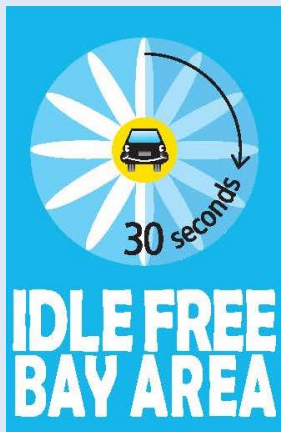




BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Update on the Spare the Air Resource Teams Idle Free Bay Area Campaign



Luz Gomez
Community Engagement Manager

September 25, 2017
Public Engagement Committee



Introduction and Background

- Spare the Air Resource Teams – 26 Years of Local Action

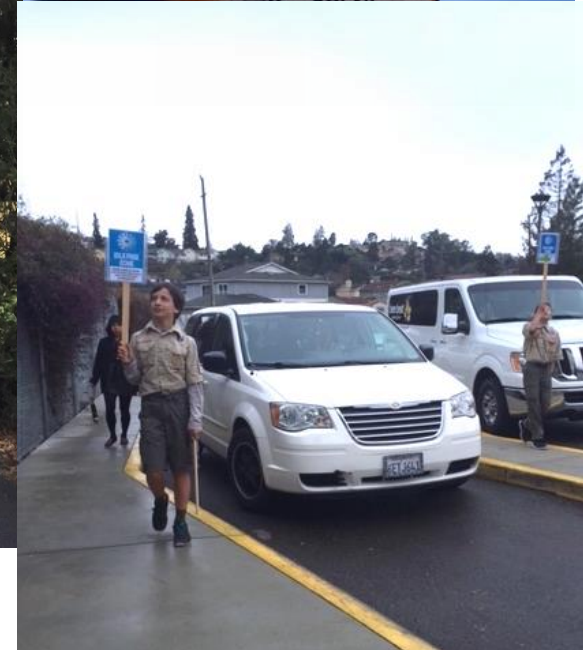
- 9 Teams
- Variety of local projects
- Idle Free idea catches on!





BAY AREA
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DISTRICT

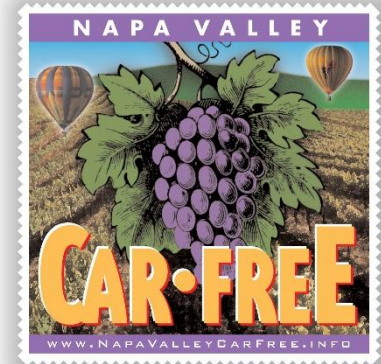
Contra Costa County Resource Team





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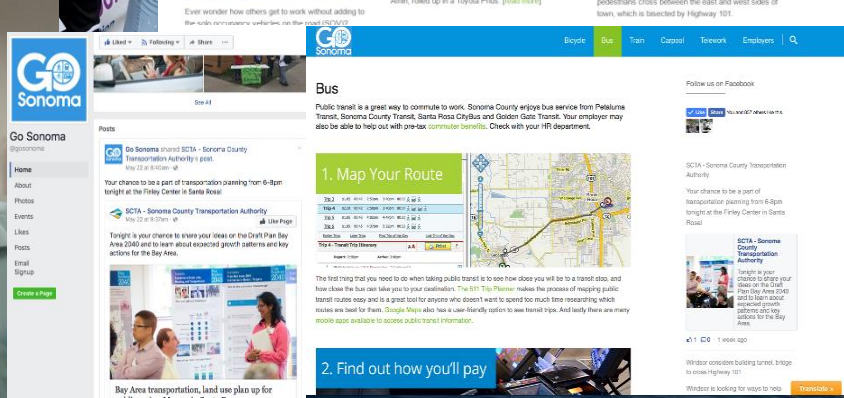
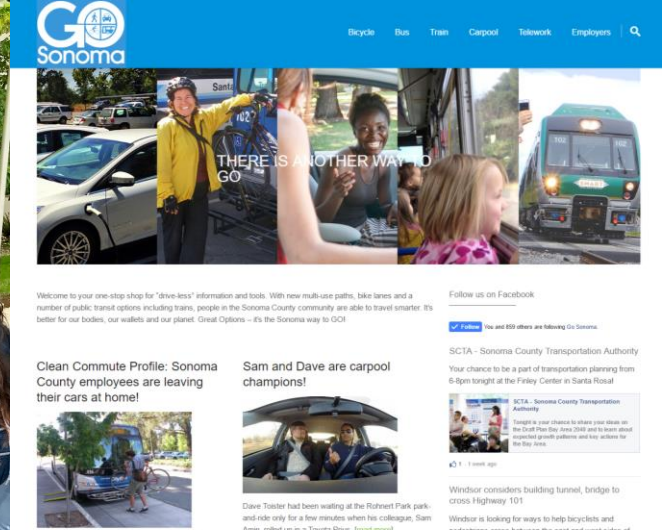
Napa Valley Clean Air Coalition





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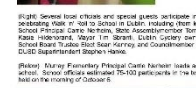
Sonoma County Resource Team





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Tri-Valley Resource Team



Left: A large turnout at Valley View Elementary helped to celebrate Walk 'n' Roll to School in Pleasanton.
Middle: Students at Valley View Elementary in Pleasanton with Traffic Officer Tom Henshaw.
Left: A parent and students walking to school on Walk 'n' Roll to School Day, October 7 in Pleasanton.
Right: Pleasanton Mayor Aracelis Ballesteros congratulates students who walked to school. Valley View Principal Debbie Clark, Pleasanton School District board member Jim Choi, and Superintendent Ronald Henshaw applaud support the school's efforts as well.

Middle: Juniors at American High School participate in a walk to school. White students are seen from their school to school. Red sign.

Left: Murray Elementary 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th grade students participating in the walk to school. Photo by the Alameda County Fair's Photos to School Program.

Right: Several local citizens and special guests participate in the opening assembly celebrating Walk 'n' Roll to School in Dublin. Inviting their wife, Murray Elementary School Principal Carrie Henshaw, and Superintendent Bob Henshaw. With Mayor Robert Henshaw, Mayor Jim Strain, Dublin City Manager Chris Valle, Dublin School Board Trustees Fred Bear-Henry and Superintendent Don Blaine. Not shown: DUSD Superintendent Stephen Henshaw.

Photo: Murray Elementary's Principal Carrie Henshaw leads a Walking School Bus to school. School officials encourage TK-12 participants in the two walking school buses held on the morning of October 6.



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DISTRICT

Other Teams Planning Idle Free Projects

- San Francisco, San Jose Green Vision, San Mateo, Santa Clara, and Southern Alameda





Why Address Idling?

- 3 billion gallons of fuel wasted (US)
- 30 million tons of CO₂ every year (US)
- 3.7 million tons of CO₂ in California alone
- Eliminating idling would equal 5 million vehicles off the road (US)
- Idling emissions contribute to cancer, heart conditions, and can exacerbate asthma



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The Birth of a Campaign



Turn the Key – Be Idle Free!

When sitting in your car for more than 30 seconds, turning the key can...

- help kids breathe easier
- save money
- reduce air pollution

Turn the Key BE IDLE FREE

Top Reasons to be *Idle Free*:

Breathe easier
Inhaling pollutants from car exhaust can aggravate asthma, cause coughing or difficulty breathing and decrease lung function.

Reduce your carbon footprint
Save up to 1,500 pounds of greenhouse gases per year.

Save money
Idling wastes about \$1 in gas every day - 30 seconds of idling uses more fuel than restarting the engine.

Keep the sky blue
An idling car contributes to smog. Car exhaust is the #1 source of air pollution in the Bay Area.

IDLE FREE ZONE

YOUNG LUNGS AT WORK! NIÑOS RESPIRANDO!

TURN OFF ENGINE WHEN WAITING MORE THAN 30 SECONDS APAGUE EL MOTOR SI TIENE QUE ESPERAR MÁS DE 30 SEGUNDOS

idlefreebayarea.org

IDLE FREE BAY AREA

Save gas, save money, & Spare the Air

Idling means leaving a vehicle's engine running when it is parked or not in use.

Take the Idle Free Pledge now!

or if you are in the Tri-Valley area, join their Campaign!

<https://idlefreebayarea.org>



Learn more about Idle Free Bay Area and take the Idle Free pledge at:

www.IdleFreeBayArea.org



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The Campaign Grows

Movie Theater Ads





The Campaign Continues

IDLE FREE PLEDGE

Idling happens while:

- waiting to pick someone up from school, sports practice or the library
- sitting at a drive-through or car wash
- checking email and voicemail – check *before* you start the car



Idle Free pledge

I pledge to turn off my car's engine if I'll be waiting for more than 30 seconds!

First name

Last name

E-mail address**

Zip code of residence

Please enter your 5 digit zip code

How did you hear about this campaign?



Turn the Key
BE IDLE FREE

Top Reasons to be *Idle Free*:

Breathe easier
Inhaling pollutants from car exhaust can aggravate asthma, cause coughing or difficulty breathing and decrease lung function.

Reduce your carbon footprint
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Learn more about Idle Free Bay Area and take the Idle Free pledge at:
www.IdleFreeBayArea.org



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MANAGEMENT
DISTRICT

Pittsburg Unified

Pittsburg Unified School District and City of Pittsburg



IDLE FREE VEHICLE

COMMITTED TO
YOUNG LUNGS AT WORK!

¡COMPROMETIDOS A
PROTEGER LOS PULMONES
DE LOS NIÑOS

idlefreebayarea.org

The graphic is split into blue and yellow halves. At the top, a car icon is inside a circular sunburst with a "30 seconds" timer and a curved arrow indicating the duration. The text is bold and clear, with the website URL at the bottom.



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Alhambra High School

Alhambra High School: Idle Free Project

Alhambra High School - Public Health Class
Susan Rideout
Lindsey Osmer
Claire Jensen





Alhambra High School

Step 1: Data Collection & Analysis

- 1) collected data at school pick up lines
 - a) type of vehicle
 - b) length of time idling
 - c) age of driver (adult or teenager)
 - d) weather
- 2) found idling huge problem
 - a) average time idling 10 min/vehicle
 - b) range 2 min-1 hour 7 min





Alhambra High School

Step 2: Presentations to Principals & Timelines

Presented findings to each district principal.
Created personalized action plans for each site:

- a) flyers (take home folders)
- b) PTSA meetings
- c) science fairs
- d) education in 5th grade classrooms





Alhambra High School

MPE STEM Fair

We had a booth at the Morello Park Elementary School STEM fair to inform the public about negative affects health. We had a poster with facts to debunk myths about idling. Also passed out bracelets that had our catch phrase "Turn the key, be idle free!"





Alhambra High School

Fifth Graders

A group of students created a lesson to educate 5th grade students about the negative effects of idling.

Led a poster contest and posters were used to promote reduced idling.



WINNERS



Alhambra High School

Step 3: MUSD Board Presentation

Students addressed the Martinez Unified School District Board, and proposed that district adopt a resolution to eliminate idling on district property.

The resolution passed in June 2017.

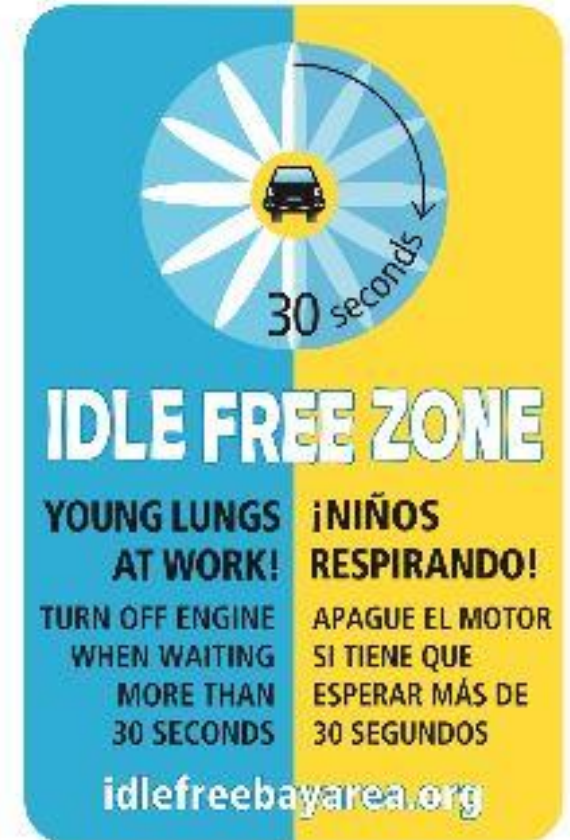




Alhambra High School

This year...

- 1) signs posted at each school site
- 2) partnering with the City of Martinez to support our efforts
- 3) ongoing education of community through
 - a) social media/email/district websites
 - b) onsite education in classrooms and at pick-up
 - c) promotional materials





BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Questions? Suggestions?

Thank You!

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

***Fiscal Year Ending (FYE) 2018
James Cary Smith Community
Grant Program Guidelines***

David Ralston
Community Engagement Manager

September 25, 2017

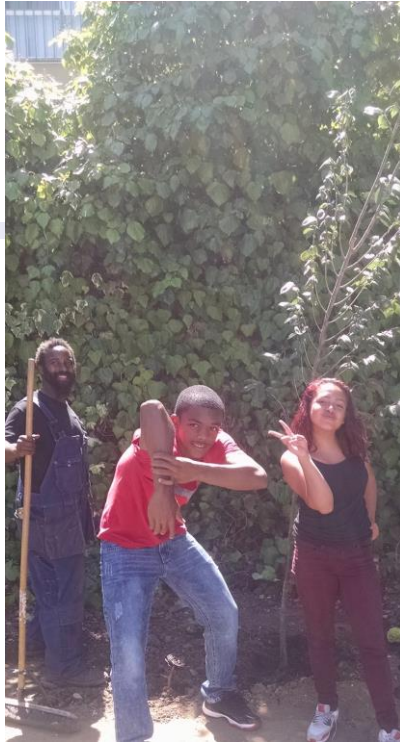
Public Engagement Committee

Community Grant Program Background

- Community Grant Program Piloted in 2009
- Community Grant Program Highlighted as a Key Way to Encourage Public Participation Plan – 2013
- Program Reauthorized in 2015
- Two Prior Cycles of Community Grants Have Been Undertaken (FYE 2016, FYE 2017)



FYE 2016 the Air District Funded Projects Around:



Education and Engagement –

- Increased environmental literacy with multi-media school-based curriculum & community engagement on climate change, air quality impacts/respiratory health and encouraging Spare the Air behavior changes;

Air Pollution Mitigation –

- Conducted tree planting, air bio-filter installations; free-bicycle distribution;

Community-Base Participatory Research –

- Engaged in neighborhood air quality and VMT CO2 calculations and mapping assessments;



FYE 2017 the Air District is Funding Projects Around:



- Community-Based Participatory Research Science Grants/ “Community Science” and In-Classroom Teacher (small) Grants

Funded activities include:

- Community air studies;
- Hidden hazard mappings;
- School air sensor curriculum projects;
- Local traffic/idling reduction emission measurement project;
- Schoolyard vegetative buffer projects.

These projects are based in San Leandro, East Palo Alto, East Oakland, East San Jose, Richmond, Bayview Hunters Point, American Canyon and Pittsburg.



FYE 2018 Community Grant Program Elements

- Conduct a Region-wide call for all Community Grant categories:
 - Engagement and Education
 - Local Air Pollution Mitigation Projects
 - Community-Based Participatory Research/”Community Science”
- Grant award limits at \$25,000 to allow more varied projects to be funded (12-15 month duration);
- Continue Second-Phases for Community Science Grants (if applicable)
- Expand In-Classroom Teacher Support Grants (up to \$1,000 per grant)
- As always: Emphasize partnerships, visible local engagement, leadership and learning.



Proposed Timeline

Dates	Milestone
September–October 2017	Present Community Grant Program Guidelines to Air District Board of Directors
October 23, 2017	Release grant guidelines and start formal outreach campaign
December 1, 2017	Deadline for Air District receipt of Community Grant applications
December 31, 2017	Selection and notification of grantees
January-May 2018	Execute agreements
June 30, 2019	Deadline to expend funds and complete projects



Recommendation

- Recommend that the Board of Directors approve the FYE 2018 Community Grant Program Guidelines



Summary of 2017 Spare the Air Season

Public Engagement Committee Meeting
September 25, 2017

Kristine Roselius, Air Quality Program Manager
Communications



Advertising

- Launched in 2016; adapted & expanded for 2017
- Focus on carpooling
- [Meet Bob TV](#)
- [Andy Washburn TV](#)



**Better commute,
brought to you
by carpooling.**

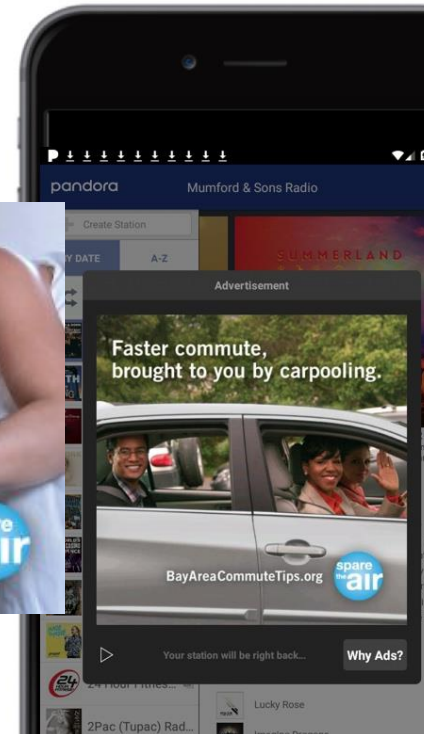


BayAreaCommuteTips.org



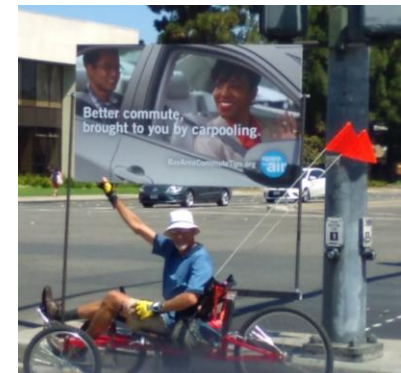
Campaign Highlights

- TV, radio, print, online, mobile, outdoor and in-stadium ads in 6 languages
- Updated BayAreaCommuteTips.org
- 15 million+ online & mobile advertising impressions
- Continued partnership with 511 and the rideshare apps to cross-promote carpooling



Campaign Highlights

- Wrapped four Oakland Broadway Shuttle buses
- Partnered with Capitol Corridor
- @ 75+ Bay Area events
- Bike outreach in 35 communities



Social Media

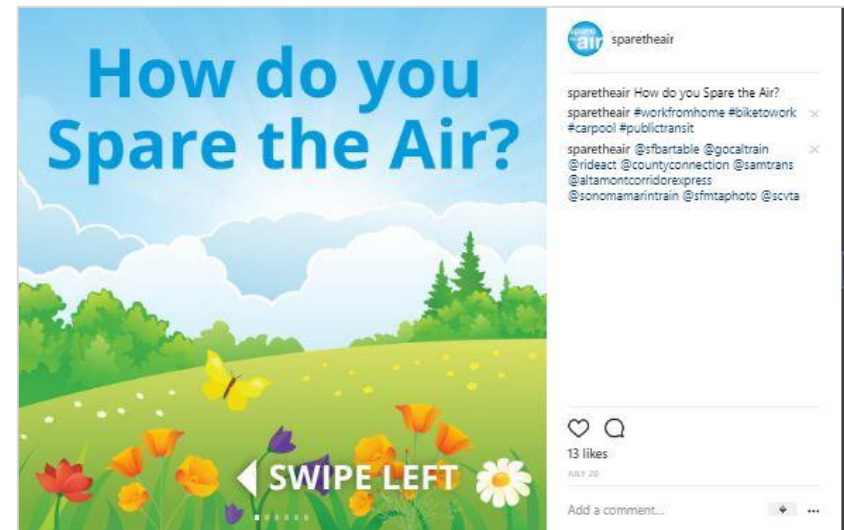
- Spare the Air Alert posts gained largest impressions
- Social media impressions
 - Twitter: 337,663
 - Facebook: 262,164
 - Instagram: 9,927
- Social Media Followers:
 - Twitter: 10,794
 - Instagram: 839
 - Facebook: 15,851 likes/followers



Social Media

- Partnered with companies and other agencies
- Launched creative campaigns to drive engagement

Instagram



Media Relations

- Called 14 Spare the Air alerts
- Held casual carpool & anti-idling press events
- Back to school carpool event at Redwood HS in Larkspur
- Currently working with CHP and MTC to promote carpool



Map shows which SF neighborhoods are hit hardest by air pollution

By Rachel Swan | September 4, 2017 | Updated: September 4, 2017 6:55pm



News

'Excessive' heat anticipated Sunday, Monday in much of Bay Area; air quality advisory issued

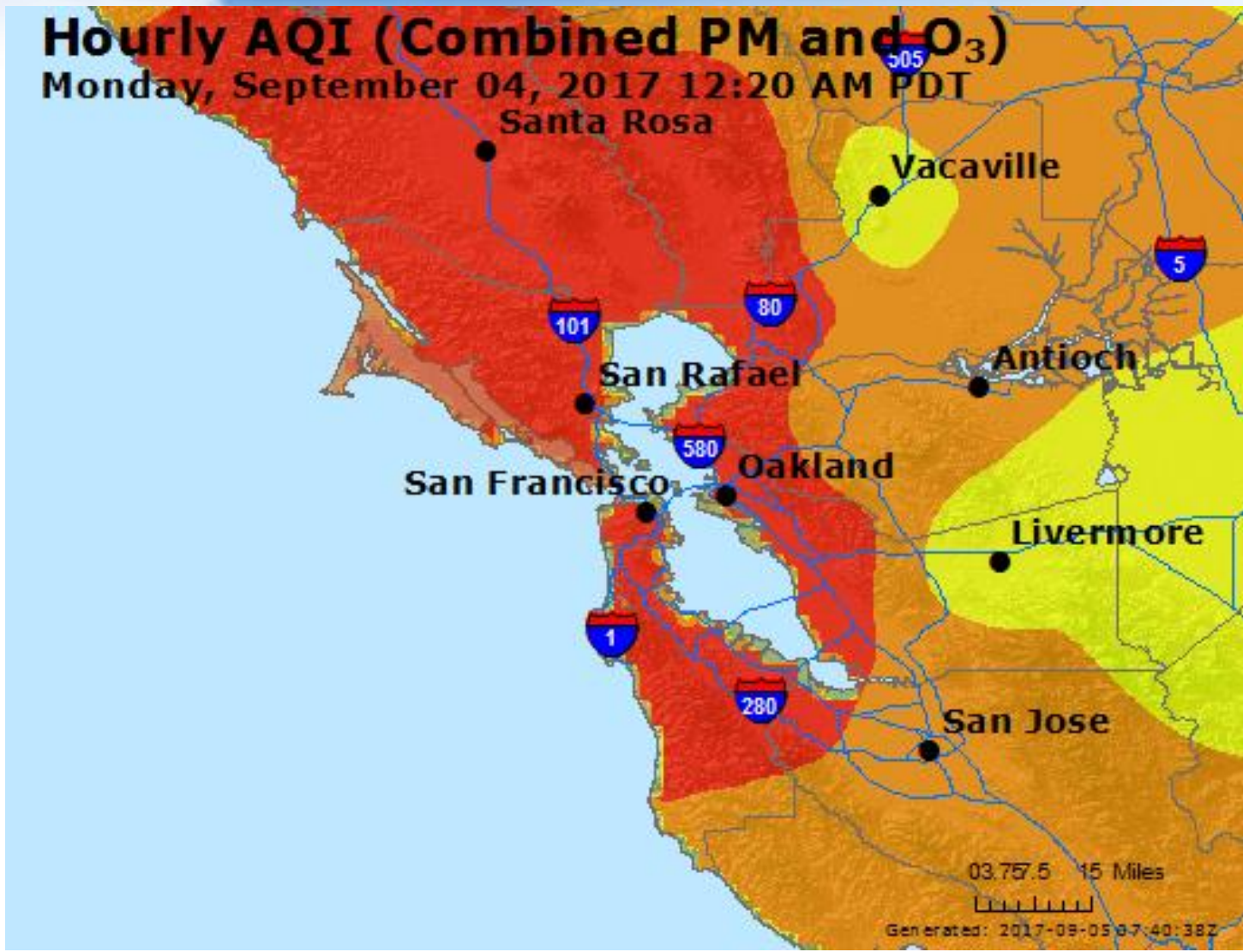


Isaiah Su, 5, of Sunnyvale, keeps cool at the Civic Center fountains in Cupertino, California, in this file photo from June 19, 2017. The National Weather Service issued a heat advisory for much of the Bay Area Sunday. (Gary Reyes/ Bay Area News Group)



Hourly AQI (Combined PM and O₃)

Monday, September 04, 2017 12:20 AM PDT



Employer Program

- Working with 511 to promote commute alternatives
- Hosted employer focus groups
- Expanding website content
- Carpool Now events:
 - Santa Clara University
 - County of Sonoma
 - County of Marin
 - Ariat/Abaxis
 - Workday



Help your employees find a better way to work.

The **Spare the Air Employer Program** helps Bay Area businesses find alternatives to driving alone for their employees.

Benefits to your business and employees:

- **Save by reducing payroll taxes** for each participating employee.
- Commuter benefits **improve employee morale and productivity**.
- Employees **save up to 40 percent on transit expenses** using pre-tax dollars.
- **Biking or walking to work is healthier**, reducing insurance claims and sick leave.

The Spare the Air Employer Program provides assistance to help your employees start carpooling to work. At our on-site Carpool Now events, employees will learn about their carpool options and connect with coworkers to form carpools. Successful Carpool Now events require a minimum of 300 employees at the worksite and executive support.

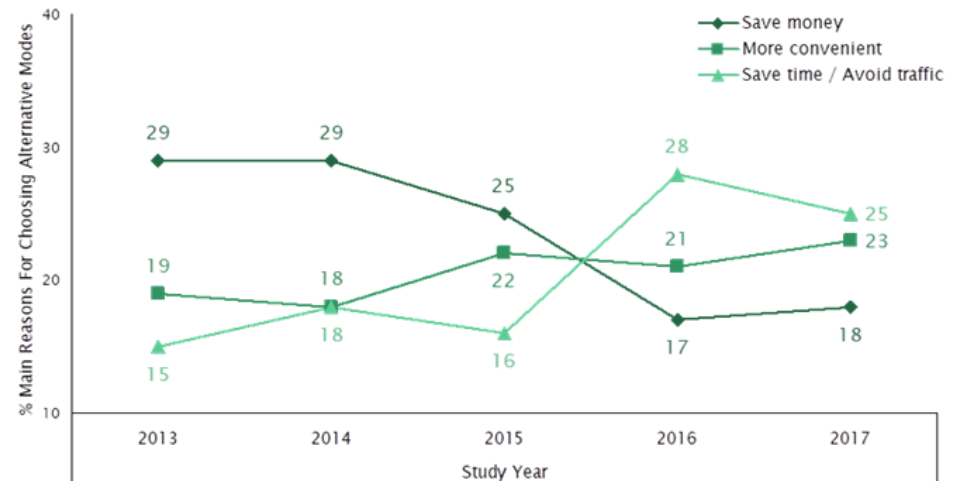
Registration and all services are **free** for Bay Area businesses.

Visit EmployersSparetheAir.org to learn more!



Research

- Recall of Spare the Air mentions from news up significantly - from **61% to 83%**
- **52% carpooled** in the week prior to the survey.
- Motivated by saving time/avoiding traffic
- 10,570,275 VMT per week reduced



Update on the 2017/2018 Winter Spare the Air Season Outreach Program



Public Engagement Committee

September 25, 2017

Lisa Fasano, Communications Officer



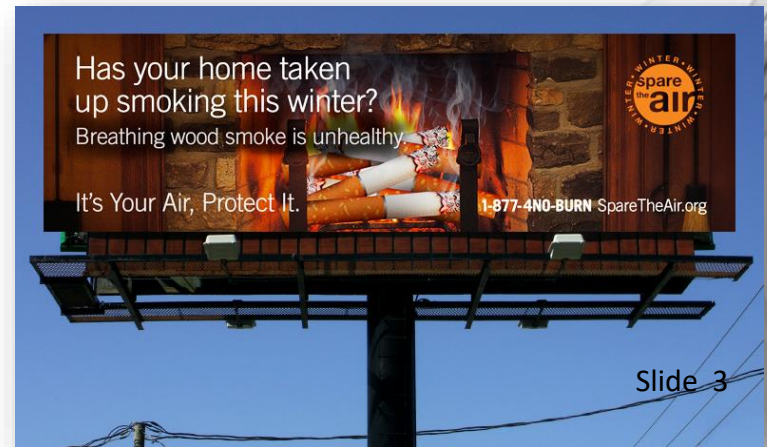
Outreach

- Continue to use strong messaging and visuals
 - Media relations
 - Social media
 - Grassroots outreach
 - Door to Door outreach
 - Advertising & new media
- Continue to emphasize health effects of wood burning
- Focus on both indoor and outdoor air quality impacts
- Targeted ‘hot spot’ outreach



Advertising

- Continue to emphasize health effects of wood burning
- Focus on the poor air quality taking place both indoors and outdoors
- Targeted 'hot spot' outreach
- New TV spot featuring cigarette 'logs' in fireplace



WSTA 2016-17

REGIONWIDE

(Includes multi-cultural)

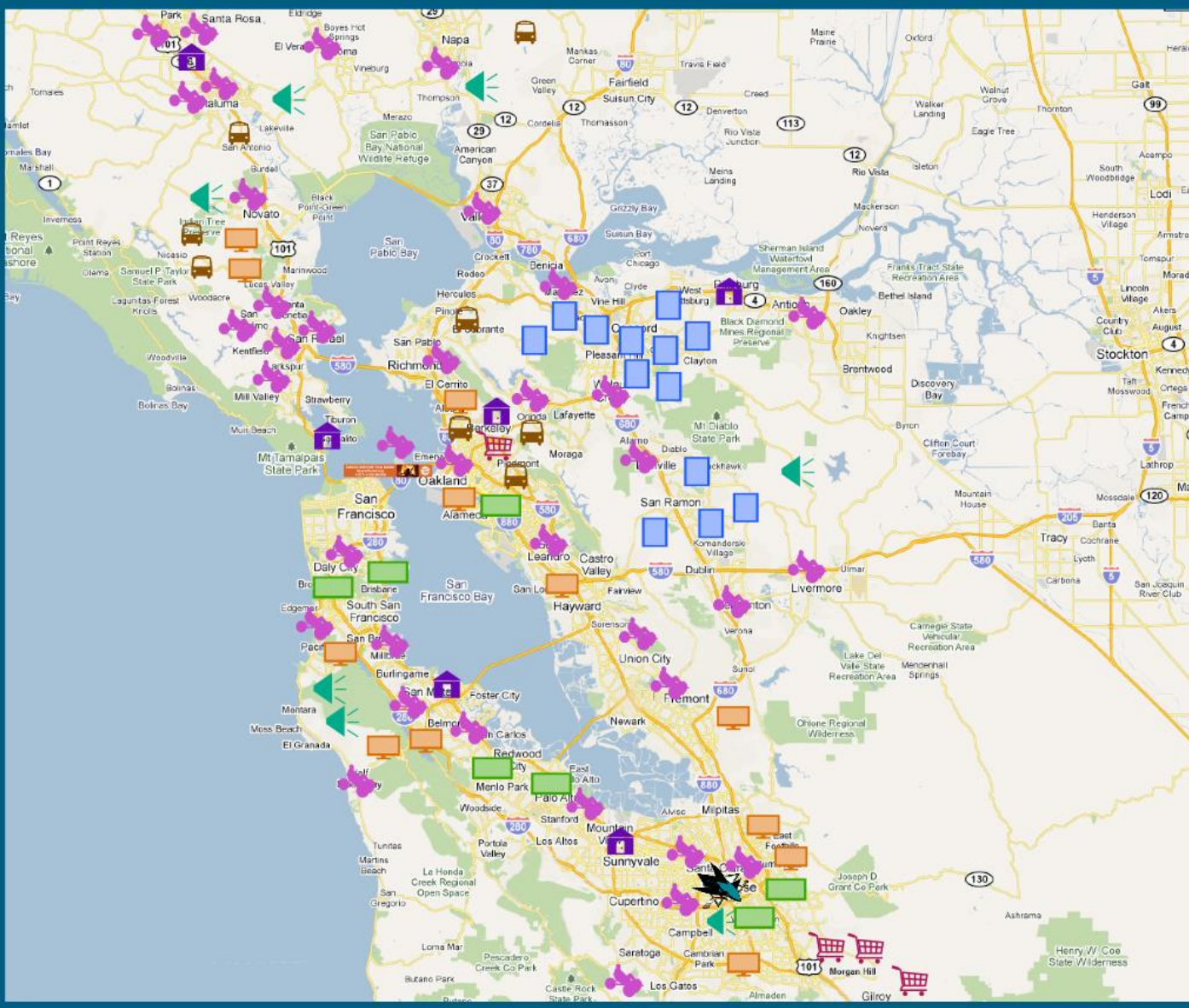
- BROADCAST TV
- CABLE TV
- HULU
- MOBILE
- ONLINE
- PANDORA
- PRINT
- RADIO
- SPOTIFY

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
- WESTCAT**
- WESTERN CONTRA COSTA TRANSIT AUTHORITY
- AC TRANSIT**
- EAST BAY



Spare the Air

OUTREACH FOR WOOD SMOKE REDUCTION GRANT PROGRAM 2016

DOORHANGER



PRINT AD

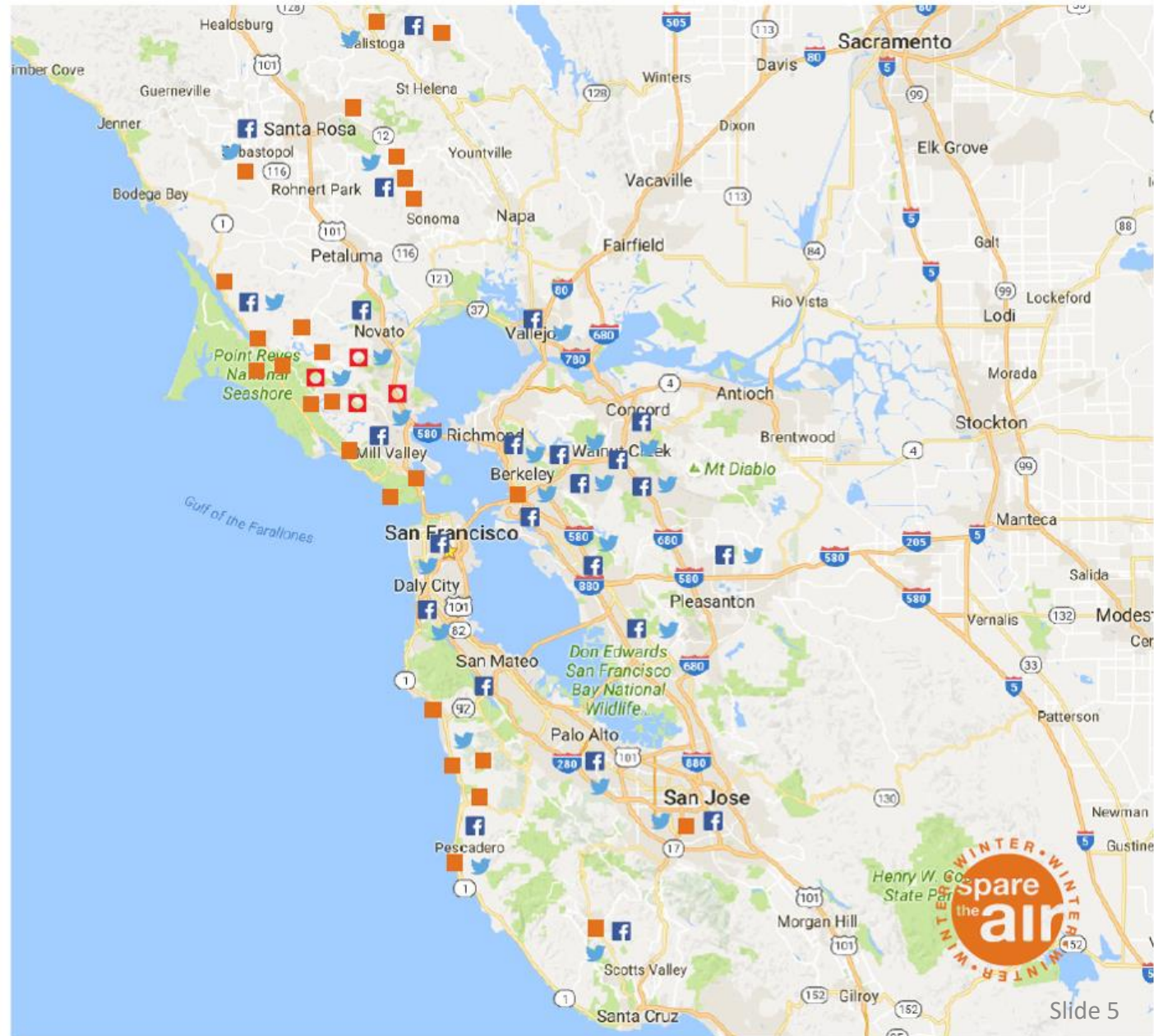


NEWSPAPERS

- 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.





Multicultural Advertising

¿Ha empezado su hogar a fumar este invierno?
Respirar humo de madera es dañino.



Es su aire, protéjalo.
1-877-466-2876 SpareTheAirNow.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。



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

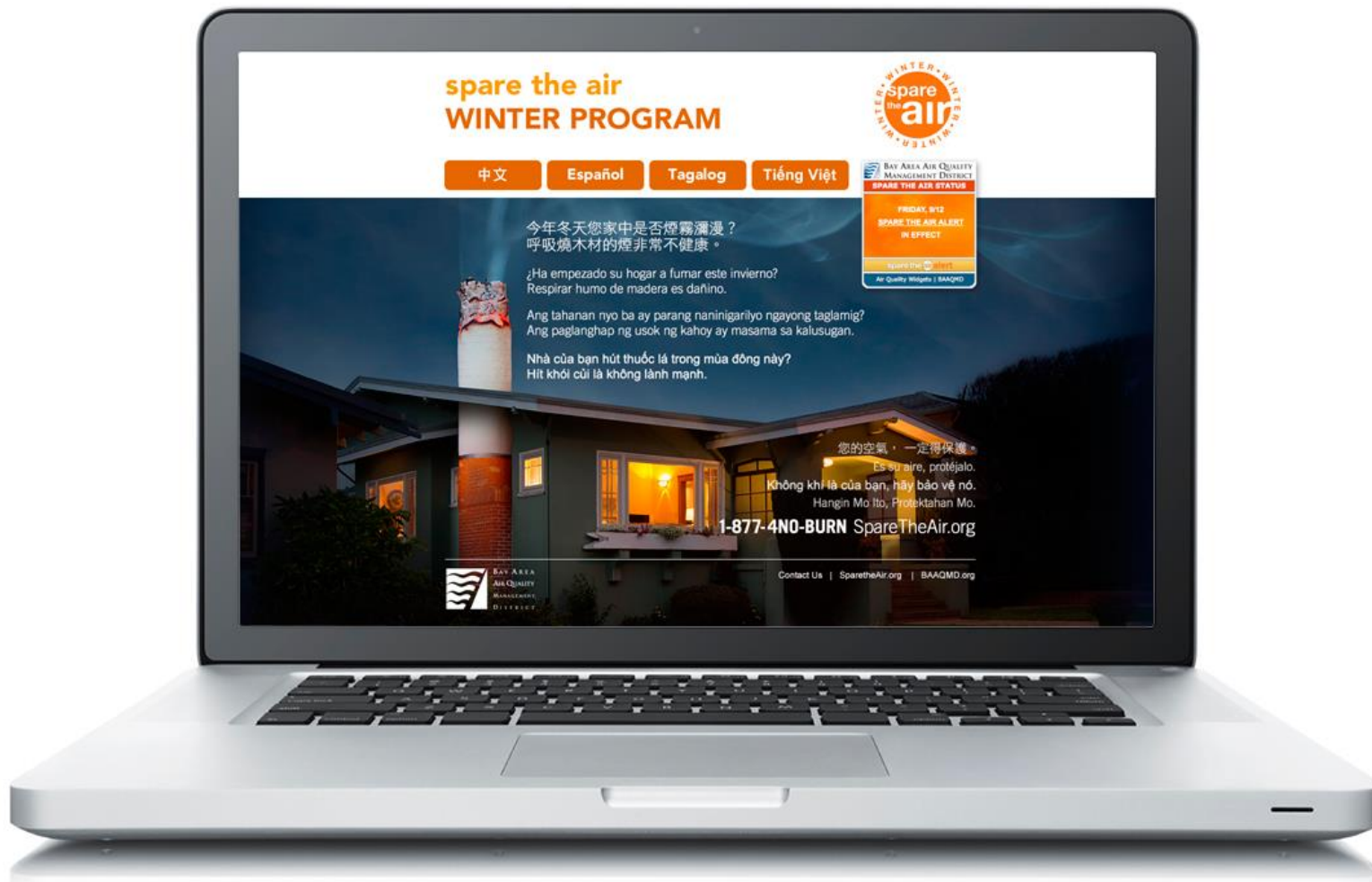
今年冬天您家中
是否煙霧瀰漫？
呼吸燒木材的煙非常不健康。



您的空氣，一定得保護。
1-877-466-2876 SpareTheAirNow.org



SpareTheAirNow.org





Door-to-Door Outreach

- Outreach will take place in 5-6 cities throughout the Bay Area
- All survey respondents will be given a \$5 Peet's Coffee or Safeway gift card



1-877-4NO-BURN
SPARETHEAIR.ORG



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，請查詢這樣做是否合法。
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

aware that wood burning is the #1 source of wintertime air
 Yes No

aware of the health impacts of wood burning? Yes No
 If not, have you heard? _____

Interested in receiving Winter Spare the Air Alerts by
 text or phone? Yes No
 If yes, please provide your e-mail/phone number: _____

If you consider not burning wood or reducing your wood
 burning during the Winter season? Yes No
 If not? _____

How long have you lived in this home? _____ Own Rent

Who should we send your gift card to?
 Peet's Coffee

It's Your Air, Protect It.

SIGN UP FOR EMAIL
OR PHONE ALERTS



SpareTheAir.org

1-877-4NO-BURN



Media Outreach

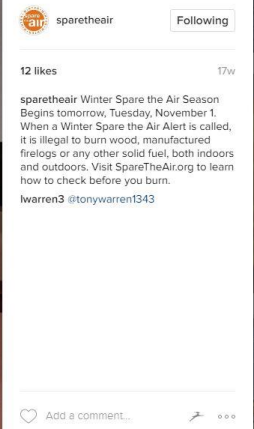
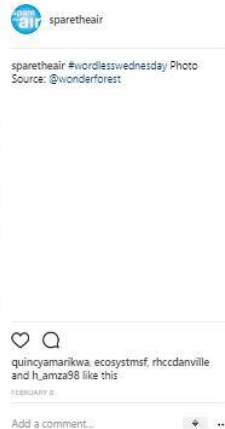
- Same ambiance, different look/actions
- Surprising health impacts to young adults
- Best practices for a healthy winter house
- Multicultural briefings and outreach





Social Media

- Continue to use social media to educate residents about the benefits of not burning
- Leverage social media to support marketing, advertising, and PR efforts
- Post images of unused decorated fireplaces on “Wordless Wednesday” & Spare the Air Alerts





Research

- True North Research will conduct season-long surveys in English, Chinese and Spanish
- FM3 Research will conduct focus groups among wood burners

