

Discussion & Brainstorming
Session on Air Alert Program &
Complimentary Programs

Outreach Overview

- New program in 2011
- Multi-faceted approach to address 1-hour ozone
 - Pocket book message
 - Health message
- Focused on behavior change
- Targeted drivers, general public, schools

Media Partnerships

- Media kit & graphics developed
- 29 media meetings in August 2011
- Initially three press conferences, well attended
- 13 total press releases issued
- Social media support
- Paid radio and limited print
- Overall District investment = \$20,000
- Overall media value = \$500,000
- View clips

Air Alert Episodes

- **Aug. 23-29:**
 - Back to school week
 - Increased traffic, high temperatures and stagnant conditions.
 - Temperatures were five degrees warmer than 2011
 - Almond harvesting had begun three weeks prior
 - Ozone level in August 2011 hovered below the threshold
 - First Air Alert episode successful – no exceedance
 - The air basin had gone from 18 exceedances in August 1996 to two last year, and to none this year

Air Alert Episodes

- **Sept. 5-9:**

- Extended by one day
- Ozone levels approached critical levels on Sept. 7
- Highest reading on Sept. 7 was in Fresno at 124 ppb
- District urged continued emission-minimizing practices
- Second Air Alert Episode successful

- **Sept. 20-23:**

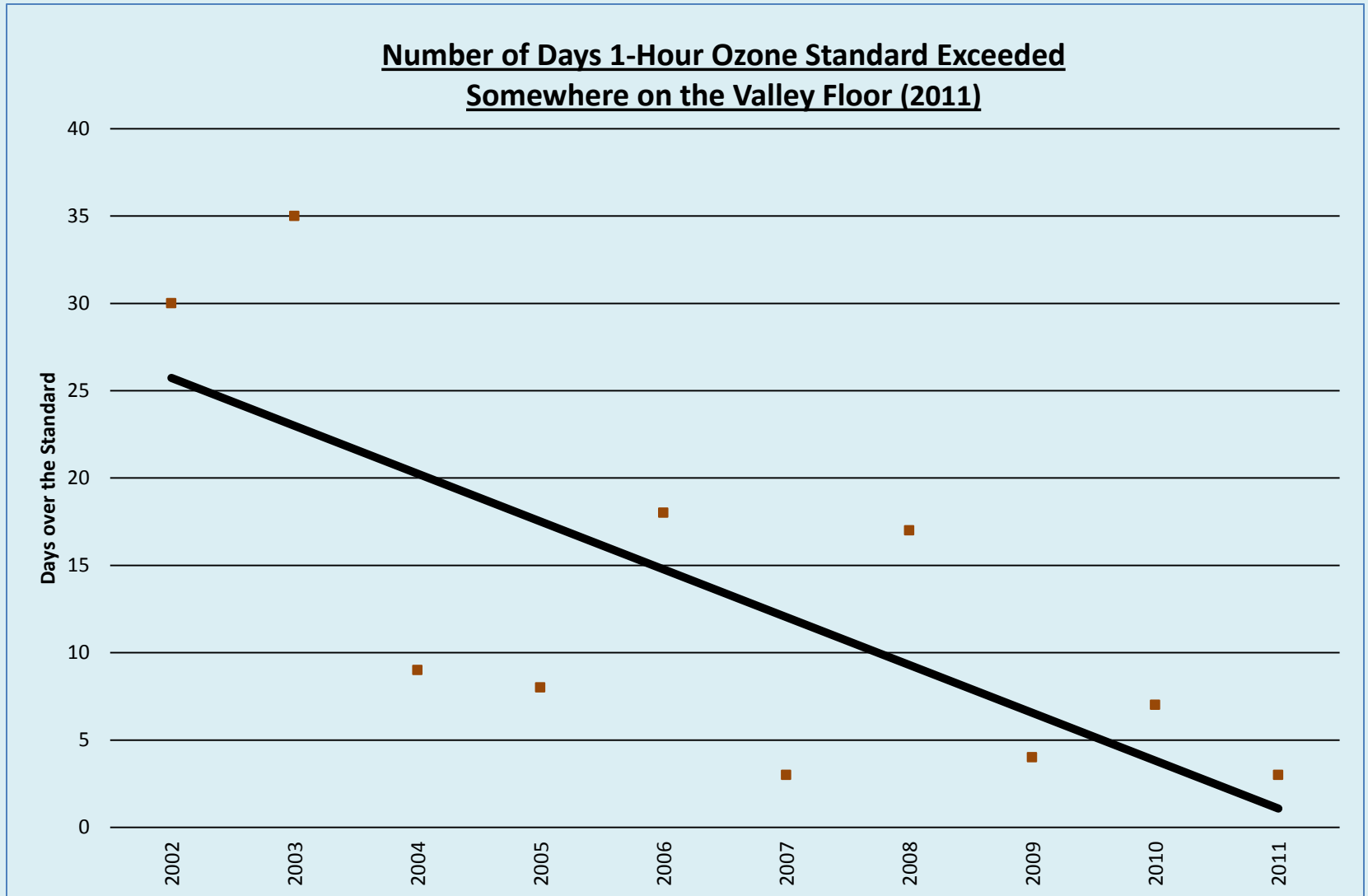
- Extended by one day
- Sept. 22 - perfect storm of pollution build-up and meteorological conditions
- Resulted in violation of the federal 1-hour ozone standard
- Single 1-hour exceedance in Clovis put the entire Valley in violation of the 1-hour ozone standard

Air Alert Episodes

- **Sept. 29-Sept. 30:**
 - Last Air Alert episode for 2011
 - Exceedances at the Clovis-Villa and the Fresno-Drummond air monitoring stations on Sept. 29
 - Total number of exceedances
 - two at Clovis-Villa
 - three at Fresno-Drummond
 - no exceedances at any other site
- **District can still attain 1-hour ozone standard during the 2011-2013 time period**

Number of Days 1-hour Ozone Standard Exceeded Somewhere in the County (2011)

San Joaquin	Stanislaus	Merced	Madera	Fresno	Kings	Tulare	Kern
0	0	0	0	3	0	0	0



Lessons Learned

- Effective strategy to get public involves and minimize ozone levels
- Great outreach experience in communicating complex messages to exceptionally diverse audience
- Focus on “pocketbook” issues heightened public/media awareness of ozone issues and Real-Time Advisory Network (RAAN)
- Leveraged \$20,000 media investment to generate \$500,000 in media outreach value
- Used opportunity to successfully engage Sacramento-area media - will utilize for future outreach
- Encouraging support from business and industry