



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

AGENDA: 23

Community Advisory Council (CAC) Recommendation for New CAC Member

**Board of Directors Meeting
November 6, 2024**

**Kevin Ruano Hernandez
Community Advisory Council Member
Co-Chair Mayra Pelagio
Community Advisory Council Member**

Presentation Outcome

- The Board of Directors will consider approving the following individual for appointment to the Community Advisory Council:
 - Cynthia Prieto-Diaz, Alameda County seat for 2 years

Presentation Outline

- A. Requested Action
- B. Creation of Member Selection Ad Hoc Committee
- C. Prior to First Meeting
- D. Timeline
- E. Outreach
- F. Selected Applicant
- G. Questions

Requested Action

Consider approving the following individual for appointment to the Community Advisory Council:

Cynthia Prieto-Diaz, Alameda County seat for 2 years

Creation of Member Selection Ad Hoc Committee

- The Member Selection Ad Hoc Committee was created during the November 30, 2023, CAC meeting
- The Ad Hoc consisted of Council Members Gordon, Pelagio, Ruano Hernandez, and Jefferson, as well as Board Chair Hurt
- The Ad Hoc worked to select candidates for the Board to consider their appointment to the Community Advisory Council

Prior to First Meeting

- The Ad Hoc Committee scored the applicants based on the initial criteria approved by the Board of Directors:
 1. Reflect the diverse demographics of the Bay Area;
 2. Include generational history and experience living in communities heavily impacted by air pollution;
 3. Demonstrate diversity of relevant experience – including environmental justice, technical expertise, health, and Air District functions or knowledge of the Air District; and
 4. Have access to other people who have a range of relevant knowledge and technical experience that could help inform the Community Advisory Council

Outreach

- The outreach consisted of:
 - Online efforts (LinkedIn, Instagram, Facebook, X [formerly Twitter], Threads)
 - Nextdoor
 - Air District's Currents Newsletter
 - Air District's Latest News post
 - Emails to James Cary Smith Grantees and Assembly Bill 617 partners
 - CAC members sending information to their networks

Outreach (Cont.)

- The Member Selection Ad Hoc Committee scored 25 applications for the Alameda County seat
- The Member Selection Ad Hoc Committee selected a candidate on September 5, 2024, from the original recruitment for the CAC seat vacated in July 2024

Selected Applicant

Cynthia Prieto-Diaz is from the San Francisco Bay Area. Cynthia has a science background and is inspired to use her knowledge to address social inequities in her community. She worked to secure portable air quality sensors and organized air quality and environmental justice workshops at her local library.

Cynthia Prieto-Diaz most recently served as an Alameda County Public Health Commissioner.

Selected Applicant (Cont.)

- On September 19, 2024, the Community Advisory Council voted to recommend the Community Equity, Health, and Justice Committee recommend the Board of Directors consider appointing Cynthia Prieto-Diaz to the vacant Alameda County seat on the CAC.
- On October 9, 2024, the Community Equity, Health, and Justice Committee approved the CAC's recommendation that the Community Equity, Health, and Justice Committee recommend the Board of Directors consider appointing Cynthia Prieto-Diaz to the Alameda County seat on the Community Advisory Council for 2 years.

QUESTIONS?



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AGENDA: 24

Overview of 2024-25 Spare the Air Winter Season and Summary of 2024 Spare the Air Summer Season

**Board of Directors Meeting
November 6, 2024**

**Erin DeMerritt
Public Information Officer
edemerritt@baaqmd.gov**

Presentation Outline

- 2024-2025 Spare the Air Winter Season Overview
- 2024 Spare the Air Summer Season Summary
- Spare the Air 2024 Summer Survey Results
- Air Quality Trends
- Technical Work & Rule Development

Presentation Requested Action

None; informational only

Winter Campaign

- November 1, 2024 – February 28, 2025
- Campaign emphasizes all smoke is bad smoke
- Draws a connection between wildfire smoke and smoke from wood burning
- Bans wood burning when Spare the Air (STA) Alert is issued



Spare the Air Winter Ad

Creative and Advertising



Spare the Air Winter Ad



Spare the Air Winter Ad

Media and Social Media

Media Outreach

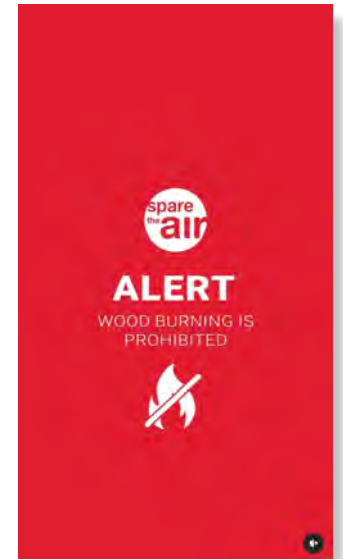
- Widespread promotion of STA Alerts
- In-language outreach
- TV Meteorologist engagement

Social Media

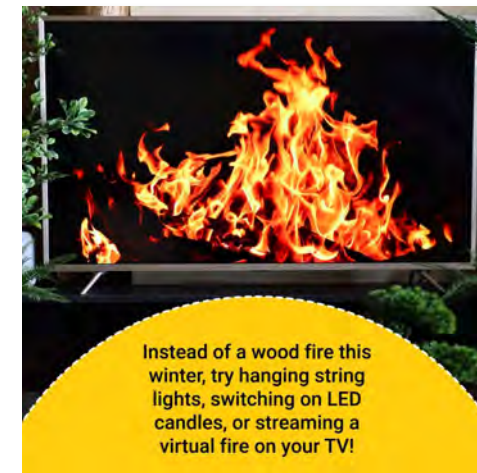
- Educational content
 - Health impacts of wood smoke
 - Alternatives to wood burning
 - Alert notifications and actions



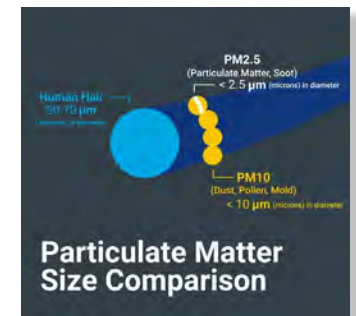
KRON4 Headline



Spare the Air Alert Graphic



Social Media Graphic



Social Media Graphic

Community Outreach

- Castro Valley
- Martinez
- San Rafael
- San Mateo
- Campbell
- Sonoma
- *Assembly Bill 617 Communities*

spare the air

SMOKE POLLUTES OUR COMMUNITY

All Smoke Is Bad For Your Lungs

GASES
SOOT FINE PARTICLES
dioxins
carbon monoxide
Volatile Organic Compounds

ASTHMA
LUNG IRRITATION
LUNG DISEASE
pneumonia
BRONCHITIS
CANCER

1 in 7 BAY AREA RESIDENTS SUFFER FROM A RESPIRATORY ILLNESS

Children, older adults, and people with heart or lung disease are at a greater risk.

Spare the Air Winter Program Doorhanger

INDOOR AND OUTDOOR BURNING IS NOT ALLOWED DURING A SPARE THE AIR ALERT.

INDOOR BURNING
Fireplaces do not efficiently heat your home. The Air District encourages residents to not burn wood and instead choose cleaner heating devices (e.g., electric heater, high-efficiency heat pump).

OUTDOOR & BACKYARD BURNING
Burning wood in backyard firepits and chimineas can cause smoke to build up in neighborhoods, which has a negative impact on everyone in your community, and the region's air quality.

Burning painted or treated wood, particle board, plastics, wrapping paper, green waste, or other garbage is never allowed.

SPARE THE AIR ALERTS are called when air quality is forecast to be unhealthy, and wood burning is not allowed. Find out if a Spare the Air Alert is in effect:
1-877-4NO-BURN (1-877-466-2876)
www.sparetheair.org

File a wood smoke or general air quality complaint: baaqmd.gov/complaints

spare the air

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

For more information, contact the Air District at 877-4NO-BURN.
www.baaqmd.gov

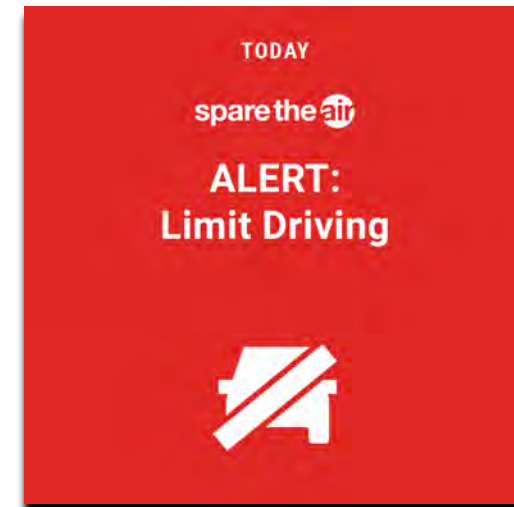
Spare the Air Winter Program Doorhanger

Summer Campaign

- Ran March 1, 2024 - October 31, 2024
- Campaign promotes transit, active transportation, remote work
- Alerts are issued when air quality is forecast to be unhealthy due to ozone (smog)
 - 14 Spare the Air Alerts
 - 19 Air Quality Advisories



Spare the Air Logo

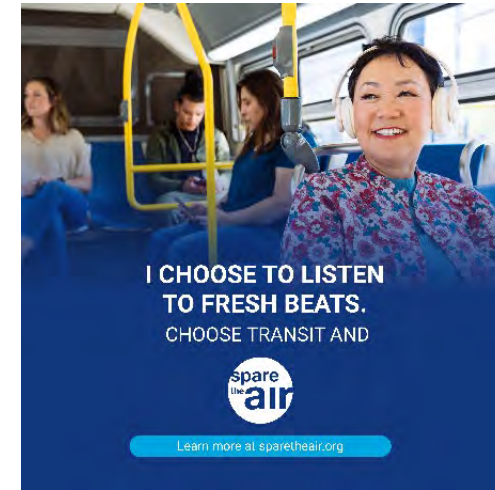


Spare the Air Alert Social Media Graphic

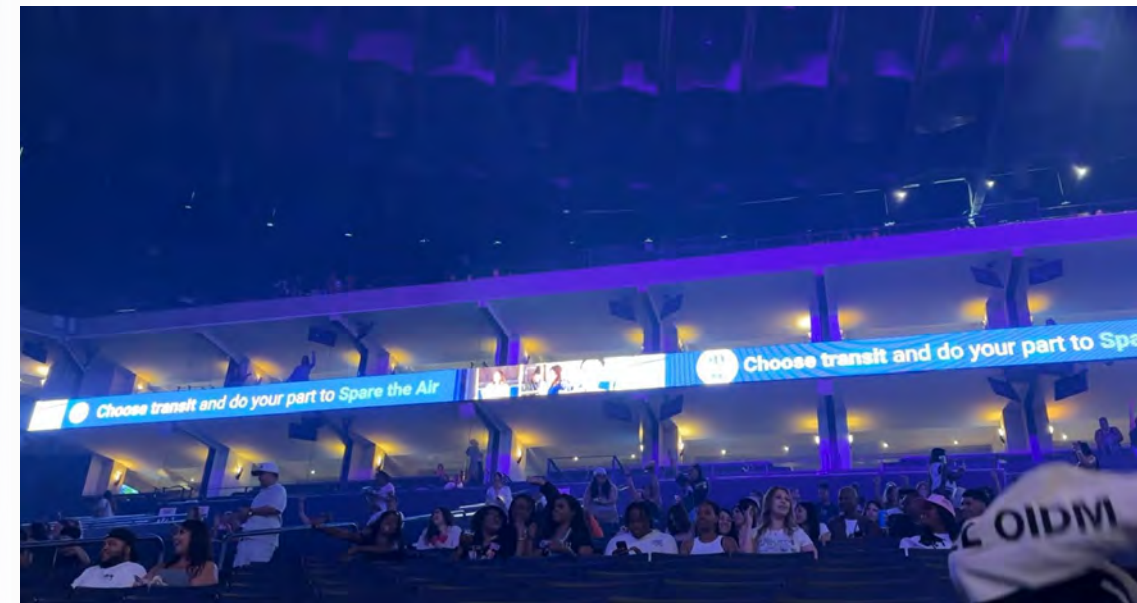
Spare the Air Graphic

Creative and Advertising

- Highlights conveniences and comforts of transit – as well as active transportation
- Messaging strategically placed throughout Bay Area
- Advertising included Spanish, Mandarin, Cantonese, Vietnamese and Tagalog
- Substantial in-language media buy

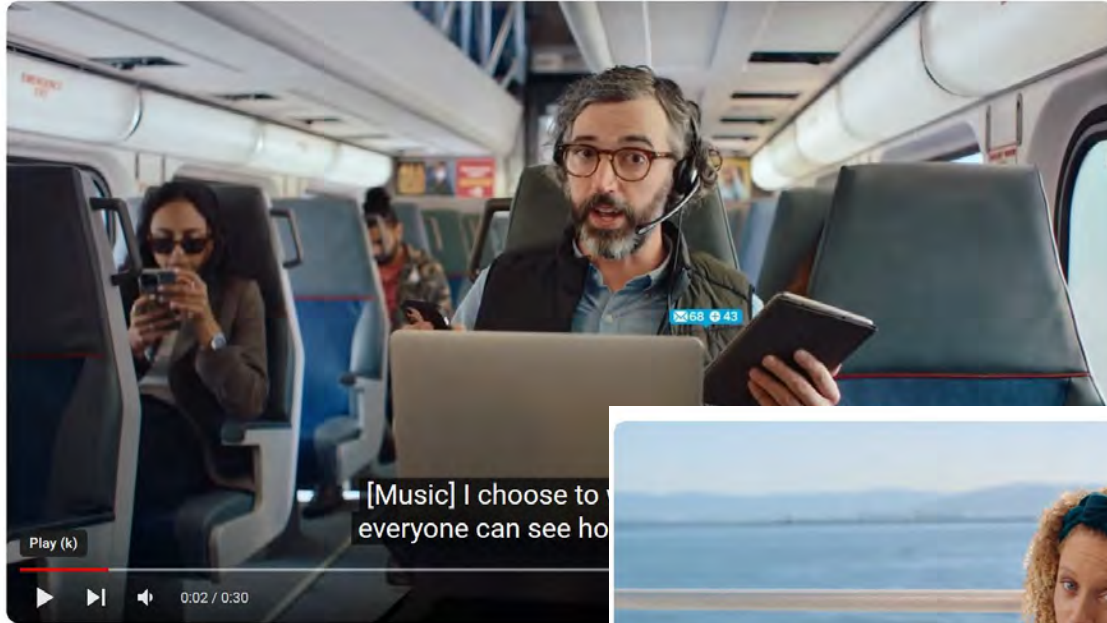


Spare the Air Summer Ad

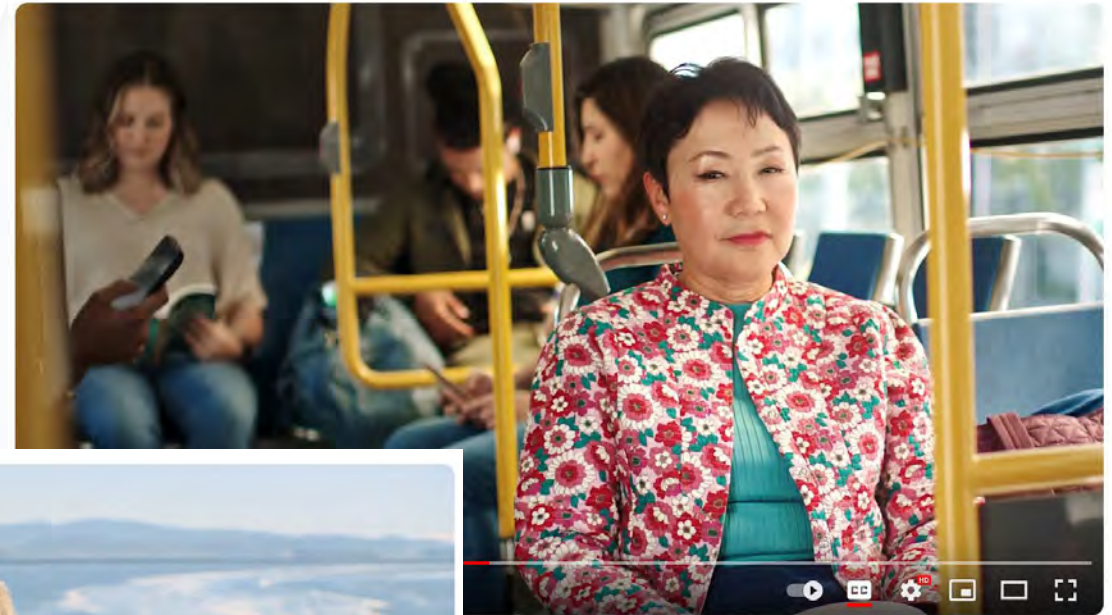


Spare the Air Advertising at the Oakland Arena

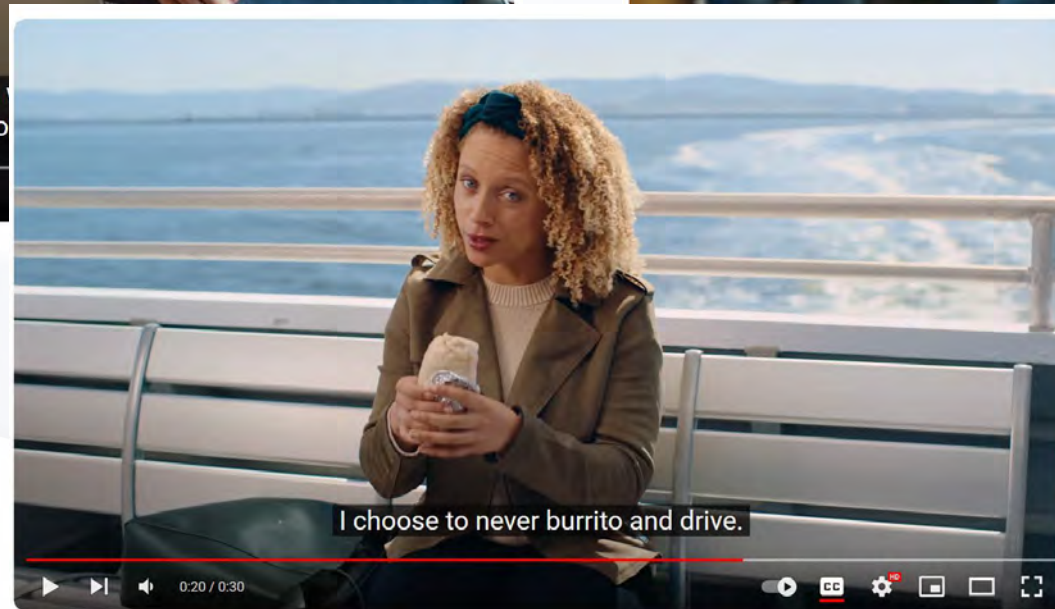
Creative and Advertising (cont.)



Spare the Air Summer Advertising Commercial



Spare the Air Summer Advertising Commercial



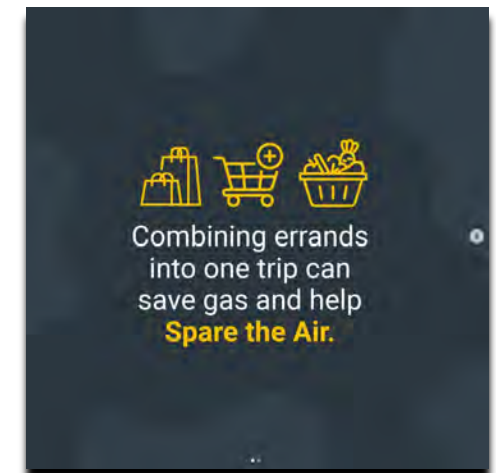
Spare the Air Summer Advertising Commercial

Outreach and Social Media

- Media coverage included alerts & advisories
- Roundtable and webinars with local meteorologists
- Social media focused on transit, wildfire preparedness & alert information
- Engaged influencers to post about Spare the Air and transit

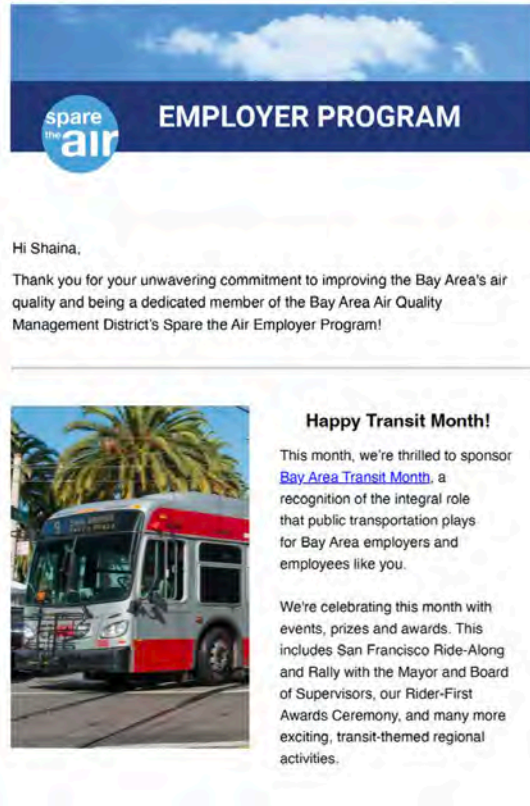
San Francisco Chronicle

Bay Area air quality to worsen as heat wave arrives, prompting Spare the Air alert



Spare the Air Graphic

Employer Program



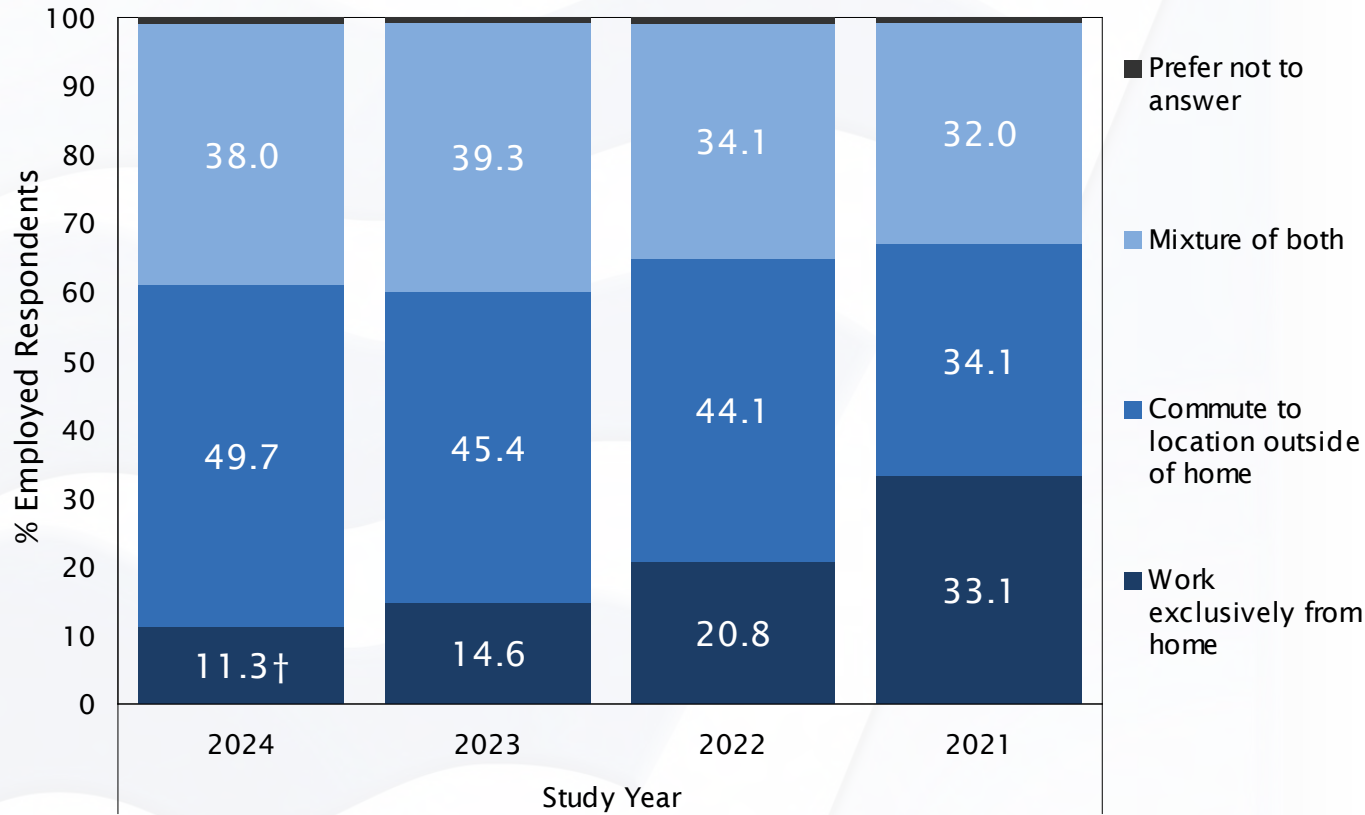
Spare the Air Employer Program eNewsletter



Spare the Air Employer Program eNewsletter

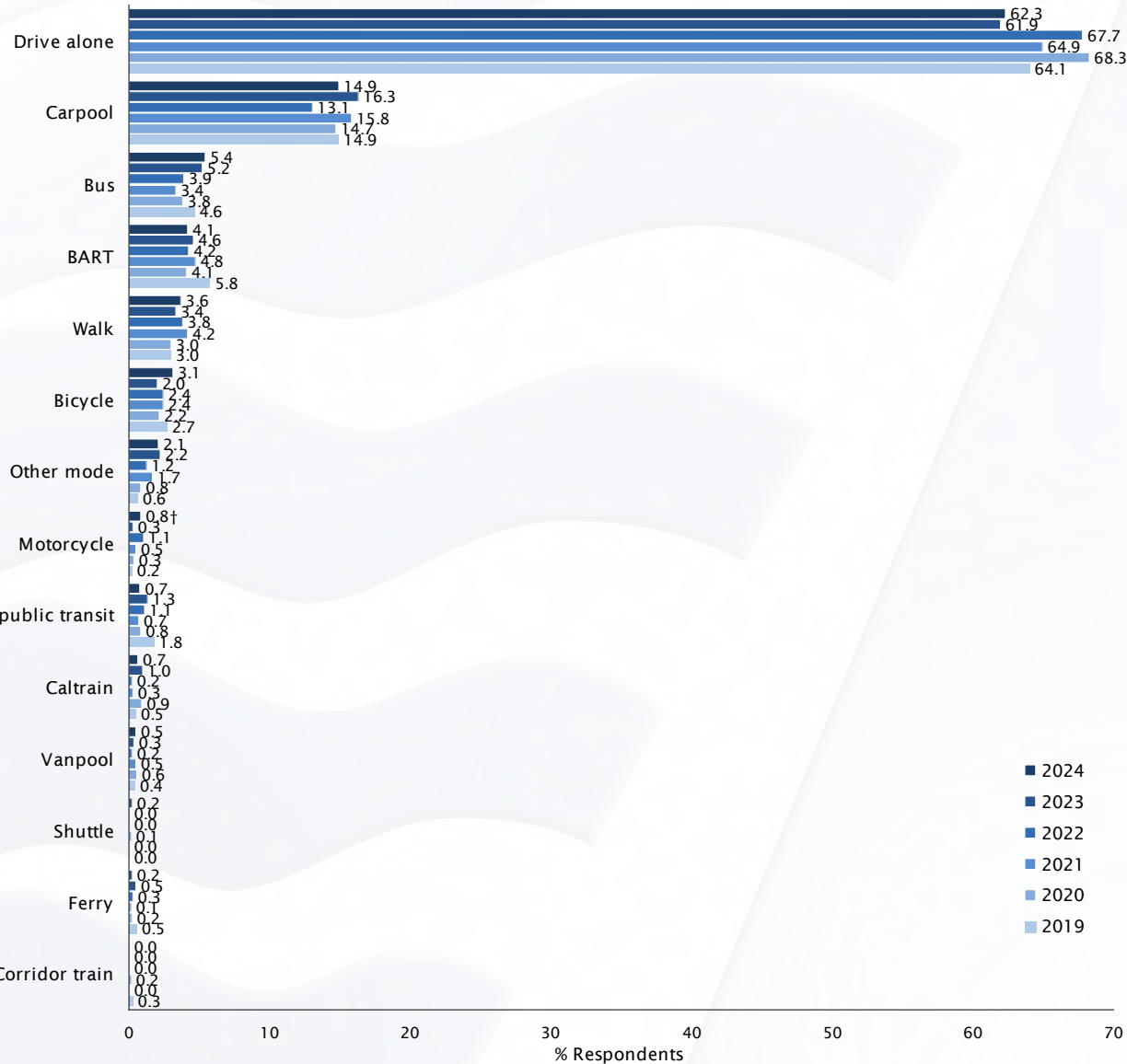
- Increase awareness amongst Bay Area employers
- Drive workplace policies and behavior change
- Promote choosing transit & remote work
- Conducted employer survey this spring to inform communications strategy
- Key survey findings:
 - Hybrid work environments will remain for the foreseeable future
 - Employers want more information and shareable content
- Targeting membership and prospective members via email newsletters, an updated toolkit, business events

Survey



- Remote work tide continues to ebb
 - Employees working exclusively from home decreased from 33% (2021) to 11% (2024)
 - Hybrid work arrangements increased from 32% to 38%
 - Commuting to an offsite work location increased from 34% to 50% since 2021

Survey

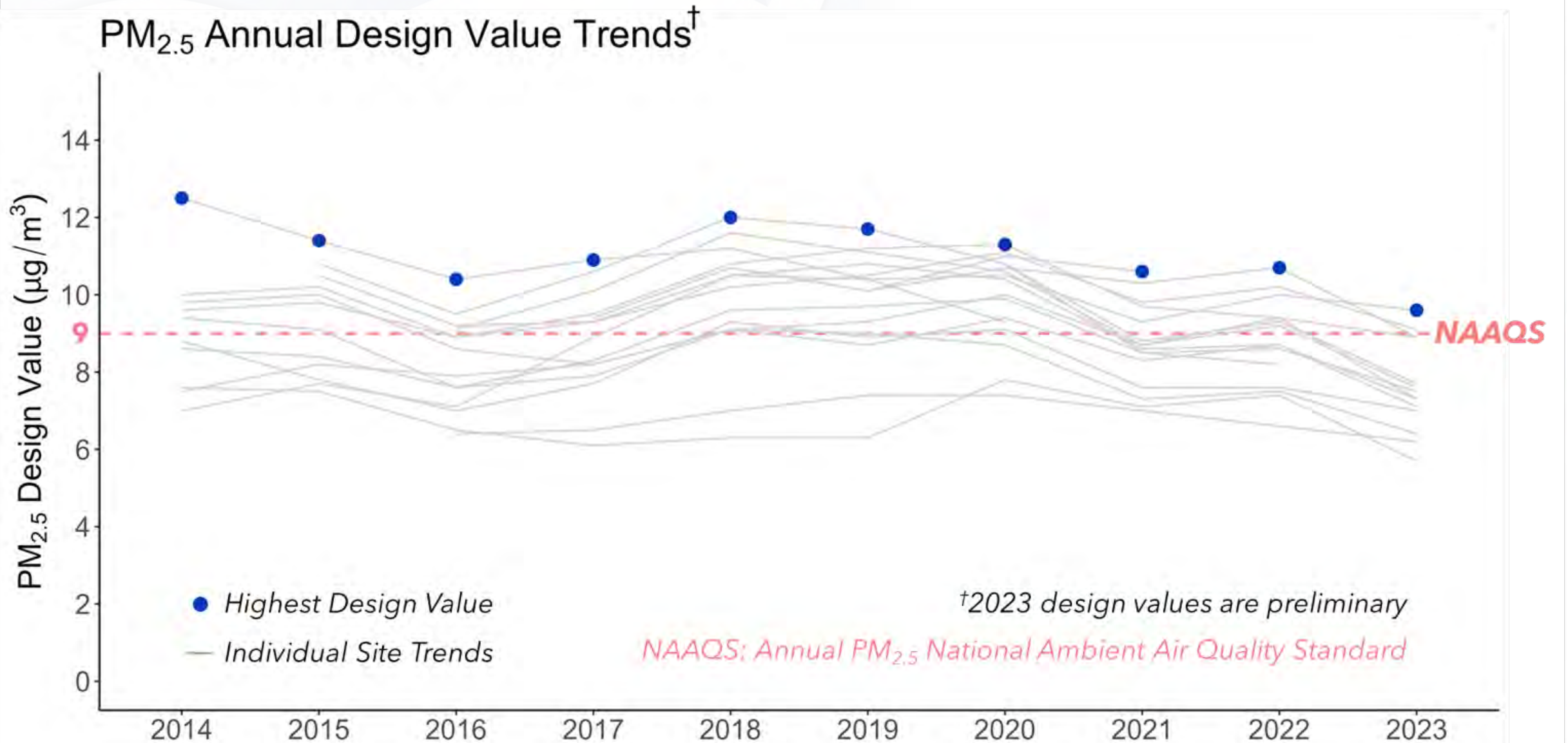


- Shift in *primary* transportation modes during past two years
 - Solo driving declined significantly in past two years
 - Carpooling increased slightly
 - Use of bus and ‘other modes’ increased slightly

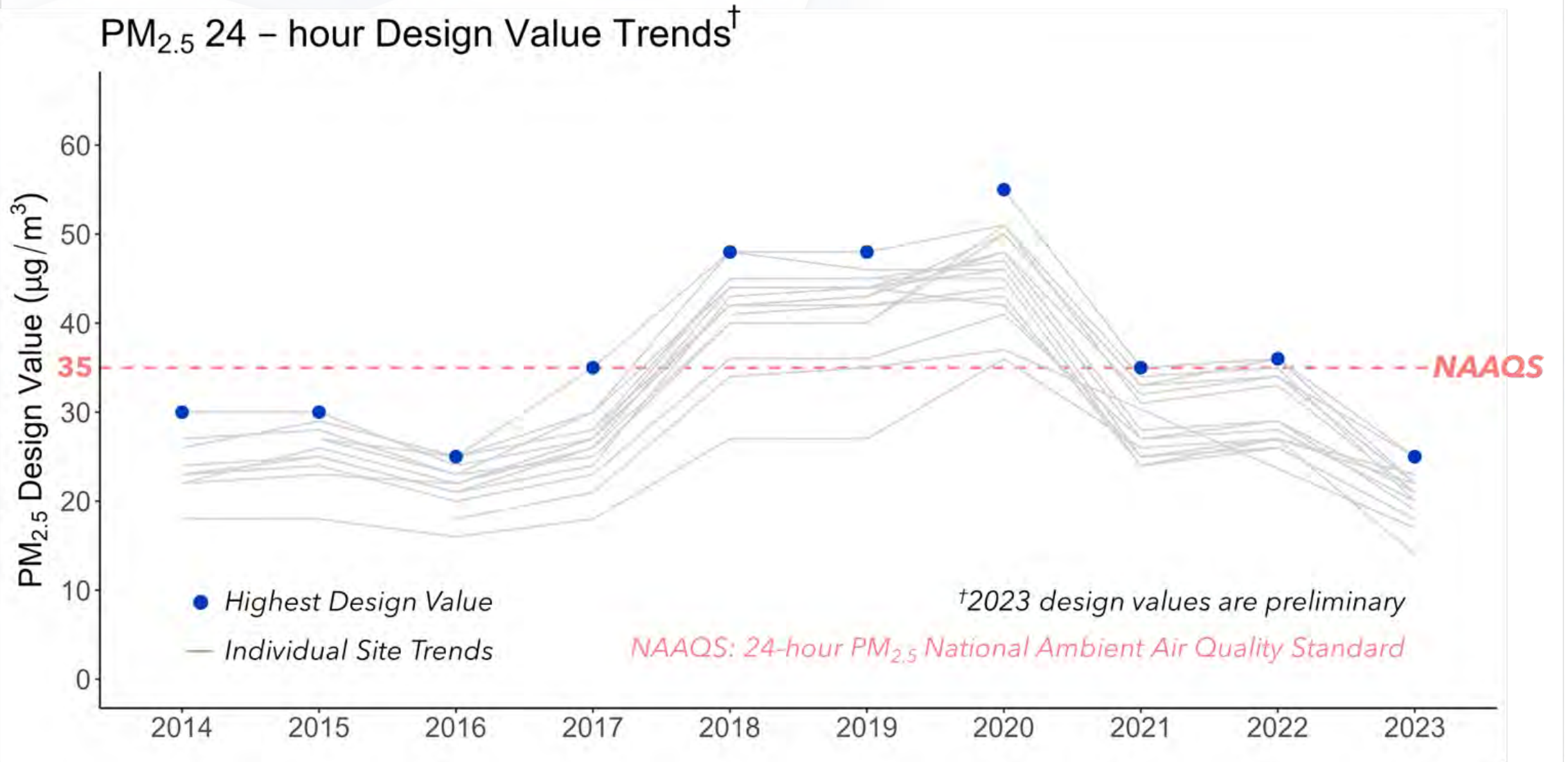
Survey

- Half (**50%**) of respondents in 2024 recalled messages about things they could do to reduce air pollution
- Forty-four percent (**44%**) felt well-informed about ways to reduce air pollution (significant increase), while an additional 33% felt somewhat informed
- Campaign impacts increased in 2024, with **6.4%** of respondents reducing at least one vehicle trip in response to the campaign, resulting in an average **1.50 miles reduced by the campaign per week** for every driving-age resident in the Bay Area (**9,286,709** vehicle miles reduced per week)

Annual Particulate Matter (PM_{2.5}) Trends

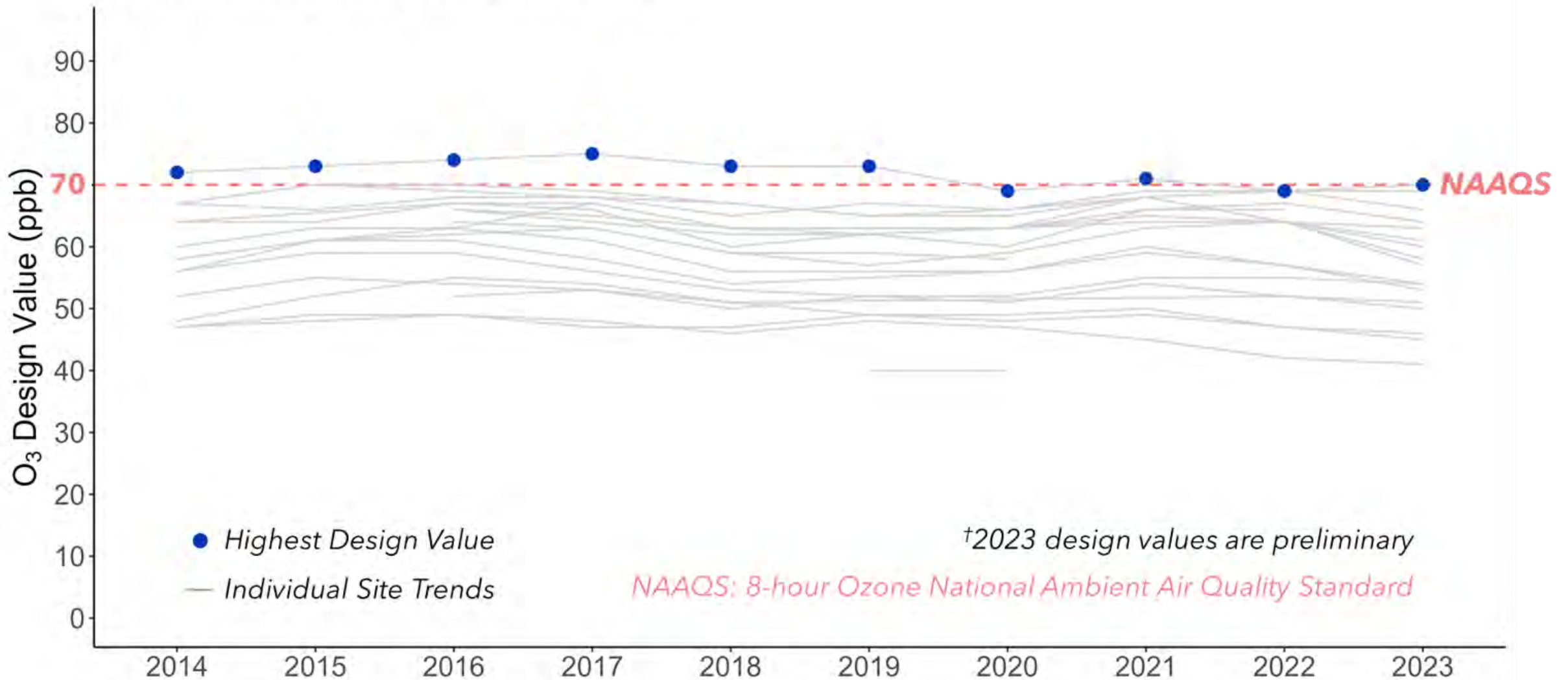


24-hour PM_{2.5} Trends



8-hour Ozone Trends

O₃ 8 – hour Design Value Trends[†]



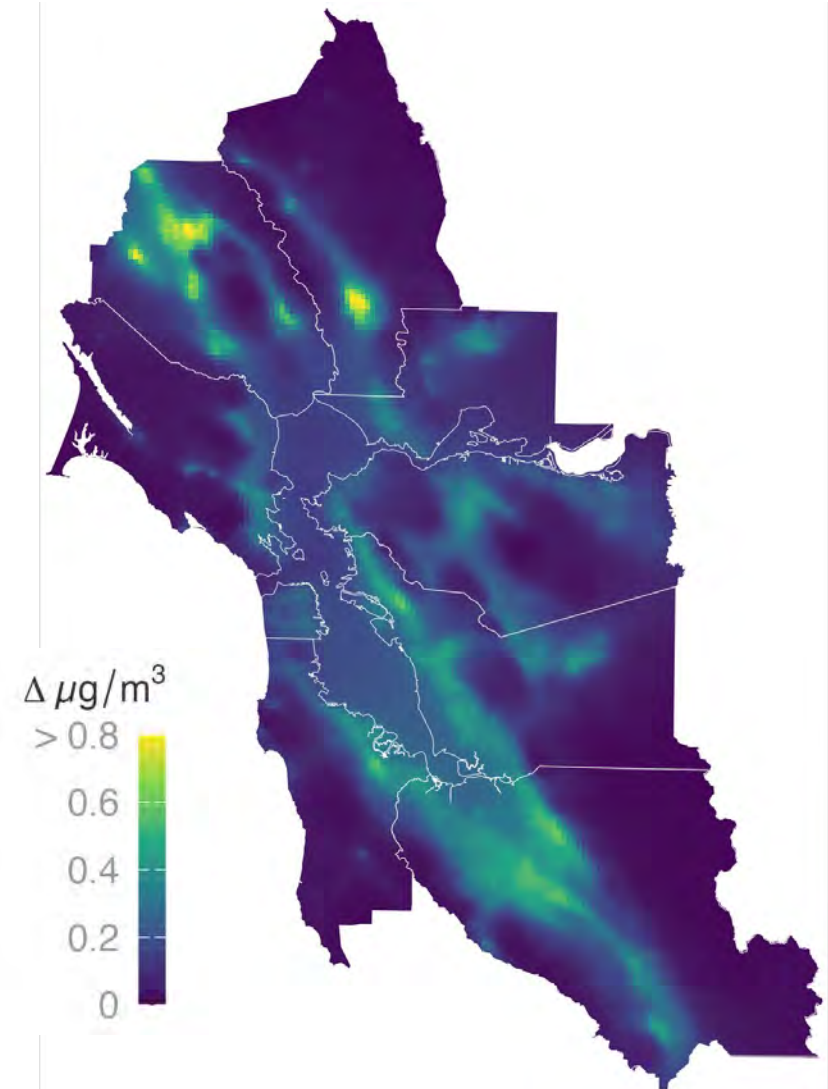
Other Residential Wood Burning Initiatives

Improved modeling

- Since last year, staff have improved modeling of residential wood burning emissions, annual average $PM_{2.5}$ exposure attributed to wood burning, and related public health impacts
- Focus on refining maps of emissions and impacts
- 14% of $PM_{2.5}$ emissions in annual inventory (34% peak winter)
- 94–210 premature deaths per year in the Bay Area
- Next steps include collaboration with California Air Resources Board (CARB) to apply updated emission factors and incorporate updated emissions in future air quality planning

Rule development

- White paper is now released
- Comment period: 11/6/2024 through 1/20/2025 (75 days)



Feedback

Questions?