



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Wildfire Air Quality Response Program and Public Messaging

Board of Directors Meeting
September 4, 2019

- Tracy Lee, Compliance & Enforcement Division
 - Alan Abbs, Legislative Office
- Lisa Fasano, Communications Office
 - Health Officers/ABAHO Liaison



Presentation Overview

- Wildfires
 - Cal Fire - *Top 20 Most Destructive CA Wildfires*
 - Local and Regional Particulate Matter (PM) from Wildfires

- Wildfire Air Quality Response Program
 - Rule Development
 - Legislative Initiative
 - Grants and Incentives
 - Partnership and Regional Alliance
 - Community Information and Resources

- Public Messaging



Cal Fire

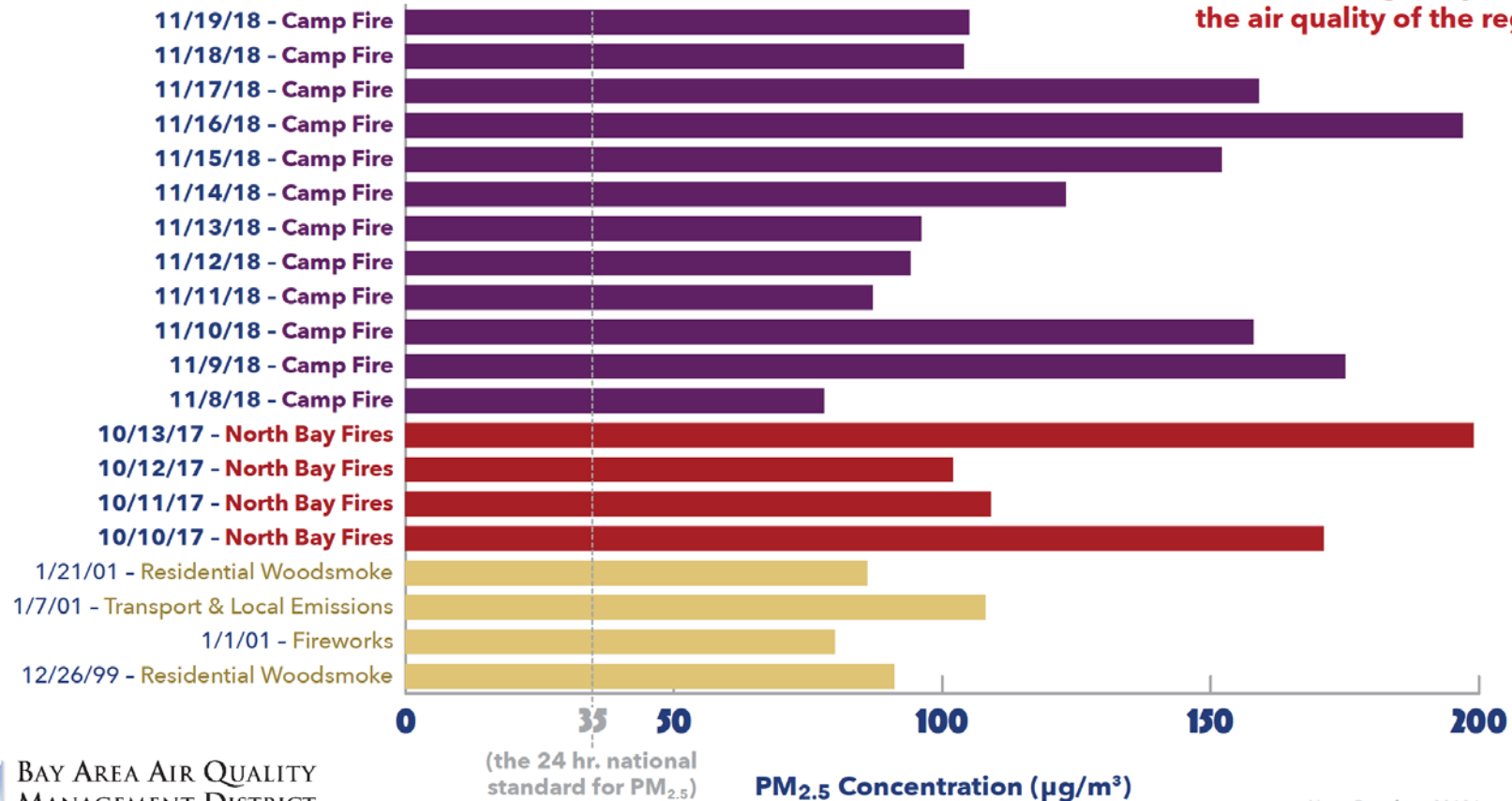
Top 20 Most Destructive CA Wildfires

Year	Fire Name	County	Acres	Structures	Deaths
November 2018	Camp Fire	Butte County	153,336	18,804	85
November 2018	Woolsey	Ventura	96,949	1,643	3
July 2018	Carr	Shasta County, Trinity County	229,651	1,614	8
December 2017	Thomas	Ventura & Santa Barbara	281,893	1,063	2
October 2017	Tubbs	Napa & Sonoma	36,807	5,636	22
October 2017	Nuns	Sonoma	54,382	1,355	3
October 2017	Atlas	Napa & Solano	51,624	783	6
October 2017	Redwood Valley	Mendocino	36,523	546	9
September 2015	Valley	Lake, Napa & Sonoma	76,067	1,955	4
November 2008	Sayre	Los Angeles	11,262	604	0
October 2007	Witch	San Diego	197,990	1,650	2
October 2007	Harris	San Diego	90,440	548	8
October 2003	Cedar	San Diego	273,246	2,820	15
October 2003	Old	San Bernardino	91,281	1,003	6
October 1999	Jones	Shasta	26,200	954	1
August 1992	Fountain	Shasta	63,960	636	0
October 1991	Tunnel - Oakland Hills	Alameda	1,600	2,900	25
June 1990	Paint	Santa Barbara	4,900	641	1
September 1923	City of Berkeley	Alameda	130	584	0

Local and Regional PM from Wildfires

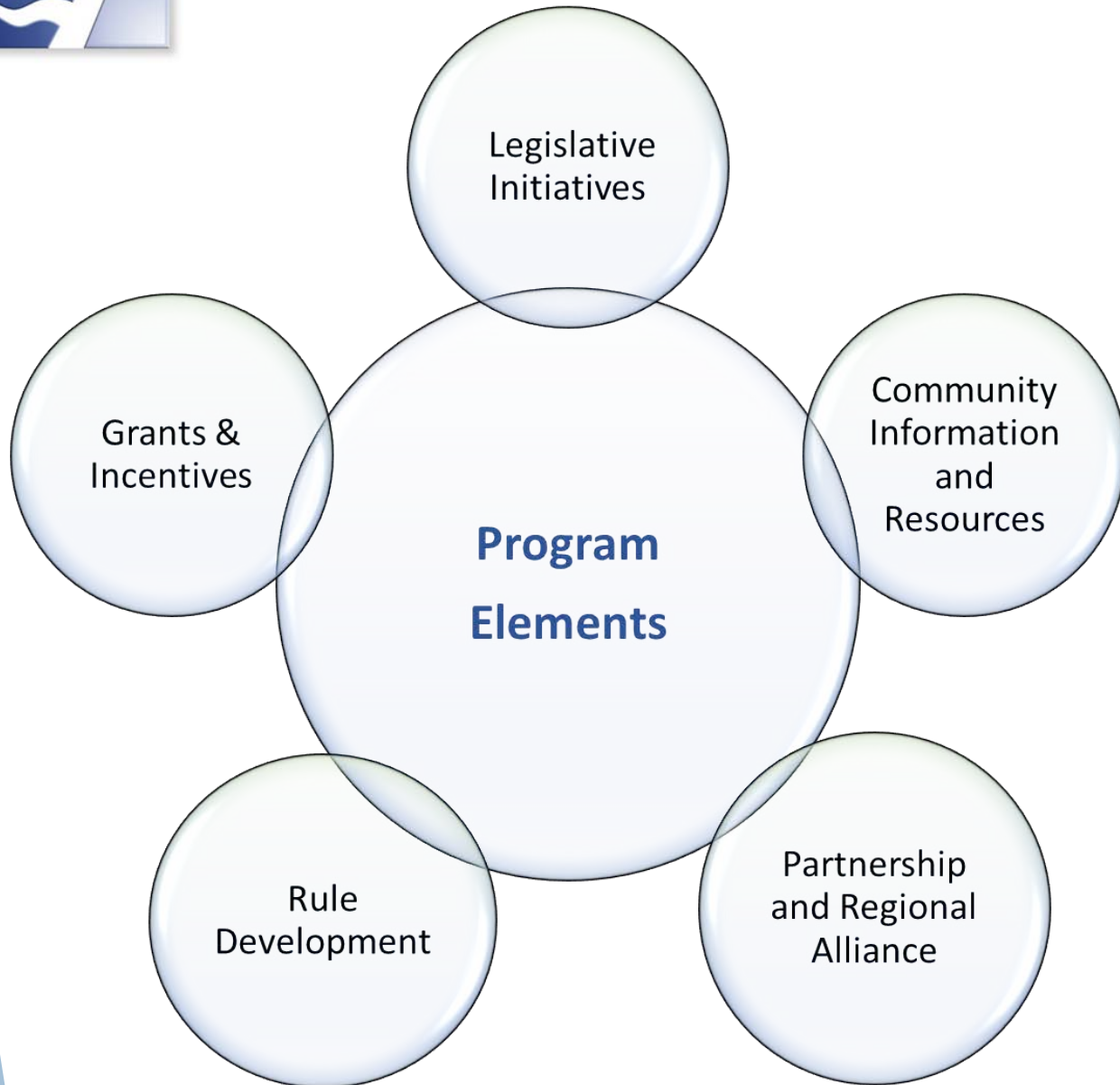
20 HIGHEST BAY AREA PARTICULATE POLLUTION DAYS SINCE 1999

WILDFIRES
are increasingly devastating for our communities and greatly impact the air quality of the region.





Wildfire Air Quality Response Program



Program intended to prepare, prevent, and respond to future wildfire smoke, and ensure health-protective measures and strategies are in place.



Rule Development

- Regulation 5: Open Burning
- Regulation 6, Rule 3 (Rule 6-3): Wood-Burning Devices
 - *Public Workshop - July 24, 2019*
 - *Board Hearing - November 2019*
- Regulation 15: Wildfire Episode Plan
 - *Rule efforts beginning 2020*



Legislative Initiative

Assembly Bill (AB) 836, Wildfire Smoke Clean Air Center Incentive Program for Vulnerable Populations

- Introduced by Assembly Member Buffy Wicks (Oakland)
- Create incentive program to fund ventilation retrofit programs



Legislative Initiative cont'd

- State guidelines would be developed in consultation with air districts and other stakeholders and would prioritize applications in areas with high cumulative exposure burden
- In Senate Appropriations
- Currently working to identify potential funding



Grants and Incentives

Wildfire Recovery Assistance Program

- \$3 million to support rebuild efforts in the North Bay
- Encourage and incentivize building energy-efficient homes
- 143 applications received

Additional grant development aimed to:

- Establish **clean air centers** across Bay Area
- Provide cleaner air at **sheltering facilities** and **evacuation centers** during emergencies



Partnership with American Red Cross

Goal to ensure health-protective actions are taken to prepare for future wildfire disasters and regional smoke impacts



**American
Red Cross**

- Approximately 1000+ existing Red Cross affiliated facilities across nine Bay Area counties
 - Schools (i.e. elementary, middle, high schools, colleges)
 - Community spaces (i.e. community and recreation centers, government buildings, commercial and event centers)



Partnership with American Red Cross cont'd



**American
Red Cross**

- Provide funding to purchase portable air filtration units
- Engage with emergency and disaster relief responders
- Discuss ways to enhance Red Cross' *National Shelter System* database
- Improve how sheltering and evacuation centers are prioritized to open
- Take advantage of opportunities to achieve co-benefits
- Target funding to encourage other local partnerships with Red Cross



2017-2018 Wildfire Messaging Lessons Learned

2017 North Bay Wildfires and 2018 Camp Fire

- Different messaging from different agencies
- Coordinated during the emergency, but not prior to fires
- Counties quickly trying to develop a response for homeless, outdoor workers, schools





2017-2018 Wildfire Messaging

Regional Partnerships

- Association of Bay Area Health Officials (ABAHO), San Francisco Department of Emergency Management (SF DEM), Bay Area Urban Areas Security Initiative (UASI), Bay Area Air Quality Management District (BAAQMD)
- Air Quality Communications Alliance (AQCA)
- Working to align messaging with applicable agencies
- Developed preparedness messaging, regional communications toolkit





Community Information and Resources

- Working in coordination with regional agencies
- Wildfire information for Air District website
- Incorporate guidance for schools
- Wildfire Air Quality Response Program
- Messaging before and during smoke
- Informational materials will be developed and distributed at events
- Further guidance about preparing home and family



Introduction of Health Officers/ABAHO Liaison

R. Jan Gurley, M.D.

Director of Public Health
Emergency Preparedness and Response
Deputy Health Officer SF Department of Public Health

- Board-Certified Internal Medicine
- Harvard Medical School, magna cum laude
- Residency at UCSF-internal medicine
- Stanford/UCSF Robert Woo E. Johnson Fellowship epidemiology
- Annenberg Center Healthcare Journalism Fellowship
- Emergency response: 2010 Haiti earthquake, Butte Camp Fire AQ response,

Shruti Dhapodkar, M.D.

Health Emergency
Preparedness Manager
San Mateo County Emergency Medical Services

- Bay Area Bio Watch Co-Chair
- ABAHO Preparedness Subcommittee Co-Chair
- ABAHO Liaison
- Burn & wound care surgeon in Chicago
- Emergency response: 2017 Napa/Sonoma Fires, 2018 YouTube HQ Shooting, 2018 Mendocino Complex Fire, CBNRE incidents

Creation of One Common Message

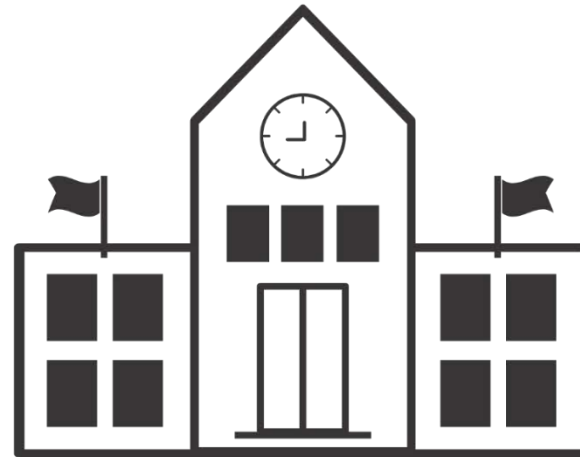
- Bay Area Air Quality Management District (BAAQMD) & The Association of Bay Area Health Officials (ABAHO) began discussions after the October 2017 Napa/Sonoma Fires.
- Addition of various other organizations and associations such as Bay Area Urban Areas Security Initiative (UASI), and San Francisco Department of Emergency Management.



Public Health Messaging Principles



Weatherize Homes and
Buildings



Shelter in Place
Or
Go to a Cleaner Air Center



Heat Over Air Quality

Bay Area Regional Air Quality Messaging Toolkit

Toolkit Objectives:

- Facilitate regional discussions on protective health measures for air quality incidents in the Bay Area.
- Develop guidance and resources for disseminating accurate, timely, relevant and accessible public information for all populations.
- Provide public information resources to San Francisco Bay Area cities and counties.



Investing in cleaner air facilities is the safest and most cost-effective option.

