



Spare the Air 2015 Creative Elements

Kristine Roselius
Communications Manager

Public Engagement Committee Meeting
June 4, 2015

www.yourcommuteisnowyourgym.com





2015 Campaign

www.finallyfinishthatnovel.com



There's a better way to work.



www.yourcommuteisnowyourgym.com

There's a better way to work.



www.cleanoutyourinboxbeforework.com



There's a better way to work.



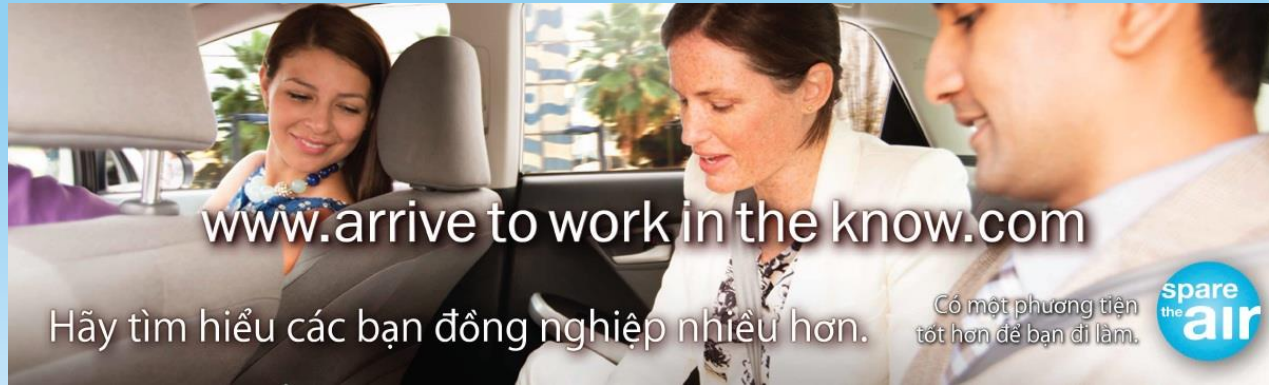
www.makemeaningfuleycontactonthetrain.com



There's a better way to work.




Multi-lingual Advertisements



www.arrive to work in the know.com

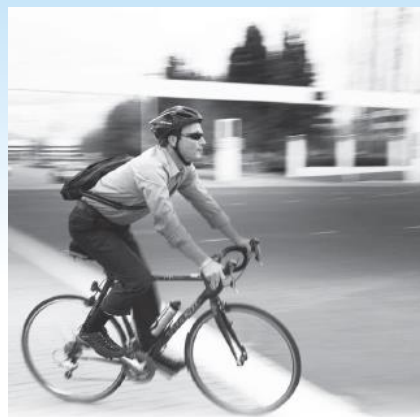
Hãy tìm hiểu các bạn đồng nghiệp nhiều hơn.

Có một phương tiện tốt hơn để bạn đi làm.



[Conoce más amigos en camino al trabajo](#)

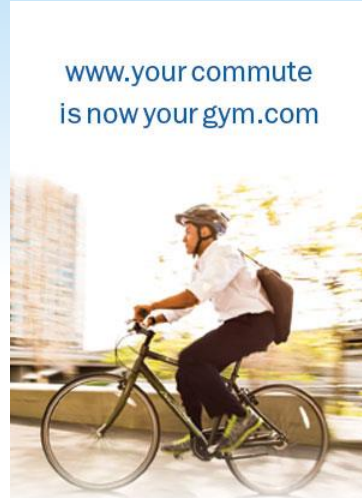
Hay una mejor manera de ir al trabajar.



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

途中健身房

去上班，可以選擇更好的通勤方式



www.your commute is now your gym.com

There's a better way to work.



www.turn a stranger into a friend.com

There's a better way to work.



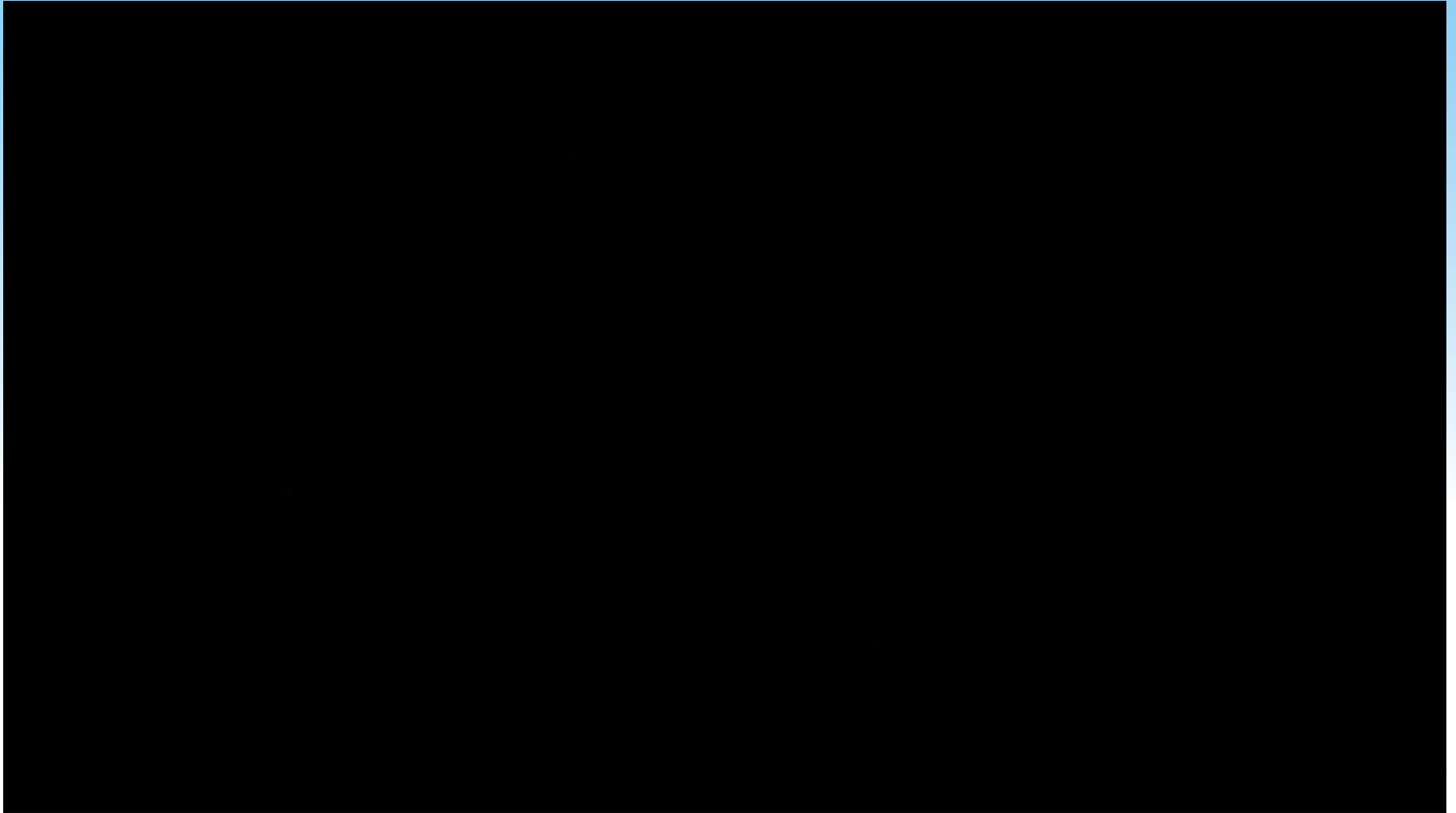
www.finally finish that novel.com

Magbasa habang naghihintay.

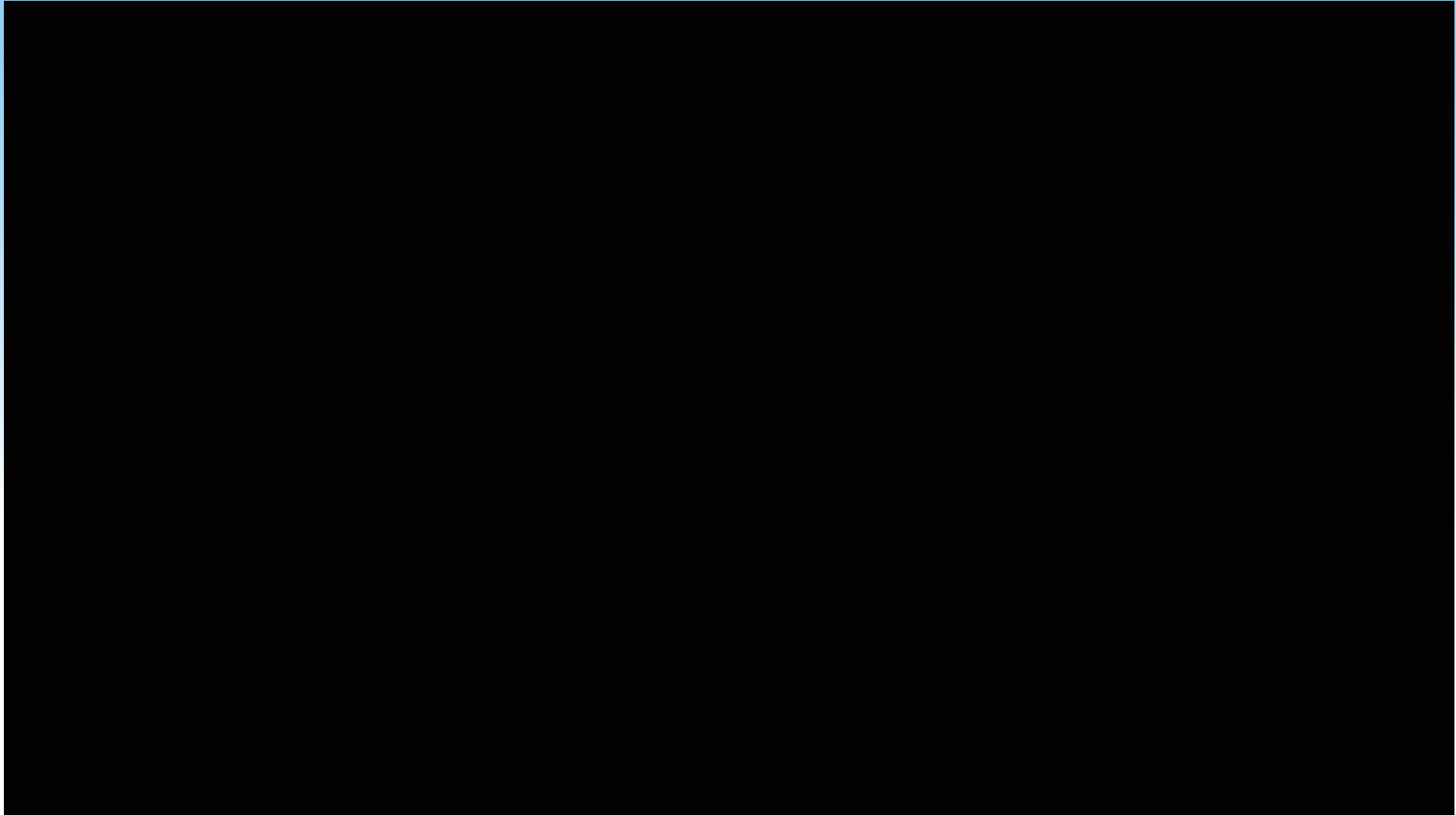
May masmagaling na paraan na magtabaho.



Television & Radio Ads



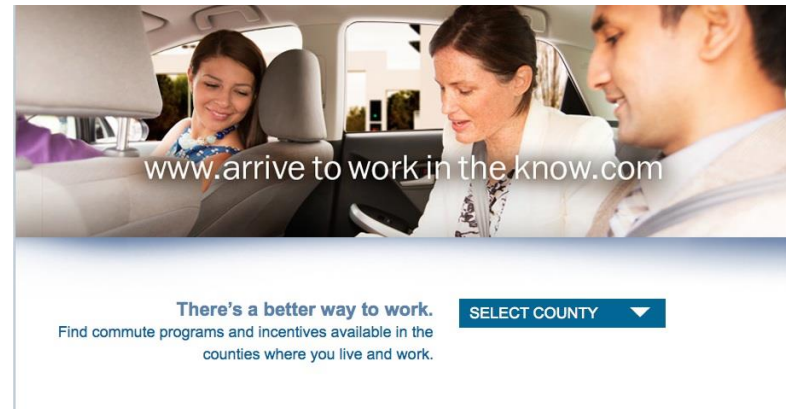
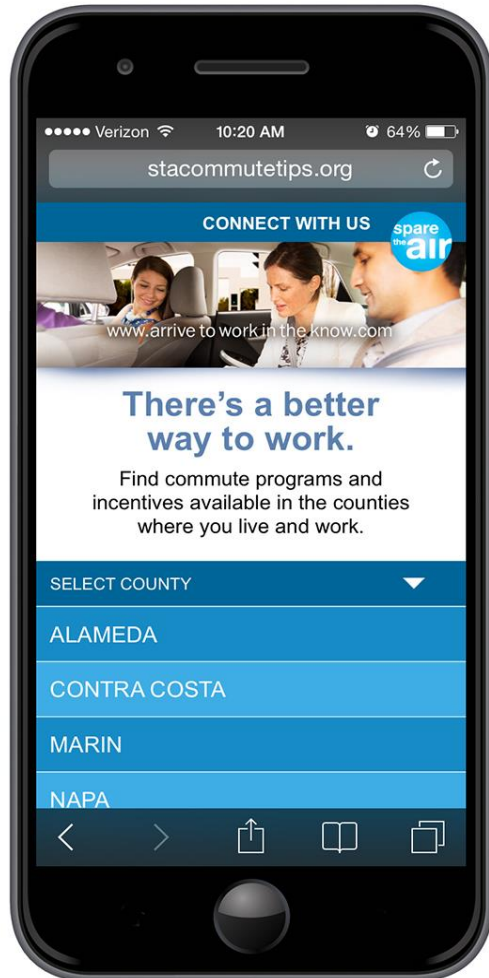
Television & Radio Ads



Advertisements



Campaign Websites



spare the air SUMMER PROGRAM



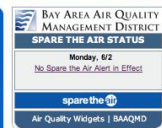
There's a better way to get to work. Visit STACommuteTips.org to find programs and incentives in the counties where you live and work.

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政策。

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. Bumiliita sa STACommuteTips.org para makahanap ng mga programa at mga pampasigla sa kondado na tinitirahan at tinatrabahan niyong.



Media Relations

Transit-riding Bay Area workers to reap financial benefits from new anti-pollution rule

By Denis Cuff Contra Costa Times

POSTED: 09/19/2014 04:41:56 PM PDT | 1 COMMENT | UPDATED: 2 DAYS AGO



Bay Area commuters who eschew the automobile in favor of a bus, van pool, train or bike could save hundreds of dollars a year under a new regional strategy to fight pollution and traffic gridlock.

marinij.com NEWS

News ▾ Sports ▾ Business ▾ Entertainment ▾ Lifestyle ▾ Obituaries ▾ Opinion ▾ Blogs ▾

Home ▾ News



'Spare the Air' alert issued for Friday in Marin, Bay Area

By Marin Independent Journal

POSTED: 07/24/14, 12:01 AM PDT | UPDATED: ON 07/24/2014

COMMENTS

The Bay Area Air Quality Management District declared a 'Spare the Air' alert for Friday, July 25. The alert is the sixth issued in 2014. High temperatures and low winds, paired with motor vehicle exhaust, are expected to cause unhealthy ozone pollution in the Bay Area, the district said in a news release.

C2 | Monday, June 9, 2014 | SFCHRONICLE.COM AND SFGATE.COM ★★★★★

BAY AREA

POLLUTION

Spare the Air alert for 2nd day in a row

By Evan Sernoffsky

Commuters were urged to avoid driving in the Bay Area on Monday as air quality authorities issued a Spare the Air Alert for the second day in a row.

Monday's alert was the fifth in 2014 so far as the Bay Area Air Quality Management District once again prepares for unhealthy levels of smog around the region.

"The No. 1 thing residents can do is to leave their cars at home. Try transit, carpooling, walking or biking to work instead," said district spokesperson

est, along with those who are active outdoors, by reducing lung function and damaging the lining of the lungs. "To protect residents' health, we recommend people avoid outdoor exercise during the hottest part of the day," Roselius said.

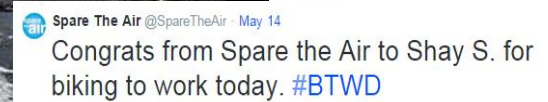
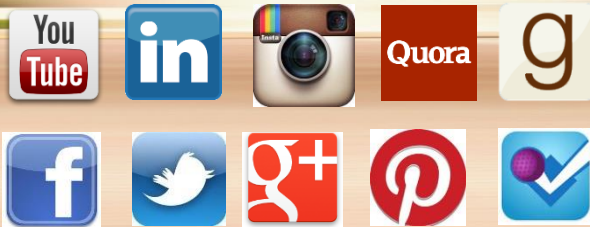
During the morning and afternoon commute, Roselius said, the smog isn't as bad, but once the heat hits stagnant vehicle exhaust, it starts settling around the area. The Livermore and Santa Clara valleys are expected to be hit the hardest.

More information can be found at www.sparetheair.org



Social Media

- Currently on 10 social media sites
- Regularly posting on sites
- Growing audiences
- Thousands of impressions each week






Employer Outreach



www.yourcommuteisnowyourgym.com

There's a better way to work. 




Employer Outreach



www.your commute is now your gym.com



There's a better way to work. 




Next Steps

- In-language media meetings
- STA campaign will run June-October 2015
- High and low-profile presence
- STA community events



www.yourcommuteisnowyourgym.com



There's a better way to work. 



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Community Engagement Office Update

Luz Gomez and David Ralston
Community Engagement Managers
Public Engagement Committee

June 4, 2015

Community Engagement Office Overview

- Educate and engage the public on Air District activities and programs
- Increase public awareness and understanding of the roles the public, business community and the Air District have in reducing air pollution
- Facilitate ongoing dialogue with community groups
- Relationship building with stakeholders



Staff Responsibilities

- Assist Divisions with Public Participation Plan Implementation
- Community Council
- Partnerships with climate oriented advocacy groups
- Manage Spare the Air Resource Teams
- Manage sponsorships
- Host international visitors



David Ralston's Staff Responsibilities

- Assist Divisions with Public Participation Plan Implementation
- Community Grant Program
- Partnerships with health risk oriented advocacy groups
- Partner with MTC on Spare the Air Youth/YES Conference
- Host student and education groups
- Track and update PPP



Public Participation Plan Update

- Staff has made key progress on various implementation actions, including:
 - Assisting in development of streamlined webpages for greater clarity and accessibility and ensured web content translation in multiple languages
 - Facilitating interpretation services at public meetings and workshops (including service in Lao and Punjabi)
 - Assisting in launching the online complaint system and developing an enhanced public comment system for new/modified facility permits
 - Proactively engaging and developing contacts with community stakeholder groups early to provide education and incorporate input on air quality issues



Recent Activities

- Public Workshops
 - Draft Regulation 12, Rule 15: Petroleum Refining Emissions Tracking and Draft Regulation 12, Rule 16: Petroleum Refining Emissions Analysis, Thresholds and Mitigation
 - Proposed Amendments to Regulation 6, Rule 3: Wood Burning Devices
- Meetings
 - Bay Area Environmental Health Collaborative
 - Milpitas Informational Meeting on Odors
- Speaking Events
 - Contra Costa Community Sustainability Advisors
 - Contra Costa County Community College
 - Niles Rotary Club



Upcoming Activities

- Implementation of new programs
 - Community Council
 - Community Grant Program
- Program Oversight/Development
 - Expand the Spare the Air Youth Program
 - Manage the Spare the Air Resource Teams
- Engagement Activities
 - Partnerships with community, health and climate change-oriented organizations
 - Assist internal divisions with outreach and engagement needs





Approval of Contract for Graphic Design

Lisa Fasano
Communications Officer
Public Engagement Committee Meeting
June 4, 2015

Background

- Graphic design elements used more now to communicate Air District messages
- Graphics used in social media messaging



Moving Electric Vehicles From Early Adoption to Mass Market

Jack P. Broadbent, Executive Officer
Bay Area Air Quality Management District



RFQ Proposals

- Communications Office recently completed RFQ process for graphic design services
- Proposals were reviewed by:
 - Communications Officer
 - Communications Manager
 - Public Information Officer
- Ten RFQ proposals were received for Graphic Design Services



Evaluation

■ Graphic design firms ranked by:

- General qualifications
- Quality of work
- Experience with government agencies
- Familiarity with Air District
- Work samples
- References
- Cost

Excellent

Very good

Good

Average

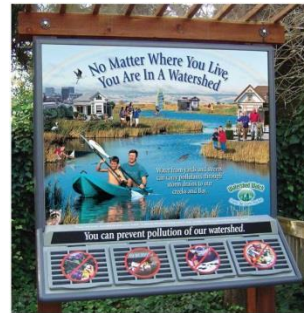
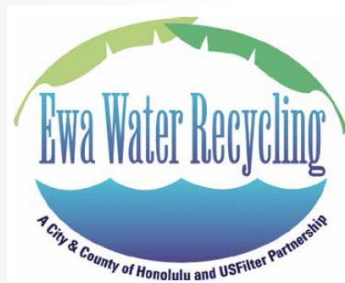
Poor



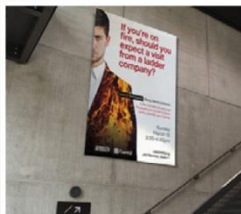
Evaluation

Proposal Ranking

- Envall Design ranked highest



- Firedrill ranked second highest



Staff Recommendation

- Recommend Board of Directors approve the following:
 - Appropriate up to \$125,000 total for graphic design work with top ranked firms:
 - Envall Design
 - Firedrill
- Funding for contract(s) comes from the following sources:
 - Spare the Air Every Day
 - Congestion Mitigation Air Quality (CMAQ) - \$12,500 from the 2015 budget
 - Transportation Fund for Clean Air (TFCA) - \$12,500 from FYE 2015
 - Congestion Mitigation Air Quality (CMAQ) - \$30,000 from the proposed FYE 2016 budget
 - Winter Spare the Air
 - General Revenue - \$35,000 from the proposed FYE 2016 budget
 - General Revenue - \$35,000 from the proposed FYE 2016 budget



Bike to Work Day

OUTREACH



Walter Wallace

**Public Engagement
Committee Meeting**

June 4, 2015



Overview



Bike to Work Day

- Encourages bicycling to work
- Promotes mode shift commuting by bike
- Supports bicycle safety for those who commute by bike



Outreach

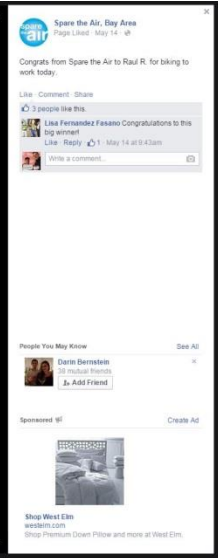
Frank Ogawa Plaza, Oakland
Thursday, May 14

- Conducted a BTWD survey
- Drawing for Spare the Air bike jerseys





Social Media





Survey Results



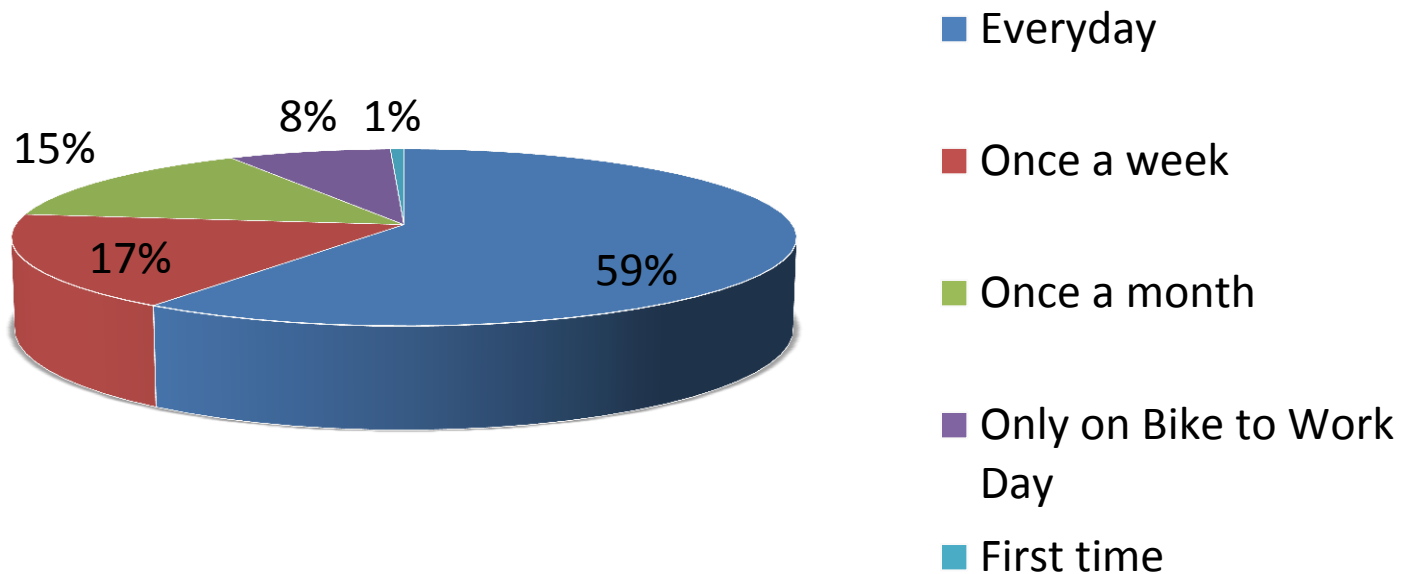
161 Surveys

Gave away 8
Jerseys



Survey Results

How often do you bike to work?

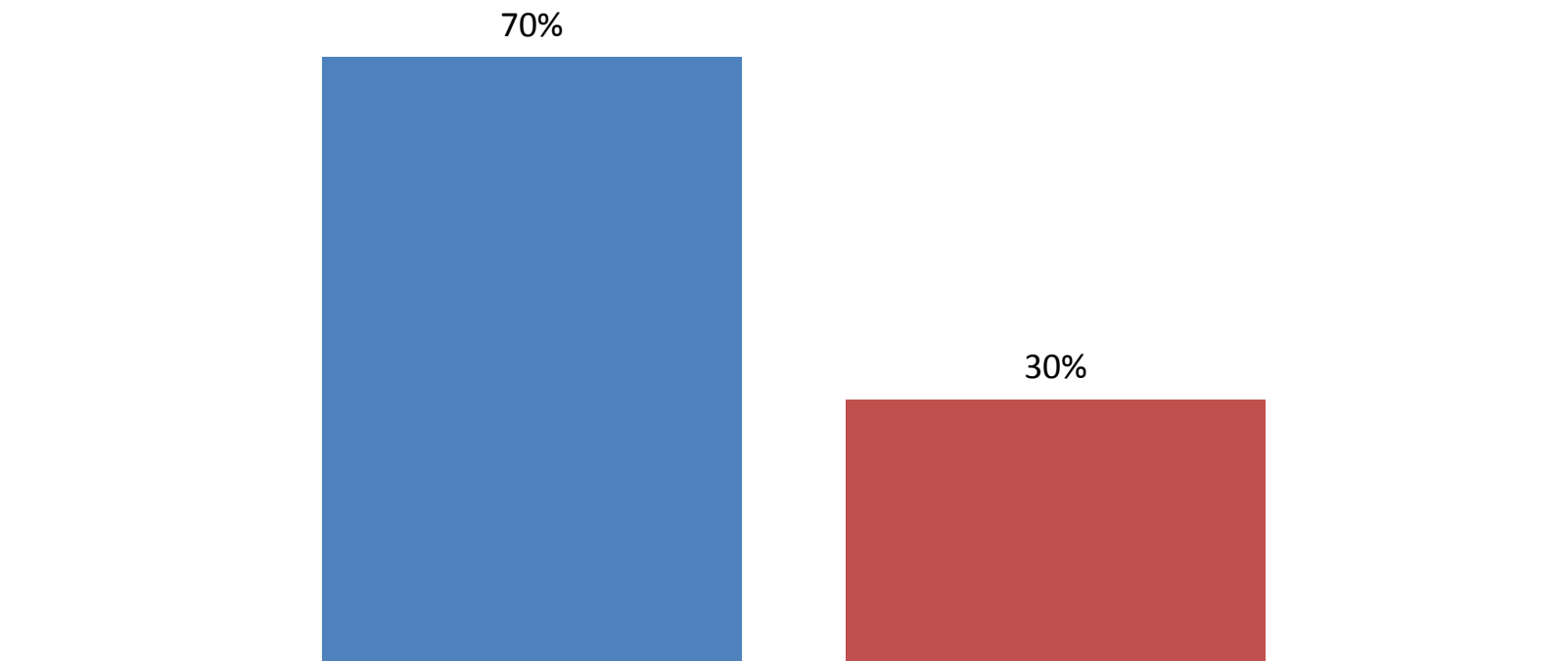




Survey Results

Are there bike amenities at your work?

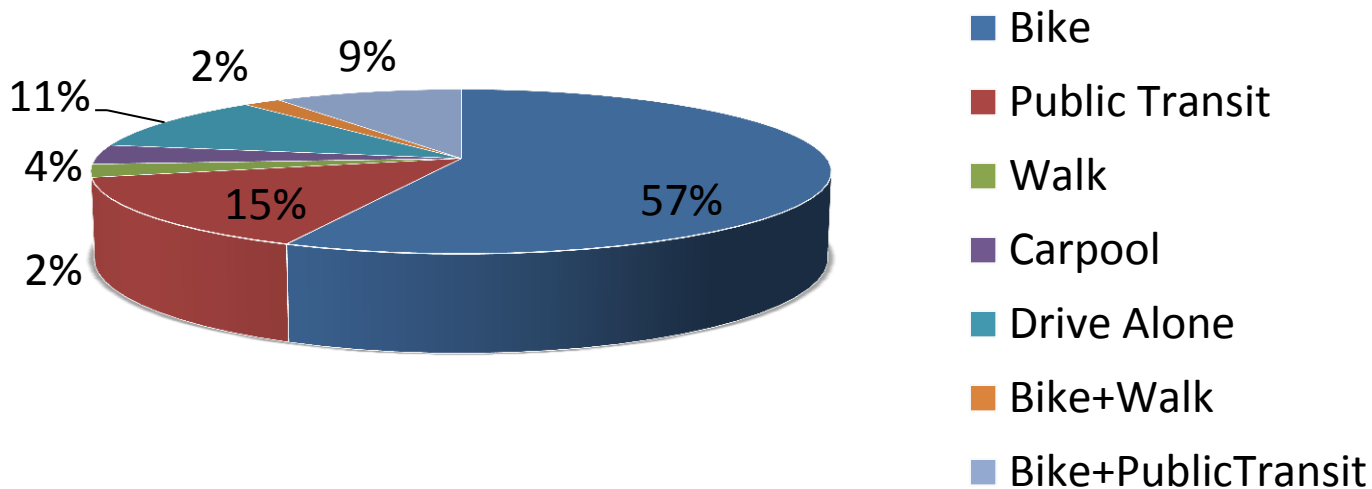
■ Yes ■ No





Survey Results

How do you normally get to work?





Survey Results

How many more times will you commit to commuting to work by bike in 2015?

