

Overview of the 2014-2015 Winter Spare the Air Season



Eric Stevenson, Technical Services Director

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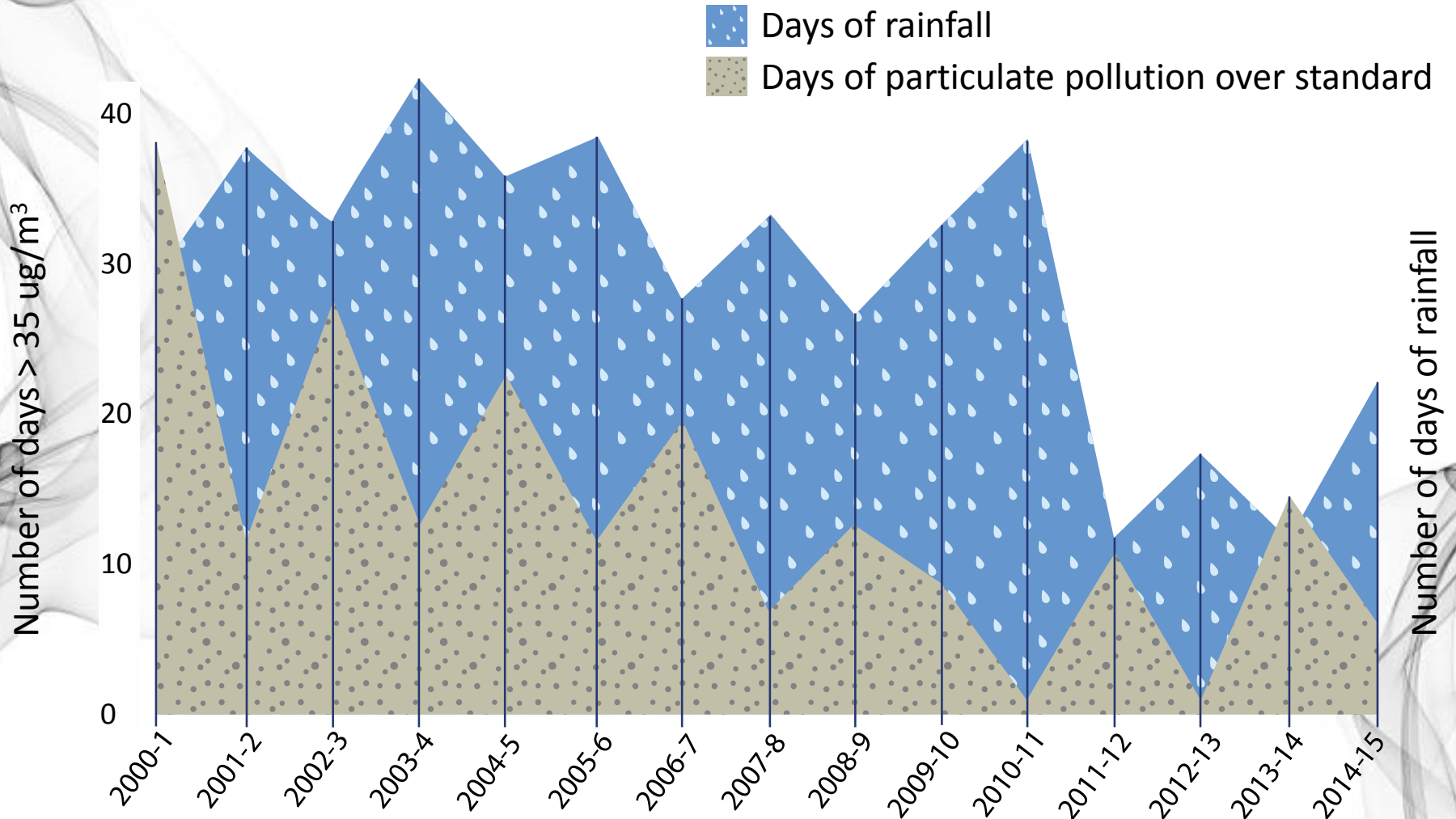
March 18, 2015

Meeting of the Board of Directors

Winter PM_{2.5} Seasons

Year	Days > 35 μg/m ³	Winter Spare the Air Alerts
2011/2012	11	15
2012/2013	1	10
2013/2014	15	30
2014/2015	6	23

Less Rainfall = More PM Pollution



Highest Air Quality Readings

November 2014 – February 2015

Highest Air Quality Readings - November 2014 thru February 2015

November 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						47
48	54	59	69	88	57	62
61	59	64	54	36	44	50
60	64	69	71	70	65	52
62	62	66	77	94	68	48
54						

December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	68	35	33	43	43	42
56	66	88	63	42	55	62
65	52	54	52	56	52	70
43	49	59	57	59	61	82
82	59	48	67			

January 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				98	92	107
99	91	102	86	116	91	88
82	58	58	110	103	102	73
68	66	69	72	80	87	93
83	79	73	91	67	73	54

February 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
94	93	84	91	55	31	48
46	55	48	48	54	58	66
58	52	62	53	66	61	60
43	42	61	53	53	35	45

Note: The data listed above is preliminary and represents the highest air quality index readings in the region for each day.



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.

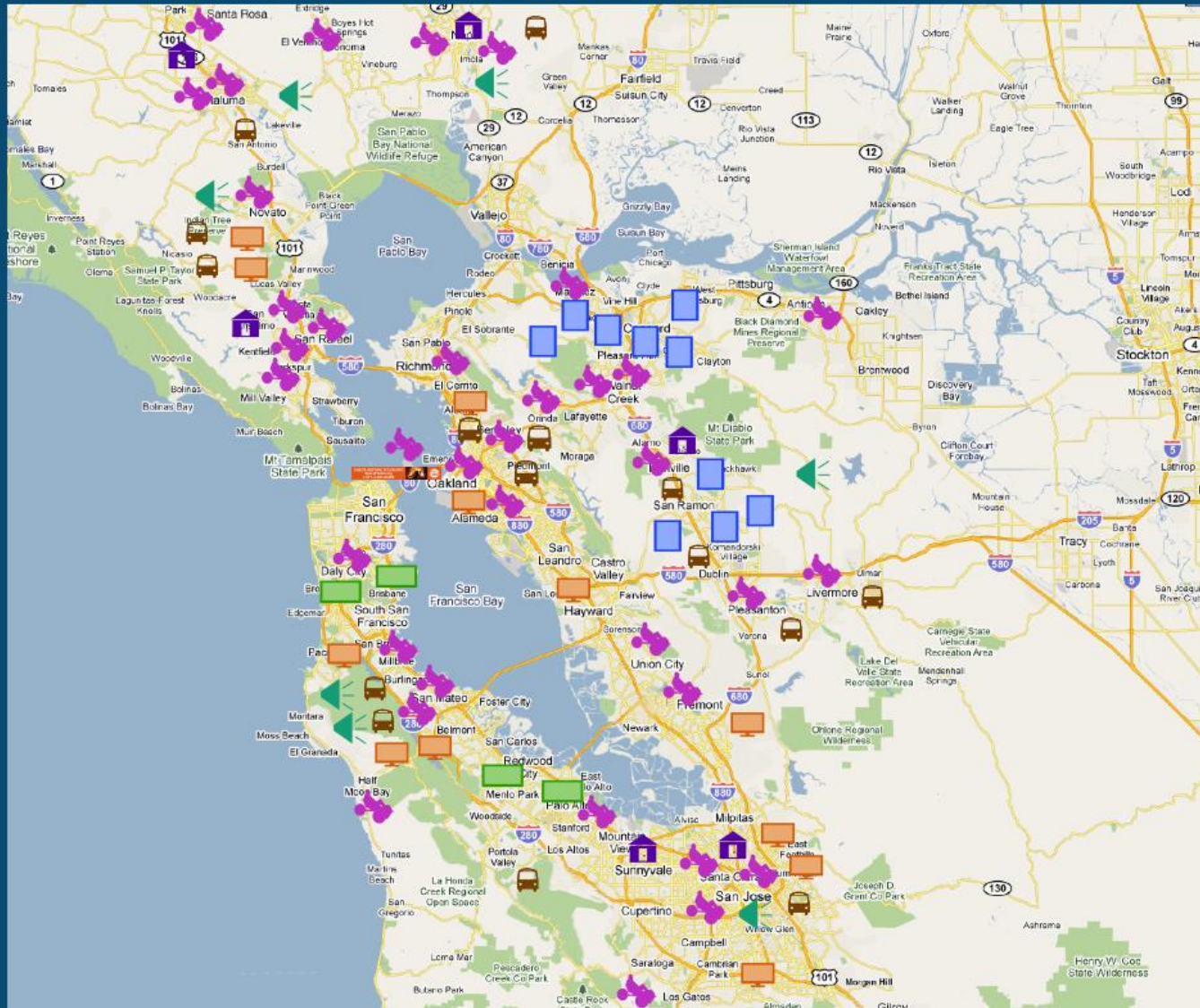
1-877-466-2876 SpareTheAirNow.org

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Regional Outreach



WSTA 2014-15

REGIONWIDE

(Includes multi-cultural)

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

TARGETED

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



BUS ROUTES

- GOLDEN GATE TRANSIT
- MARIN/SONOMA COUNTIES
- LAVTA
- TRI VALLEY
- VTA
- SANTA CLARA COUNTY
- AC TRANSIT
- EAST BAY

Media Coverage

LIVE

HEADLINES

Fog & Clouds
Calm Winds

Spare The Air
Partly Cloudy

Near or Record
Temperatures

6:59 AM

San Francisco Chronicle

Record spell of Spare the Air days as dirty skies linger

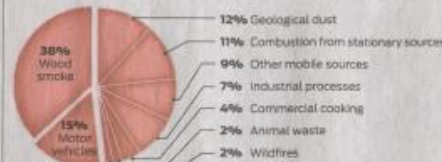
Pollution from page A1

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.

Winter sources of Bay Area particulate matter



Winter Spare the Air alerts

By season (November to March)



Source: Bay Area Air Quality Management District

John Blanchard / The



The Press Democrat

62° Cloudy

HOME NEWS OPINION SPORTS BUSINESS WINE COUNTRY LIFE ENTERTAINMENT FIND EVENTS BLOGS

Did you know burning gift wrap is illegal - and dangerous?

BY PAUL DAYNE
THE PRESS DEMOCRAT
December 24, 2014, 4:07 PM

Think twice before tossing that Christmas wrapping paper onto the Yule log. Not only is it unhealthy to burn the toxic-laden material, it's illegal. Get the dangers — and the penalties — in an effort to reduce pollution over the holiday season.

Many of us remember as a kid throwing wrapping paper into the fireplace. Kristine Roselius, spokeswoman for the Bay Area Air Quality Management District, "We didn't know that."

Officials have a...

SPARE THE AIR ALERT TOMORROW

Walter Wallace
AIR QUALITY MANAGEMENT

5:16 PM
KPIX 5

WAYNE KINO
BAY AREA AIR QUALITY MANAGEMENT DIST.

abc 7
9:30 57

LISA FASANO
AIR DISTRICT SPOKESPERSON

abc 7
9:03 49

7 NEWS at 11

Today is 22nd Spare the Air Day of the Season, Wood Burning is Banned

CHRISTINE ROSELIUS
BAY AREA AIR QUALITY MGMT. DIST.

more storms come we wouldn't have of stagnant air,"enson, director of ervices for the Bay ility Management s pattern kind of h the number of -have, and the last haven't had a "a lot of rain."

lungs

most of the Bay than half its aver- ter two years of e precipitation. ot off to a wet start rancisco still 40 f of where it nor- at this point — but fallen since mid-

concern for the strict during cool- soot and other fine come largely from n inversion layer, r temperatures on d higher temper- tends to trap in- ation that's when there's no eather is pushed out.

nts are linked to ther 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

winter, last season's fir suggest the enforcement serious about its res- ties.

The district gave violation notices winter second-

7 DAY WEATHER OUTLOOK

TUE WED THU FRI SAT SUN

MIKE NICCO
AIR QUALITY MGMT. DIST.

AIR QUALITY 4 DAY FORECAST

	TUE	WED	THU	FRI
WORTHY BAY	GOOD	GOOD	GOOD	GOOD
CONTRA COSTA BAY	GOOD	GOOD	GOOD	GOOD
SAN ANDREAS BAY	GOOD	GOOD	GOOD	GOOD
SOUTH BAY	GOOD	GOOD	GOOD	GOOD
GARITA VALLEY	GOOD	GOOD	GOOD	GOOD

Complete Coverage

Historic El Capitán Clinic
The Andy Lopez case
Homelessness in Sonoma
North Bay's extreme drought

Our Network

Sanoma 3rd-Cr
petalum

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

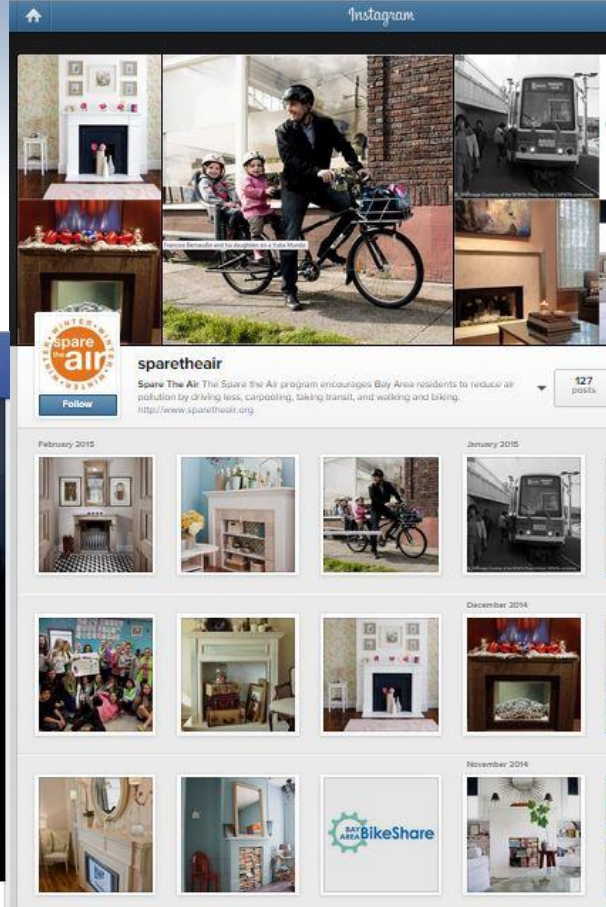
Sign Up Liked Message

Timeline About Photos Reviews

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

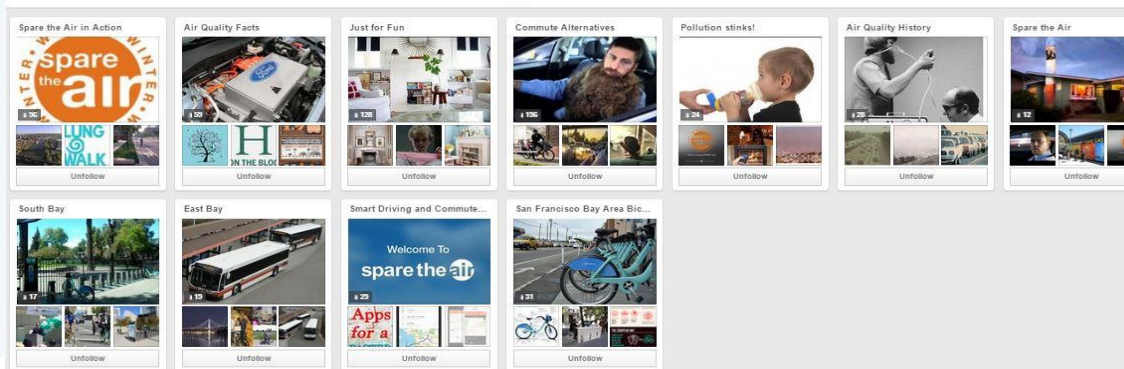
	AIR QUALITY 4 DAY FORECAST			
	SAT	SUN	MON	TUE
NORTH BAY	POOR	MED	MED	MED
COAST & CENTRAL BAY	POOR	MED	MED	MED
INLAND EAST BAY	MED	MED	GOOD	GOOD
SOUTH CENTRAL BAY	MED	MED	GOOD	GOOD
SANTA CLARA VALLEY	MED	MED	MED	MED

View photo



Spare The Air
© San Francisco Bay Area, CA · www.sparetheair.org · 1F
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



Results

- **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%**.

Results

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

Wood Smoke Enforcement

	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
WSTA Alerts	11	7	4	15	10	30	23
PM_{2.5} Excesses	13	9	1	11	1	15	6
Complaints	1,500	2,355	1,373	3,777	2,316	5,091	3,834
Info Packets	1,550	10,270	592	11,476	3,720	1,768	2,029
Violations	255	319	61	359	178	267	155
Exemptions	0	44	49	76	91	150	193 + 23 Seasonal

Enforcement Highlights

- **Violations: 155**

- 134 - 1st NOV Wood Smoke Awareness Course or \$100 penalty
- 21 - 2nd or 3rd NOV \$500 (increased with additional NOVs)
- 177 Total Exemptions – 193 permanent, 23 non-functional heater

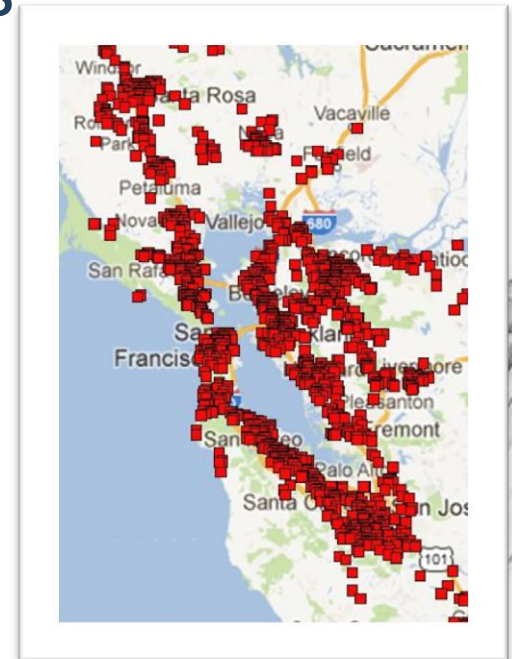
- **Complaints: 3,834**

- 62% on Spare the Air Days
- 72 addresses with 5 or more complaints
- 14 addresses with 20 or more complaints
- 5 address with 50 or more complaints
- 1 address with 105 complaints
- Over 50 complaints by 1 person



Enforcement Practices

- Complaint information is used to determine patrols and to concentrate enforcement on locations with multiple complaints
- Patrol deployment varied throughout the season
- Violations are documented and issued when discovered



Regulation 6, Rule 3 Rule Development

- Proposed Changes to the Rule:
 - Sole Source of Heat Exemption
 - Mandatory Burn Ban
 - Sale and Manufacturing of New Wood Heaters
 - Real Estate Requirements
 - Registration
- Rule Development Schedule:
 - Public Workshops will be scheduled in all nine counties in March and April 2015
 - Rule amendments to the Board of Directors for adoption targeted for 3rd quarter 2015



Public Workshop Dates and Locations

<p>SANTA CLARA COUNTY March 25, 6-8 PM</p> <p>City of Morgan Hill Community and Cultural Center Hiram Room</p> <p>17000 Monterey Street Morgan Hill, CA 95037</p>	<p>SAN MATEO COUNTY April 6, 6-8 PM</p> <p>Redwood City Public Library Downtown Branch 2nd Floor Community Room</p> <p>1044 Middlefield Road Redwood City, CA 94063</p>	<p>NAPA COUNTY April 7, 6-8 PM</p> <p>Napa County Main Library Community Meeting Room</p> <p>580 Coombs Street Napa, CA 94559</p>
<p>ALAMEDA COUNTY April 9, 6-8 PM</p> <p>Livermore City Hall City Council Chambers</p> <p>1052 South Livermore Avenue Livermore, CA 94550</p>	<p>MARIN COUNTY April 13, 6-8 PM</p> <p>San Rafael City Hall City Council Chambers</p> <p>1400 5th Avenue San Rafael, CA 94901</p>	<p>SONOMA COUNTY April 16, 6-8 PM</p> <p>Santa Rosa City Hall City Council Chambers</p> <p>100 Santa Rosa Avenue Santa Rosa, CA 95404</p>
<p>CONTRA COSTA COUNTY April 20, 6-8 PM</p> <p>Walnut Creek City Hall City Council Chambers</p> <p>1666 North Main Street Walnut Creek, CA 94596</p>	<p>SOLANO COUNTY April 22, 6-8 PM</p> <p>City of Suisun City Council Chambers</p> <p>701 Civic Center Blvd. Suisun City, CA 94585</p>	<p>SAN FRANCISCO COUNTY* April 24, 10 AM - 12PM</p> <p>Bay Area Air Quality Management District Offices 7th Floor Boardroom</p> <p>939 Ellis Street San Francisco, CA 94109</p> <p>*Meeting will be webcast</p>