

Outreach and Public Information



- Why we do it
- Outreach programs
 - Paid advertising
 - Media relations
- Media Relations
 - News stories
- Community Relations
 - Public calls, emails, walk-ins

Outreach Programs

Wood-Burning Curtailments - continued

Fireplace/ Woodstove

Air quality forecast:
good or
moderate.

Please
burn
cleanly

Learn to
burn cleanly
at 1-800
SMOG INFO or
www.valleyair.org.

Burning Status

Fireplace/ Woodstove

Air quality forecast:
unhealthy
for
sensitive
groups.

Wood
burning
discouraged

Choose not to
light midnight
to midnight. Info:
1-800 SMOG INFO
or www.valleyair.org.

Burning Status

Fireplace/ Woodstove

Air quality forecast:
unhealthy.

Burning
wood,
pellets or
manufact-
ured logs is
prohibited
from midnight
to midnight. 1-800
SMOG INFO.

Wood
burning
prohibited

Burning Status

● Enforcement

- Complaints and surveillance
 - 434 complaints this past season
- NOV when wood smoke is visible
 - Inspectors not on private property
 - Photos if possible
 - NOVs are mailed
 - Recipient can contest the NOV
- NOVs this season: 163 (34 dropped)
- First-time violators: \$50 settlement fee or attend compliance training
- 44 attendees expected at training

Wood-Burning Outreach Efforts



● Media Relations

- Five news releases
- 90 news interviews (local and national) specific to Check Before You Burn

● Community Relations

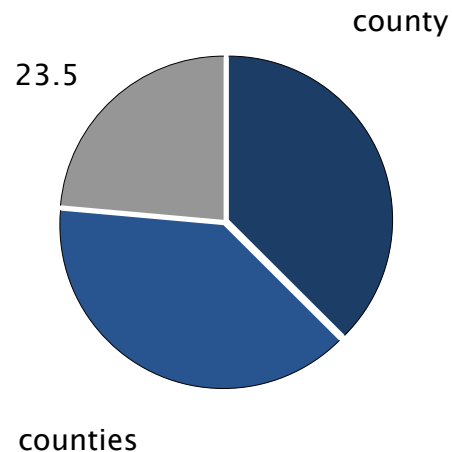
- 440 public calls specific to fireplaces
- 27 community outreach events or presentations
- 5,000 English and 2,500 Spanish brochures
- 8,000 flyers and 8,000 calendars in Hmong
- Daily status to 1,000 by email; 100+ news reps

● Advertising Campaign

- \$174,000 campaign in English, Spanish and Hmong in three media markets over four months

Market-Research Survey

- Transport in summertime (ozone season) in Valley:
 - Northern region: about 30 percent transport
 - Central region: about 12 percent transport
 - Southern region: about 9 percent transport
- Wintertime transport data unavailable, but likely small, too
- Public responses:



Market-Research Survey

Question:

Would you say that **most** of the air pollution that does occur in your County comes from sources within your County, or is most of it produced in other areas and then blown by the wind into your County?

Or are you not sure?

Paid advertising campaign






- Outdoor
 - Billboards in three markets in English and Spanish
 - Two four-week flights
 - 70 posters (35 per flight)

Advertising campaign - continued



- Radio

- Three markets and 26 stations
- 1,634 English spots 
- 1,106 Spanish spots 
- 256 Hmong spots 

Advertising campaign - continued

THANKS FOR CHECKING BEFORE YOU BURN!



Check the air quality report above to see if it's okay to use your wood-burning fireplace, insert or heating stove today.

1-800-SMOG INFO | www.valleyair.org

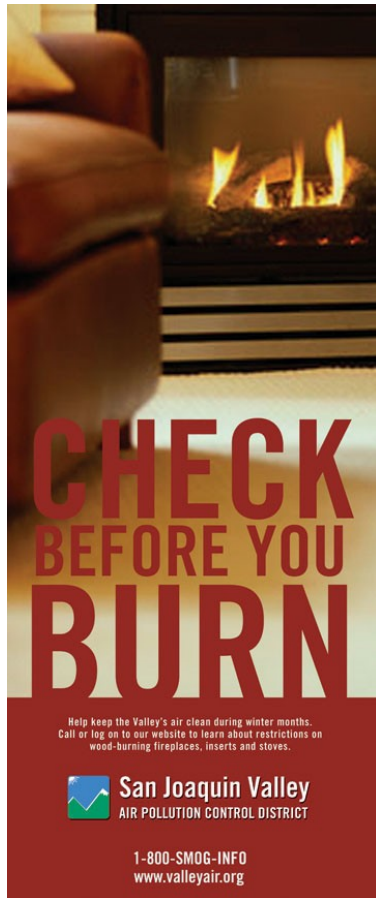


San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT

- **Print**

- Newspaper ads in English in three markets
- On weather pages or within weather sections
- 12 ads

Summary



Summary and Questions

2005 – 2006 Season

County	Mandatory Curtailments ("Prohibited") 2005-06 season ['04-05]	Notices of Violation	Voluntary Curtailments ("Discouraged")
Fresno	11 [2]	71 [26]	34 [44]
Kern (valley only)	16 [2]	35 [10]	19 [37]
Kings	13 [0]	7 [0]	23 [6]
Madera	2 [0]	1 [0]	28 [13]
Merced	2 [0]	0 [0]	22 [15]
San Joaquin	1 [0]	9 [0]	14 [11]
Stanislaus	3 [0]	16 [0]	20 [28]
Tulare	9 [2]	20 [8]	28 [25]