 print





www.arrive to work in the know.com

There's a better way to work.

# Social Media

Great to see the Air District at Festival in the Park! @SpareTheAir @SCCParks

Social media impressions

Twitter: 8,163,426Facebook: 196,896

New Twitter & FB followers

Twitter: 691

Facebook: 162

 Generated 6,664,344 more Twitter impressions in 2014 than 2013







Roberta Gonzales @RobertaKPIX · Aug 18

RT: @SpareTheAir Don't fear #TheBeard: Watch this video to discover a #BetterWayToWork

youtu.be/kKphDGNjpdw #kpixtv

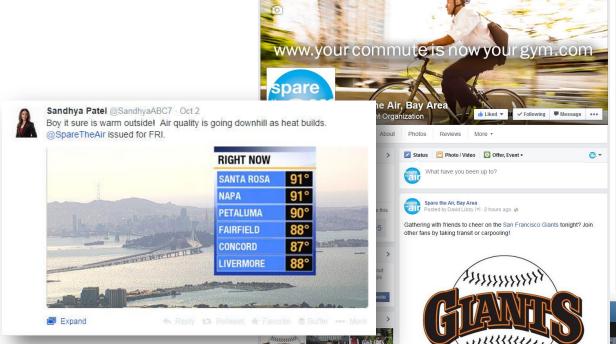
YouTube



#### The Beard

Discover a better way to work and spare the air. Visit http://www.stacommutetips.org/ to learn more!

# Social Media





Do you know that commuters who drive more than 15 miles to work every day are more likely to be obese? Watch this video to find a better way to work.

平士 1

Pinned from plus.google.com

Instagram



Ken White @k2rm - Sep 30

@AlamedaCoFire do you postpone training/prescribed burns for @SpareTheAir days?

♠ Reply ★ Retweet ★ Favorite \$ Buffer ••• More

sparetheair =

Spare The Air The Spare the Air program encourages Bay Area residents to reduce air pollution by driving less, carpooling, taking transit, and walking and biking. http://www.sparetheair.org





@k2rm: @AlamedaCoFire do you postpone training/prescribed burns for @SpareTheAir days?" Yes, when it's a @SpareTheAir day, we adhere.

◆ Reply 13 Retweet ★ Favorited \$ Buffer \*\*\* More

# Employer Outreach Pilot Programs

- Carpool program at Hacienda Business Park is in progress
- HGST in planning stages
- Alameda County event pending 'green light'

- Pilot 'Lunch and Learn' Event at Roche Diagnostics
  - 78 attendees
  - 47 pledged to try commute alternatives





# Commuter Benefits Program

- Advertising targeting employers and employees
- Outreach to local government, media, business organizations, transit agencies, sustainability interest groups and influencers
- Ongoing outreach to non-English media, consulates and affinity groups
- Facilitated two live webinars on July 29 and September 17 with a total of 471 participants



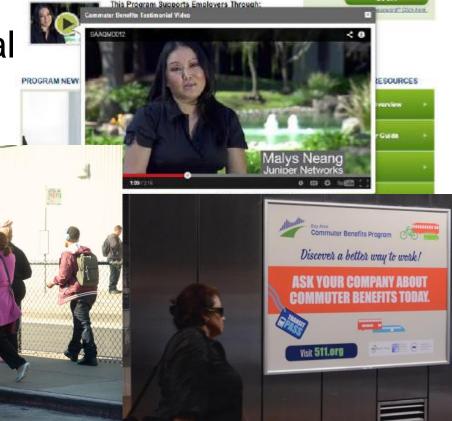


www.finally finish that novel.com

# Commuter Benefits Program

Produced and promoted informational video

 Developed online tutorial for each option



Commuter Benefits Program

San Francisco Day Area employers with 50 or noise full-line employees within the Bay Area Air Quality Normagement District (Air District) peopropies, becompares are required to register and offer community benefits to their employees by September 30, 2014 in order

to comply with the Bay Area Commuter Benefits Program. Employers that have not

registered by September 50 are required to register now. Through this program, employers must offer their employees gaze of flour Commuter, Benefit options in order to comply with Air District Registration, 11, State 1, Commuter benefits encourage employees.

to take transit, varipool, carpool, bicycle and walk rather from drive alone to work.

Employers with fewer than 60 Bbs Alea employees may be subject to a jocal committee.

Find a better way to work!

For Employers of 50 or More Employees

Employers, Already Registered?



# Community Events

- 70 events
- 10,604 Visitors
- 3,718 AirAlert Signups







## Results

#### Survey results show:

- DECREASE in the number of motorists driving alone in their car
  - -2012 = 55.1%
  - -2013 = 52.7%
  - -2014 = 49.7%
- INCREASE in the number of motorists who carpool
  - -2012 = 20.7%
  - -2013 = 20.8%
  - -2014 = 25.9%



www.get your blood flowing on the way to work.com





# 2014-15 Winter Spare the Air Campaign

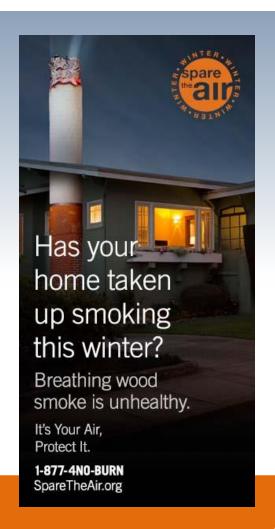


Kristine Roselius, Communications Manager
October 30, 2014
Public Outreach Committee



#### **Outreach**

- Stronger messaging
  - Media relations
  - Social media
  - Grassroots outreach
  - Door to Door outreach
  - Advertising





#### Outreach

- High impact connection with health effects of wood burning
- Direct connection between effects of second hand cigarette smoke and wood smoke
- Targeted 'hot spot' outreach
- Significant increase in outreach to non-English speaking communities



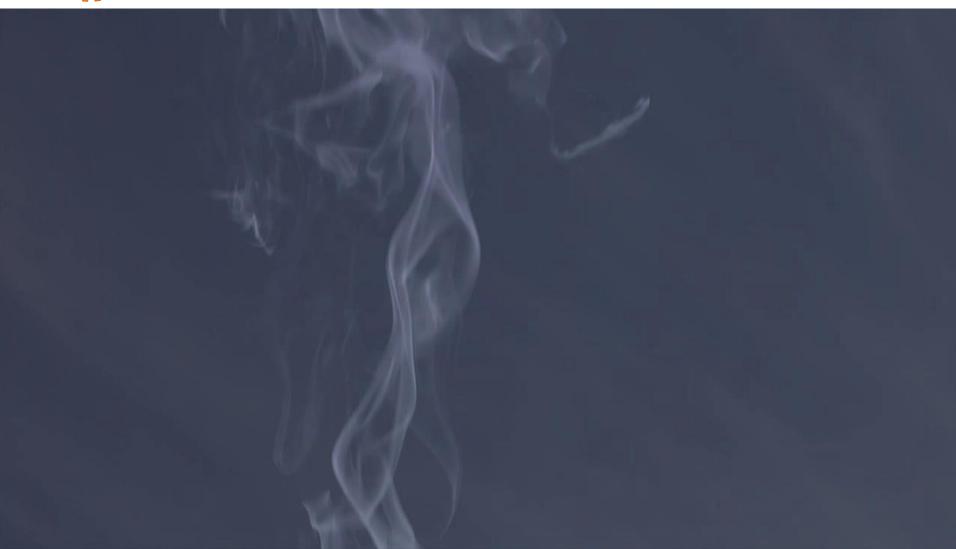


# **Advertising**



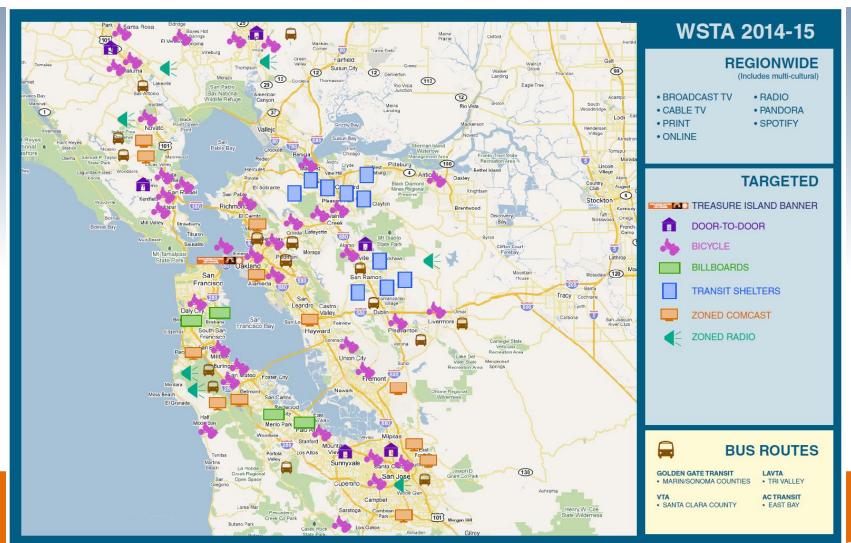


# **Television**





## **Outreach Placement**





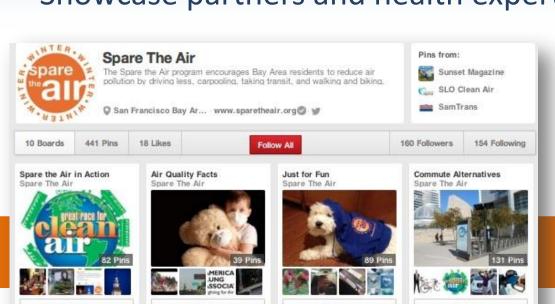
#### **Media Outreach**

- Focused on new hard-hitting campaign
- Work with physicians and partners to spotlight specific health impacts
- 'Local flavor' stories on why people are choosing not to burn at all



## **Social Media**

- Use social media to educate residents on the health effects of wood burning
- Leverage anti-wood smoke influencers to spread campaign awareness
- Showcase partners and health experts







A winter @SparetheAir alert is in effect now & has been issued again for TUE. Air quality remains poor. pic.twitter.com/nNW5QUUbbm

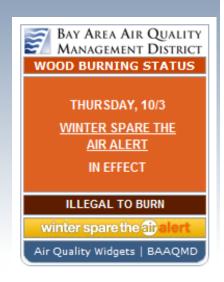




## **Alert Notification**

## It's your air, protect it

- Call 1-877-4NO-BURN
- Check the burn status at baaqmd.gov or sparetheair.org
- Sign up for email or text AirAlerts at sparetheair.org
- iPhone/Android app
- Sign up for phone alerts at sparetheair.org or by calling 800-430-1515





#### AGENDA: 6





# Renewal of Final Year of Spare the Air Resource Team Contract

Kristina Chu, Acting Community Engagement Manager
Public Outreach Committee

October 30, 2014

# Spare the Air Resource Teams

- The Spare the Air Resource Teams began in 1991
- 9 Bay Area teams

Contra Costa San Mateo County Santa Clara County

Napa San Jose Sonoma County

San Francisco Southern Alameda County Tri-Valley

- Composed of business, civic and environmental groups
- Mission to improve local air quality
- Create and implement projects that reduce air pollution



## Contra Costa Spare the Air Resource Team

#### Be Idle Free

- Presentations in English and Spanish
- Online pledge & incentive drawing
- o 181 pledges since Dec 2013
- Outreach through Boy Scout collaboration
- Materials: bookmarks, postcards, clings

#### Transit & Trails

- Cambridge Walking Group trip July 18, 2013
- Antioch Senior Center trip May 28, 2014
- Training session held with 40+ local Boy Scout troop leaders

#### TURN THE KEY BE IDLE FREE



The Contra Costa County spare the Air Resource Team invites you to turn the key – be idle free.

Turn off your car engine if you're sitting for more than 30 seconds at a car wash, drive-thru or pick up spot. You'll save gas, save money and help Spare the Air!



For more information or to take the Idle-Free pledge please visit SustainableCoCo.org



Take the online pledge for entry into a monthly drawing for a \$10 gift card at SustainableCoCo.org







# Napa Valley Clean Air Coalition

- BikeFest & Kidical Mass
- NCTPA support
  - Over 200 surveys received
- Napa Valley Film Festival shuttle pilot
- Napa Valley Car Free website







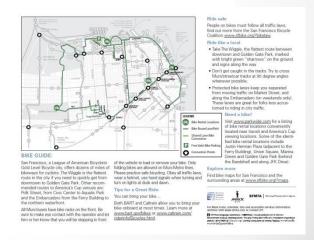


# San Francisco Spare the Air Resource Team

- America's Cup transit guide
  - Posted on 511, SFMTA and America's Cup websites
- Sustainable business survey
  - Sent to Resource Team members, BC3 members and Employer Program members
- Transit App Outreach







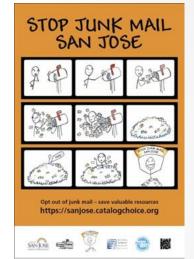


## San Jose Green Vision Resource Team

#### Stop Junk Mail San Jose

- 3 news outlet pick-ups, 3 eNewsletters
- August 2013-Sept 16, 2014:
  - 1,490 new accounts
  - 13,847 opt-outs
  - 201,848 lbs CO<sub>2</sub> saved
  - 501 trees
  - 486, 097 gallons of water
  - 71,562 lbs of solid waste
- Home Energy Savings Workshops
- Our City Forest tree planting support









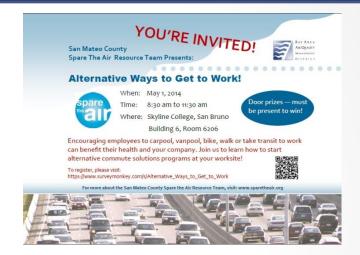
## San Mateo County Spare the Air Resource Team

#### Alternative Ways to Get to Work

- Presentations by
  - Christine Maley-Grubl, MTC
  - Connie McGee, Enterprise Rideshare
  - Mark Harris, Food Service Partners
  - Stuart Baker, Edenred USA
  - Brenda Valencia, Commute.org
- Webcast recorded for viewing online

#### Team outreach at:

- TransForm's "Let's Get Moving" conference
- Sustainable San Mateo County's 2014
   Indicators Launch







## Santa Clara County Spare the Air Resource Team

#### Tales from the Commute outreach at

- Association of Commuter Transportation (ACT) conference
  - Presentation by Team members:
    - Kerry Haywood, Moffet Park Business Transportation Group
    - Stan Nakaso, Lockheed Martin
- Online and in-person Earth Day promotions

#### Bike to Work Day support

 Air District Board member Ash Kalra presented the Bike Commuter of the Year with a prize sponsored by the Team at Silicon Valley Bicycle Coalition's Bike to Work Day Bash in San Jose



Kerry Haywood, Executive Director Moffett Park

Stan Nakaso, Facility Project Manager Lockheed Martin



ACT Conference October 24, 2013 at LinkedIn

Santa Clara County Spare the

> Air Resource Team

presenting

Tales from the Commute







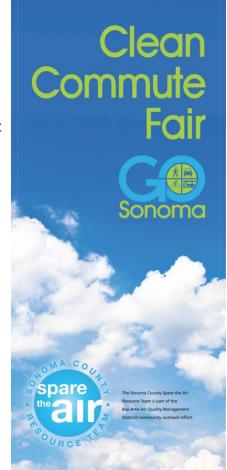
## Sonoma County Spare the Air Resource Team

#### Go Sonoma Website provides

- Information and links in the categories of: Bicycle; Transit; Rideshare; Telework; For Employers.
- Stories written and video format of county residents who use alternative transportation.

#### Clean Commute Fairs

- Agilent Technologies (~100 attendees)
- Sonoma County Water Agency (~70 attendees)









# Southern Alameda County Spare the Air Resource Team

- Shuttle 101 Webinar for employers
  - o Presentations by:
    - Wendy Silvani, Silvani Transportation
    - Connie McGee, Enterprise Rideshare
    - David Chu, Ridepal
  - Recorded for viewing online
- Pop-up BikeFestival support
  - Kennedy Elementary School (Newark)
  - Irvington High School (Fremont)



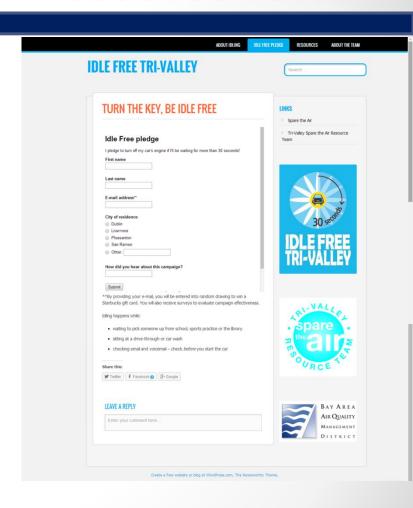


## Tri-Valley Spare the Air Resource Team

- Idle Free Tri-Valley
  - Website launch
  - Online pledge form
  - Over 1,500 pledges since September 2012
- Tri-Valley Commuter Cup

#### TURN THE KEY BE IDLE FREE







#### Value Added

- Seed innovative ideas and projects
- Projects are institutionalized in local communities
- Air District gains a local presence
- Spare the Air message spread locally



#### Resource Team Contract

- Staff completed Requests for Proposals process in May 2012
- Community Focus was the selected contractor
- Community Focus key to facilitating and implementing projects
- Final contract year extension
- Staff will issue new RFP this fall



#### Staff Recommendations

- Board of Directors approved a three-month contract amendment for \$76,000 on June 18, 2014
- Recommend Board of Directors approve contract amendment for \$151,000 to complete the contract year





Agenda: 7

# Spare the Air Youth Program







Kristina Chu, Air District Leslie Lara, MTC

Public Outreach Committee October 30, 2014



# Program Overview



- Spare the Air Youth Program established in 2010
- Joint regional effort led by MTC and the Air District
- Program strives to educate, inspire and empower youth and families to walk, bicycle, carpool and take transit
- Approximately 1.5 million residents under 18 years old



## YES! Conference 2013











- Conference Saturday,
   November 2, 2013 from
   10am 4pm
- Conference Video: <u>http://youtu.be/vk2JG5</u>
   <u>TJSbc</u>
- Conference Website: <u>www.sparetheairyouth.</u> <u>org/summit2013</u>

## YES! Conference 2015



#### Date:

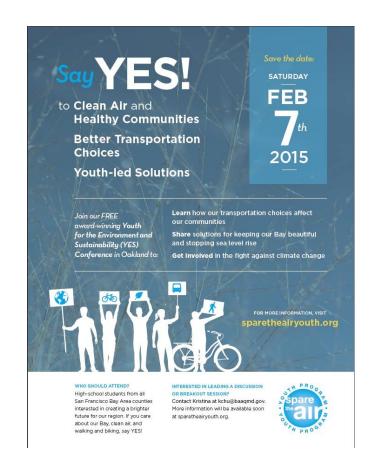
Saturday, February 7, 201510am – 4pm

#### Location:

Joseph P. Bort Metro Center,
 Oakland

#### Session Topics:

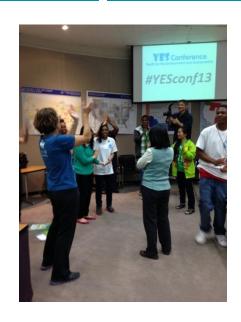
- Transportation alternatives
- Bike repair
- School and student-based efforts to reduce driving
- Advocacy and leadership development



# YES! Conference Planning



- Staff working with Spare the Air Youth Technical Advisory Committee members to:
  - Assist with Conference agenda planning
  - Provide recommendations and guidance on session selection
  - Conduct outreach to high school students
- Staff working with Spare the Air Youth grantees to:
  - Present their programs at the YES!
     Conference
  - Assist with outreach for the YES!
     Conference
  - Provide logistical support





October 30, 2014

## **YES!** Conference Timeline



- October 30 Begin outreach to youth organizations
- November 7 Issue call for session proposals
- November 10 Open YES! Conference registration
- December 19 Deadline to submit session proposals
- January 9 Finalize session topic speakers/presenters
- January 23 Close YES! Conference registration
- February 7 YES! Conference

