

2016/2017 Winter Spare the Air Program Overview



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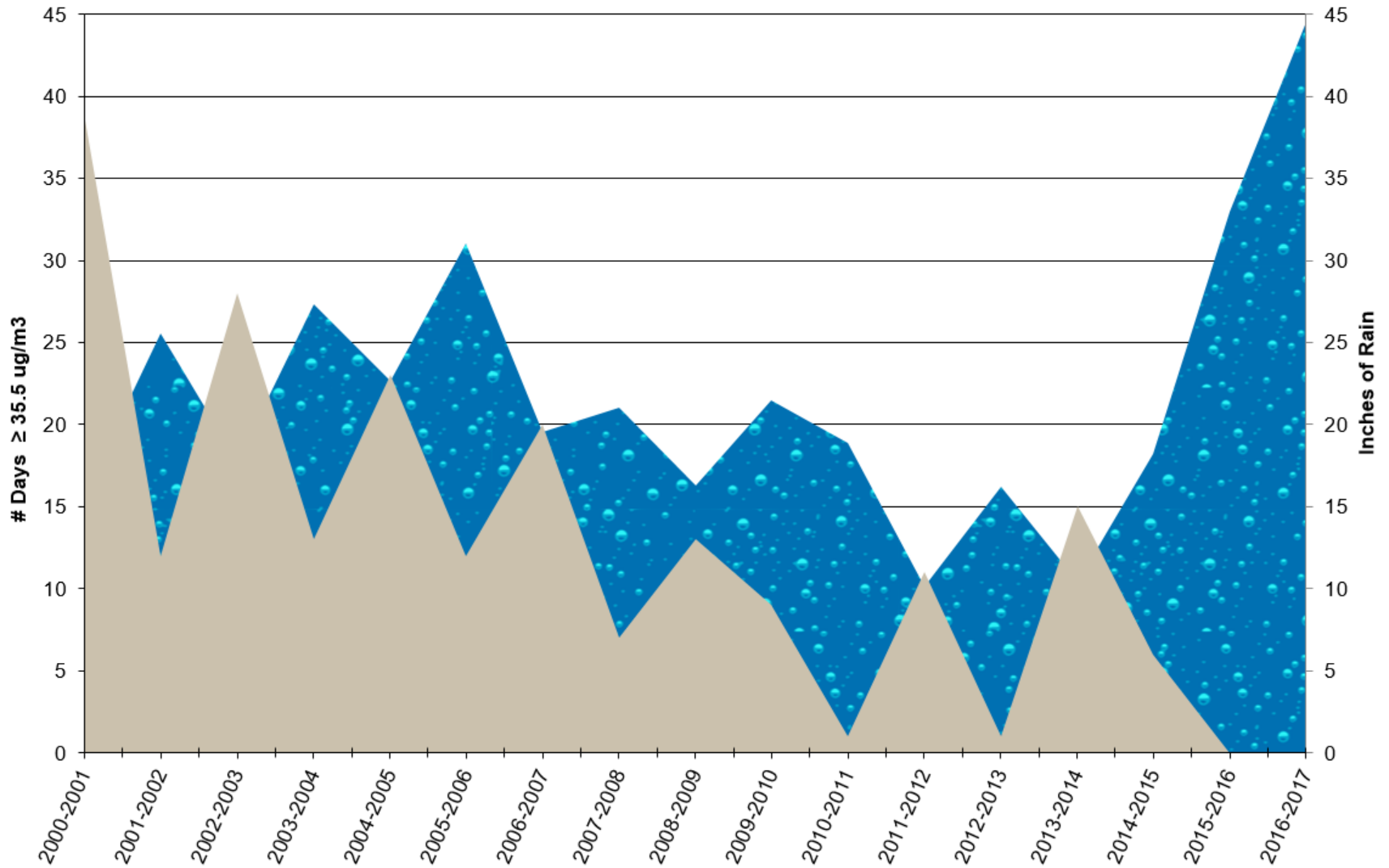
March 15, 2017

Meeting of the Board of Directors

Winter PM2.5 Seasons

Year	Days > 35 $\mu\text{g}/\text{m}^3$ <small>(micrograms per cubic meter of air)</small>	Winter Spare the Air Alerts
2011/2012	11	15
2012/2013	1	10
2013/2014	15	30
2014/2015	6	23
2015/2016	0	1
2016/2017	0	7

More Rainfall = Less PM Pollution



Highest Air Quality Readings

November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		40	37	48	55	55
33	47	47	57	63	63	48
50	66	51	48	54	73	45
49	51	52	52	65	68	47
42	48	48	59			

December 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				59	46	71
70	72	56	58	51	55	30
34	52	66	50	36	43	68
74	65	68	77	76	56	74
66	56	64	64	75	76	64

January 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
60	36	39	41	49	57	54
33	41	42	39	36	58	70
75	76	85	67	42	40	44
40	38	47	60	56	53	99
68	69					

February 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		90	51	38	37	41
40	33	42	38	42	34	45
54	54	64	41	40	40	40
45	44	41	48	54	54	42
39	53					

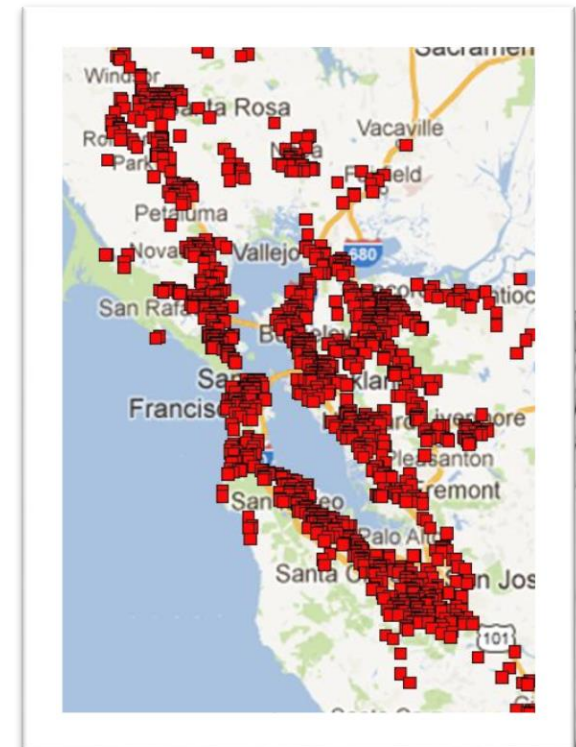
Note: The data above is preliminary and represents the highest readings in the region for each day.

Wood Smoke Enforcement

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
WSTA Alerts	4	15	10	30	23	1	7
PM_{2.5} Excesses	1	11	1	15	6	0	0
Complaints	1,373	3,777	2,316	5,091	3,834	1,302	1,564
Info Packets	592	11,476	3,720	1,768	2,029	577	577
Violations	61	359	178	267	155	1	91
Exemptions	49	76	91	150	193 + 23 Seasonal	215 + 1 Seasonal	116 + 1 Seasonal

Enforcement Highlights

- **Violations: 91**
 - 69 - 1st NOV Wood Smoke Awareness Course or \$100 penalty
 - 21 - 2nd or 3rd NOV \$500 (increased with additional NOVs)
 - 1 Visible Emissions Violation
 - 117 Total Exemptions – 116 registered EPA Certified Devices, 1 non-functional heater
- **Complaints: 1,564**
 - 40 addresses with 5 or more complaints
 - 5 addresses with 20 or more complaints
 - 2 address with 50 or more complaints
 - 84 complaints by 1 person



Regulation 6, Rule 3: New Requirements

- Sole Source of Heat Exemption – Effective Nov. 1, 2016 – must be EPA Certified and Registered
- Real Estate Requirements – Disclosure requirements started June 1, 2016
- No wood-burning devices in new construction
- Only gas, electric or EPA-certified devices in fireplace remodels > \$15,000
- Registration began Nov 1, 2016

Advertising



WSTA 2016-17

REGIONWIDE

(Includes multi-cultural)

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

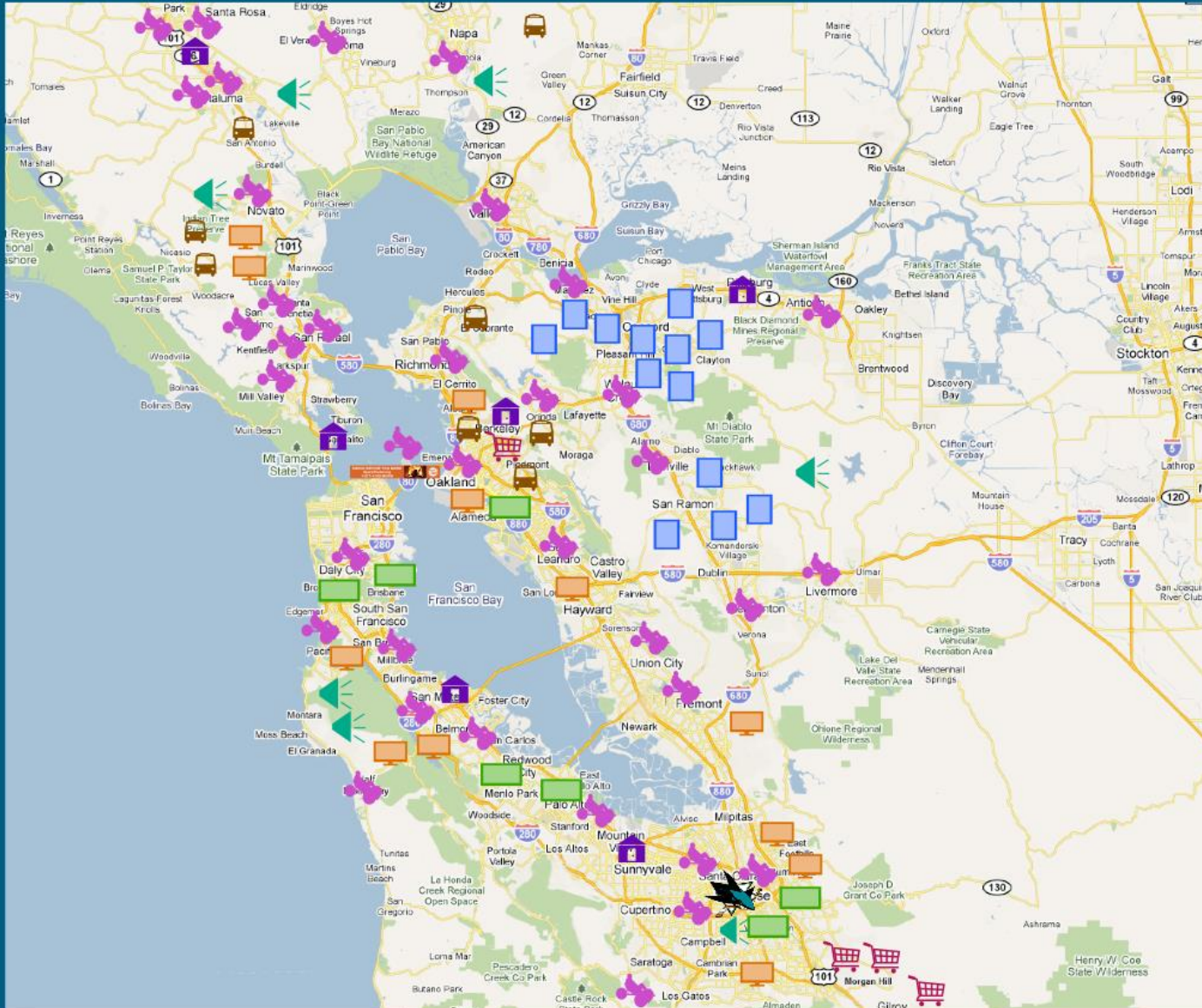
TARGETED

-  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 Coverage

- 1,022 stories
 - 688 broadcast
 - 323 online
 - 11 print
- Over \$3 million in publicity value



The screenshot shows the ABC 7 News website interface. At the top, the logo for ABC 7 NEWS is displayed, along with the location 'SAN FRANCISCO • OAKLAND • SAN JOSE' and the current weather '54° P/SUNNY' for San Francisco, CA. Navigation links for SECTIONS, TRAFFIC, and WATCH are visible. Below the navigation, the main article is titled 'NEW SPARE THE AIR INITIATIVES ISSUED TO PROTECT BAY AREA AIR QUALITY'. A video player is embedded below the article title. To the right, a 'RELATED' sidebar lists several related articles, including 'New requirements for Winter Spare the Air season', 'Spare the Air Alert in effect for Wednesday', 'ABC7 News Weather forecast for Tuesday afternoon', 'Track the rain on Live Doppler 7 -- WATCH LIVE', and 'Follow @LiveDoppler7HD on Twitter for the latest weather updates'.

SFGATE LOCAL NEWS SPORTS BUSINESS A&E FOOD LIVING TRAVEL REAL ESTATE

1st Winter Spare the Air alert bans fireplace, wood stove Monday

By **Evan Sernoffsky**, San Francisco Chronicle Updated 12:54 pm, Sunday, December 18, 2016



January 30 at 12:00am ·
 Winter Spare the Air Alert is in Effect: It is illegal for Bay Area residents and businesses to use their fireplaces, woodstoves, pellet stoves, outdoor fire pits or any other wood-burning devices during a Winter Spare the Air Alert.



Social Media

Spare the Air, Bay Area shared a link.
 February 14 at 7:00am ·

Dr. Eric Zee from Stanford Children's Health talks about how wood burning affects children
 Today we hear from Dr. Eric Zee who specializes in pulmonary medicine at...
PODCAST.SPARETHEAIRPODCAST.COM [Learn More](#)

Spare The Air @SpareTheAir · Feb 6
 Lighting a fire in your fireplace pollutes the air in your house and your neighborhood. Rethink your wood fire. sparetheair.org

Spare The Air @SpareTheAir · Feb 21
 Burning wood has a "second-hand smoke effect" on cold, still winter days. If your home is smoking, it's time to quit.

Spare the Air, Bay Area
 January 13 ·
 Wood smoke is unhealthy, especially for those with respiratory problems. For more information visit SpareTheAir.org

Spare the Air, Bay Area
 January 21 at 12:00pm ·
 本會依據國家環境保護署之規定，將禁止燃燒木柴24小時，如蒙了解詳情，請瀏覽 SpareTheAirNow.org
 See Translation

Spare the Air, Bay Area
 January 31 at 12:04pm ·
 Se ha dado una Aleria de Invierno de Spare the Air para mañana. Se prohibirá quemar leña por 24 horas. Para más información, visite SpareTheAirNow.org
 See Translation

sparetheair
 Following
 12 likes 17w
 sparetheair Winter Spare the Air Season Begins tomorrow, Tuesday, November 1. When a Winter Spare the Air Alert is called, it is illegal to burn wood, manufactured firelogs or any other solid fuel, both indoor and outdoors. Visit SpareTheAir.org to learn how to check before you burn.
 lwarren3 @tonywarren1343

Spare the Air, Bay Area
 January 20 ·
 請收看KTSF台關於空氣管理局、加州空氣資源局、舊金山綠色行動和本地社區人士共同致力於減少舊金山灣景區大貨車帶來的空氣污染的報導。
 新聞內容：<http://www.ktsf.com/anti-idling-signage-installed-in-sf-ba.../>
[See Translation](#)

Results

- 63% were aware of the wood smoke rule
- Support for the wood smoke rule remains strong at 73%
- 48% heard, read or saw media stories about the Winter Spare the Air program this winter
- 18.1% of households reported not burning wood or a reduction in wood burning this winter due to Winter Spare the Air
- For the 2017-18 season, the board approved conducting the survey in English, Spanish and Chinese

Wood Smoke Reduction Grant Program Outreach

Spare the Air inside and outside your home!
WOOD SMOKE REDUCTION INCENTIVE PROGRAM OPENS AUGUST 26

The Air District will be launching a Wood Smoke Reduction Incentive Program to help reduce wintertime pollution from wood burning. The program provides funding to help approved Bay Area homeowners and landlords replace their wood-burning device with a qualifying electric, natural gas, or propane fueled device, or to decommission their fireplace.

For details and to sign up visit
www.baaqmd.gov/woodsmokegrant
Questions: grants@baaqmd.gov
or (415) 749-5195



Spare the Air inside and outside your home!
WOOD SMOKE REDUCTION INCENTIVE PROGRAM OPENS AUGUST 26



Spare the Air inside and outside your home!
SIGN UP AT BAAQMD.GOV/WOODSMOKEGRANT TO RECEIVE PROGRAM ALERTS!

The Air District will be launching a Wood Smoke Reduction Incentive Program to help reduce wintertime pollution from wood burning. The program provides funding to help approved Bay Area homeowners and landlords replace their wood-burning device with a qualifying electric, natural gas, or propane fueled device, or to decommission their fireplace.

Wood Smoke Rule Change:

*Starting November 1, 2016, anyone whose sole source of heat is a wood-burning device must use an EPA-certified or pellet-fueled device that must be registered with the Air District to qualify for an exemption.

For details: www.baaqmd.gov/woodsmoke

Spare the Air inside and outside your home! Take advantage of this program and apply for funding from the Air District!

**SIGN UP AT
WWW.BAAQMD.GOV/WOODSMOKEGRANT
TO RECEIVE MORE DETAILS AS THEY BECOME AVAILABLE. PROGRAM OPENS AT 10 AM ON AUGUST 26, 2016.**

Questions: grants@baaqmd.gov
or (415) 749-5195

It's Your Air, Protect It.

Spare the Air

OUTREACH FOR WOOD SMOKE REDUCTION GRANT PROGRAM 2016

DOORHANGER



PRINT AD

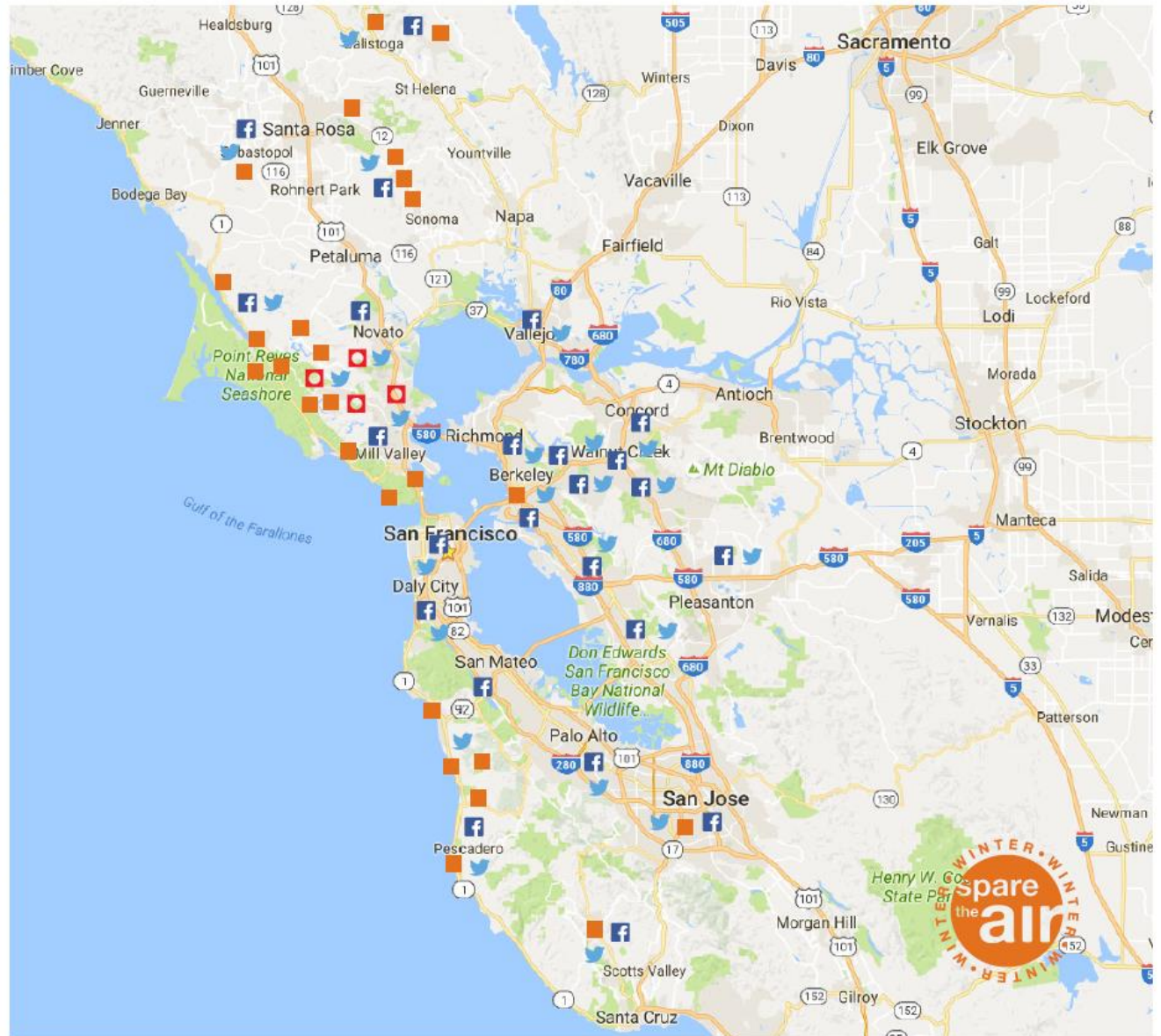


NEWSPAPERS

- Bohemian
- Campbell Express
- East Bay Express
- Half Moon Bay Review
- Napa Valley Register
- Pacific Sun
- Pt. Reyes Light
- Santa Cruz Sentinel
- Sonoma Index-Tribune
- Sonoma West
- St. Helena Star
- The Weekly Calistogan



Promoted program region-wide via Spare the Air and BAAQMD Facebook and Twitter.



Wood Smoke Reduction Incentive Program



- Program launched at **10AM on August 26, 2016**
 - **1,003** applications received by 3 PM
 - **1,901 Waitlisted applications**

Step 1
Apply for Approval

Step 2
Implement Project
(Work Authorized)

Step 3
Get Reimbursed

Wood Smoke Reduction Incentive Program



\$750 to
Decommission



\$1,000 for natural
gas device



\$3,500 for electric
heat pump

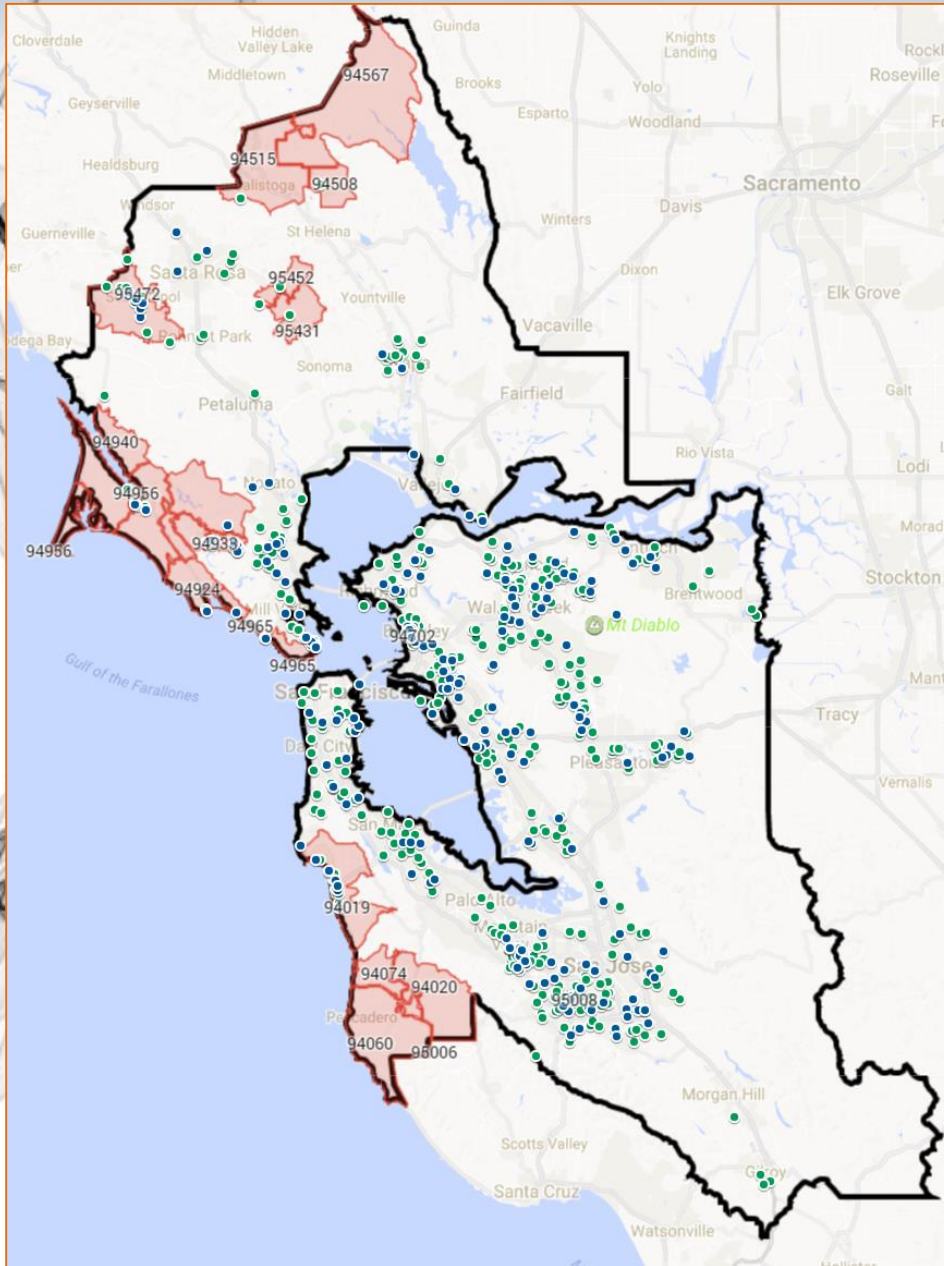
40% of funding reserved for applicants who meet one or more **Highly Impacted Resident (HIR)** criteria:

High wood-smoke area

Sole source of heat

Low-income

Project Distribution



● Completed Projects (Paid out & In-Process) **\$1,136,353**

● Active Projects (Work Authorized & Under Review) **\$1,093,500**

■ High Wood Smoke Areas (HWSA)

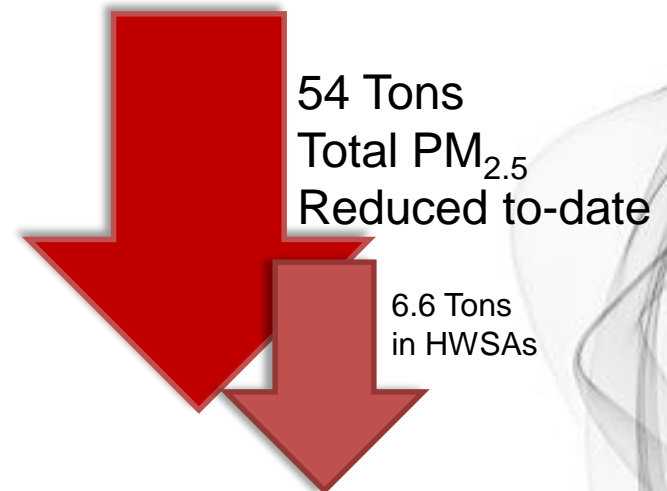
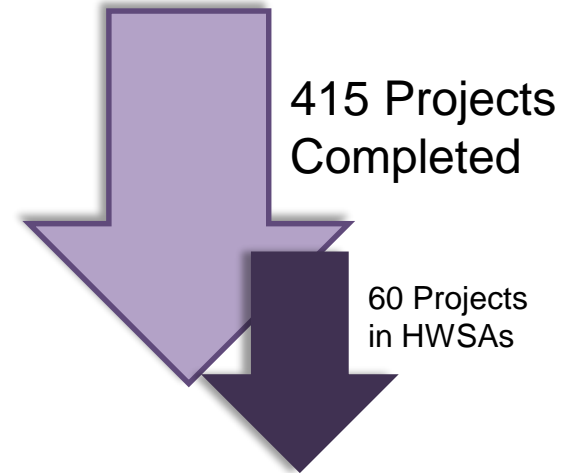
86% Natural Gas

6% Electric Heat Pumps

8% Decommission

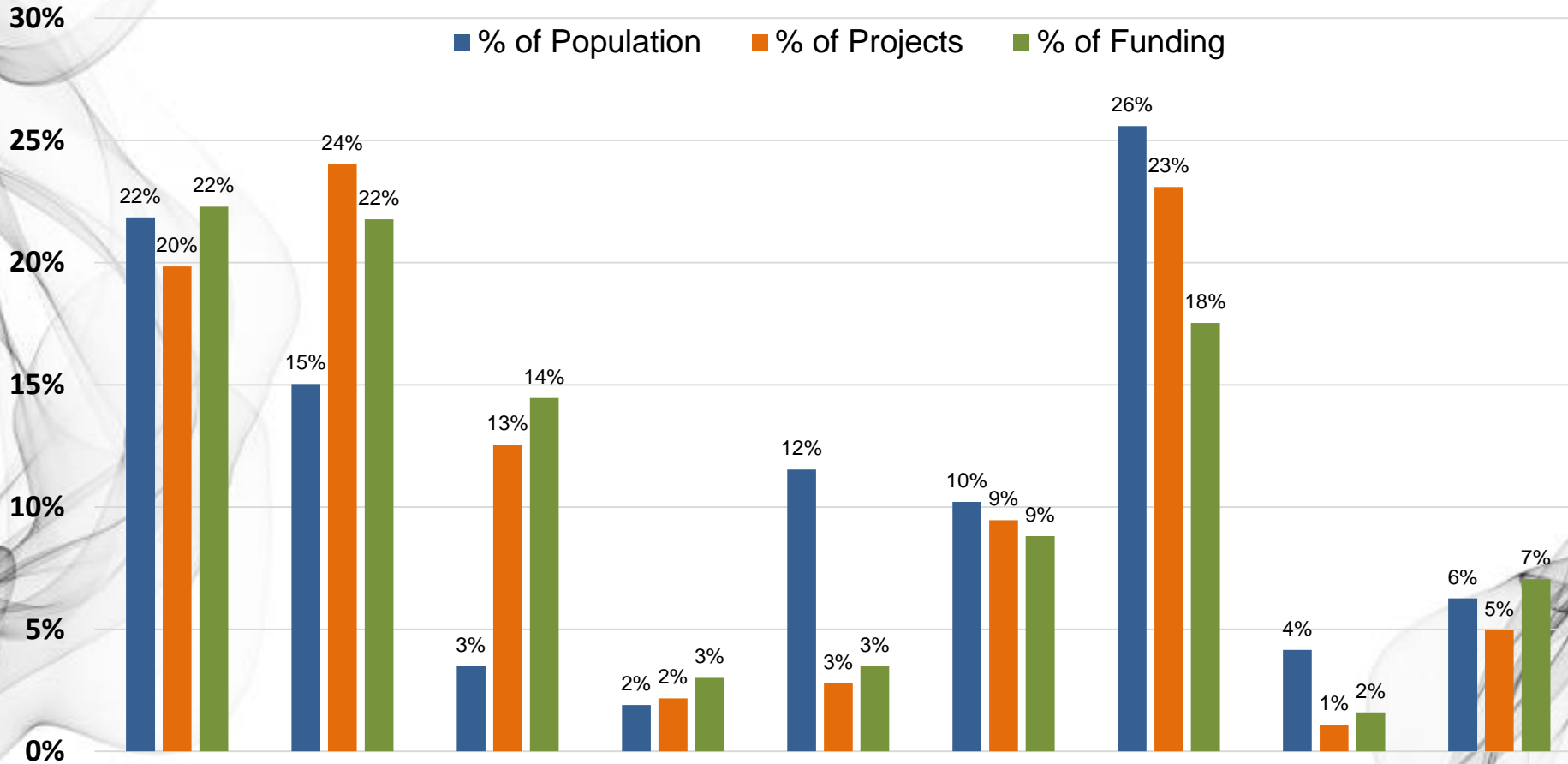
Key Results

- 75% of funding awarded to HIR projects
- 26% of funding awarded to residents in High Wood Smoke Areas (HWSA)
- \$770,00 available for reallocation to waitlisted applicants
 - Processing ~ 100 per week
 - HIR applicants are prioritized
- **~134 tons estimated PM_{2.5} reduced/year**
 - ~41% of emissions reduction target for Reg.6 Rule 3



County Statistics

■ % of Population ■ % of Projects ■ % of Funding



Alameda	Contra Costa	Marin	Napa	San Francisco	San Mateo	Santa Clara	Solano	Sonoma
128	155	81	14	18	61	149	7	32
\$455k	\$444k	\$295k	\$62k	\$71k	\$180k	\$358k	\$33k	\$144k

Next Steps

- Recommend allocation of \$1 million for next funding cycle with revised award amounts:

Project Type	Funding by Project Category	Funding for Low-Income Residents
Decommission	\$1,000	\$3,000
Natural Gas Device	\$2,000	\$6,000
Electric Heat Pump	\$4,000	\$9,000

- Target High Wood Smoke Areas (HWSA)
 - ~3% of region's wood-burning devices in a HWSA
 - \$1 million = ~370 change-outs
 - Achieve >50% of emissions reduction target for Reg.6 Rule 3 (cumulative for both rounds of funding)

Winter PM_{2.5} Seasons

Year	Days > 35 μg/m ³ (micrograms per cubic meter of air)	Winter Spare the Air Alerts
2013/2014	15	30
2014/2015	6	23
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- **Spare the Air Alert Called for:** 12/19/16, 12/20/16, 12/21/16, 12/22/16, 1/17/17, 1/30/2017, 2/1/2017
- **Days > 35 μg/m³ 24-hr NAAQS:**