

Report Out

United Nations Climate Change Conference COP27



Insights from Air District team

Board of Directors Meeting
December 7, 2022





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BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

AGENDA: 25

2022-23 Spare the Air Winter Campaign Overview and Summary of 2022 Spare the Air Summer Campaign

**Board of Directors Meeting
December 7, 2022**

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Presentation Outcome



To provide an update of the 2022-2023 Spare the Air winter campaign and summary of the 2022 Spare the Air summer campaign.

Presentation Outline



- 2022-2023 Spare the Air Winter Campaign Update
- 2022 Spare the Air Summer Campaign Summary
- Spare the Air Summer Survey Results

Presentation for Information Only



No action required.

Winter Campaign



- Program runs annually from November 1 -February 28
- Campaign emphasizes all smoke is bad smoke
- Draws a connection between wildfire smoke and smoke from wood burning
- Bans wood burning when Spare the Air Alert is issued



Source: BAAQMD

Door to Door Outreach



- East Oakland
- Marinwood (San Rafael)
- San Mateo
- Gilroy
- Sonoma
- Richmond
- West Oakland



INDOOR AND OUTDOOR BURNING IS ILLEGAL WHEN A SPARE THE AIR ALERT AND BURN BAN ARE IN EFFECT.

INDOOR BURNING
Fireplaces do not efficiently heat your home. The Air District encourages residents to use efficient heating devices (e.g., electric heater, high-efficiency heat pump). 

OUTDOOR & BACKYARD BURNING
Recreational burning in backyard firepits and chimineas can cause a smoky haze in the neighborhood, which has a negative impact on everyone in your neighborhood, and the region's air quality. 

 It is always illegal to burn painted or treated wood, particle board, plastics, wrapping paper, green waste, or other garbage. Illegal burning can result in a violation and fine.

SPARE THE AIR ALERTS are called when air quality is forecast to be unhealthy, and wood burning may be illegal. Find out if a burn ban is in effect:
1-877-4NO-BURN (1-877-466-2876)
www.sparetheair.org
File a wood smoke or general air quality complaint: baaqmd.gov/complaints


BAY AREA AIR QUALITY MANAGEMENT DISTRICT
For more information, contact the Air District at 877-4NO-BURN.
www.baaqmd.gov

Creative and Advertising



Source: BAAQMD

COMMERCIAL



Media and Social Media



Media Outreach

- Widespread promotion of STA Alerts
- In-language outreach
- TV Meteorologist engagement

Social Media

- Educational content on the health impacts of wood smoke and alternatives to wood burning
- Alert notifications and actions



Source: BAAQMD

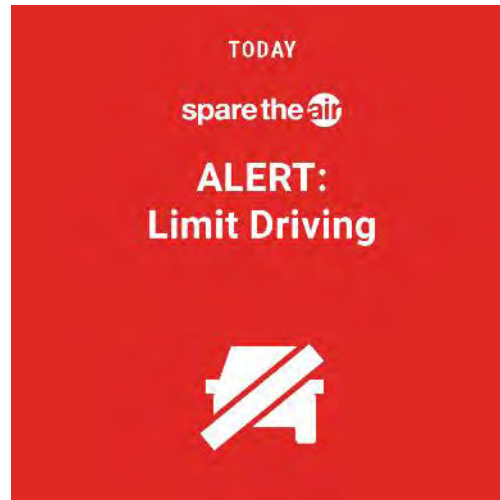
Summer Campaign



- Alerts the public when air quality is forecasted to be unhealthy
 - Nine (9) Spare the Air Alerts
 - 25 Air Quality Advisories



Source: BAAQMD



Creative and Advertising



- Raised awareness that commuting via public transit is cost-effective, convenient, and helps reduce air pollution
- Messaging was strategically placed throughout the Bay Area
- Advertising included Spanish, Mandarin, Cantonese, Vietnamese and Tagalog speaking communities



Source: BAAAQMD

Media and Social Media



- Media coverage included alerts & advisories
- Social media focused on transit, wildfire preparedness & alert information



Board of Directors Meeting
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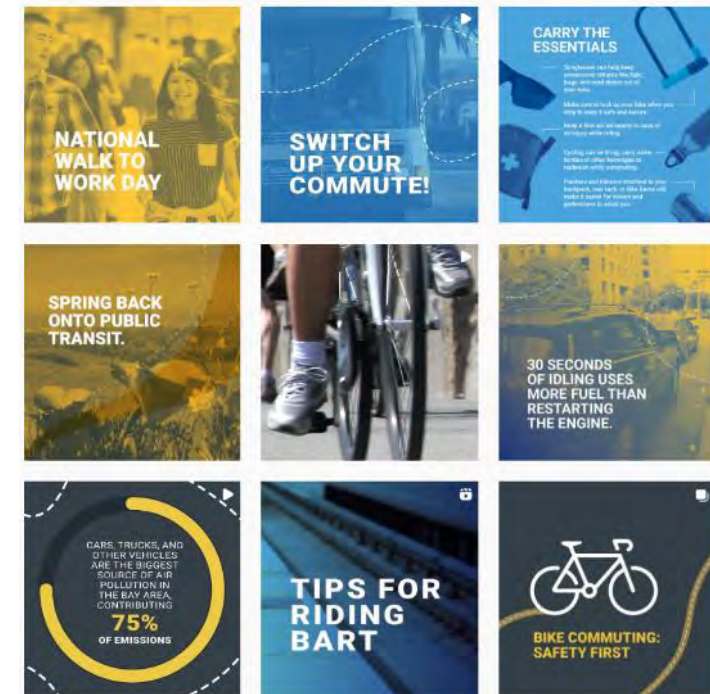


Bay Area Air Quality Management District

Berkeleyside

'Spare the Air' alert issued Tuesday for Berkeley

A combination of wildfire smoke and vehicle exhaust has the Bay Area Air Quality Management District urging people to limit driving.



Source: BAAQMD

Additional Outreach



- Hosted first meet & greet for media and Air District meteorologists
- Event facilitated connections and conversations between media meteorologists and Air District staff



Employer Program



- Promotes remote work and choosing transit
- Targeting expanded membership, updating messaging and refreshing website
- Participating in virtual employer events + key sponsorships

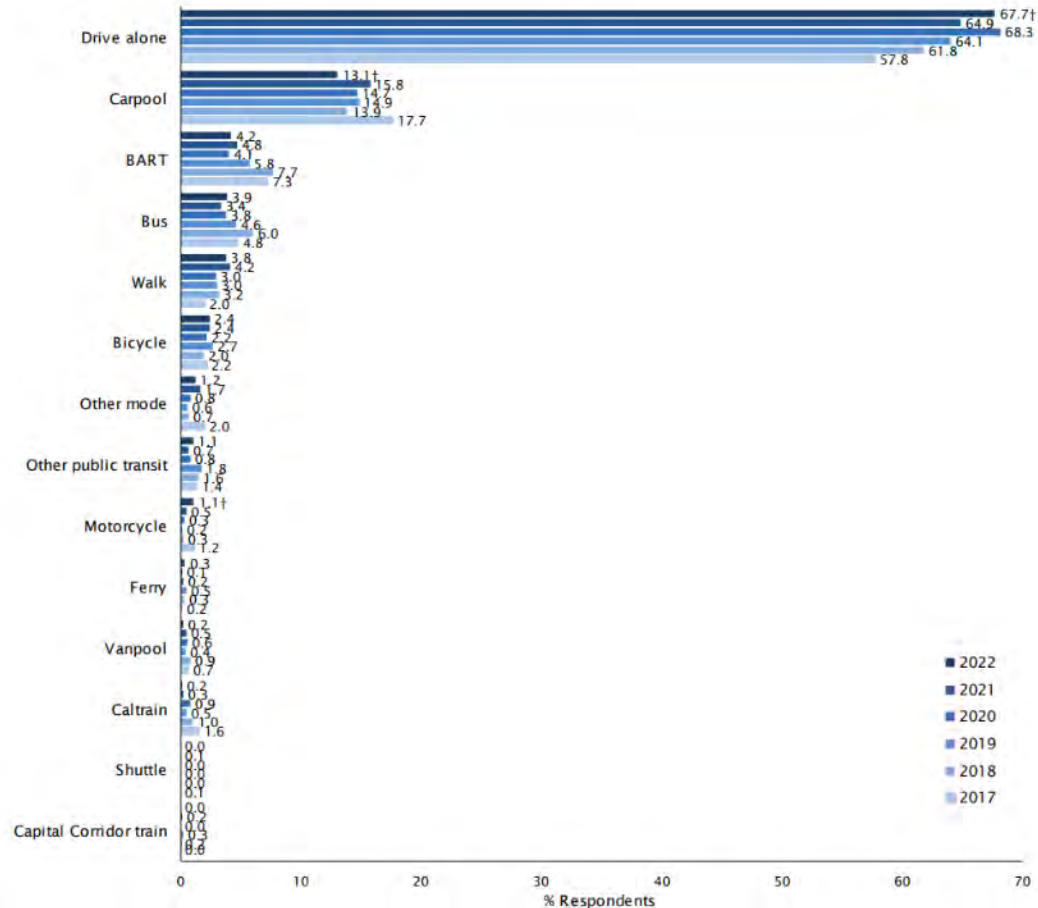


Source: BAAQMD

Survey



FIGURE 3 PRIMARY MODE BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2021 and 2022 studies.

Source: True North Research

- New normal is looking a lot like old normal
 - Full-time employment increased 6%
 - Working *exclusively* from home decreased by **33% to 21%**
 - Just **14%** expect to work from home exclusively once pandemic is over
- Transportation methods reflect pre-pandemic patterns:
 - Solo driving remains elevated
 - Other forms of transportation are closer to pre-pandemic levels

Survey (Cont'd)



- More than half (**58%**) of respondents in 2022 recalled messages about things they could do to reduce air pollution.
- There was an average **1.03 miles reduced by the campaign per week** for every driving-age resident in the Bay Area, which totals **6,353,967** vehicle miles reduced per week.
- Residents in impacted communities were less likely to have heard of Spare the Air (**46% vs 38%**), and less likely to feel at least somewhat informed about ways to reduce air pollution (**82% vs 76%**), indicating a need to increase efforts to reach impacted communities.

Feedback Requested/Prompt



None. Questions?