

2016 Spare the Air Campaign

Kristine Roselius

Public Engagement Committee Meeting

October 20, 2016



New Advertising Campaign

- NEW advertising campaign for 2016
- Focus on carpooling
- [Meet Bob TV](#)
- [Andy Washburn TV](#)



Campaign Highlights

- Over 75,000 visits to STACommuteTips.org since May 1
- Over 2,600 STA media stories
- Established partnership with 511 to cross-promote carpooling



Social Media

- Social media impressions
 - Twitter: 268,915
 - Facebook: 668,382
- Launched Facebook LIVE; garnered over 10,000 impressions from first post
- STA on Twitter now has over 10,000 followers



 Spare The Air @SpareTheAir · Aug 4
Carpooled to work. Arrived early and got a latte. Great start to the day!
[#ThursdayThoughts](#)



www.your commute is now your gym.com

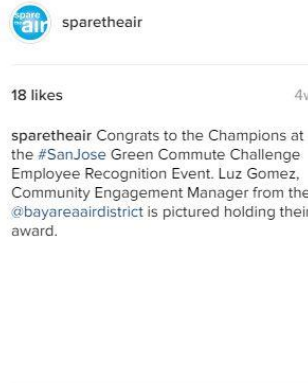
There's a better way to work.

Social Media

- “Wordless Wednesday” posts resulted in 89,492 impressions
- 240 members of the Bay Area media are following STA on Twitter
- Instagram ‘followers’ grew 30%



Instagram



In-Language on Social

- Posted in-language every week about STA related issues (Chinese and Spanish)
- Alerted in-language public audiences of STA Alerts



愛惜空氣警示
通知正在實施



Hay una
Alerta de
Spare the Air
en vigencia



Survey Toplines



- 1,221 surveys - May to October
- Importance of reducing traffic congestion up 21%
- Increases in trip linking, trip planning app use, carpooling as passenger, riding transit, biking & walking
- Recall of stories to reduce air pollution up 9%
- Recall of Spare the Air mentions news stories/PSAs up significantly - from 52% to 61%





2016-2017 Winter Spare the Air Campaign



Lisa Fasano, Communications Officer

October 20, 2016

Public Engagement Committee



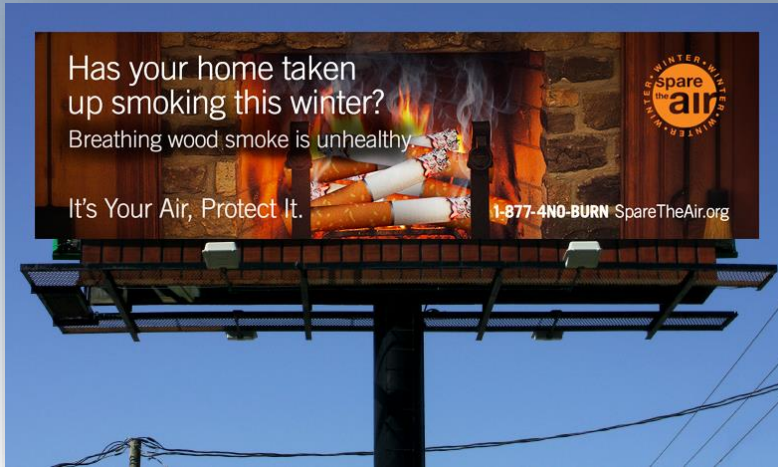
Outreach

- Continue to use strong messaging and visuals developed in 2014-15
- Emphasize negative health effects of wood burning and reinforce connection to cigarette smoke
- Targeted 'hot spot' outreach
- Remind media & general public about changes to the wood burning rule
- Regional multicultural outreach



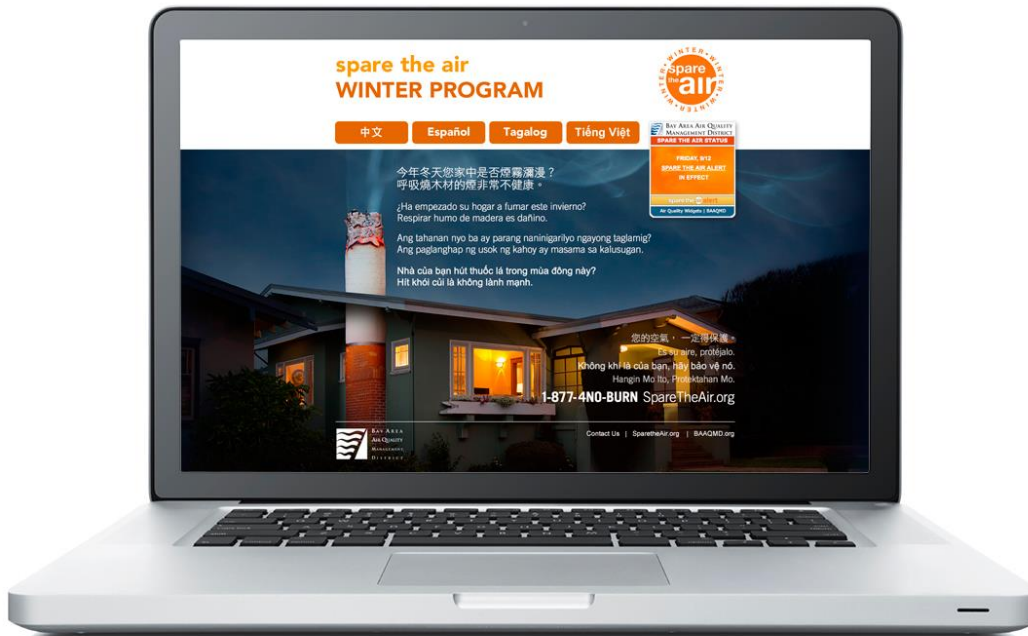


Advertising





Multicultural Advertising





Television





Outreach Placement

WSTA 2016-17

REGIONWIDE (Includes multi-cultural)

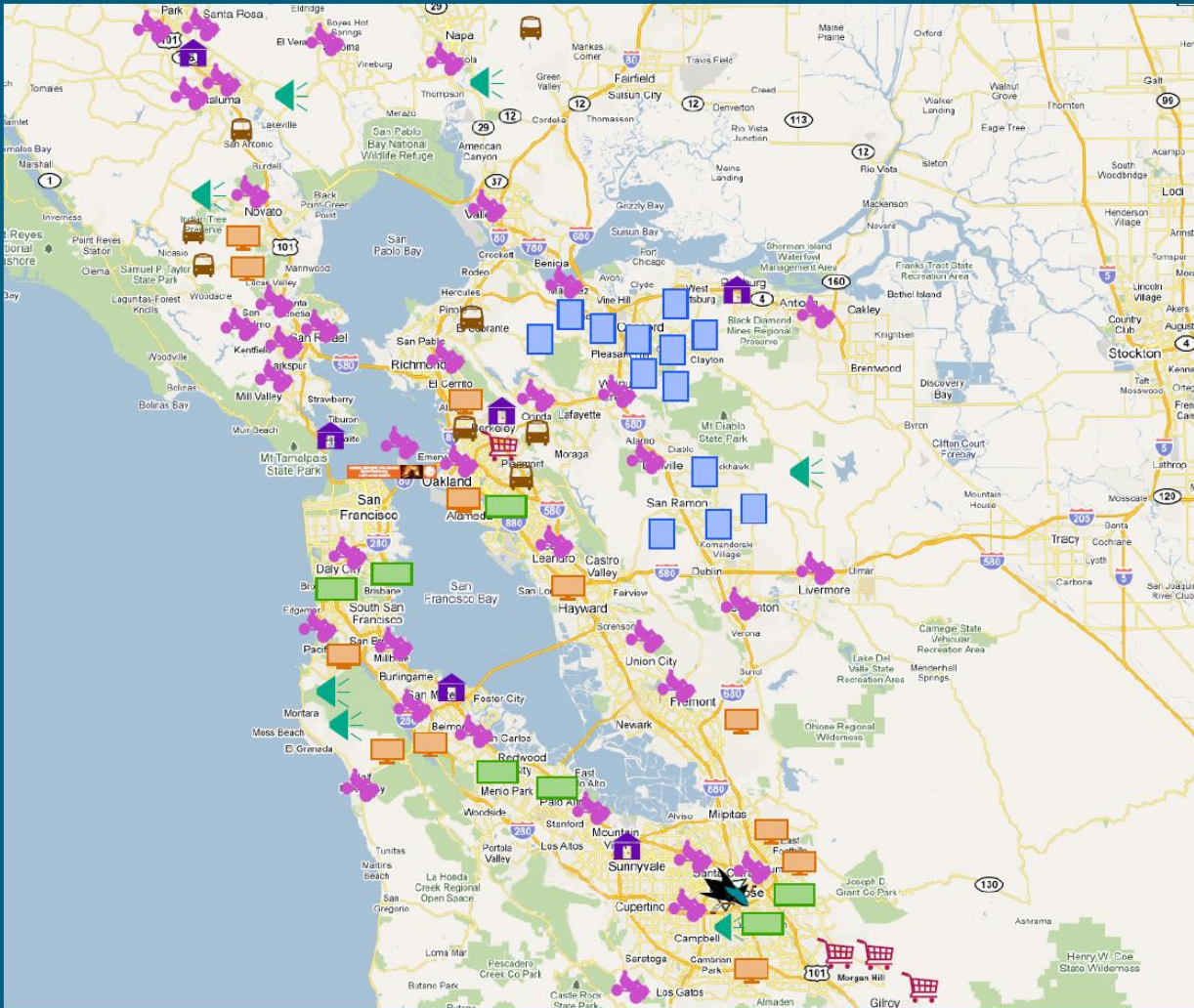
- BROADCAST TV
- CABLE TV
- HULU
- MOBILE
- ONLINE
- PANDORA
- PRINT
- RADIO
- SPOTIFY

TARGETED

- TREASURE ISLAND BANNER
- DOOR-TO-DOOR
- BICYCLE
- BILLBOARDS
- TRANSIT SHELTERS
- ZONED COMCAST
- ZONED RADIO
- GROCERY STORES
- SAN JOSE SHARKS

BUS ROUTES

- GOLDEN GATE TRANSIT
- MARIN/SONOMA COUNTIES
- AC TRANSIT
- EAST BAY
- WESTCAT
- WESTERN CONTRA COSTA TRANSIT AUTHORITY



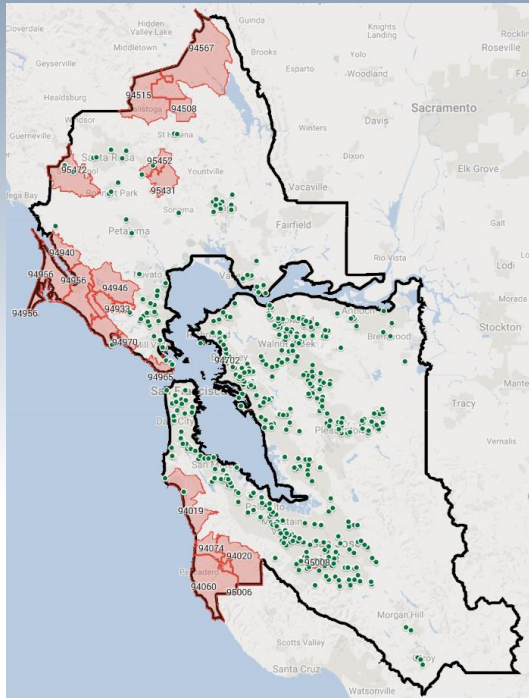


Media Outreach

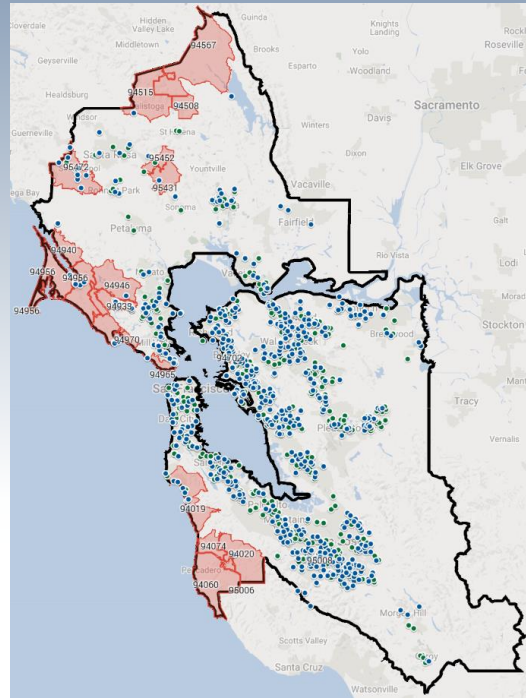
- Promote success of the wood smoke incentive program
- Host in-language media briefings
- Educate press and public about changes to the wood smoke rule
- Hold media briefings and deskside visits
- Spotlight the lesser-known health impacts of wood burning
- Work with physicians and partners to present detailed health impacts on children and those with respiratory illnesses via interviews and podcasts



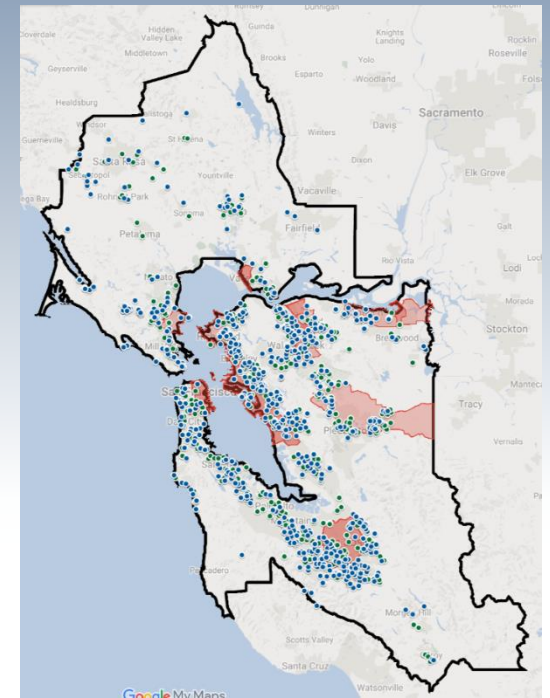
Wood Smoke Incentive Program



Projects awarded and high wood smoke areas



Projects awarded and under review and high wood smoke areas

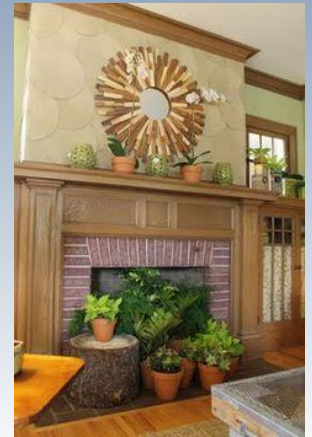


Projects awarded and under review CARE areas



Media Outreach

- Demonstrate other visually appealing and practical uses of a non-wood burning fireplace
- Pitch results of end of year survey and link with tax rebate season.





Social Media

- Use social to inform residents about wood burning bans in English, Spanish, and Chinese
- Support campaign efforts with Facebook LIVE and WSTA Podcast series
- Launch “#WisdomWednesday” on Twitter to inform public of harmful effects of wood burning

Una alerta de Spare the Air para invierno está en efecto para hoy.



今日實行冬季空氣質量預警。



Connect today.

Facebook, Twitter, LinkedIn, YouTube icons

Buffer Edit Send Save

Saved from youtube.com Visit

Winter Spare the Air
Video by SpareTheAirBayArea on Youtube

Sandhya Patel @SandhyaABC7 Following

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

Reply Retweet Favorited More

AIR QUALITY	
NORTH BAY	POOR
COAST & CENTRAL BAY	MED
INLAND EAST BAY	POOR



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 AirAlerts at sparetheair.org
- iPhone/Android app
- Sign up for phone alerts at sparetheair.org or by calling 800-430-1515



AGENDA: 6

Overview of the 2017 Youth for the Environment and Sustainability (YES) Conference



Yvonna Cázares

Public Engagement Committee
October 20, 2017

Overview

- The YES Conference is part of the MTC-Air District “Spare the Air Youth Program” established in 2010
- 4th Annual Conference



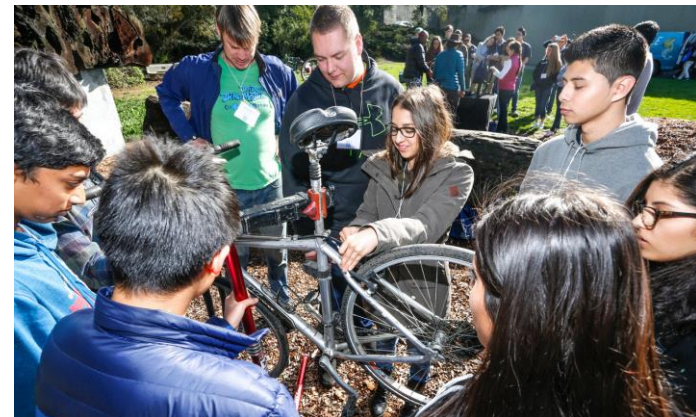
YES! Conference 2017



- **Date: Saturday, February 25, 2017, 10 a.m. – 3 p.m.**
- **Location: Bay Area Metro Center, San Francisco**
- **Shuttle service provided to areas of region without easy access to BART**

2017 Program Features

- **3 Dynamic Youth Keynote Speakers**
- **Varied Session Topics:**
 - Connections between clean air, active transit, exercise and health
 - School and student-based environmental sustainability efforts
 - Advocacy and leadership development
- **Participation Incentives, Raffles and Presentation Awards**
- **Hands-on Bike Workshops**
- **Golden Gate EV Association Displays**



YES! Conference Outreach

- Staff currently working with the Spare the Air Youth Technical Advisory Committee to conduct outreach
- Targeted outreach includes youth commissions, youth-organizations and science teachers throughout Bay Area
- Call for proposal deadline is January 3rd, 2017

