

# 2014/15 Winter Spare the Air Campaign



Lisa Fasano  
Communications Officer

Public Outreach Committee Meeting  
March 5, 2015

# WSTA Season Overview

	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
WSTA Alerts	11	7	4	15	10	30	<b>23</b>
PM <sub>2.5</sub> Excesses	13	9	1	11	1	15	<b>6</b>
Complaints	1,500	2,355	1,373	3,777	2,316	5,091	<b>3,739</b>
Info Packets	1,550	10,270	592	11,476	3,720	1,768	<b>2,034</b>
Violations	255	319	61	359	178	267	<b>155</b>
Exemptions	0	44	49	76	91	150 27 Seasonal	<b>203</b> <b>19 Seasonal</b>

# Campaign Highlights

- New Advertising Campaign
- TV, radio, Internet radio, digital, outdoor, print and transit ads
- Increased targeted advertising & outreach to non-English speaking residents
  - Spanish
  - Cantonese
  - Mandarin
  - Vietnamese
  - Tagalog



# **New TV Commercial**





# Advertising



Has your home taken up smoking this winter?

Breathing wood smoke is unhealthy.

It's Your Air, Protect It.

1-877-4NO-BURN  
SpareTheAir.org

今年冬天您家中是否煙霧瀰漫？  
呼吸燒木材的煙非常不健康。



今年冬天您家中是否煙霧瀰漫？

呼吸燒木材的煙非常不健康。

您的空氣，一定得保護。  
1-877-466-2876 SpareTheAirNow.org



¿Ha empezado su hogar a fumar este invierno?

Respirar humo de madera es dañino.

Es su aire, protéjalo.

1-877-466-2876 SpareTheAirNow.org

您的空氣，一定得保護。

1-877-466-2876 SpareTheAirNow.org



# WSTA 2014-15

## REGIONWIDE

(Includes multi-cultural)

- BROADCAST TV
- RADIO
- CABLE TV
- PANDORA
- PRINT
- SPOTIFY
- ONLINE

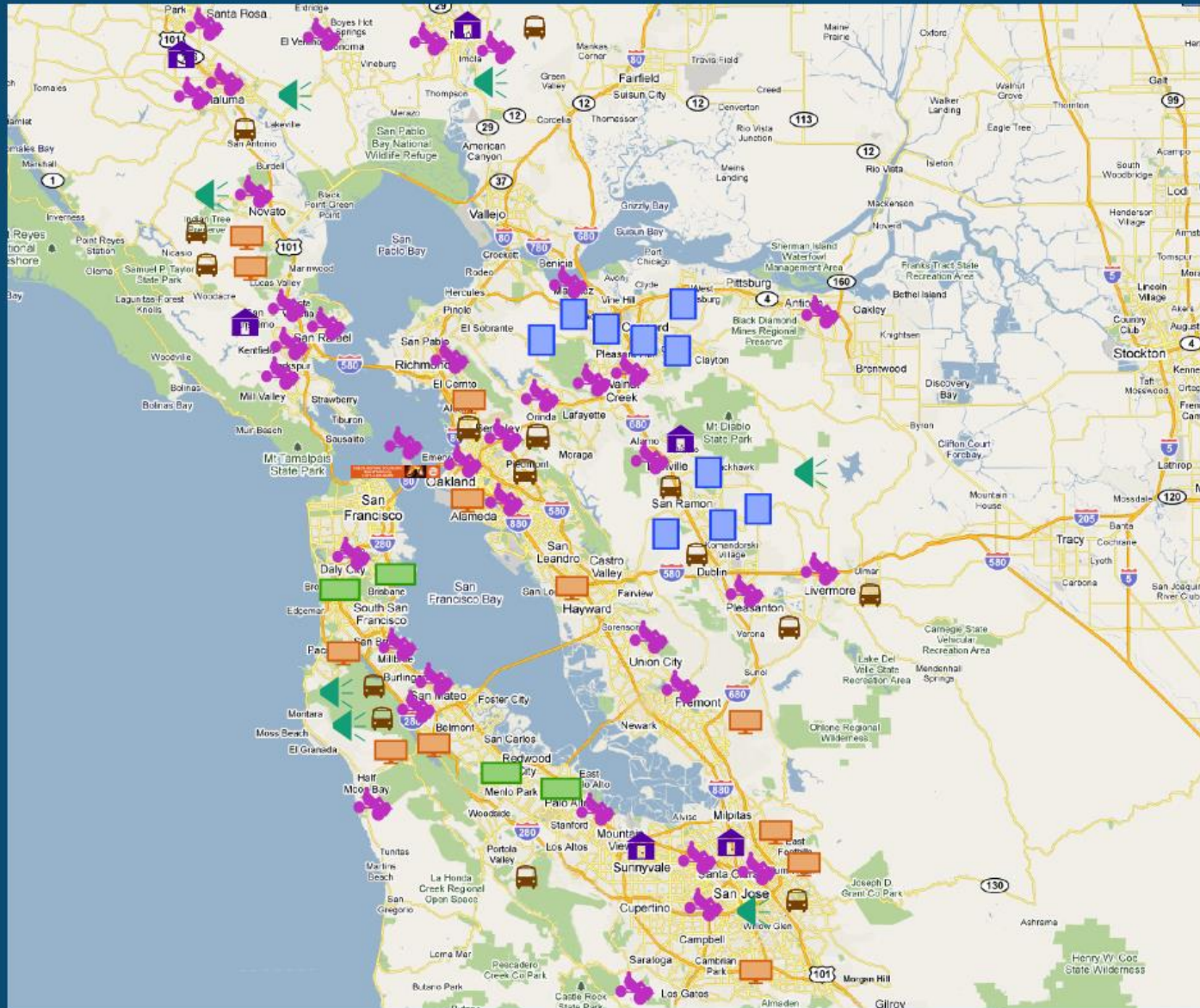
## TARGETED

-  TREASURE ISLAND BANNER
-  DOOR-TO-DOOR
-  BICYCLE
-  BILLBOARDS
-  TRANSIT SHELTERS
-  ZONED COMCAST
-  ZONED RADIO



## BUS ROUTES

- |                            |                   |
|----------------------------|-------------------|
| <b>GOLDEN GATE TRANSIT</b> | <b>LAVTA</b>      |
| • MARIN/SONOMA COUNTIES    | • TRI VALLEY      |
| <b>VTA</b>                 | <b>AC TRANSIT</b> |
| • SANTA CLARA COUNTY       | • EAST BAY        |



# Media Outreach

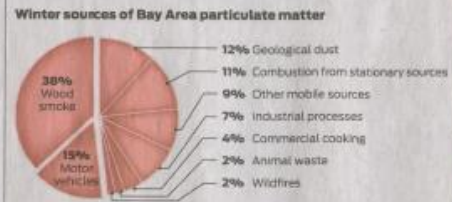


## San Francisco Chronicle

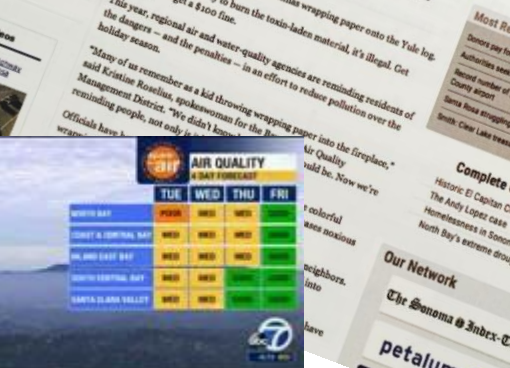
### Record spell of Spare the Air days as dirty skies linger

*Pollution from page A1*  
 more dirty skies looms, and regulators were encouraging people not to burn wood.

**Spare the Air alerts in winter**  
 The winter Spare the Air program started in 1991. When a Spare the Air warning is issued for the next 24 hours, it's based on the prediction that the amount of fine particulate matter, like soot, in the atmosphere will exceed national and state health standards.

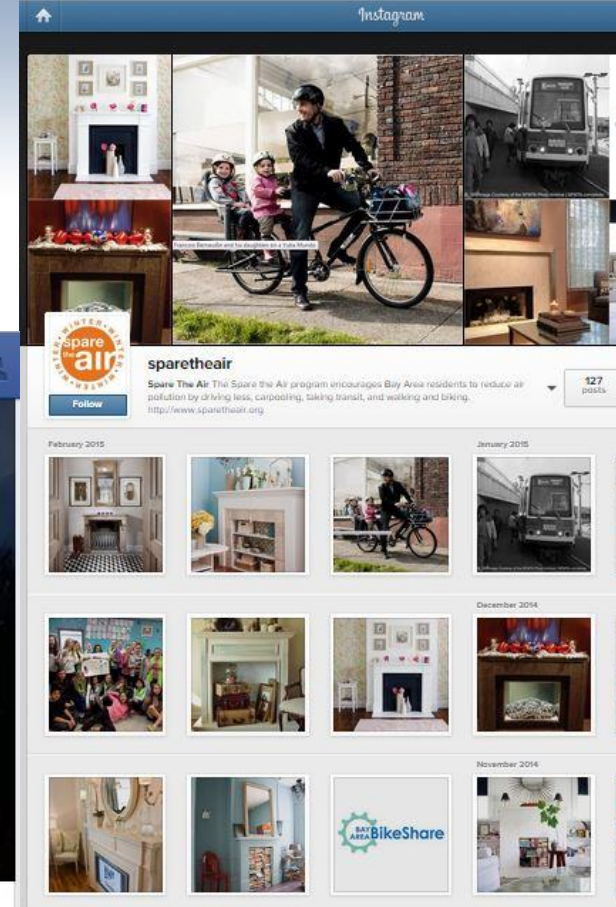


...most of the Bay than half its average over the last two years of the precipitation. ...not off to a wet start in San Francisco still 40% of where it normally falls at this point — but fallen since mid-... concern for the district during cool-...soot and other fine come largely from an inversion layer, ...temperatures on and higher temperatures tend to trap in... ation that's when there's no weather to push out. ...ants are linked to their illnesses, and... lace, a spokesman with the air district. ... A team of about 70 people at the district helps enforce the wood-burning ban in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa...



# Social Media

Spare The Air @SpareTheAir · Feb 4  
#wordlesswednesday



Spare the Air, Bay Area

Elizabeth Home

Has your home taken up smoking this winter?  
Breathing wood smoke is unhealthy.

Spare the Air, Bay Area  
Government Organization

Sign Up Liked Message

Timeline About Photos Reviews

Sandhya Patel @SandhyaABC7 · Jan 16  
No improvement in air quality tomorrow. 20th @SparetheAir alert of season issued for SAT. #whereyoulive

	AIR QUALITY 4 DAY FORECAST			
	SAT	SUN	MON	TUE
NORTH BAY	POOR	MED	MED	MED
COAST & CENTRAL BAY	POOR	MED	MED	MED
INLAND EAST BAY	MED	MED	GOOD	GOOD
SOUTH CENTRAL BAY	MED	MED	GOOD	GOOD
SANTA CLARA VALLEY	MED	MED	MED	MED

Spare The Air

© San Francisco Bay Area, CA · www.sparetheair.org

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

12 Books 649 Pins 27 Likes 214 Followers 169 Following

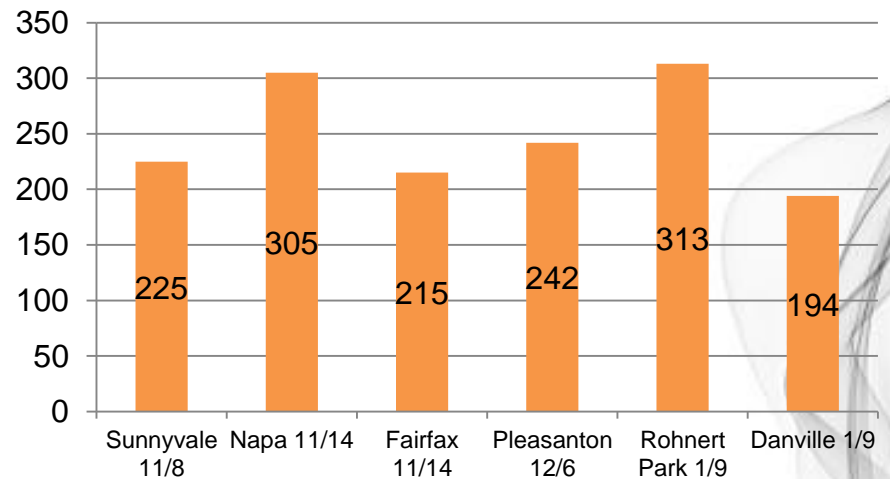
Spare the Air in Action Air Quality Facts Just for Fun Commute Alternatives Pollution stinks! Air Quality History Spare the Air

South Bay East Bay Smart Driving and Commute... San Francisco Bay Area Bic...



# Door-to-Door Outreach

- Outreach conducted in Sunnyvale, Napa, Fairfax, Pleasanton, Rohnert Park and Danville
- 1,494 homes reached
- 375 surveys collected
  - 25% response rate - up from 16% for 2013/2014 season



# Results

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- **145,000** calls to 1-877-4-NO-BURN
- **106,500** subscribers to email Air Alerts
- **20,000** subscribers to phone alerts
- **129,741** widget downloads
- **23,637** app downloads
- **69%** increase in Facebook engagement

# Results

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- **30% of Bay Area households** reduced their wood burning
- **58% had heard, read, or seen** media stories about the Winter Spare the Air program
- Following an alert, **44% of respondents were aware** that a Winter Spare the Air alert had been called
- **Spanish (36%) and Mandarin (40%)** speakers were **more likely to have reduced or abstained from burning** because of the program compared with **English speakers (28%)**.
- Support for the Wood Burning Rule **remains strong** and consistent over the past three seasons **at 75%**.

# Spare the Air Youth YES! Conference



**Kristina Chu & Yvonna Cazares**

**Public Outreach Committee  
March 5, 2015**

# 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
- First YES Conference held in 2013



# YES! Conference 2015

- **Date:**
  - Saturday, February 7, 2015
  - 10 a.m. – 4 p.m.
- **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

**Say YES!**  
to **Clean Air and Healthy Communities**  
**Better Transportation Choices**  
**Youth-led Solutions**

*Join our FREE award-winning Youth for the Environment and Sustainability (YES) Conference in Oakland to:*

Learn how our transportation choices affect our communities  
Share solutions for keeping our Bay beautiful and stopping sea level rise  
Get Involved in the fight against climate change

FOR MORE INFORMATION, VISIT  
[sparetheyouth.org](http://sparetheyouth.org)

**WHO SHOULD ATTEND?**  
High-school students from all San Francisco Bay Area counties interested in creating a brighter future for our region. If you care about our Bay, clean air, and walking and biking, say YES!

**INTERESTED IN LEADING A DISCUSSION OR BREAKOUT SESSION?**  
Contact Kristina at [kchu@baaqmd.gov](mailto:kchu@baaqmd.gov). More information will be available soon at [sparetheyouth.org](http://sparetheyouth.org).

spare the air  
YOUTH PROGRAM

Save the date:  
SATURDAY  
**FEB 7<sup>th</sup>**  
2015

# Keynote Speakers

- Nick Laskowski, Adult Speaker, San Jose Bike Party



- Sereh Almeyda, Student Speaker, Windsor High School



## YES Conference

Youth for the Environment and Sustainability

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**DATE:** Saturday, February 7, 2015  
**TIME:** 10:00 a.m. to 3:00 p.m.  
**LOCATION:** Joseph P. Bort MetroCenter, 101 8th Street, Oakland (by the Lake Merritt BART station)

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**AGENDA**

9:30 am	<b>Registration @ MetroCenter Lobby</b> <ul style="list-style-type: none"> <li>• Poster Making</li> <li>• Icebreakers</li> </ul>
10:30 am	<b>Opening Welcome @ Auditorium</b> <ul style="list-style-type: none"> <li>• Greeting and Announcements, Jasper Starfire Thelin, Master of Ceremonies</li> <li>• Welcoming Remarks, Amy Rein Worth, Chair, MTC &amp; Councilmember, City of Orinda</li> </ul>
10:40 am	<b>Keynote Speaker @ Auditorium</b> <ul style="list-style-type: none"> <li>• Nick Laskowski, Co-Founder, San Jose Bike Party</li> </ul>
10:50 – 11:35 am	<b>Workshops — Session 1</b> <ul style="list-style-type: none"> <li>• Games and Activities to Engage Youth in Your Program, Napa County Office of Education @ Auditorium</li> <li>• Youth Advisory Board, Center for Climate Protection @ CR-171</li> <li>• Climate Change and the Bay, BayMobile @ Ground Floor Parking Lot</li> <li>• Transportation Nation: The Amazing Transit Race, Marin School of Environmental Leadership, Terra Linda High School with Safe Routes to School @ Fishbowl, 3<sup>rd</sup> floor</li> </ul>
11:40 am – 12:45pm	<b>Lunch @ Cafeteria Patio (weather permitting)</b> <ul style="list-style-type: none"> <li>• Climate Change Video Loop</li> <li>• Photo Booth, Two Dudes &amp; A Booth</li> <li>• Bike Blender, YBike</li> <li>• Bay Area Bike Mobile, Local Motion</li> </ul>
12:50 – 1:35 pm	<b>Workshops — Session 2</b> <ul style="list-style-type: none"> <li>• The Game of Life: Public Transit, Bikes and Cars — Our Impact on the Environment, Causa Justa Just Cause @ Auditorium</li> <li>• Teen Impact on Safe Routes to Schools, Alameda County Safe Routes to Schools Youth Task Force @ CR-171</li> <li>• Bike Repair Workshop, Bay Area Bike Mobile @ Ground Parking Lot</li> <li>• #YOUTHACTION: A Community Organizing Toolkit for Young Activists, Bike East Bay &amp; MTC @ Fishbowl, 3<sup>rd</sup> floor</li> </ul>
1:40 – 2:25 pm	<b>Workshops — Session 3</b> <ul style="list-style-type: none"> <li>• ECO2school, Center for Climate Protection @ Auditorium</li> <li>• Golden Sneaker Building, San Francisco Bicycle Coalition @ CR-171</li> <li>• Bike Repair Workshop, Bay Area Bike Mobile @ Ground Parking Lot</li> <li>• #YOUTHACTION: A Community Organizing Toolkit for Young Activists, Bike East Bay &amp; MTC @ Fishbowl, 3<sup>rd</sup> floor</li> </ul>
2:30 pm	<b>Youth Keynote Speaker @ Auditorium</b> <ul style="list-style-type: none"> <li>• Sereh Almeyda, SAY, Social Advocates for Youth</li> </ul>
2:45 pm	<b>Raffle Prize Drawings &amp; Closing @ Auditorium</b>

# Breakout Sessions





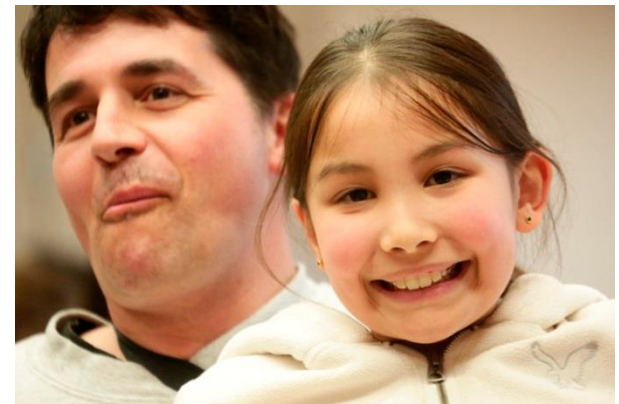
# Conference Video



Conference Video: <https://www.youtube.com/watch?v=ov89OCNNJHs&feature=youtu.be>

# YES! Conference Next Steps

- **Staff analyzing evaluations:**
  - Evaluations and feedback from volunteers, presenters, and participants
- **Staff working with Spare the Air Youth Technical Advisory Committee to:**
  - Plan the next programs at the YES! Conference
  - Begin developing greater relationships with youth-serving organizations and schools





AGENDA: 6

# Approval of Contract for Spare the Air Advertising/Messaging Campaigns

**Public Outreach Committee**

Kristine Roselius

Communications Manager

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






# Background

- Communications Office recently completed RFP process for the following services for Spare the Air campaigns:
  - Advertising
  - Media Relations
  - Social Media
  - Employer Outreach
  - Public Opinion Surveys

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

There's a better way to work. 



# Proposals

- Three proposals were received for Advertising, Communications & Evaluation Services for the Spare the Air Campaigns from:
  - KHB Marketing
  - Mental Marketing
  - O’Rorke, Inc.
- Proposals were reviewed by:
  - Communications Officer
  - Communications Manager
  - Public Information Officer

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There's a better way to work.





# Evaluation

■ Proposals were evaluated based on the following criteria:

- Technical Expertise 30%
- Skill & Experience of Team 20%
- Approach to the proposal 20%
- Cost 20%
- References/Green Business 10%

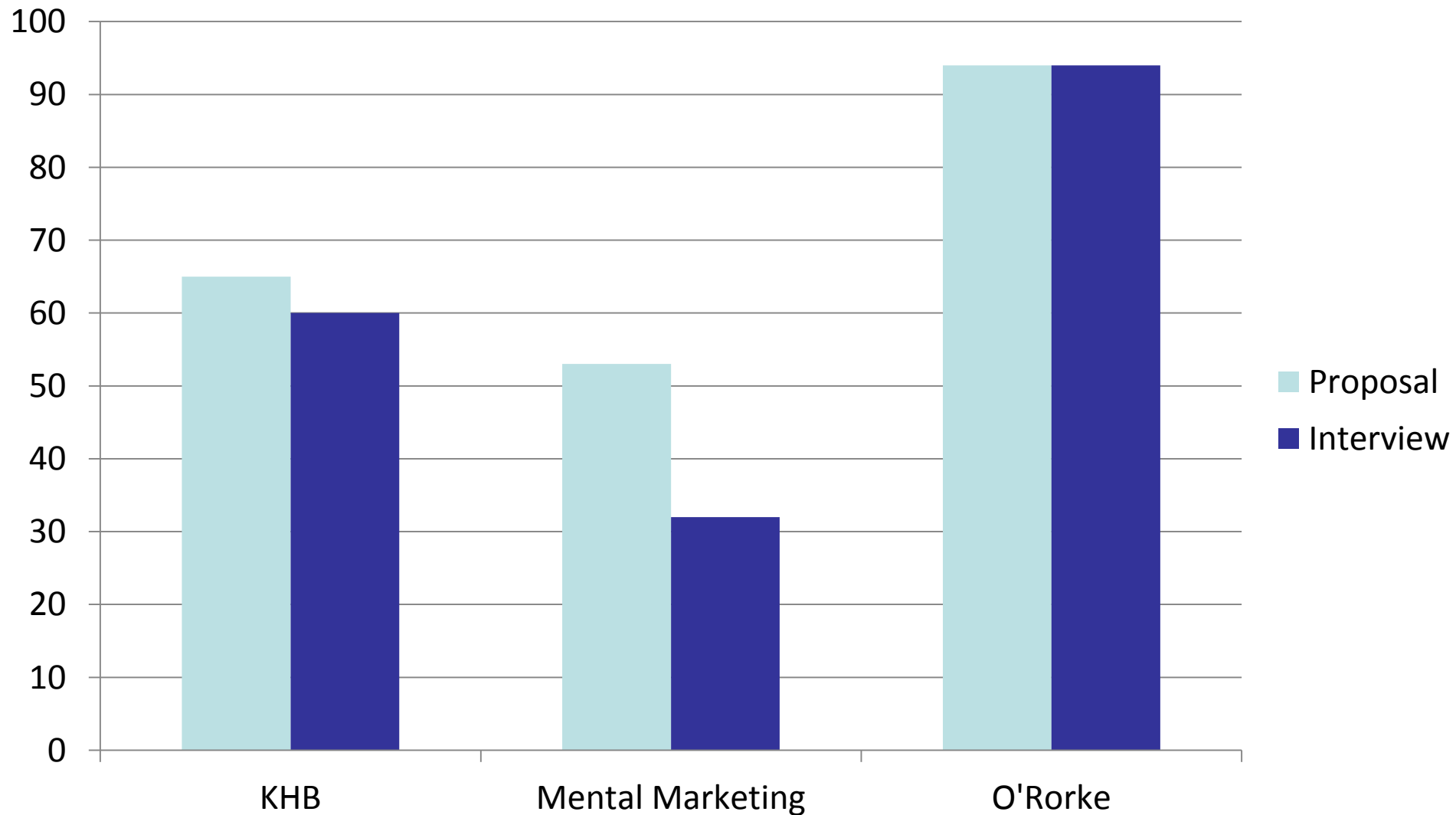
**TOTAL 100%**

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# Evaluation

## Proposal & Interview Scores





# Staff Recommendations

- O'Rorke, Inc., lead contractor
  - Strategy-driven proposal
  - Social marketing and advertising experience
  - Extensive government experience
  - Television, radio and print advertising expertise
  - Well-versed in Bay Area media & partnerships

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







# Staff Recommendations

- Subcontractor team
  - **True North**
    - Nation's leading experts in research methodologies
  - **Community Focus**
    - Proven employer & public outreach strategies
  - **M-Line**
    - Innovative, award-winning creative design
  - **Synapse Strategies**
    - 20 years of transportation communications experience
  - **Interethnica**
    - Proven strategies for reaching multilingual audiences
  - **Jungle Communications**
    - Experienced multicultural outreach agency



# Staff Recommendations

- Recommend Board of Directors approve the following Advertising, Communications & Evaluation Services contract:

## **O'Rorke, Inc.**

### – Spare the Air Every Day Campaign

• Advertising	\$600,000
• Media Relations	\$200,000
• Social Media	\$75,000
• Employer Program	\$200,000
• Public Opinion Surveys	\$50,000



# Staff Recommendations

- Winter Spare the Air Campaign

– Advertising	\$600,000
– Media Relations	\$100,000
– Social Media	\$75,000
– Public Opinion Surveys	\$50,000
– In-Language Option Surveys	\$69,000*

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TOTAL not to exceed

**\$1,950,000**

FYE 2016 & FYE 2017

**\$2,019,000** for  
FYE 2018

\*(3rd year of contract only)



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# Approval of a Contract for the Spare the Air Resource Teams

Kristina Chu, Acting Community Engagement Manager  
Public Outreach Committee

March 5, 2015

# Spare the Air Resource Teams

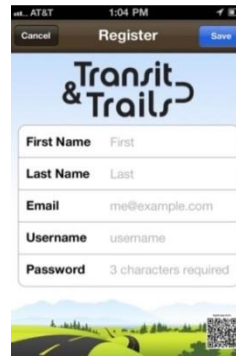
- The Spare the Air Resource Teams began in 1991
- 9 Bay Area teams

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
- Contractor assists with facilitation of team meetings, coordinates team projects, and recruits team members



# Resource Team Projects at a Glance

- Be Idle Free
- Transit & Trails
- BikeFest & Kidical Mass
- Napa Valley Film Festival shuttle pilot
- Stop Junk Mail San Jose
- Go Sonoma Website
- Provide Bike to Work Day incentives



# Request for Proposals

- Request for Proposals (RFP) issued in early January 2015
- One-year contract with potential for two one-year extensions
- RFP was widely circulated to local community engagement firms
- Community groups and stakeholders received the RFP



# Proposal Evaluation

- Three proposals received from PMC, TRC and Community Focus
- Staff evaluated bids based on:
  - Expertise of the firm
  - Experience on similar projects
  - Responsiveness to the RFP
  - Cost effectiveness
  - References/ Green Business Certification
- Community Focus earned the highest score





# Overview of Final Scores

Evaluative Criteria	Maximum Points Possible	PMC	TRC	Community Focus
Expertise	20	15	9	19
Skill	20	13	10	19
Approach	30	23	9	24
Cost	20	10	7	16
Firm's Focus Area	10	4	2	6
<b>TOTAL</b>	<b>100</b>	<b>65</b>	<b>37</b>	<b>85</b>



# Staff Recommendations

## Recommend Board of Directors:

- Approve the selection of Community Focus to facilitate the Spare the Air Resource Teams
- Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$245,000 per contract year for up to three years

