2014 Spare the Air Campaign

Lisa Fasano
Public Outreach Committee
October 30, 2014

www.yourcommuteisnowyourgym.com

There's a better way to work.
Advertising

• New TV Commercial

• Radio, print, online, outdoor, in-store and transit ads

• Increased percentage of multicultural placements with TV, radio, online and print ads

• Bike outreach in 32 locations

www.cleanoutyourinboxbeforework.com
Social Media Advertising

• Facebook online ads
  – 10,130,818 impressions
  – 9,485 clicks

• Facebook sponsored posts
  – 12,287 impressions
  – 210 clicks
Advertising

www.getyourbloodflowingonthewaytowork.com
STACommuteTips.org

- Over 42,000 visits & 90.2% new visitors
Additional Campaign Sites

- **SparetheAirNow.org**
  - 1,017 visits
  - 1,291 pageviews

- **EmployersSparetheAir.org**
  - 1,125 visits
  - 1,413 pageviews
Media Relations

• Responded to 10 Spare the Air Health Alerts

• Publicity value of coverage = $3,184,865

• 1,900 stories
  – 930 broadcast (TV & radio)
  – 908 online
  – 62 print

www.arrive to work in the know.com
Social Media

- Social media impressions
  - Twitter: 8,163,426
  - Facebook: 196,896

- New Twitter & FB followers
  - Twitter: 691
  - Facebook: 162

- Generated 6,664,344 more Twitter impressions in 2014 than 2013
Social Media

@SandhyaABCG - Oct 2
Boy it sure is warm outside! Air quality is going downhill as heat builds. @SpareTheAir issued for FRI.

@AlamedaCoFire - Sep 30
@AlamedaCoFire do you postpone training/prescribed burns for @SpareTheAir days?

@Alameda County Fire - Sep 30
@AlamedaCoFire do you postpone training/prescribed burns for @SpareTheAir days? Yes, when it's a @SpareTheAir day, we adhere.
Employer Outreach
Pilot Programs

- Carpool program at Hacienda Business Park is in progress
- HGST in planning stages
- Alameda County event pending ‘green light’

- Pilot ‘Lunch and Learn’ Event at Roche Diagnostics
  - 78 attendees
  - 47 pledged to try commute alternatives
Commuter Benefits Program

• Advertising targeting employers and employees

• Outreach to local government, media, business organizations, transit agencies, sustainability interest groups and influencers

• Ongoing outreach to non-English media, consulates and affinity groups

• Facilitated two live webinars on July 29 and September 17 with a total of 471 participants
Commuter Benefits Program

- Produced and promoted informational video
- Developed online tutorial for each option
Community Events

• 70 events
• 10,604 Visitors
• 3,718 AirAlert Signups
Results

Survey results show:

- **DECREASE** in the number of motorists driving alone in their car
  - 2012 = 55.1%
  - 2013 = 52.7%
  - 2014 = 49.7%

- **INCREASE** in the number of motorists who carpool
  - 2012 = 20.7%
  - 2013 = 20.8%
  - 2014 = 25.9%

www.getyourbloodflowing.onthewaytowork.com

There’s a better way to work.
2014-15 Winter Spare the Air Campaign

Kristine Roselius, Communications Manager
October 30, 2014
Public Outreach Committee
Outreach

- Stronger messaging
  - Media relations
  - Social media
  - Grassroots outreach
  - Door to Door outreach
  - Advertising
Outreach

• High impact connection with health effects of wood burning
• Direct connection between effects of second hand cigarette smoke and wood smoke
• Targeted ‘hot spot’ outreach
• Significant increase in outreach to non-English speaking communities
Advertising

Has your home taken up smoking this winter?
Breathing wood smoke is unhealthy.

It’s Your Air, Protect It.
1-877-4NO-BURN SpareTheAir.org
Media Outreach

- Focused on new hard-hitting campaign
- Work with physicians and partners to spotlight specific health impacts
- ‘Local flavor’ stories on why people are choosing not to burn at all
Social Media

- Use social media to educate residents on the health effects of wood burning
- Leverage anti-wood smoke influencers to spread campaign awareness
- Showcase partners and health experts
Alert Notification

It’s your air, protect it

- Call 1-877-4NO-BURN
- Check the burn status at baaqmd.gov or sparetheair.org
- Sign up for email or text AirAlerts at sparetheair.org
- iPhone/Android app
- Sign up for phone alerts at sparetheair.org or by calling 800-430-1515
Renewal of Final Year of Spare the Air Resource Team Contract

Kristina Chu, Acting Community Engagement Manager
Public Outreach Committee

October 30, 2014
The Spare the Air Resource Teams began in 1991

9 Bay Area teams

- Contra Costa
- San Mateo County
- Santa Clara County
- Napa
- San Jose
- Sonoma County
- San Francisco
- Southern Alameda County
- Tri-Valley

Composed of business, civic and environmental groups

Mission to improve local air quality

Create and implement projects that reduce air pollution
Contra Costa Spare the Air Resource Team

- **Be Idle Free**
  - Presentations in English and Spanish
  - Online pledge & incentive drawing
  - 181 pledges since Dec 2013
  - Outreach through Boy Scout collaboration
  - Materials: bookmarks, postcards, clings

- **Transit & Trails**
  - Cambridge Walking Group trip July 18, 2013
  - Antioch Senior Center trip May 28, 2014
  - Training session held with 40+ local Boy Scout troop leaders
Napa Valley Clean Air Coalition

- BikeFest & Kidical Mass
- NCTPA support
  - Over 200 surveys received
- Napa Valley Film Festival shuttle pilot
- Napa Valley Car Free website
San Francisco Spare the Air Resource Team

- America’s Cup transit guide
  - Posted on 511, SFMTA and America’s Cup websites
- Sustainable business survey
  - Sent to Resource Team members, BC3 members and Employer Program members
- Transit App Outreach
San Jose Green Vision Resource Team

- **Stop Junk Mail San Jose**
  - 3 news outlet pick-ups, 3 eNewsletters
  - August 2013-Sept 16, 2014:
    - 1,490 new accounts
    - 13,847 opt-outs
    - 201,848 lbs CO₂ saved
    - 501 trees
    - 486,097 gallons of water
    - 71,562 lbs of solid waste

- **Home Energy Savings Workshops**

- **Our City Forest tree planting support**
Alternative Ways to Get to Work

- Presentations by
  - Christine Maley-Grubl, MTC
  - Connie McGee, Enterprise Rideshare
  - Mark Harris, Food Service Partners
  - Stuart Baker, Edenred USA
  - Brenda Valencia, Commute.org
- Webcast recorded for viewing online

Team outreach at:

- TransForm’s “Let’s Get Moving” conference
- Sustainable San Mateo County’s 2014 Indicators Launch
Santa Clara County Spare the Air Resource Team

- **Tales from the Commute** outreach at
  - Association of Commuter Transportation (ACT) conference
    - Presentation by Team members:
      - Kerry Haywood, Moffet Park Business Transportation Group
      - Stan Nakaso, Lockheed Martin
  - Online and in-person Earth Day promotions

- **Bike to Work Day support**
  - Air District Board member Ash Kalra presented the Bike Commuter of the Year with a prize sponsored by the Team at Silicon Valley Bicycle Coalition’s Bike to Work Day Bash in San Jose
Sonoma County Spare the Air Resource Team

- **Go Sonoma Website** provides
  - Information and links in the categories of: Bicycle; Transit; Rideshare; Telework; For Employers.
  - Stories – written and video format – of county residents who use alternative transportation.

- **Clean Commute Fairs**
  - Agilent Technologies (~100 attendees)
  - Sonoma County Water Agency (~70 attendees)
Southern Alameda County
Spare the Air Resource Team

- Shuttle 101 Webinar for employers
  - Presentations by:
    - Wendy Silvani, Silvani Transportation
    - Connie McGee, Enterprise Rideshare
    - David Chu, Ridepal
  - Recorded for viewing online

- Pop-up Bike Festival support
  - Kennedy Elementary School (Newark)
  - Irvington High School (Fremont)
Tri-Valley Spare the Air Resource Team

- **Idle Free Tri-Valley**
  - Website launch
  - Online pledge form
  - Over 1,500 pledges since September 2012

- **Tri-Valley Commuter Cup**
Value Added

- Seed innovative ideas and projects
- Projects are institutionalized in local communities
- Air District gains a local presence
- Spare the Air message spread locally
Resource Team Contract

- Staff completed Requests for Proposals process in May 2012
- Community Focus was the selected contractor
- Community Focus key to facilitating and implementing projects
- Final contract year extension
- Staff will issue new RFP this fall
Staff Recommendations

- Board of Directors approved a three-month contract amendment for $76,000 on June 18, 2014
- Recommend Board of Directors approve contract amendment for $151,000 to complete the contract year
Spare the Air Youth Program

Kristina Chu, Air District
Leslie Lara, MTC

Public Outreach Committee
October 30, 2014
Program Overview

• Spare the Air Youth Program established in 2010
• Joint regional effort led by MTC and the Air District
• Program strives to educate, inspire and empower youth and families to walk, bicycle, carpool and take transit
• Approximately 1.5 million residents under 18 years old
YES! Conference 2013

• Conference – Saturday, November 2, 2013 from 10am – 4pm

• Conference Video: http://youtu.be/vk2JG5TJSbc

• Conference Website: www.sparetheairyouth.org/summit2013
YES! Conference 2015

• **Date:**
  – Saturday, February 7, 2015
    10am – 4pm

• **Location:**
  – Joseph P. Bort Metro Center, Oakland

• **Session Topics:**
  – Transportation alternatives
  – Bike repair
  – School and student-based efforts to reduce driving
  – Advocacy and leadership development
YES! Conference Planning

- **Staff working with Spare the Air Youth Technical Advisory Committee members to:**
  - Assist with Conference agenda planning
  - Provide recommendations and guidance on session selection
  - Conduct outreach to high school students

- **Staff working with Spare the Air Youth grantees to:**
  - Present their programs at the YES! Conference
  - Assist with outreach for the YES! Conference
  - Provide logistical support
YES! Conference Timeline

• October 30 — Begin outreach to youth organizations
• November 7 – Issue call for session proposals
• November 10 – Open YES! Conference registration
• December 19 – Deadline to submit session proposals
• January 9 – Finalize session topic speakers/presenters
• January 23 – Close YES! Conference registration
• February 7 – YES! Conference