



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# South Bay Odor Improvements

Board of Directors Meeting  
September 18, 2019  
Jack P. Broadbent



# South Bay Odor Improvements

## San Jose-Santa Clara Regional Wastewater Facility

- **September 2016** – San Jose and Newby Island improved odor prevention measures to minimize offsite odor impacts during annual harvesting of biosolids
- **Future Improvement** – Upgrade biosolids management system and operate new mechanical sludge dewatering system in 2022 (*estimated timeframe*)

## Zero Waste Energy Development (ZWED)

- **November 2015** – Decommissioned compost windrow operation and sent material to Gilroy for processing
- **November 2017** – Implemented operational changes to flare system to minimize biogas venting and process upsets





# South Bay Odor Improvements (cont'd)

## Newby Island Material Recovery Facility (MRF)

- **March 2016** – Made improvements to doors and openings to minimize fugitive emissions
- **October 2018** – Submitted permit application to enclose and abate operations

## Newby Island Landfill

- **Since April 2016** – Upgraded gas header and installed additional landfill gas extraction wells, continuing to add gas wells as needed



# South Bay Odor Improvements (cont'd)

## Newby Island Composting Operation

- **January 2018** – Converted compost windrows to covered aerated static piles; green waste and food waste piles were relocated

## Other Improvements

- **March 2019** – San Jose Local Enforcement Agency (LEA) developed new online complaint system and odor hotline; Air District and San Jose LEA made enhancements to share and refer complaint information and enforcement findings
- **Ongoing Efforts** – Partnership with San Jose LEA to conduct joint investigations and inspections

# **2019 Summer Spare the Air Season Summary and Winter Spare the Air Season Overview**

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September 18, 2019

Lisa Fasano  
Communications Officer



# Advertising

- New campaign creative developed in 2019
- Focused heavily on carpooling benefits





# Campaign Highlights

- Ads in six languages:
  - Mandarin, Cantonese, Vietnamese, Tagalog, Spanish, and English
- Advertising includes broadcast, cable TV, radio, digital, outdoor, and transit
- 105+ Bay Area events with staff
- Bicycle outreach in 40+ communities





# Social Media

## “Life’s a Trip, Share the Ride” campaign

- Focus on carpooling, teleworking, and transit
- Overall impressions throughout campaign:
  - Facebook: 1,448,775
  - Twitter: 568,000
  - Instagram: 148,094
- Social media followers:
  - Twitter: 13,200
  - Facebook: 9,454
  - Instagram: 1,056



# Media Relations

- 12 Spare the Air Alerts called to-date:
  - 80+ Broadcast (Radio and TV) clips
  - 330+ online stories
- Multiple day heatwaves





**2019-2020**

# **Winter Spare the Air Campaign Overview**



# Advertising

IT MAY FEEL COZY,  
BUT WOOD SMOKE IS  
UNHEALTHY TO BREATHE.



Please don't burn wood this winter.  
1-877-4NO-BURN SpareTheAir.org



今年冬天您家中是否  
煙霧瀰漫?

呼吸燒木材的煙非常不健康。

您的空氣，一定得保護。  
1-877-466-2876 SpareTheAirNow.org



# Social Media

- Continue to use social media to educate residents about the benefits of not burning
- Leverage social media to support marketing, advertising, and public relations efforts
- Post images of unused, decorated fireplaces and Spare the Air Alerts



Exposure to wood smoke—like cigarette smoke—has been linked to serious respiratory illnesses and even increased risk of heart attacks.  
#WednesdayWisdom



Spare the Air, Bay Area  
Government Organization

Send Message

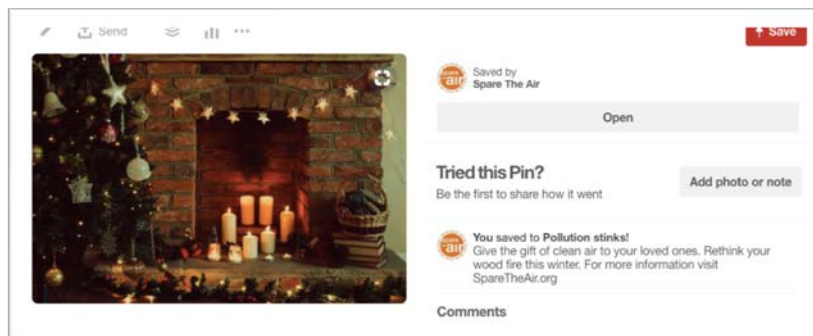


It's Your Air,  
Protect It.

SIGN UP FOR EMAIL  
OR PHONE ALERTS

SpareTheAir.org

1-877-4NO-BURN





# Door-to-Door Outreach

- Door-to-door outreach throughout Bay Area:
  - Napa
  - Menlo Park
  - San Rafael
  - Petaluma
- Door hangers:
  - Lafayette
  - Vallejo
  - San Jose (2)
- All survey respondents receive a \$5 gift card



**1-877-4NO-BURN**  
**SPARETHEAIR.ORG**

winter  
spare  
the  
air

To sign up for Winter Spare the Air Text Alerts,  
text the word "START" to 817-57.  
Antes de quemar leña, asegúrese que no esté prohibido.  
Llame al 877-466-2876 Para español, marque la extensión 2  
在您燃燒木材之前，請查詢這樣做是否合法。  
請致電877-466-2876 廣東話請撥分機3 國語請撥分機4  
Trước khi đốt củi, hãy tìm hiểu xem có bị cấm hay không.  
Gọi 877-466-2876 Bấm số 5 để nghe tiếng Việt

1. Do you currently own or use any of the following wood burning devices in your home?  
☐ Wood Burning Fireplace ☐ Fire Pit ☐ Gas Fireplace  
☐ Wood Stove ☐ Chiminea ☐ None  
Is it your only source of heat? ☐ Yes ☐ No

2. Do you burn wood, firelogs or pellets during the winter? ☐ Yes ☐ No  
If yes, how often? \_\_\_\_\_

3. Have you received any information this year about Winter Spare the Air Alerts? ☐ Yes ☐ No  
Where did you hear or see this information? \_\_\_\_\_

4. Did you know it is illegal to burn firewood or firelogs when a Winter Spare the Air Alert is in effect? ☐ Yes ☐ No

5. Are you aware that wood burning is the #1 source of wintertime air pollution? ☐ Yes ☐ No

6. Are you aware of the health impacts of wood burning? ☐ Yes ☐ No  
If yes, what have you heard? \_\_\_\_\_

7. Are you interested in receiving Winter Spare the Air Alerts by e-mail or phone? ☐ Yes ☐ No  
If yes, please provide your e-mail/phone number \_\_\_\_\_

8. Would you consider not burning wood or reducing your wood burning during the Winter season? ☐ Yes ☐ No  
If no, why not? \_\_\_\_\_

9. How long have you lived in this home? \_\_\_\_\_ ☐ Own ☐ Rent

10. Where and to whom should we send your gift card?  
☐ Safeway ☐ Peet's Coffee

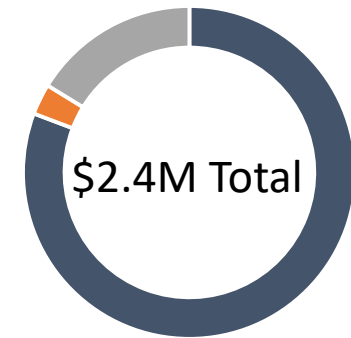
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Wood Smoke Reduction Grant Program Results

- Program launched on August 26, 2016
- To date: approximately 5,200 applications reviewed
  - 1,038 changeouts completed totaling \$2.4 million
    - ✓ 882 fireplaces, 156 woodstoves

Project Type	# of projects
Decommission a Fireplace or Stove	62
Replace with Natural Gas	927
Replace with Electric Heat Pump	49

- 170 projects currently in progress
- Next Step: Return to the Board of Directors with proposal for updated program



- Completed and Paid
- Allocated
- Available



# Implementing Assembly Bill (AB) 617

## Richmond-San Pablo Area

Board of Directors Meeting  
September 18, 2019



Randy Joseph, RYSE Youth Center

Nain Lopez, West County First Five

Naama Raz-Yazeef, Resident

Willie Robinson, NAACP Richmond

Linda Whitmore, Santa Fe Neighborhood Council

Kristen Law, Community Engagement Specialist

# AB 617 Communities

**Year 1:**

**Richmond-San Pablo: Monitoring Plan**

**West Oakland: Action Plan**



# AB 617 Community-Driven Programs

## Community Action Plan

- Identify, prioritize, and implement emission and exposure reduction measures
- Must develop and submit emission reduction plan to California Air Resources Board (CARB) one year after the community is selected by CARB

## Community Monitoring Plan

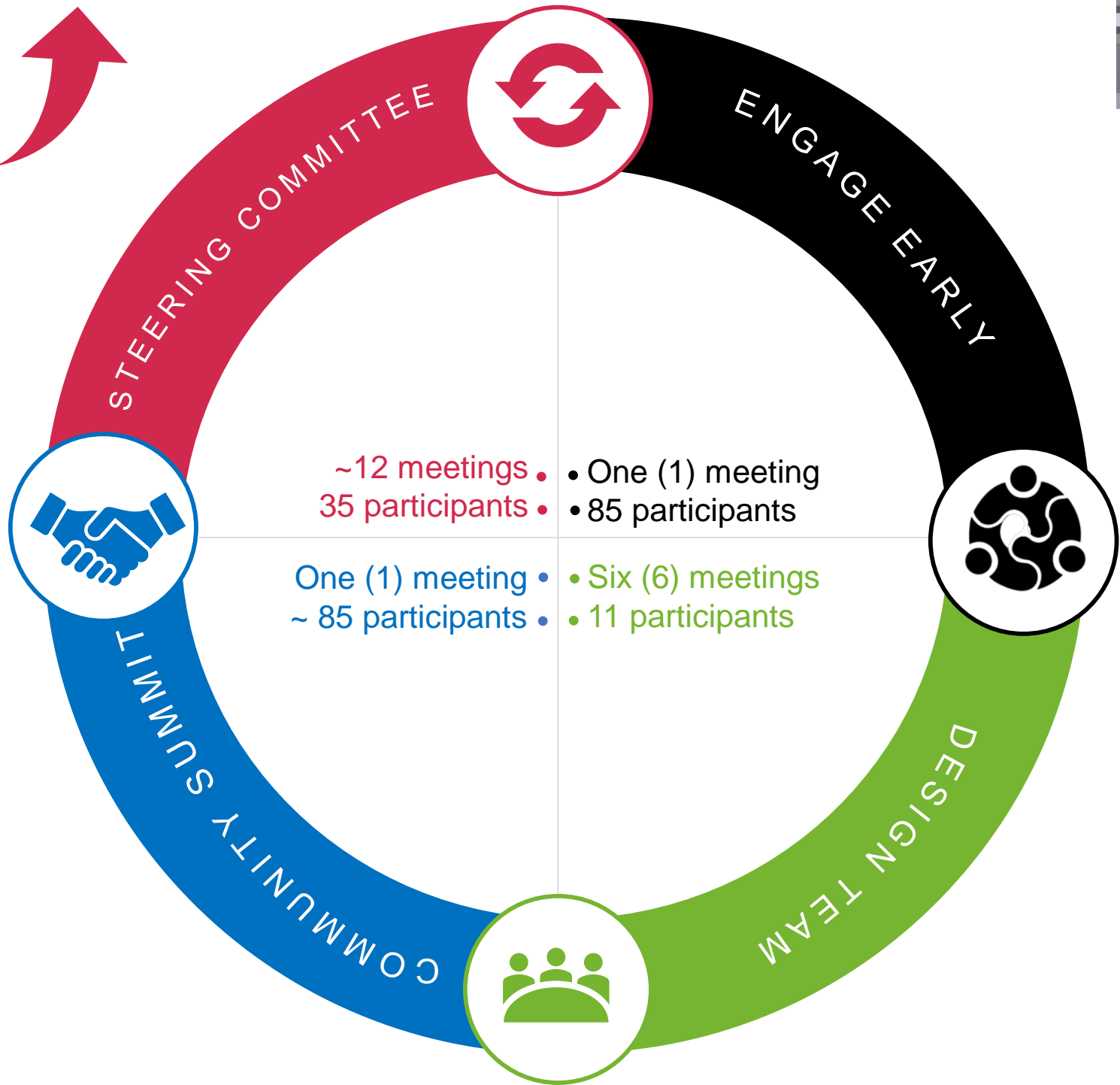
- Better understand sources contributing to disparate air quality impacts
- Initial monitoring required to start on July 1, 2019
- No formal requirement for plan submittal timing or approval



# Community-Led in Richmond-San Pablo Area

**CARRY SUCCESS FORWARD**  
Co-lead team and Steering Committee will ensure an inclusive, transparent process with shared goals, creating a greater impact.

**COMMUNITY SUMMIT**  
Community-shaped process, including Steering Committee membership and decision-making.



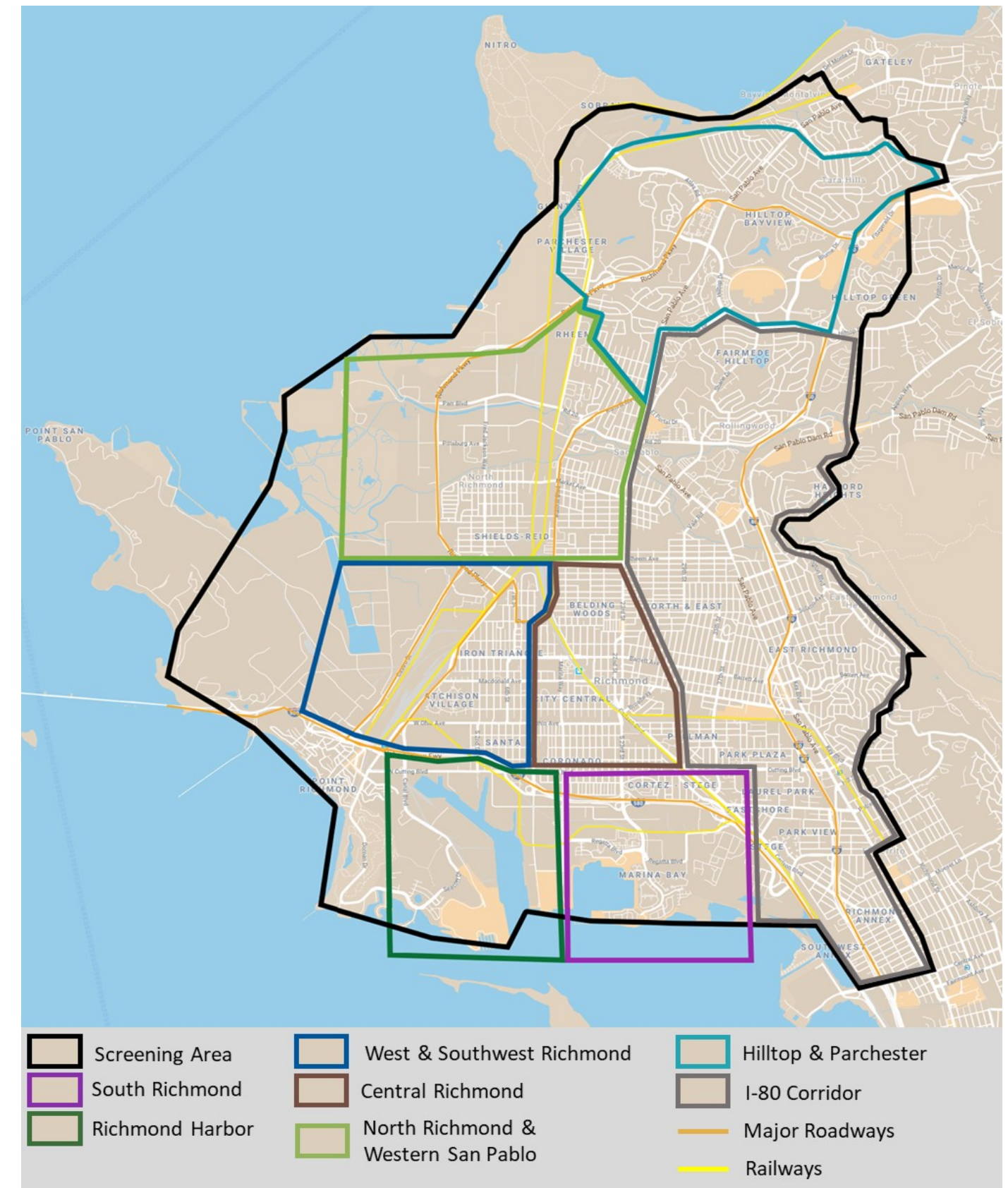
**DESIGNED BY COMMUNITY**  
Community members designed process to build trusting relationships and authentic participation.

**DESIGN TEAM**  
Community planned summit to get input on their design for Steering Committee process.



# Discussion of Focus Areas

- Steering Committee identified areas where they had concerns about air quality or pollution sources
- The focus areas shown are a starting point for discussion of potential monitoring studies





# Steering Committee

## Focus Area Discussions

WE ARE HERE

Screening Monitoring and Selecting  
Specific Monitoring Projects

Draft Final Monitoring Plan

Conduct monitoring, analyze and discuss data

Act on immediate strategies and compile additional strategies for  
Community Emission Reduction Plan (CERP)

\*\*\*Options for Steering Committee Vote\*\*\*

Option 1

Pre-Selection CERP Work

CERP

December, 2020

Option 2

Pre-Selection CERP Work

CERP

December, 2019

December, 2020

# What's Next?

- Continue to identify air pollution concerns and monitoring objectives
- Prioritize and select additional short-term air monitoring projects or approaches
- Community Summit in Fall 2019
- Identify near-term action and strategies for upcoming Emissions Reduction Plan



A green-tinted illustration of a community scene. In the background, there are several houses and buildings of different styles. In the foreground, various people are engaged in activities: a person walking a dog, a person using a walker, a person on a bicycle, a person pushing a stroller, a person on a skateboard, and a person on a bicycle. There are also trees, flowers, and a sun in the sky.

# Thank You!

Randy Joseph, RYSE Youth Center  
Nain Lopez, West County First Five  
Naama Raz-Yazeef, Resident

Willie Robinson, NAACP Richmond  
Linda Whitmore, Santa Fe Neighborhood Council  
Kristen Law, Community Engagement Specialist


# Summary of Ozone Seasons

Year	National 8-Hour	State 1-Hour	State 8-Hour
2015*	5	4	11
2016	15	5	15
2017	6	6	6
2018	3	2	3
2019	9	6	9

Spare the Air Alerts (15 days): 6/9 – 6/12, 7/26 – 7/28, 8/13 – 8/16, 8/26, 9/12 – 9/14

Days > 0.070 ppm 8-hour NAAQS (9): 6/10 – 6/12, 7/24, 7/25, 7/27, 8/14 – 8/16

\*Based on NAAQS of 0.075 ppm that was in place during that year



# Winter PM<sub>2.5</sub> Seasons

Year	Days > 35 µg/m <sup>3</sup>	Winter Spare the Air Alerts
2015/2016	0	1
2016/2017	0	7
2017/2018	8	19
2018/2019	14	16

- Spare the Air Alert Called for: 11/8/18 – 11/21/18, 12/15/18, 1/28/19
- Days > 35 µg/m<sup>3</sup> 24-hr NAAQS: 11/8/18 – 11/21/18



# Calendar Year Summary

Year	National Ozone Exceedances	Days > 35 $\mu\text{g}/\text{m}^3$ due to Wildfires ( $\text{PM}_{2.5}$ )	Total Days > 35 $\mu\text{g}/\text{m}^3$ ( $\text{PM}_{2.5}$ )
2015	5*	3	9
2016	15	0	0
2017	6	14	18
2018	3	16	20
2019	9	0	0

For Ozone - Days > 0.070 ppm 8-hour NAAQS (6 days): 6/10 – 6/12, 7/24, 7/25, 7/27, 8/14 – 8/16

\* Based on NAAQS of 0.075 ppm that was in place during those years

For Wintertime - Days > 35  $\mu\text{g}/\text{m}^3$  24-hr NAAQS: 12/15/17, 12/24/17, 12/30/17, 12/31/17, 1/1/18, 1/2/18, 1/3/18, 1/4/18, 11/8/18 – 11/21/18

(Other exceedances occurred due to wildfires)