

# Summary of 2016-2017 Winter Spare the Air Season



Public Engagement Committee

March 6, 2017

Lisa Fasano, Communications Officer

# Wood Smoke Reduction Grant Program Outreach

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

**T**

...ring 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](http://www.baaqmd.gov/woodsmokegrant)  
Questions: [grants@baaqmd.gov](mailto:grants@baaqmd.gov)  
or (415) 749-5195

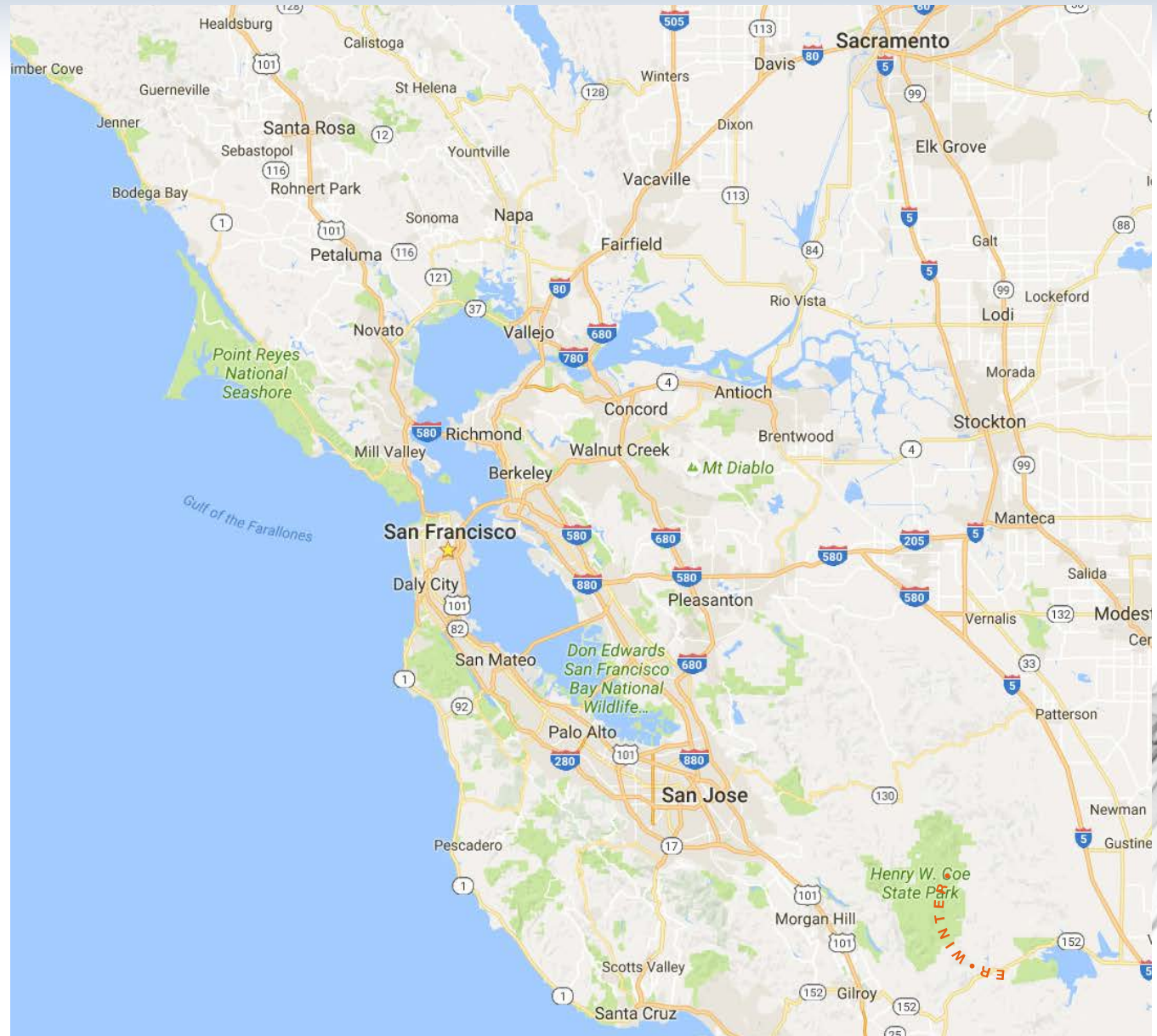
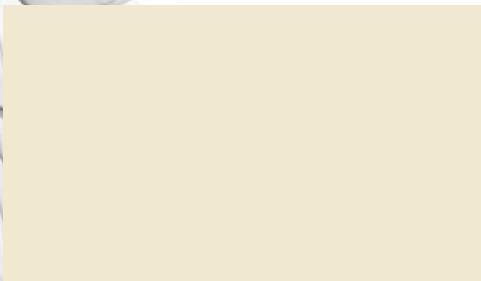
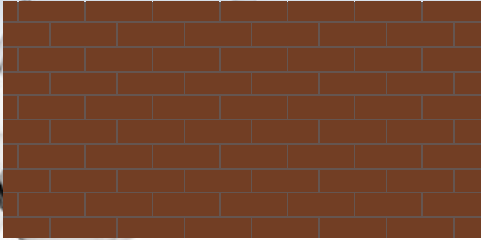
PROGRAM OPENS AUGUST 26



Spare the Air inside and outside your home!  
SIGN UP AT [BAAQMD.GOV/WOODSMOKEGRANT](http://BAAQMD.GOV/WOODSMOKEGRANT)  
TO RECEIVE PROGRAM ALERTS!

tions: [grants@baaqmd.gov](mailto:grants@baaqmd.gov)  
or (415) 749-5195





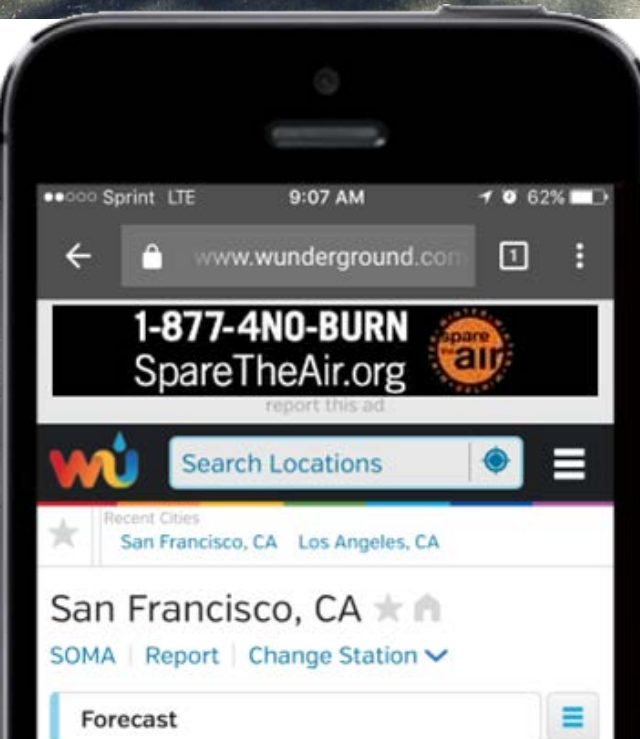
# Wood Smoke Grant Program Statistics

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- Total Applications Reviewed: **1,352**
- Total Applications Approved to date: **942**
- Total Funding Awarded: **\$2,523,250**
  - HIR: **\$1,770,750**
  - Non-HIR: **\$752,500**
- Full update on the incentive program schedule for Board meeting on March 15  
(HIR = Highly Impacted Residents)



# Advertising



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



# WSTA 2016-17

## REGIONWIDE

(Includes multi-cultural)

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

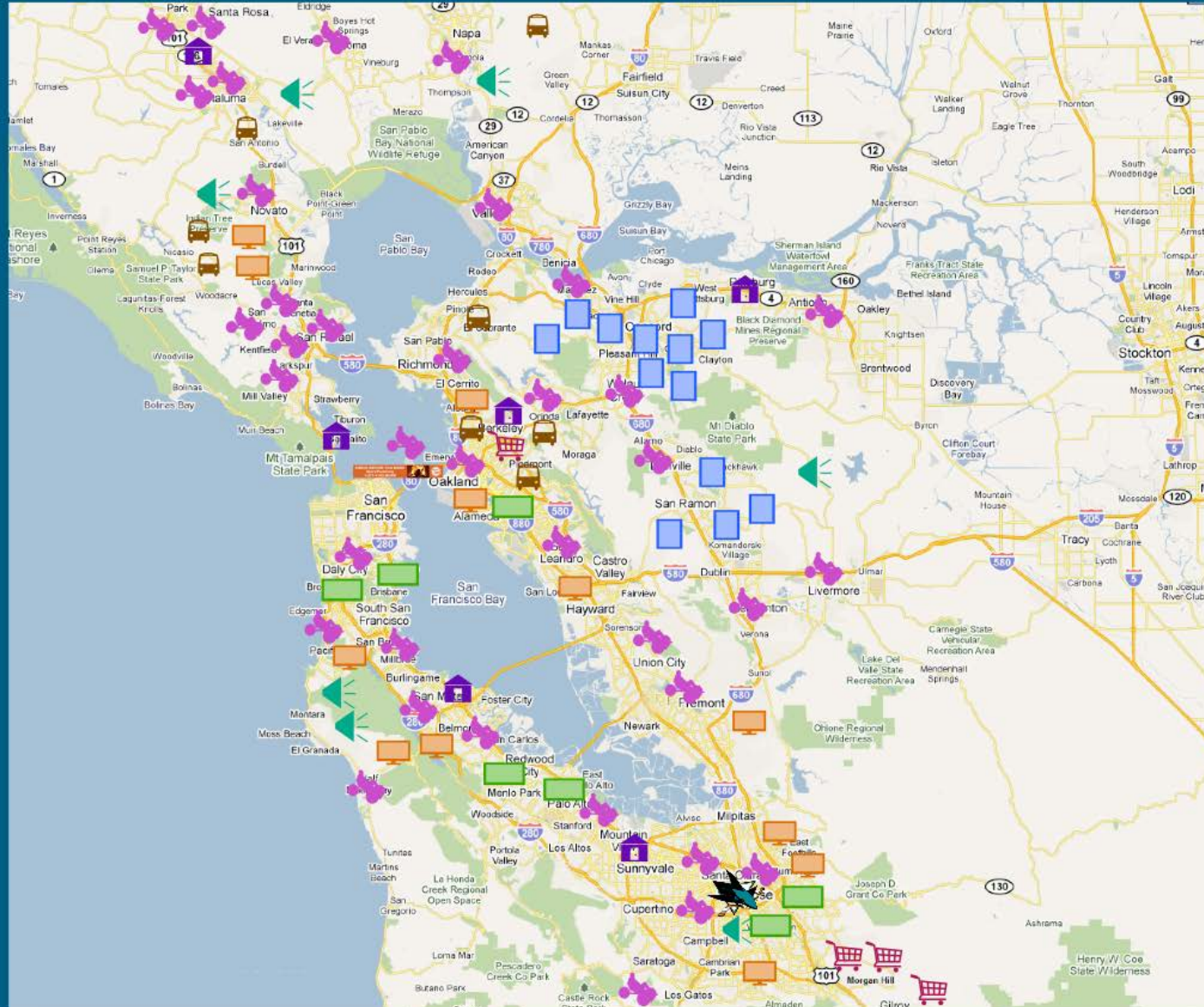
## TARGETED

-  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



# Door-to-Door Outreach

- Outreach conducted in Cotati, Mountain View, Pittsburg, Berkeley and San Mateo
- 1,408 homes reached
- 322 surveys completed
- 22.8% response rate
- All survey respondents were given a \$5 Peet's Coffee or Safeway gift card



Antes de quemar leña, asegúrese que no esté prohibido.  
Llame al 877-466-2876 Para español, marque la extensión 2

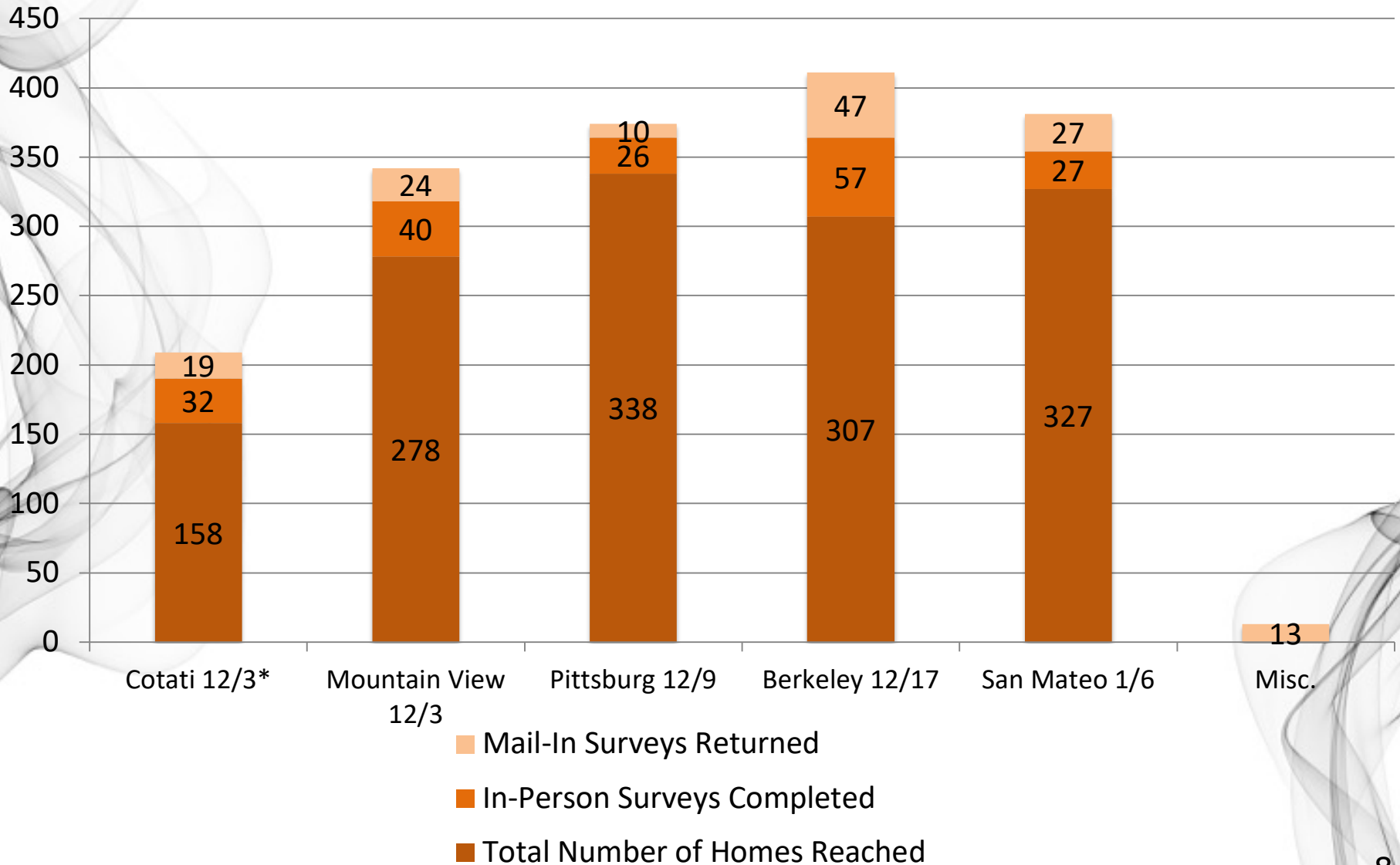
在您燃燒木材之前，請洽詢這樣做是否合法。  
請致電877-466-2876 廣東話請撥分機3 國語請撥分機4

Trước khi đốt củi, hãy tìm hiểu xem có bị cấm hay không.  
Gọi 877-466-2876 Bấm số 5 để nghe tiếng Việt

1. Do you currently own or use any of the following wood burning devices in your home?  
 Wood Burning Fireplace  Fire Pit  Gas Fireplace  
 Wood Stove  Chiminea  None  
Is it your only source of heat?  Yes  No
2. Do you burn wood, firelogs or pellets during the winter?  Yes  No  
If yes, how often? \_\_\_\_\_
3. Have you received any information this year about Winter Spare the Air Alerts?  Yes  No  
Where did you hear or see this information? \_\_\_\_\_
4. Did you know it is illegal to burn firewood or firelogs when a Winter Spare the Air Alert is in effect?  Yes  No
5. Are you aware that wood burning is the #1 source of wintertime air pollution?  Yes  No
6. Are you aware of the health impacts of wood burning?  Yes  No  
If yes, what have you heard? \_\_\_\_\_
7. Are you interested in receiving Winter Spare the Air Alerts by e-mail, text or phone?  Yes  No  
If yes, please provide your e-mail/phone number \_\_\_\_\_
8. Would you consider not burning wood or reducing your wood burning during the Winter season?  Yes  No  
If no, why not? \_\_\_\_\_
9. How long have you lived in this home? \_\_\_\_\_  Own  Rent
10. Where and to whom should we send your gift card?  
 Safeway  Peet's Coffee

Address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Door-to-Door Survey Results





# Media Coverage

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



**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



**Spare the Air, Bay Area**  
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.

# A Winter Spare the Air Alert is in Effect



# 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 21  
Burning wood has a "second-hand smoke effect" on cold, still winter days. If your home is smoking, it's time to quit.



10 likes 9 hearts

**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](http://sparetheair.org)



**Spare the Air, Bay Area**  
January 13  
Wood smoke is unhealthy, especially for those with respiratory problems. For more information visit [SpareTheAir.org](http://SpareTheAir.org)



**Spare The Air** @SpareTheAir · Jan 18  
**Greenaction & @sfproducemarket** showcase a sign as part of an anti-idling effort in SF's Bayview District to Spare the Air.



10



**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 indoors and outdoors. Visit [SpareTheAir.org](http://SpareTheAir.org) to learn how to check before you burn.  
lwarren3 @tonywarren1343

Add a comment...



# Results

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- **63% were aware of the wood smoke rule.** Last season was 65%, so lack of Winter Spare the Air Alerts has lead to a minimal percentage drop
- **Support for the wood smoke rule** remains strong **at 73%**. Last season was 72%, so even with the decreased Alerts, support remains high
- **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 because of Winter Spare the Air
- Next season the board approved conducting the survey in English, Spanish and Chinese



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

AGENDA: 5

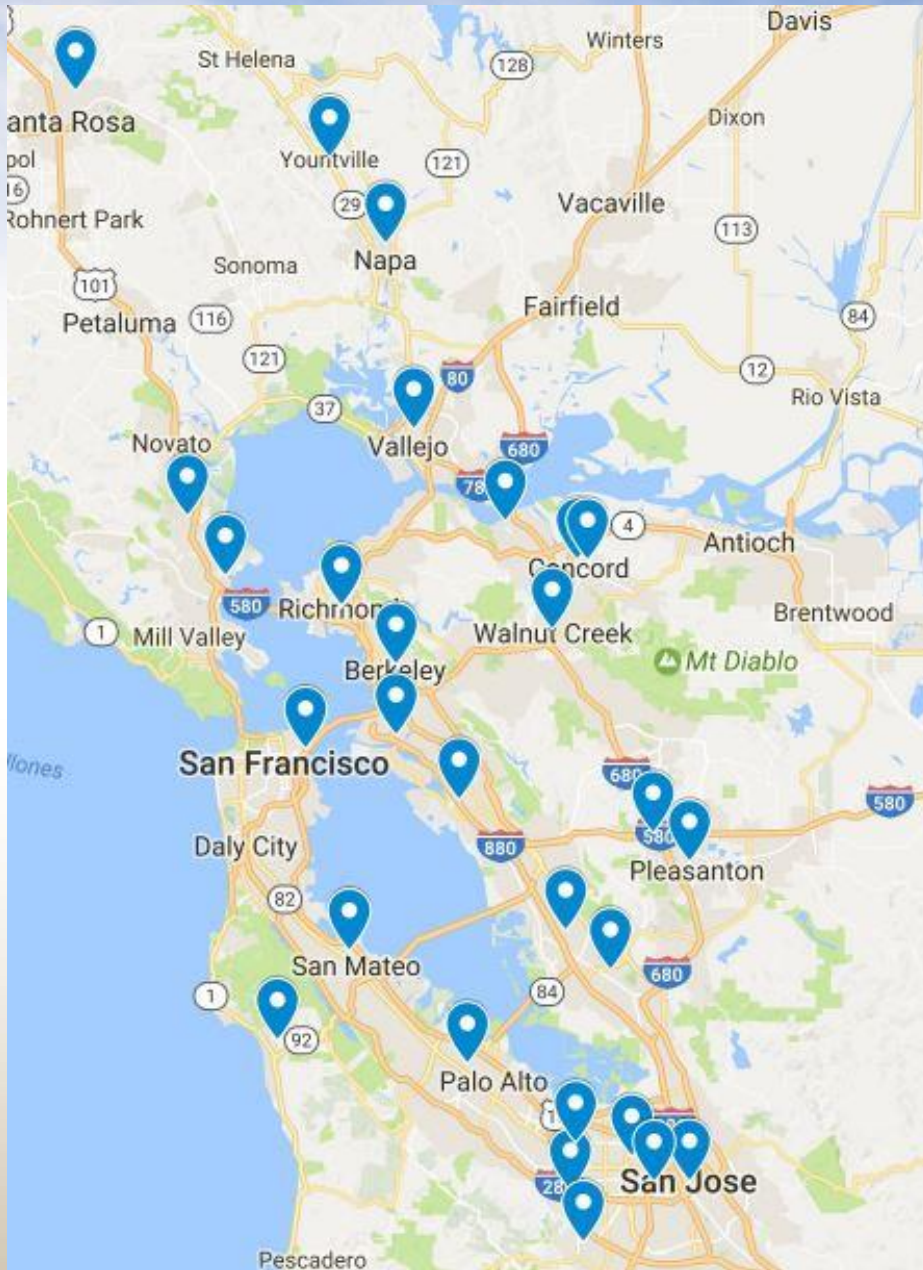
# **Update on Recent Open Houses, Workshops and Online Civic Engagement Activities**

Public Engagement Committee  
March 6, 2017

By Luz Gomez and David Ralston  
Community Engagement Office



# Recent Engagement



- Open Houses
- Workshops
- Listening Sessions
- Community Meetings
- School Visits
- Youth Commission Presentations
- Resource Team Meetings
- YES Conference



# Rule-Related Engagement

- Rule 11-18
  - Mailer
  - Early Stakeholder Meetings
  - 2 Scoping Meetings
  - 6 Open Houses
    - Richmond
    - Oakland
    - San Francisco
    - Martinez
    - San Jose
    - Fremont

**Open Houses/Workshops**  
Draft Rule to Reduce Health Risks from Toxic Emissions

The Bay Area Air Quality Management District invites you to participate in an open house/workshop to learn about our latest effort to reduce potential health risks from toxic air emissions at existing Bay Area facilities.

At the open houses/workshops you can view displays, hear about the proposed rule, speak with Air District staff, ask questions, and offer comments on proposed rule 11-18. The draft rule proposes to ensure that emissions of Toxic Air Contaminants (TACs) from existing facilities do not pose an unacceptable health risk to people living and working nearby. Air District staff estimates that hundreds of facilities throughout the Bay Area could be impacted by this new rule.

**Open House/Workshop Schedule**  
Light refreshments will be served.

City	Date	Time	Location
<b>RICHMOND</b>	Wed., Nov. 9	5:30 – 8:00 p.m.	Richmond Memorial Auditorium, Bermuda Room, 405 Civic Center Plaza
<b>SAN FRANCISCO</b>	Mon., Nov. 14	5:30 – 8:00 p.m.	Bay Area Metro Center, Orlone Conference Room, 575 Beale Street
<b>MARTINEZ</b>	Wed., Nov. 28	5:30 – 8:00 p.m.	Contra Costa Co. Dept. of Conservation and Dev., AZ Room, 30 Muir Road
<b>OAKLAND</b>	Thurs., Nov. 10	5:30 – 8:00 p.m.	Frutkin-San Antonio Senior Center, Suite 201, 3301 E. 12th Street
<b>SAN JOSE</b>	Tues., Nov. 15	5:30 – 8:00 p.m.	Stibbe Latinoamericana Public Library, Community Room, 921 S. 1st Street
<b>FREMONT</b>	Thurs., Nov. 17	5:30 – 8:00 p.m.	Fremont Community Center, 40500 Paseo Padre Pkwy.

If you cannot attend a workshop/open house, you can review the proposed rule language on our website and submit public comments electronically to Victor Douglas at [VDouglas@baaqmd.gov](mailto:VDouglas@baaqmd.gov). Public comment will be accepted until Friday, December 2, 2016.

For additional information, please visit: <http://www.baaqmd.gov/rules-and-compliance/rule-development/regulatory-workshops>

Language assistance: Note that if you need an interpreter or other assistance in order to participate, we provide reasonable accommodations. For more information, call 415-749-4600.

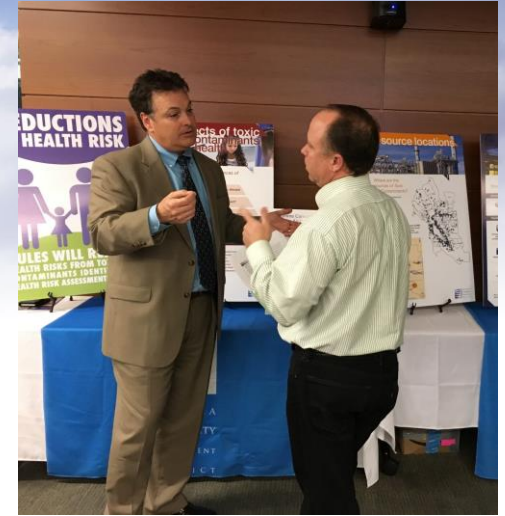
Si necesita que alguien le ayude a entender o si necesita ayuda para participar, ofrecemos servicios de asistencia razonable. Para más información, llame al 415-749-4600.

The Air District is the regional agency responsible for protecting air quality in the nine-county Bay Area.

統籌局 — 如果您需要翻譯或協助，請與我們聯絡。必須在三天前通知。如有任何建議或查詢，請與我們聯絡。詳情請電 415-749-4600。



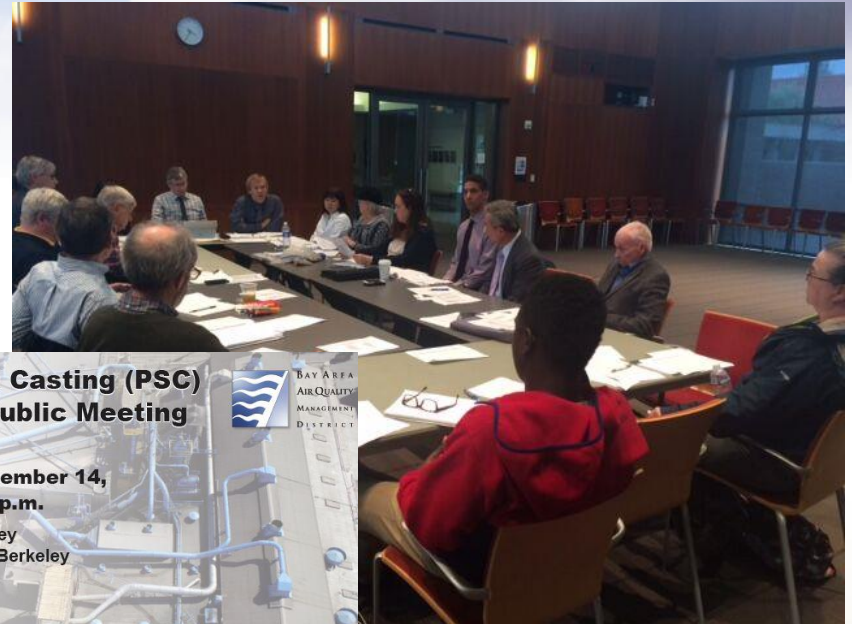




# PUBLIC ENGAGEMENT COMMITTEE

# Community Meetings

- Lehigh Cement Plant
- Pacific Steel Casting
- 350 Bay Area
- CBE et al



**Pacific Steel Casting (PSC) Permitting Public Meeting**

**Wednesday, December 14, 5:30 p.m. – 7:30 p.m.**  
La Quinta Inn Berkeley  
920 University Ave., Berkeley

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

The Bay Area Air Quality Management District invites you to participate in a public meeting on the permitting process for the Pacific Steel Casting facility in Berkeley, Calif. The public meeting will provide a forum for the community to hear about the latest efforts to reduce potential health impacts from Pacific Steel Casting, learn about the Air District's permitting process, and ask questions related to air quality around the region.

**Language assistance** - Note that if you need an interpreter or other assistance in order to participate, we require three days' notice in order to provide reasonable accommodation. For more information, call 415-749-4609.

**中文 (Chinese):**  
語言協助 - 如果你需要翻譯或其他協助才能參與，必須在三天前通知我們以便提供合理的協助。如需要更多資訊，請電 415-749-4609。

**Spanish:**  
Si necesita que esté presente un intérprete que hable su idioma o si necesita otro tipo de asistencia en alguna de nuestras reuniones, requerimos de un aviso con al menos tres días de anticipación para proporcionar los ajustes razonables. Para más información, llame al 415-749-4609.

**Connect with us:**  
BAAQMD.gov or SpareTheAir.org

*The Air District is the regional agency responsible for protecting air quality in the nine-county Bay Area.*





# 2017 Plan Outreach

## *Spare the Air, Cool the Climate*

- 8 Open Houses
  - Cupertino, San Francisco, San Rafael, Yountville, Walnut Creek, Dublin/Pleasanton, San Jose, Oakland
- Over 175 attendees
- 54 Written comments
- Positive reviews!





## **What was the most valuable part of this open house?**

*"Loved speaking with presenters. Being able to take my time absorbing the HUGE amount of information"*

*"Engaging with staff to learn about the new plan and operations at BAAQMD"*

*"Meeting local people involved in climate change"*

*"Good networking!"*

*"Everything"*



## **What could be improved?**

*"More members of the public should see this"*

*"Do a general orientation/overview first, then switch to open house format"*

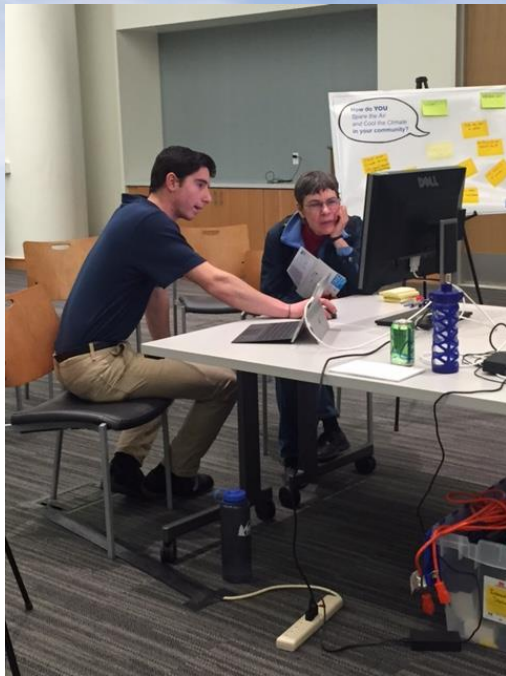
*"Better snacks 😊"*

*"Advertise through local city"*









# Open Air Forum

- A simple way to learn about and comment on our 2017 Plan

*Spare the Air, Cool the Climate*

The screenshot shows the 'Open Air Forum' website interface. At the top, there's a blue header with the title 'Open Air Forum' and navigation links for 'FORUM HOME', 'INFO', 'SIGN IN', and 'HELP'. Below the header, there are social media icons for Facebook, LinkedIn, and Twitter. A main announcement reads: 'What are your thoughts about our draft Plan to Spare the Air and Cool the Climate? Act fast – this opportunity will close on Thursday, March 9, 2017.' Below this, there are tabs for 'Introduction', 'Feedback', 'Your Response', and 'Outcome'. The 'Introduction' tab is active, displaying the text: 'To protect public health and stabilize the climate, we must move quickly to action! Watch the video to learn about our vision.' A video player is embedded, showing a person walking in a city with the title '2017 Clean Air Plan from Peak Democracy'. The video player includes a play button, a progress bar at 02:00, and a Vimeo logo. Below the video, there is a call to action: 'Click "HERE" to tell us what you think about our Spare the Air and Cool the Climate Plan.'





# Community Projects and Listening Sessions







# **Thank You!**

## **Questions/Comments?**

Luz Gomez and David Ralston  
Community Engagement Office



AGENDA: 6

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



Public Engagement Committee  
March 6, 2016

Rosene Salmo, Air Quality Chemist II

# Overview



- The YES Conference is part of the MTC-Air District “Spare the Air Youth Program” established in 2010
- First YES conference was held in 2013
- We doubled the number of attendees and tripled the number of presentations since last year.







**“The hottest 15 years on record have happened during the majority of our lives. We haven't known a world other than this.”** — Geena Espinoza, Santa Rosa High School

## How did the students in the region hear about the YES Conference?

- Youth Advisory Councils
- Presenting at classes
- Tabling at events
- Attending youth and environmental festivals
- YES Student Advisory Committee
- YES Ambassadors
- Social media
- Spare the Air Youth Technical Advisory Committee









# Outcomes



MK Mable Kwong

2d

Shout out to AP Biology teacher Mr. Chinn for bringing us here!!

8 likes • 1 comment

Like Comment



Nicolle Polo  
Student • American Canyon Hi...

2d

Thank you for everyone for allowing us to come and enjoy this wonderful time

4 likes • 1 comment

Like Comment



Kontessa Davis  
Student

Today was great!!!!!!!

1 like

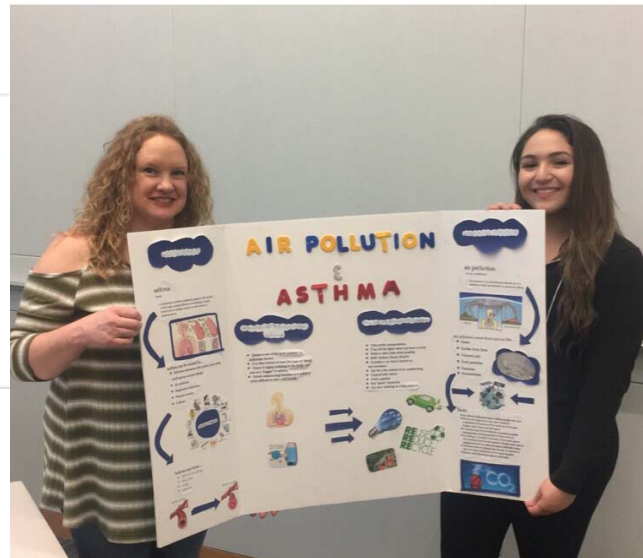
Like Comment



Suzan Abuhamdiah

2d

Thanks to Ms. Vough for bringing my class out here!



It is time to see the world with another eyes and start making a change that is the legacy that we are going to leave behind



Kontessa Davis  
Student

1d

Can't wait to experience it again!!!!!!

1 like

Like Comment



Channa Saechao  
Student

2d

Thank you to our apes teacher for bringing us out today, it has really opened up my eyes to what we need to environmentally change. As well as to all the presenters, they have taught me to start young to change my ways when it comes to the environment

likes • 21 comments

Like Comment



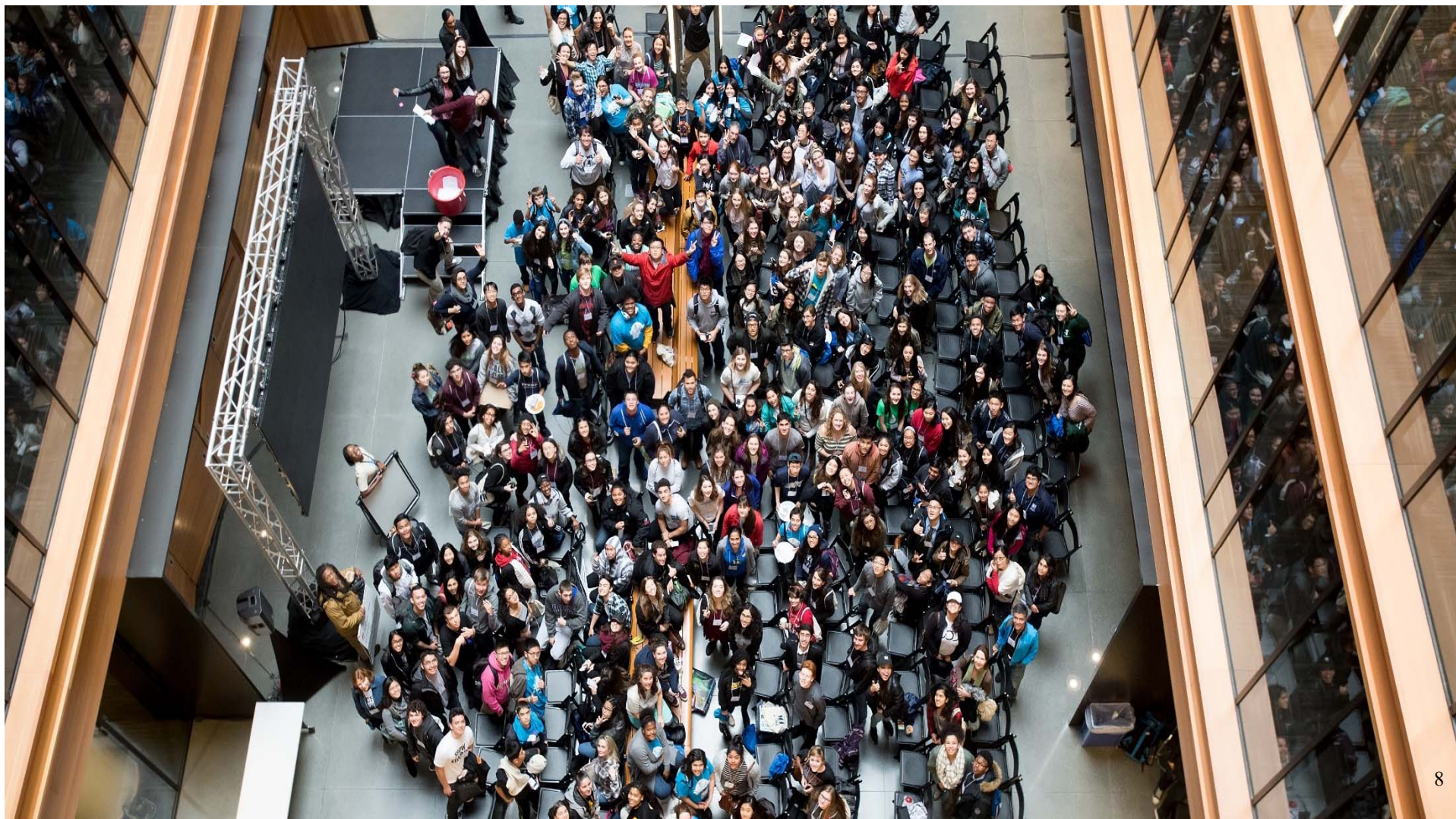
# YES Conference 2017



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



METROPOLITAN  
TRANSPORTATION  
COMMISSION







AGENDA: 7

**Renewal of Contract  
for Spare the Air  
Advertising and  
Messaging Campaigns**

**Public Engagement Committee  
March 6, 2017**

Kristine Roselius, Communications Manager



# Background

- Communications Office completed the Request for Proposal process in February 2015 for the following services for Spare the Air campaigns:
  - Advertising
  - Media Relations
  - Social Media
  - Employer Outreach
  - Public Opinion Surveys



# 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





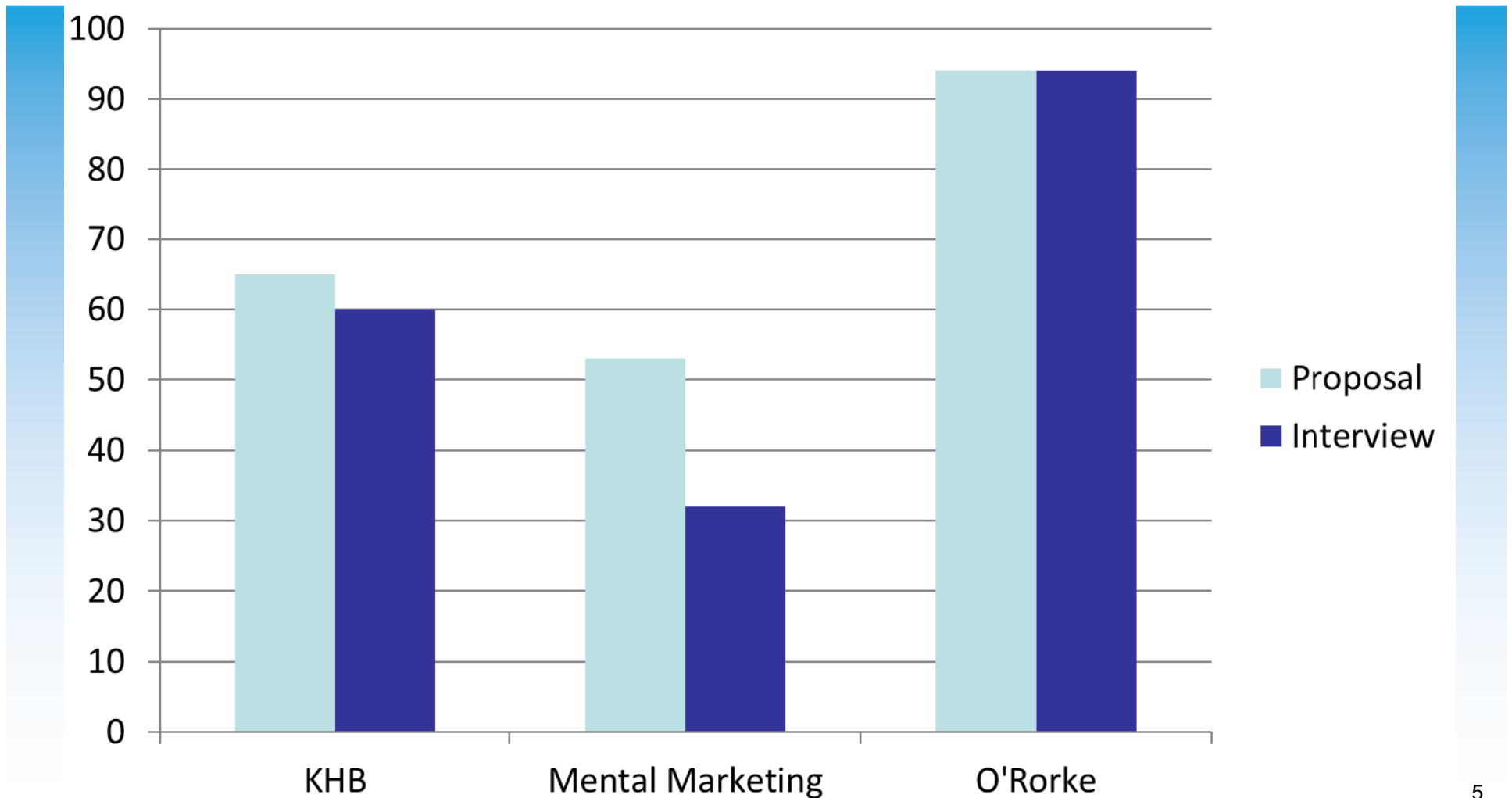
# Evaluation

- 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%**



# Evaluation

## Proposal & Interview Scores





# Contractor Team

- Contractor team consistently exceeds expectations
  - Thorough and timely execution of projects
  - Making recommendations and performing required tasks
- O’Rorke, Inc., lead contractor
  - Social marketing and advertising experience
  - Extensive government experience
  - Television, radio and print advertising expertise
- Subcontractor team

- True North – Research & Surveys
- Community Focus – Employer Outreach
- M-Line – Advertising & Design

- Synapse Strategies – Transportation Outreach
- Interethnica – Multilingual Outreach





# Staff Recommendation

Recommend Board of Directors approve the following Advertising, Communications & Evaluation Services contract with 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 Recommendation

## – Winter Spare the Air Campaign

- |                          |           |
|--------------------------|-----------|
| • Advertising            | \$600,000 |
| • Media Relations        | \$100,000 |
| • Social Media           | \$ 75,000 |
| • Public Opinion Surveys | \$ 50,000 |
| • In-Language Surveys    | \$ 69,000 |

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Total not to exceed	\$2,019,000 – FYE 2018
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