

2016 Spare the Air Every Day Campaign

Lisa Fasano

Public Engagement Committee

May 2, 2016



Advertising Campaign

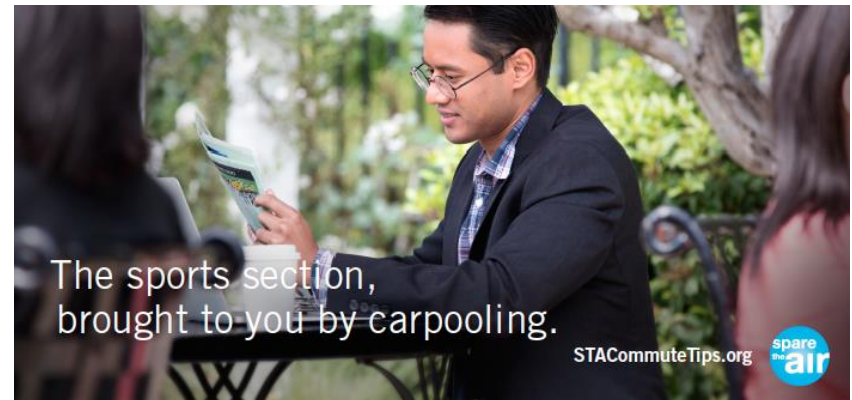
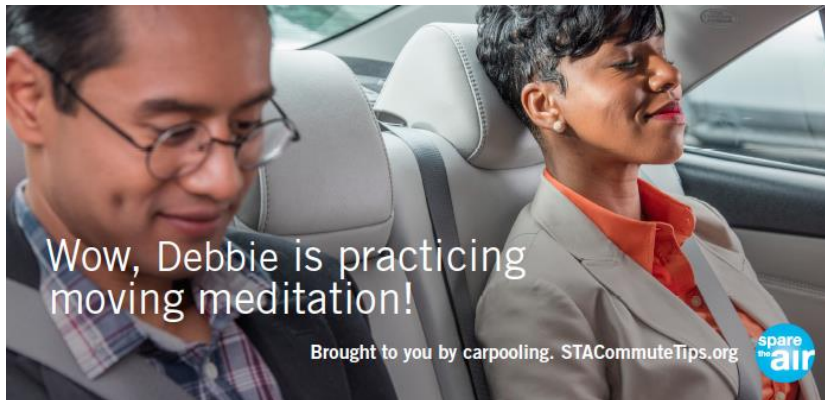
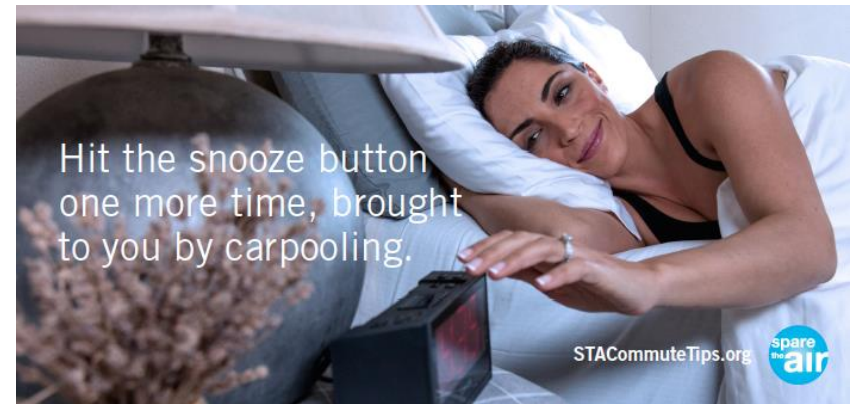


NEW campaign for 2016, focused on carpooling

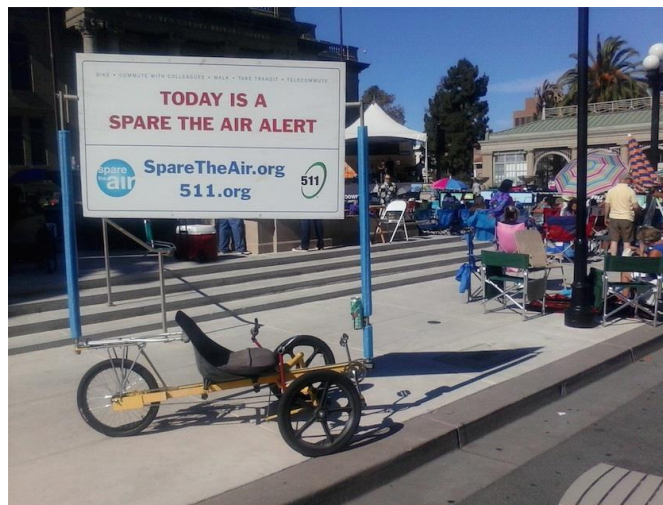


Advertising Campaign

- Print, outdoor, transit, radio, online and mobile ads focus on the many benefits of carpooling



Grassroots Outreach



Campaign Websites



Media Relations

- Launch new campaign; include True North survey and FM3 focus groups findings
- Collaborate with carpool/rideshare partners
- Continue to work with Waze (Google) to encourage least congested routes to work
- Work with broadcast outlets and known Bay Area talent to promote multi-modal commutes

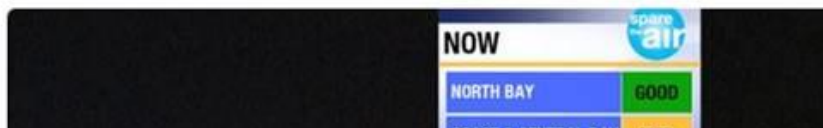


Social Media

- Continue to engage with Spanish and Chinese speakers on Facebook
- Augment campaign launch; work with R.E.M. to expand reach
- Enhance audio/video podcasts in English, Chinese and Spanish
- Continue to expand 'influencer' reach and frequency of posts/re-tweets



Mike Nicco @MikeNiccoABC7 · Sep 21
#SparetheAir today. No worries now. Air quality good to moderate but getting worse as heat & traffic increases.



Spare the Air Employer Program

- 24 new members from Feb 1 – April 26 = 1,837 employees!
- 2 Breeze newsletters in January and April
- Tabled at multiple events this spring
 - HR West Conference: March 7-9th
 - Bishop Ranch Carma Carnival, San Ramon: April 12-13
 - Workday commute info table, Pleasanton: April 19
- Met with several local businesses to assess program needs
 - East Bay Leadership Council
 - BOMA Silicon Valley
 - BOMA Oakland/East Bay
 - SVLG
 - Moffett Park
 - Stanford Research Park
- Sponsoring “Best and Brightest Places to Work” conference on November 9th, San Francisco



Employer Pilot Program

- Hacienda Carpool Now/HOV lane Pilot Event – February 23 in Pleasanton
 - Over 100 attendees, over 90 purchased or traded in a new FasTrak Flex toll pass
- Alameda County Pilot Event – June 21
 - Will publicize new vendor & I-580 HOV lanes
- Pursuing additional pilot opportunities with Stanford Research Park, Bishop Ranch & Workday



Spare the Air Summary

- Spare the Air campaign launches today
- TV, print and radio will air mid May
- Commercial will run mid May–June, then mid August–October
- Transit shelters and billboards early June
- Social media will run throughout the year





AGENDA: 5

**Renewal of Contract
for Spare the Air
Advertising and
Messaging Campaigns**

Public Engagement Committee

Kristine Roselius

Communications Manager



Background

- Communications Office completed RFP process in February 2015 for the following services for Spare the Air campaigns:
 - Advertising
 - Media Relations
 - Social Media
 - Employer Outreach
 - Public Opinion Surveys
- O'Rourke, Inc. was the selected contractor



Contractor Team

- Contractor team consistently exceeds expectations
 - Thorough and timely execution of projects
 - Making recommendations and performing required tasks
- O'Rorke, Inc., lead contractor
 - Social marketing and advertising experience
 - Extensive government experience
 - Television, radio and print advertising expertise
- Subcontractor team

- True North – Research & Surveys
- Community Focus – Employer Outreach
- M-Line – Advertising & Design

- Synapse Strategies – Transportation Outreach
- Interethnica – Multilingual Outreach



Staff Recommendation

Recommend Board of Directors' approve the following Advertising, Communications & Evaluation Services contract with O'Rourke, Inc.:

– Spare the Air Every Day Campaign

• Advertising	\$600,000
• Media Relations	\$200,000
• Social Media	\$75,000
• Employer Program	\$200,000
• Public Opinion Surveys	\$50,000



Staff Recommendation

– Winter Spare the Air Campaign

• Advertising	\$600,000
• Media Relations	\$100,000
• Social Media	\$75,000
• Public Opinion Surveys	\$50,000

Total not to exceed	\$1,950,000 – FYE 2017
---------------------	------------------------

Climate Forward Bay Area Leadership Forum

Lisa Fasano

Public Engagement Committee

May 2, 2016





BAY AREA AIR QUALITY MANAGEMENT DISTRICT

THURSDAY, OCTOBER 13 AND FRIDAY, OCTOBER 14, 2016
MISSION BAY CONFERENCE CENTER @ UCSF

CLIMATE FORWARD BAY AREA: A LEADERSHIP FORUM

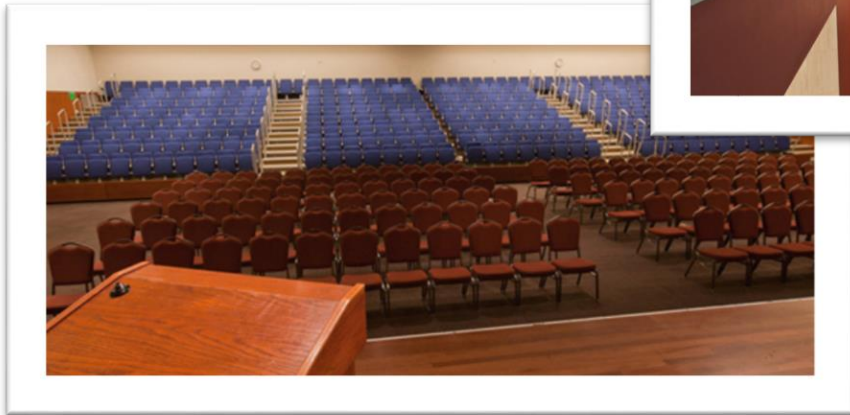
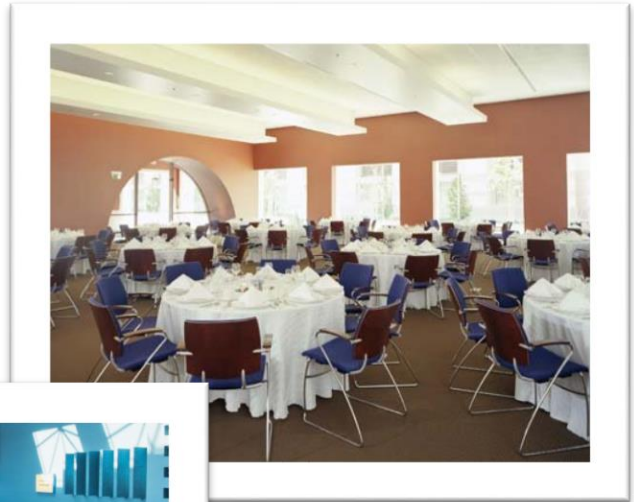
BRINGING TOGETHER TECHNOLOGY, GOVERNMENT, NGO, AND INDUSTRY
LEADERS IN A FORUM TO SHARE IDEAS AND APPROACHES TO REDUCING
LOCAL GREENHOUSE GASES WHILE MAINTAINING ECONOMIC VIABILITY.



GUEST SPEAKER: VAN JONES

CNN Political Contributor and The New
York Times best-selling author Van Jones
has been confirmed as a keynote speaker.

Mission Bay Conference Center



Sponsors & Speakers

- Metropolitan Transportation Commission marquee sponsor
 - Steve Heminger, confirmed for panel discussion
- Van Jones confirmed as keynote speaker on Thursday
 - Author of *The Green Collar Economy* and *Rebuild The Dream*, President of Dream Corps and a regular CNN contributor
- Speaker requests made to:
 - Governor Jerry Brown
 - ARB Chairwoman Mary Nichols
 - State Senator Fran Pavley
 - Mayor's, Schaff, Lee and Liccardo
 - Vien Truong, Green for All Director



Draft Agenda

- Day 1
 - Registration 9 a.m.- 10 a.m.
 - Welcome remarks – 10 a.m. – 10:15 a.m.
 - Forum sessions – 10:30 a.m. to 11:45 a.m.
 - Lunch – Noon – 1 p.m.
 - Keynote speaker – 1:15 p.m. – 2:15 p.m.
 - Plenary 1 – 2:30 p.m. – 3:30 p.m.
 - Plenary 2 – 3:34 p.m. to 4:45 p.m.
 - Networking 5:00 p.m. – 6:30 p.m.
 - 6:30 p.m. - Shuttle departs for Marriott Marquis Hotel
- Day 2
 - Shuttle departs hotel 8:15 a.m.
 - Registration & Breakfast buffet 8:30 a.m. – 9:00 a.m.
 - Welcome/Keynote 9:00 a.m. – 10:15 a.m.
 - Plenary – 10:30 a.m. to noon
 - Lunch 12:15 p.m. – 1:15 p.m.
 - Keynote and close – 1:30 p.m. to 3:00 p.m.
 - Shuttle departs 3:15 p.m.



Conference Logistics

- Save the Date information out in end of May
- Invitations will be sent in August
- Sponsor requests made
- Block of rooms on hold:

Marriott Marquis Hotel

780 Mission St, San Francisco

(415) 896-1600

