



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

MARK ROSS – CHAIR
SUSAN GARNER
NATE MILEY
BRAD WAGENKNECHT

KEN YEAGER - VICE CHAIR
SCOTT HAGGERTY
GAYLE B. UILKEMA
SHIRLEE ZANE

THURSDAY
OCTOBER 15, 2009
9:30 A.M.

4TH FLOOR CONFERENCE ROOM
939 ELLIS STREET
SAN FRANCISCO, CA 94109

AGENDA

1. CALL TO ORDER - ROLL CALL

2. PUBLIC COMMENT PERIOD

(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) *Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

3. APPROVAL OF MINUTES OF MAY 7, 2009

4. COMMUNITY GRANT PROGRAM

L. Fasano/5170

lfasano@baaqmd.gov

Staff will provide an overview of Community Grant Program awards.

5. CONTRACT RENEWAL FOR AIR DISTRICT RESOURCE TEAMS

L. Fasano/5170

lfasano@baaqmd.gov

Committee will consider recommending Board of Directors' approval of renewal of a contract with Community Focus for facilitation of Air District Resource Teams in the amount of \$200,000.

6. REPORT ON THE 2009 SPARE THE AIR EVERY DAY CAMPAIGN

L. Fasano/5170

lfasano@baaqmd.gov

Staff will report on the 2009 summer season Spare the Air Campaign and provide an update on information gathered from focus groups.

7. 2009-2010 WINTER SPARE THE AIR COMMUNICATION STRATEGY

L. Fasano/5170

lfasano@baaqmd.gov

Staff will present the 2009-2010 Winter Spare the Air Communication Strategy.

8. COMMITTEE MEMBER COMMENTS/OTHER BUSINESS

Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)

9. **TIME AND PLACE OF NEXT MEETING-** At the Call of the Chair, 939 Ellis Street, 4th Floor Conference Room
10. **ADJOURNMENT**

**CONTACT EXECUTIVE OFFICE - 939 ELLIS STREET
SAN FRANCISCO, CA 94109**

**(415) 749-5130
FAX: (415) 928-8560
BAAQMD homepage:
www.baaqmd.gov**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly.
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website (www.baaqmd.gov) at that time.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

EXECUTIVE OFFICE:
MONTHLY CALENDAR OF DISTRICT MEETINGS

OCTOBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Legislative Committee <i>(Meets 2nd Thursday each Month)</i> - CANCELLED	Thursday	8	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	8	9:30 a.m.	4th Floor Conf. Room
Advisory Council Regular Meeting	Wednesday	14	9:00 a.m.	Board Room
Board of Directors Public Outreach Committee <i>(Meets 1st Thursday each Month)</i>	Thursday	15	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	19	9:30 a.m.	Board Room
Board of Directors Executive Committee <i>(At the Call of the Chair) - CANCELLED</i>	Wednesday	21	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i> - CANCELLED	Wednesday	21	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee - <i>(Meets 4th Thursday of each Month)</i> - CANCELLED	Thursday	22	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Ad Hoc Cme. on Port Emissions	Monday	26	9:30 a.m.	4 th Floor Conf. Room

NOVEMBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i>	Monday	2	9:30 a.m.	4th Floor Conf. Room
Personnel Committee Meeting <i>(At the Call of the Chair)</i>	Wednesday	4	9:00 a.m.	4 th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	4	9:45 a.m.	Board Room

(November Continued on Next Page)

NOVEMBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Joint Policy Committee	Friday	6	10:00 a.m.	MTC Auditorium 101 8 th Street Oakland, CA 94607
Advisory Council Regular Meeting	Tuesday	10	9:00 a.m.	Board Room
Board of Directors Legislative Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	12	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	12	Following Board Legislative Cme. Mtg.	4th Floor Conf. Room
Board of Directors Stationary Source Committee <i>(Meets 3rd Monday Quarterly)</i>	Monday	16	9:30 a.m.	Board Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	18	9:45 a.m.	Board Room
Executive Committee Meeting <i>(Meets at the Call of the Chair)</i>	Thursday	19	9:30 a.m.	4 th Floor Conf. Room
Board of Directors Budget & Finance Committee <i>(At the Call of the Chair)</i> - CANCELLED & RESCHEDULED TO MONDAY, NOVEMBER 2, 2009	Wednesday	25	1:30 p.m.	4th Floor Conf. Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday each Month)</i> CANCELLED	Thursday	26	9:30 a.m.	4 th Floor Conf. Room

DECEMBER 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	2	9:45 a.m.	Board Room
Board of Directors Climate Protection Committee <i>(Meets 2nd Thursday each Month)</i>	Thursday	10	9:30 a.m.	4th Floor Conf. Room
Board of Directors Regular Meeting <i>(Meets 1st & 3rd Wednesday of each Month)</i>	Wednesday	16	9:45 a.m.	Board Room
Board of Directors Mobile Source Committee <i>(Meets 4th Thursday of each Month)</i> CANCELLED	Thursday	24	9:30 a.m.	4 th Floor Conf. Room

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 1, 2009

Re: Public Outreach Committee Draft Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Public Outreach Committee meeting of May 7, 2009.

DISCUSSION

Attached for your review and approval are the draft minutes of the May 7, 2009 Public Outreach Committee meeting.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Bay Area Air Quality Management District
939 Ellis Street
San Francisco, California 94109
(415) 749-5000

DRAFT MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
Thursday, May 7, 2009

Call to Order - Roll Call: Chairperson Mark Ross called the meeting to order at 9:36 a.m.

Present: Mark Ross Chairperson; Susan Garner, Scott Haggerty, Nate Miley, Michael Shimansky, Gayle Uilkema and Brad Wagenknecht

Absent: Director Shirlee Zane and Vice Chairperson Ken Yeager

Public Comment: There were none.

Approval of Minutes of April 2, 2009: Director Wagenknecht moved approval of minutes of April 2, 2009; Director Miley seconded the motion; carried unanimously without objection.

2009 Summer Spare the Air Every Day Campaign – Staff Presentation by Lisa Fasano, Director of Communications and Outreach

Overview/Background:

Lisa Fasano provided an overview of the 2009 Summer Spare the Air Every Day Campaign, stating that the 2008 campaign was transformed from an episodic nature to an every day campaign and promotes behavior change to protect air quality. The 2009 season runs from May 11, 2009 through October 2, 2009 and the campaign's focus is to target and reduce the number of single passenger vehicles on roadways, and promote carpooling and transit.

Partnerships and Advertising: The 2009 campaign will broaden partnerships with MTC and 511.org. Advertising and outreach will be expanded and include radio, TV ads, SFGate.com, Yelp, Twitter and Google ads, Treasure Island banner, Smoking Vehicle Program advertising to link to Spare the Air campaign, electronic signage to display real time messages, *Carticipate* which is available on the Apple iPhone and Facebook, and continued outreach at community events.

Committee Comments:

Committee members discussed key points of the campaign as educating the public, using public transit efficiently, getting people to share their vehicles, promoting carpooling and casual carpooling, and addressing the stigma of riding with strangers. The Committee further discussed

potential liability issues, and discussed the worldwide use of *Carticipate*. Ms. Fasano then presented a video on Summer Time Spare the Air Day.

Director Ross suggested partnering with BART to utilize property which could be used for casual carpool points and he briefly discussed iPhone and *Carticipate* search technologies and capabilities. Directors Miley and Haggerty suggested the campaign incorporate an educational component for school-aged children to learn early on about the benefits of carpooling and alternative means of transportation, which could also serve to influence parents.

Committee Action: None; information only.

Employer Program Spring/Summer - *Presentation by Lisa Fasano, Director of Communications and Outreach*

Overview/Background:

Ms. Fasano provided an overview of the Employer Program, stating it will feature educational air quality workshops for employers and incorporate the following strategies:

- Workshops will address region-specific workplace air quality concerns and solutions;
- Held in North Bay, South Bay, East Bay and in San Francisco;
- Will feature a panel of businesses, a presentation from District staff and Q&A;
- Use Employer Program to reduce SOVs and promote carpooling and transit;
- Updating Employer section of website;
- Creating electronic materials;
- Developing a step-by-step guide for employers to start or enhance their program.

Committee Discussion/Comments:

Committee members discussed employer participation, employer summits, parking cash out provisions for those with 50 or more employees, employee parking, measuring successes through surveys, booth events and vehicle counts, and thanked Ms. Fasano for her presentation.

Committee Action: None; information only.

Overview of Air District Website Redesign – *Presentation by John Chiladakis, Director of Information Systems Services*

Overview/Background:

John Chiladakis presented the Air District's website in 1998 in comparison to the current site which was revamped in 2004, noting that the site's 7,000+ pages are unwieldy and difficult to navigate. A survey was sent to stakeholders and feedback returned which revealed the need to focus on three areas on the District's home page: business and industry, members of the public and scientific information/air quality data.

To address automatic updating, a content management system was implemented, the design was modernized, functional items were added, and the Communications and Outreach team arrived at pertinent design themes. Mr. Chiladakis noted that the newly redesigned website has been reviewed by many audiences and District staff is in the process of updating and refining content.

He described the ability for staff to update, edit and publish content and he described security, division links, notifications, and rotational educational links.

Committee Discussion/Feedback:

- Confirmed that Board agenda, minutes and packets were still accessible on the website;
- Suggested implementation of a children's/teacher's website section with interactive games to further education on air quality;
- Suggested posting Director Dunnigan's picture on the website;
- Requested the District schedule another photography session for Directors to update their portraits;
- Requested the website be less governmental-looking and embody less text and more pictures.

Committee Member Comments:

- Committee members voiced concerns with scheduling two Committee meetings on the same morning;
- Chairperson Ross thanked Tracy Keogh and Lisa Fasano for their work on the Climate Summit, and Committee members agreed that the venue was very nice.

Time and Place of Next Meeting: At the call of the Chair.

Adjournment. The meeting was adjourned at 11:04 a.m.

Lisa Harper
Clerk of the Boards

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 7, 2009

Re: Community Grant Program

RECOMMENDED ACTION:

None; Information item.

BACKGROUND

The Air District Board of Directors approved the establishment of a \$250,000 Community Grant Program to fund local community projects in the Bay Area on December 3, 2008. On June 22, 2009, staff issued a Community Grant Program request for applications to community-based organizations throughout the Bay Area and posted the request for applications on the District website.

The grant application period ran from June 22, 2009 through July 24, 2009. Staff fielded numerous telephone and email inquiries during the grant application period. A total of 57 applications were received requesting a total of \$2,173,413. Table 1 provides a summary of applications received.

**Table 1:
Summary of Applicants**

Type of Applicant	# of Applications
Local Government / Public Agency	19
Non-profit	34
K-12 School	1
Small Business	1
Applications by County	# of Applications
Alameda	18
Marin	2
Sonoma	6
Contra Costa	5
San Mateo	4
Santa Clara	12
San Francisco	7
Napa	1
Solano	1
Applications serving multiple counties	9

Evaluation Process

All 57 applications met program eligibility criteria and were evaluated based on the criteria set forth in the Community Grant Program Guidelines. Seven Air District staff members participated in three review panels and scored applications from three categories: Outreach and Education (31); Emissions Reductions (20) and Respiratory Health Improvement (6). Review panel members were selected on the basis of their professional backgrounds as related to each grant category. Projects awarded for funding were based on applicant scores, project type and geographic impact.

DISCUSSION

The response to this grant program from across the Bay Area was significant and demonstrates a great need in the region spurred both by the recession and by the tremendous amount of air quality and climate change-related work being done both locally and regionally. The level of innovation and on-going commitment shown in the applications reflects an exciting opportunity for the District to shine as an agency committed to maximizing opportunities for air quality improvement in the region during an especially difficult economic environment.

Funded Projects

Table 2 identifies grant awards funded with the \$250,000 previously authorized by the Board of Directors on December 3, 2008, plus \$4,668 from the Program 302 Community Outreach budget.

**Table 2:
Community Grant Program Funded Projects**

Applicant	Project	Location	Amount Awarded
American Lung Association	Asthma management in schools	Oakland/Alameda	\$ 43,707
Axis Community Health	Medical and educational asthma interventions for low-income uninsured	Tri-Valley/Alameda	\$ 30,089
Chabot Space and Science Center	Creation of a stationary and web-based climate education laboratory	Multiple County	\$ 50,000
CreatTV	Youth-based climate change social media project	San Jose/Santa Clara	\$ 37,800
Earth Team	Youth leadership development and education about diesel particulates	West Oakland/Alameda	\$ 43,072
Greenaction	Diesel education and emissions reduction	Southeast San Francisco	\$ 50,000
		Total	\$254,668

Additional Funds

If additional funding becomes available for Community Grant Program grant awards, Table 3 identifies additional projects that would be funded.

**Table 3:
Community Grant Program to be funded with Additional Funding**

Applicant	Project	Location	Amount Proposed
Acterra	Conservation awareness for high energy use households	San Mateo and Santa Clara counties	\$ 25,000
City and County of San Francisco and San Francisco Unified School District	Traffic reduction at SFUSD schools	San Francisco	\$ 25,000
Solar Richmond	Solar installation @ NGOs	Contra Costa County	\$ 50,000
Sonoma County Parks	Construction of Bellevue Elementary footbridge	Sonoma	\$ 17,000
TransForm	Promoting transit use with new residents near transit hubs	Multiple County	\$ 28,000
		Total	\$145,000

BUDGET CONSIDERATION / FINANCIAL IMPACT:

\$250,000 was approved by the Board of Directors on December 3, 2008 and included in the FY09/10 budget.

Respectfully submitted,

Jack P. Broadbent
Executive Officer/APCO

Prepared by: Richard Lew
Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 7, 2009

Re: Contract Renewal for Air District Resource Teams

RECOMMENDED ACTION

Request the Committee recommend Board of Directors' approval of \$200,000 contract with Community Focus for organization and facilitation of nine community-based Air District Resource Teams.

BACKGROUND

Community Focus organizes and facilitates the existing nine Air District Resource Teams which are located in Alameda, Contra Costa, Napa, San Francisco, San Mateo, Santa Clara and Sonoma counties. Resource teams are working groups comprised of business representatives, public agencies, environmental and health organizations, bicycle coalitions and other parties interested in participating in voluntary collaborative efforts to reduce air pollution. The Resource Teams have become an integral part of the Air District's community-based efforts to improve air quality, and Community Focus has done an excellent job of facilitating the teams.

DISCUSSION

Because the Air District's contract with Community Focus was concluding, staff issued a Request for Proposals (RFP) in April 2009. Community Focus submitted the only proposal. Their proposal was responsive to the Air District's RFP and will help the Resource Teams better integrate into the goals of the Air District. Staff recommends approval of continuation of the contract with Community Focus.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the contract is included in the FY 2009-2010 budget.

Respectfully submitted,


Jack P. Broadbent
Executive Officer/APCO

Prepared by: Richard Lew
Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 7, 2009

Re: Report on the 2009 Spare the Air Every Day Campaign

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

The Spare the Air program was created in 1991, with the two-fold purpose of notifying the public when air pollution is expected to be unhealthy and to encourage Bay Area residents to take individual action to reduce smog-forming pollutants.

In 2009, the Spare the Air summer campaign transitioned to the Spare the Air Every Day Campaign, in an effort to encourage behavior change from residents, not just during Spare the Air Alerts, but every day during the season.

This year's Spare the Air Every Day campaign launched on May 11, 2009, and ran through October 2, 2009. The campaign focus this year was on carpooling and transit use. A total of 14 Spare the Air Alerts were issued. There were a total of eight exceedances of the national 8-hr standard, 13 exceedances of the State 8-hr standard, and 11 exceedances of the State 1-hr standard.

DISCUSSION

Outreach elements of the 2009 campaign, such as staffed booths at events and collateral materials, promoted a multitude of clean-air behavior choices. The advertising and media elements of the campaign focused on carpooling, and in particular, on the reduction of the single-occupancy vehicle (SOV) on Bay Area roads. SOVs are the largest source of smog-forming pollution in the Bay Area.

Highlights of outreach, advertising, media and measurement from this year's campaign are presented below.

Outreach

Staff promoted the Spare the Air Every Day Campaign and AirAlerts email registration at approximately 40 events throughout the Bay Area, including events such as:

- San Francisco Sunday Streets
- Sonoma Jazz Festival
- Alameda County Fair
- KBLX Stone Soul Picnic, Concord
- Great American Food & Music Festival, Mountain View
- Millbrae Art and Wine Festival
- San Jose Jazz Festival

Advertising

Highlights from this season's advertising campaign include:

- 449 television ads aired
- 435 radio ads, including a Spare the Air message which ran June- September
- Over 32 million viewings of Internet advertisements placed with Placecast, Facebook, Comcast.net and through search terms (keywords) on Google
- Outdoor advertising including the Treasure Island banner in June and July, billboard ad on Highway 4 in Contra Costa County and bicycle outreach in the nine Bay Area counties on 13 weekends between June and September.

Media

Highlights from this season's media campaign include:

- On July 7, 2009, the Air District held an employer workshop at the offices of Wendel, Rosen, Black & Dean to explain the in's and out's of carpooling.
- Confessions of a Carpooler Contest - Bay Area commuters were encouraged to share fun and interesting carpool experiences and demonstrate what makes them a top carpooler. The contest received coverage across television, newspaper, radio and blogs with chatter on Facebook and Twitter. The contest ran from August 25 to September 30, 2009.
- KPIX Carpooling Story – KPIX's Green Beat reporter, Jeffrey Schaub covered a carpooling story. Utilizing one of the Air District's wrapped Priuses, Mr. Schaub carpoled for two days and reported on his experience.
- Carpool Button Handouts – Air District representatives blanketed the casual carpool drop-off and handed out more than 1,000 "I Carpool" buttons to East Bay carpooling advocates on the afternoon of September 21, which was also a *Spare the Air Day*.
- Several broadcast appearances, including Comcast Newsmakers and Univision's Encuentro en la Bahia weekend television show.

Air District Resource Teams

Spare the Air Resource Teams complemented the campaign through various initiatives. Some of these include:

- 2nd Annual Great Race for Clean Air, Tri-Valley Team
- Outreach at Fremont Festival of the Arts with 511 Rideshare, AC Transit, VTA and ACE Train, Southern Alameda County Team
- Commute Solutions Workshop at Northport Loop Business Park in Fremont, Southern Alameda County Team
- Car-free tourism website and materials, Napa Team
- Sponsored Napa County Bicycle Coalition's Car Free Day, Napa Team
- Launched San Francisco Car Free website, San Francisco Team
- "Just Around the Corner" lunchtime driving reduction project for employers, Santa Clara Team

Measurement

The Air District's measurement contractor, True North, interviewed a total of 1,528 individuals via phone survey on days following Spare the Air Alerts in order to gauge campaign recognition and effectiveness. Some findings include:

- 78% of respondents had heard of the Spare the Air campaign prior to taking the survey
- 34% of respondents were aware that it was a Spare the Air day

- 48% of respondents recalled hearing, reading or seeing air quality related information in the two days prior to the interview
- 4.2% of respondents indicated that they reduced at least one driving trip because of the Spare the Air campaign and respondents averaged 2.06 reduced driving trips.

Focus Groups

The Air District also hosted five focus-groups throughout the Bay Area to conduct market research on the Spare the Air program and perspectives on clean-air behavior. Focus groups were held in Concord, Novato, Sunnyvale and San Jose. The San Jose location had two groups, one in English and one in Spanish.

The above highlights will be presented at the Committee meeting.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for this program was included in the FY 2007-2008 and FY 2008-09 Budgets. Funding sources include TFCA and Congestion Mitigation Air Quality (CMAQ) funds.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval
Reviewed by: Lisa Fasano

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Ross and Members
of the Public Outreach Committee

From: Jack P. Broadbent
Executive Officer/APCO

Date: October 7, 2009

Re: 2009-2010 Winter Spare the Air Communication Strategy

RECOMMENDED ACTION:

For information only.

BACKGROUND

Regulation 6; Rule 3: Wood Smoke Devices was adopted by the Board of Directors in July 2008. Last year marked the first year of the Air District's *Winter Spare the Air* Campaign designed to ensure compliance with Regulation 6-3. The campaign focused on implementation of the Wood Smoke Rule through outreach and education. The 2009-2010 campaign will build on last year's campaign, integrating modifications for enhanced education to the public. The wood smoke regulatory season will run from November 1 to February 28, 2009. The outreach campaign will begin in mid-October.

DISCUSSION

The *Winter Spare the Air* Campaign will inform residents about the Wood Smoke rule, how to comply with the rule, and why it is important to their health and the health of their families. Messages will be delivered to the public through major advertising, media outreach, internet and email, community outreach, grassroots strategies, Air District Resource teams, and direct mail. Modifications will be integrated for enhanced education to the public.

Modifications from Last Season

New Forecast Time - The Air District will forecast air pollution levels for the next day by 1 p.m. every day, as in the Summer Spare the Air Season. From November 1, 2009 to February 28, 2009, if the air quality is forecast to be unhealthy, a *Winter Spare the Air Alert* will be issued for the next day. The Alert will be effective from midnight to midnight.

Established Penalty Amount – Near the end of last Winter season a \$400.00 penalty amount was established for violations following a warning letter.

Exemption Policy Guidance Document – An Exemption Policy Guidance Document has been developed for the wood burning rule.

Methods for Notification to the Public

Air District residents will have several options for informing themselves of the *Winter Spare the Air Alert* status. These include:

- Checking the Air District Web sites: www.baaqmd.gov or www.sparetheair.org;
- Downloading and checking the *Winter Spare the Air Alert* widget;
- Signing up for email AirAlerts at www.sparetheair.org or in person at an Air District staffed event;
- Calling 1-877-4-NO-BURN. This line will be available in English and Spanish
- Signing up for *Winter Time Spare the Air* phone alerts by calling 1-800-430-1515. Phone alert sign ups will be available in five languages: English, Spanish, Cantonese, Mandarin, and Vietnamese.

Communication Strategy Highlights

Highlights of this year's communication strategy include:

- Outreach - Staff will promote the *Winter Spare the Air* campaign and AirAlerts email registration at various events throughout the Bay Area. Staff will also conduct grass roots outreach and targeted direct mail campaigns.
- Advertising – advertising will be conducted via cable TV, broadcast TV, on-line venues, print outlets, radio, sports venues, cinema ads, in-store advertising, and outdoor ads including the banner-toting cyclist and the Treasure Island banner.
- Media – Staff will promote the campaign to media outlets via Op-Eds, desk side visits, and features throughout the season.
- Measurement - The Air District's measurement contractor, True North, will be conducting winter time surveys to gauge effectiveness of the program.

BUDGET CONSIDERATION/FINANCIAL IMPACT:

Funding for the outreach program is included in the FY 2009-10 Budget.

Respectfully submitted,



Jack P. Broadbent
Executive Officer/APCO

Prepared by: Ana Sandoval

Reviewed by: Lisa Fasano