

# How Sacramento Brings the Message to the Masses

Sacramento Region



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Air Quality Management District

# Sacramento, California





# Sacramento Metropolitan Air Quality Management District

- Jurisdiction – Sacramento County
- Population – Approximately 450,000
- Sacramento Federal Non-Attainment Area
- All or portions of six counties
- Designation status - Severe
- Total population: 2.38 million



# Spare The Air Program Background

- Spare The Air began in Sacramento County only in 1994 and went regional in 1995
- Sac Metro Air District operates Spare The Air on behalf of the air districts in the Sacramento region whose boundaries are part of the Federal Ozone Nonattainment Area:
  - *El Dorado County AQMD*
  - *Feather River AQMD*
  - *Placer County APCD*
  - *Yolo-Solano AQMD*
- Dual purpose: driving reduction to achieve emission reductions and public awareness of ozone pollution's health effects

# Community Partners

- **3,766** Spare The Air partners throughout the region
  - 227 partners in El Dorado County
  - 512 partners in Placer County
  - 2,692 partners in Sacramento County
  - 335 partners in Yolo-Solano Counties
    - Restaurants, schools, libraries, pharmacies, healthcare organizations, real estate offices, nonprofit organizations, senior centers, businesses and community groups
    - Partners distribute Spare The Air alerts and materials to the public encouraging behaviors that reduce air pollution



**AIR POLLUTION AFFECTS US ALL**

**IT CAN CAUSE PROBLEMS FOR ANYONE, EVEN IF YOU'RE HEALTHY.**

**SOME PEOPLE ARE ESPECIALLY VULNERABLE TO POOR AIR QUALITY, INCLUDING:**

- Children
- Older adults and the elderly
- Pregnant women
- People with pulmonary or respiratory disease (including congestive heart failure and asthma)

**HOW CAN AIR POLLUTION IMPACT YOU?**

- Irritated throat and lungs
- Asthma attacks
- Chest pain
- Increased fatigue

Poor air quality can also affect your pets. Animals have smaller lungs that are more sensitive.

For more information, visit [SpareTheAir.com](http://SpareTheAir.com) or follow Spare The Air on social media.







**YOU CAN HELP REDUCE THE RISKS ASSOCIATED WITH POOR AIR QUALITY BY FOLLOWING THESE SIMPLE TIPS**

**PROTECT YOURSELF:**

- Download the FREE Sacramento Region Air Quality app to get daily air quality conditions right at your fingertips
- Exercise or play outdoors in the morning or late evening when air quality is better
- Pay close attention to how you feel – air pollution can cause coughing, a sore throat and discomfort when you breathe

**REDUCE AIR POLLUTION:**

- Carpool to work and other activities
- Walk, bike or take transit
- Bring your lunch to work
- Avoid unnecessary errands or car trips, especially on Spare The Air days
- Use electric lawn and garden equipment

# Types of Outreach

## Web Resources

- SpareTheAir.com
  - Daily air quality forecast
    - Today and tomorrow
  - Current conditions
  - Ozone maps
  - Health effects
  - Wildfire smoke support

HOME LINKS AIR QUALITY INFO CONTACT US SEARCH

Sacramento Region  
**SPARE THE AIR**

**Air Quality Information for the Sacramento Region**  
Brought to you by the Sacramento Metropolitan, El Dorado, Feather River, Placer and Yolo-Solano Air Districts

Protect your **HEALTH** and the ones you love  
Sign up for Air Alert here

**Stay Informed**  
Current Conditions  
Air Quality Index  
Health Effects  
Historical Data  
**Get Involved**  
Things To Do  
Games and Activities  
Free Materials  
**Make a Difference**  
Air Alert Sign-Up  
Survey Results  
Check Before You Burn

**Reduce Driving to Reduce Air Pollution**  
Let's reduce smog during the Sacramento region's 23rd Spare The Air season so we can all breathe easier.  
When you hear a Spare The Air alert, reduce your driving to reduce pollution. Help improve air quality for those most susceptible to the health effects of air pollution, including children and the elderly.  
Would you care to Spare The Air?  
Download the free Sacramento Region Air Quality app to get current conditions at air monitoring sites, the daily AQI forecast, Spare The Air alerts and wildfire smoke advisories. The app is available in iOS, Google Play and Windows app stores.  
A Spare The Air alert in the Sacramento region will be issued when the AQI for ground-level ozone pollution is forecast to reach 126 or above.

**Sacramento Region Ozone Air Quality Forecast** *updated by noon*

Today (Fri, June 9)	Tomorrow (Sat, June 10)
45 AQI - Good	43 AQI - Good

**Yesterday's High**  
Thu, June 8: 42 AQI - Good Ozone

**Extended AQI Outlook**

Sun, June 11	Mon, June 12	Tue, June 13
Good	Moderate	Moderate

**Air Quality Forecast and Weather Discussion**  
Friday through Sunday, increasing clouds and cool temperatures will limit ozone formation in the

**AQI Forecast by County**  
Friday, June 09

	Fri	Sat
El Dorado	45	43
Placer	45	43
Sacramento	44	41
Yolo-Solano	41	39

**Air Quality Map**  
The map below is a 1-hour snapshot. Click to view all hours



# Types of Outreach

## Print materials

- Spare The Air brochure
- Spare The Air tip cards
  - English, Spanish, Russian, Hmong and Chinese
- Air Quality Index (AQI) charts
- Clean Air Kids activity book



**SPARE THE AIR AND THE AQI**

WHEN AIR QUALITY IS FORECAST to reach 125 or above on the Air Quality Index (AQI), a Spare The Air alert is issued. We ask that you drive less to reduce pollution and avoid exposure to poor air quality.

Air Quality Index - Color	Health Advice
201 - 300	Very Unhealthy
151 - 200	Unhealthy
101 - 150	Unhealthy for Sensitive Groups
51 - 100	Moderate
0 - 50	Good

**THE AQI HAS SIX CATEGORIES:**

- **Goodness is 0 to 50.** The entire population is more likely to experience serious health effects and should avoid all outdoor exertion.
- **Very Unhealthy is 101 to 150.** Everyone may experience more serious health effects and should avoid all outdoor exertion.
- **Unhealthy for Sensitive Groups is 101 to 150.** People with heart and lung disease, older adults and children are at a greater risk and should limit prolonged outdoor exertion.
- **Unhealthy is 151 to 200.** Everyone may begin to experience some adverse health effects and should limit prolonged outdoor exertion. Members of the sensitive group should avoid prolonged outdoor exertion.
- **Very Unhealthy is 201 to 300.** People with heart and lung disease, older adults and children are at a greater risk and should limit prolonged outdoor exertion.
- **Good is 0 to 50.** No health impacts are expected when air quality is in this range.



**LA CONTAMINACIÓN DEL AIRE NOS AFECTA A TODOS**

**PUEDA CAUSAR PROBLEMAS PARA CUALQUIERA, INCLUSO A PERSONAS SANAS.**

**ALGUNAS PERSONAS SON ESPECIALMENTE VULNERABLES A LA MALA CALIDAD DEL AIRE, INCLUSO:**

- Niños
- Gente de edad avanzada
- Mujeres embarazadas
- Personas con enfermedades cardiacas o pulmonares, incluyendo asma, e insuficiencia cardiaca congestiva
- Dolor de pecho irritados
- Fatiga elevada

**¿CÓMO PUEDE AFECTARLE LA CONTAMINACIÓN DEL AIRE?**

- Garganta o pulmones irritados
- Ataques de asma
- Dolor de pecho
- Fatiga elevada

La mala calidad del aire también puede afectar a sus mascotas. Los animales tienen pulmones más pequeños que son más sensibles.

Para más información, visite [SpareTheAir.com](http://SpareTheAir.com) o siga Spare The Air en los redes sociales.

[AQMD](#)
[SpareTheAir Sacramento](#)
[SacramentoAQMD](#)
[SpareTheAir Scooter](#)

**ЗАГРЯЗНЁННЫЙ ВОЗДУХ ВРЕДЕН ДЛЯ ВСЕХ**

**ЗАГРЯЗНЁННЫЙ ВОЗДУХ МОЖЕТ БЫТЬ ПРИЧИННОЙ ПЛОХОГО САМОЧУВСТВИЯ ДАЖЕ У ЗДОРОВОГО ЧЕЛОВЕКА.**

**НЕКОТОРЫЕ ГРУППЫ ЛЮДЕЙ ОСОБЕННО ВОСТРИЧИВЫ К ЗАБОЛЕВАНИЯМ, ВЫЗВАННЫМ ЗАГРЯЗНЁННЫМ ВОЗДУХОМ:**

- Дети
- Пожилые люди
- Беременные женщины
- Студенческие заболелые легкие или других органов дыхания (включая астму и хроническую обструктивную болезнь)
- Раздражение слизистой оболочки горла и легких
- Боль в груди
- Повышенную утомляемость
- Присутствие удушья

Низкое качество воздуха вредно и для ваших домашних питомцев. Держите у животных меньшего размера и более восприимчивы к внешним воздействиям.

Для получения дополнительной информации обратитесь к веб-сайту: [SpareTheAir.com](http://SpareTheAir.com) или скажите на социальных программах «Spare The Air» в социальных сетях.

[AQMD](#)
[SpareTheAir Sacramento](#)
[SacramentoAQMD](#)
[SpareTheAir Scooter](#)

**CUA PHEM CUAM TSHUAM RAU PEB TXHUA TUS**

**NWS TUAJ YEEM TSIEM TEEB MEEM RAU TXHUA TUS NEEB, TXAWM TIAS KOJ YEEJ MUAJ ZOB LOS XU.**

**QUE COV NEEG YEEJ TIV TSIAS TUS COV CUA PHEM, MUAJ XWS LI NRAM NO:**

- Cov menyuam yaus
- Cov neeg loj thiab cov neeg laus
- Cov poj niam cov xeeb menyuam
- Rnwos lossis kab mob ua pa lews li playv ua haujwm tsi zoo thiab hawb pob
- K'haus pob qa thiab nraws
- Mob hawb pob
- Mob hawb slab
- Sab heev

Cua pheim koj tuam yeem cuam tshuam rau koj cov tsiab yeej hawb nye tau. Ua rau lub nraws nrawm cov tsiab me dia qhov nrawd ua rau muaj teeb meem ntau.

Yog koj paub ntau nrawb, mus salb hauv [SpareTheAir.com](http://SpareTheAir.com) lossis mus salb hauv xov xwm Spare The Air.

[AQMD](#)
[SpareTheAir Sacramento](#)
[SacramentoAQMD](#)
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**空氣污染影響我們所有人**

**即使您身體健康，空氣污染可為任何人帶來問題**

有些人對不良的空氣質量尤其敏感，這部分人士包括

- 兒童
- 年紀較大的成人和老年人
- 孕婦
- 有肺病或呼吸疾病（包括充血性心力衰竭和哮喘）的人
- 哮喘發作
- 疲勞增加

空氣污染會對您造成什麼影響？

- 刺激喉嚨和肺部
- 胸口疼痛
- 刺痛發作
- 疲勞增加

良空氣質量還可影響您的寵物。動物的肺部較小，並更加敏感。

如需更多資訊，請訪問 [SpareTheAir.com](http://SpareTheAir.com) 或透過社交媒體關注 Spare The Air.

[AQMD](#)
[SpareTheAir Sacramento](#)
[SacramentoAQMD](#)
[SpareTheAir Scooter](#)

# Types of Outreach

## Community events

- Scooter<sup>®</sup>, the Spare The Air mascot, attends events with a handler who distributes air quality information
- Air quality ambassador enjoyed by everyone regardless of gender, age or ethnicity
- Scooter<sup>®</sup> is scheduled to attend over 75 events this year throughout the Sacramento region
- New event requests are reviewed weekly



# Scooter® and Friends - 2017



Arbor Day  
El Dorado Hills



Cystic Fibrosis Walk  
Raley Field, West Sacramento



Folsom City Works  
Folsom



Loop the Lagoon  
Vacaville



Rocklin Earth Fest  
Rocklin

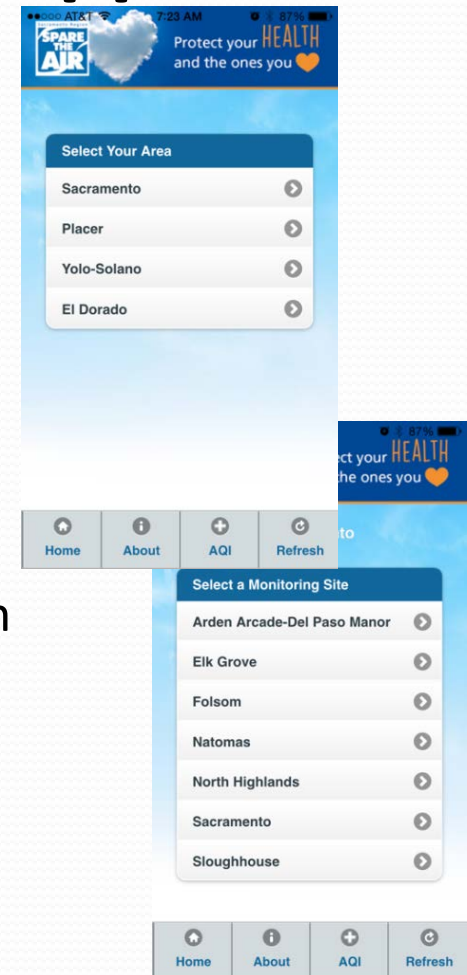


Farmers Market  
West Sacramento

# Mobile App

## Sacramento Region Air Quality App

- Free download in all app stores
- 16,192 users to date
- Daily AQI forecast by air district area:
  - Sac Metro Air District
  - Placer County APCD
  - Yolo-Solano AQMD
  - El Dorado County AQMD
- Spare The Air alerts – automatic push notification
- Current conditions for all monitoring sites in the region
- Wildfire smoke advisories



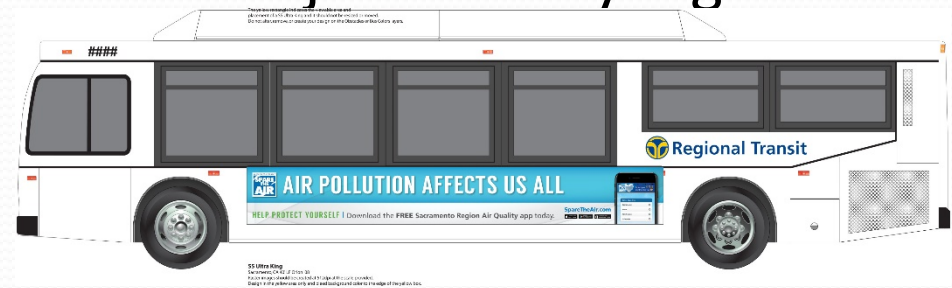
# Social Media

- Facebook: SpareTheAir Scooter®
  - 2,029 fans
  - Spare The Air alerts
  - Two regular posts per day, including daily air quality forecast
- Twitter: @AQMD
  - 2,315 followers
  - Spare The Air alerts
  - Two regular posts per day, including daily air quality forecast



# Paid Advertising

- :30 second spot and two :15 second spots focus on health effects of ozone air pollution
  - Encourage people to download the Sacramento Region Air Quality app to protect their health and ask “Would you care to Spare The Air?”
- *Episodic* Spare The Air alert TV and radio commercials
- *Episodic* Spare The Air alert on major freeway digital billboards
- Online advertising
- Transit bus advertising
- General messaging on traditional outdoor billboards





**2017 Spare The Air  
:30 Second Television Commercial**



# Ozone Forecasting (1995-2017)

- Forecast activities
  - Sonoma Technology, Inc. (STI) provides the daily forecast for the region seven days a week
  - Today and tomorrow forecast
    - A Spare The Air alert is issued one day in advance
  - May through October



Forecast Center at Sonoma Technology, Inc.



# Behavior Change and Emission Reductions – Summer 2016

- An average of 33% of respondents had heard, read or seen a Spare The Air commercial or message
- 34% of all survey respondents in the Sacramento region's nonattainment area are **Seasonal Reducers** who say they reduce driving during the entire summer to avoid adding to air pollution
  - **Seasonal Reducers** contributed a reduction of **0.95 tons per day of ozone precursors (.09 tpd more than in 2015)**
- **Purposeful Reducers** are those who knew it was a Spare The Air day, reduced their driving on that day, and said they did so for air quality reasons
  - **Purposeful reducers** reduced an estimated **0.14 tons of ozone precursors per Spare The Air day**

# Contact Information

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District

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