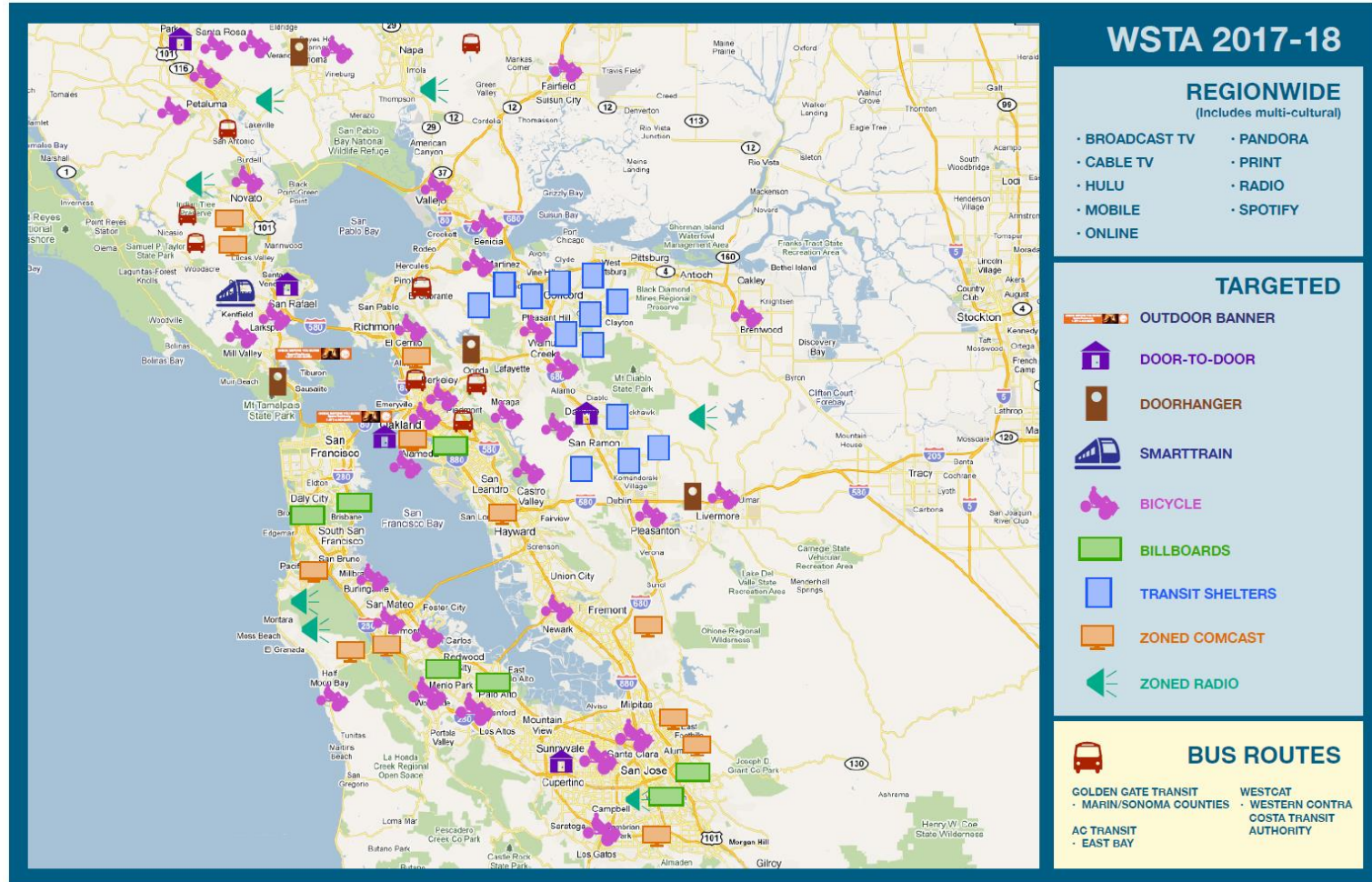


**Update on the 2018/2019  
Winter Spare the Air Season  
Outreach Program**



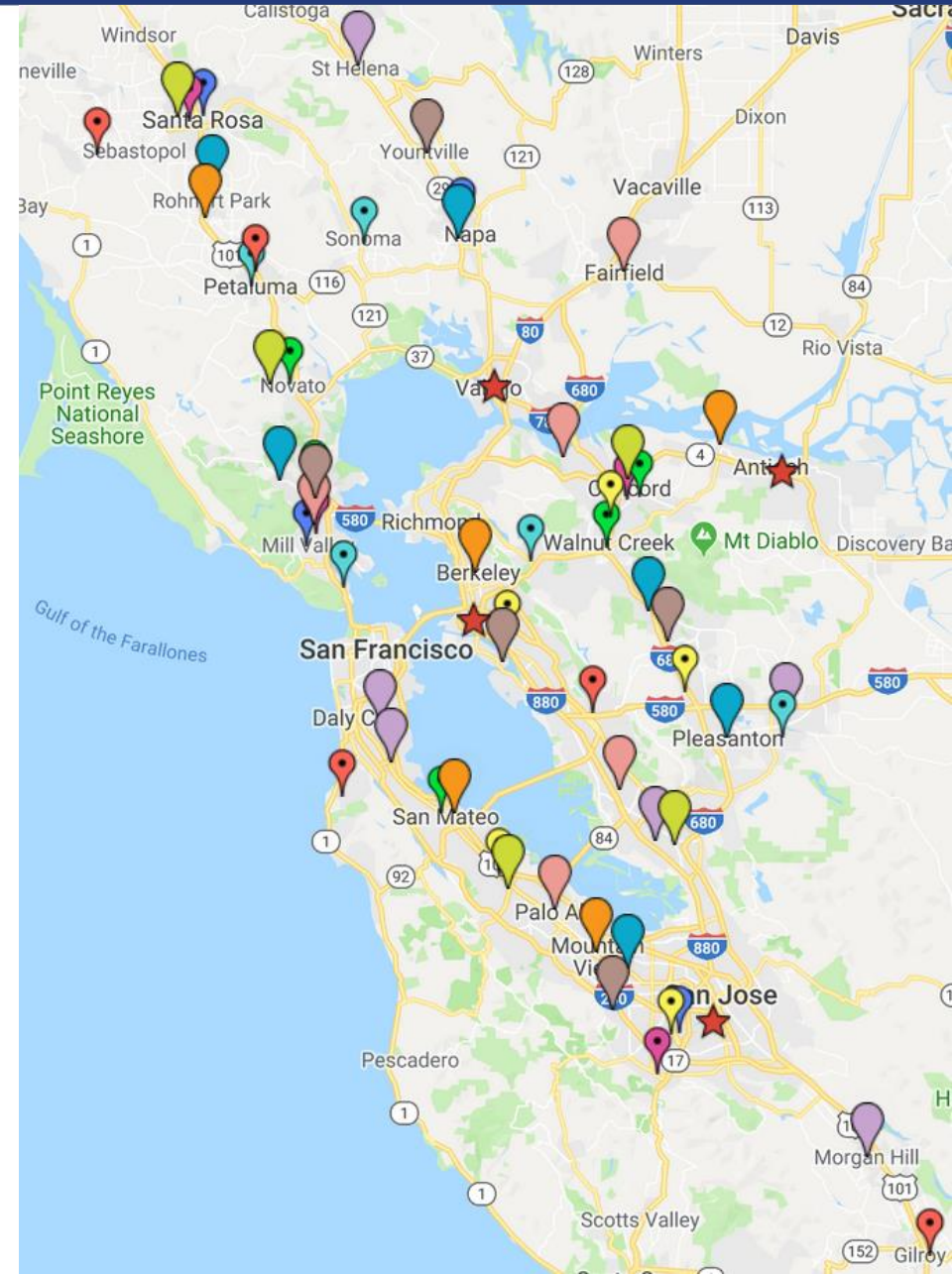
# Winter Messaging



# Winter Messaging

# Door-to-Door Outreach

- Locations determined by:
  - Complaints
  - Older homes with fireplaces
  - Walkability
  - Safety
  - Local ordinances/rules
- Door hangers
  - High complaint areas that do not meet other criteria
  - Targeted
  - Expands reach
  - Inexpensive



# Door-to-Door Outreach

- Door-to-door outreach in five bay area cities

- Fremont
- Redwood City
- Concord
- Novato
- Santa Rosa

- Door hangers

- Antioch
- Oakland
- Vallejo
- Willow Glen - San Jose

- All survey respondents receive a \$5 gift card



1-877-4NO-BURN  
SPARETHEAIR.ORG

winter  
spare  
the  
air

To sign up for Winter Spare the Air Text Alerts,  
text the word "START" to 817-57.

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

在您燃燒木材之前，請查詢燒煤是否合法。  
請致電 877-466-2876 廣東話專線分機3 國語專線分機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 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  
\_\_\_\_\_  
\_\_\_\_\_

# Winter Events

- Winter Spare the Air events

EVENT	DATE	LOCATION
Half Moon Bay Art & Pumpkin Festival	Oct 13 & 14	Half Moon Bay
Sunday Streets	Oct 14	San Francisco
Marin Music Festival	Oct 20	San Rafael
San Jose Dia De Los Muertos	Oct 20	San Jose
San Jose Fall Home Show	Oct 20 & 21	San Jose
Alameda Hospital Community Health Fair	Oct 20	Alameda
Recreational Parks Health Fair	Oct 23	San Francisco
Gilead Benefit & Commuter Fair	Oct 23	Foster City
Oakland Dia De los Muertos	Nov 4	Oakland



# Winter Events

- Bike Outreach
  - 35 locations Bay Area-Wide
  - Fun, friendly
  - Face-to-Face outreach
  - Opportunity for public to ask questions
  - Information handed out
  - Expands outreach
  - Fun interaction with the bike riders

