

BREATHE TODAY.

SA



TOMORROW.

Douglas Melnick

Chief Sustainability Officer

City of San Antonio



City of San Antonio

Regional Community Education and Outreach for Non Attainment Air Quality



Objective

The objective was to create awareness within the business community about the “potential” economic impact of nonattainment and what they can do to help Bexar County maintain clean air quality standards.

The objective was accomplished through media relation tactics targeting English and Spanish print, broadcast and online media outlets complemented by social media channels.



Tactics

- ***Public Relations***
- ***Paid Media***
(TV, radio, print and on line messaging)
- ***Blogger event***
- ***Community Outreach***
- ***Business Round Table discussions***
- ***COSA Website blog***
- ***Celebrity Spokesperson***
- ***Community Events***
- ***Giveaways***
- ***Fact sheets***
- ***Social Media***
- ***Office of Sustainability***
Blog Talk Radio Network
- ***Text Messaging***



Campaign

Focus: Cost of Non Attainment Study

Demographic/Audience: Business Owners &
Neighborhood Leaders



Brand/Logo:

B R E A T H E T O D A Y .

S A  T O M O R R O W .



Community Events/Roundtable Discussions

- Bloggers Event-May 21st (7 attendees)
- Downtown Tech District-May 31st (10 attendees)
- AAMPO (Public Information Officers)-May 31st (12 attendees)
- Downtown Operators Meeting-July 11th (17 attendees)
- SGMP (Society of Government Meeting Planners)-August 8th (22 attendees)
- SAMA-August 9th (4 top manufacturers including the Chairman of the Board and President)
- BOTS (Business Opportunities for Texans in San Antonio)-August 15th (30 attendees)



PR Plan

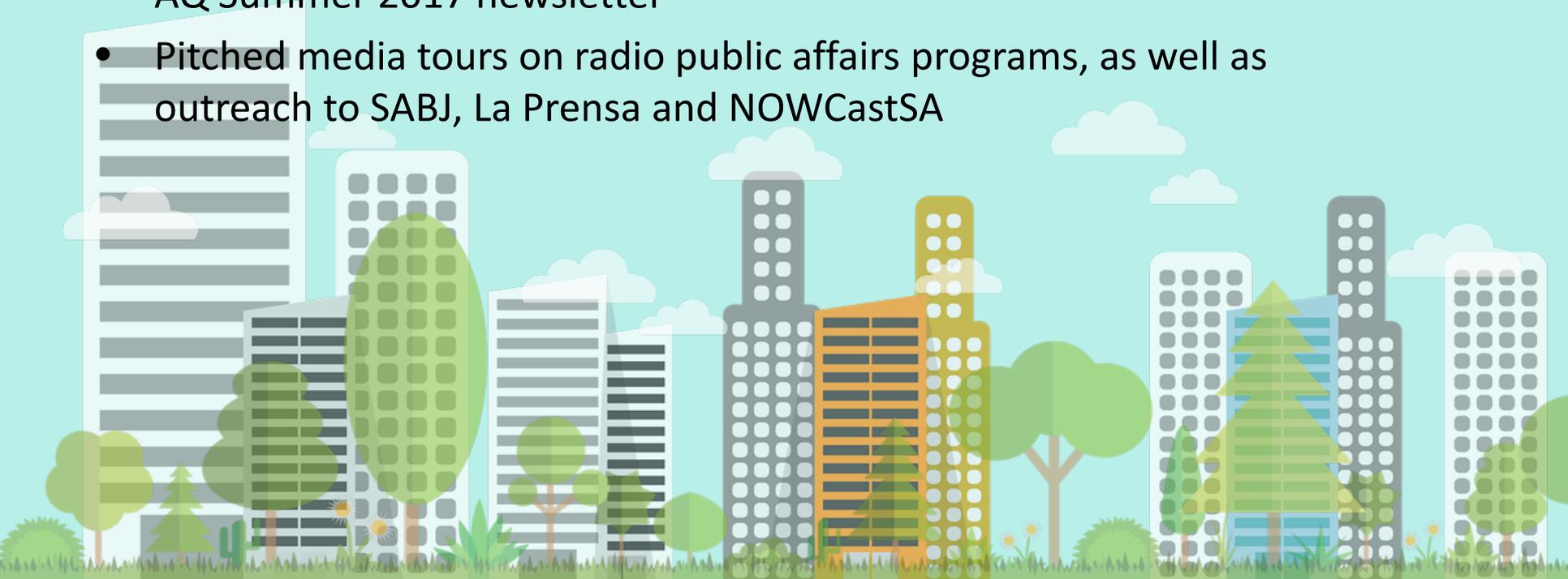
Key Messages:

The City of San Antonio's air quality mission is based on two predominant values: the health of our residents and a thriving economy.



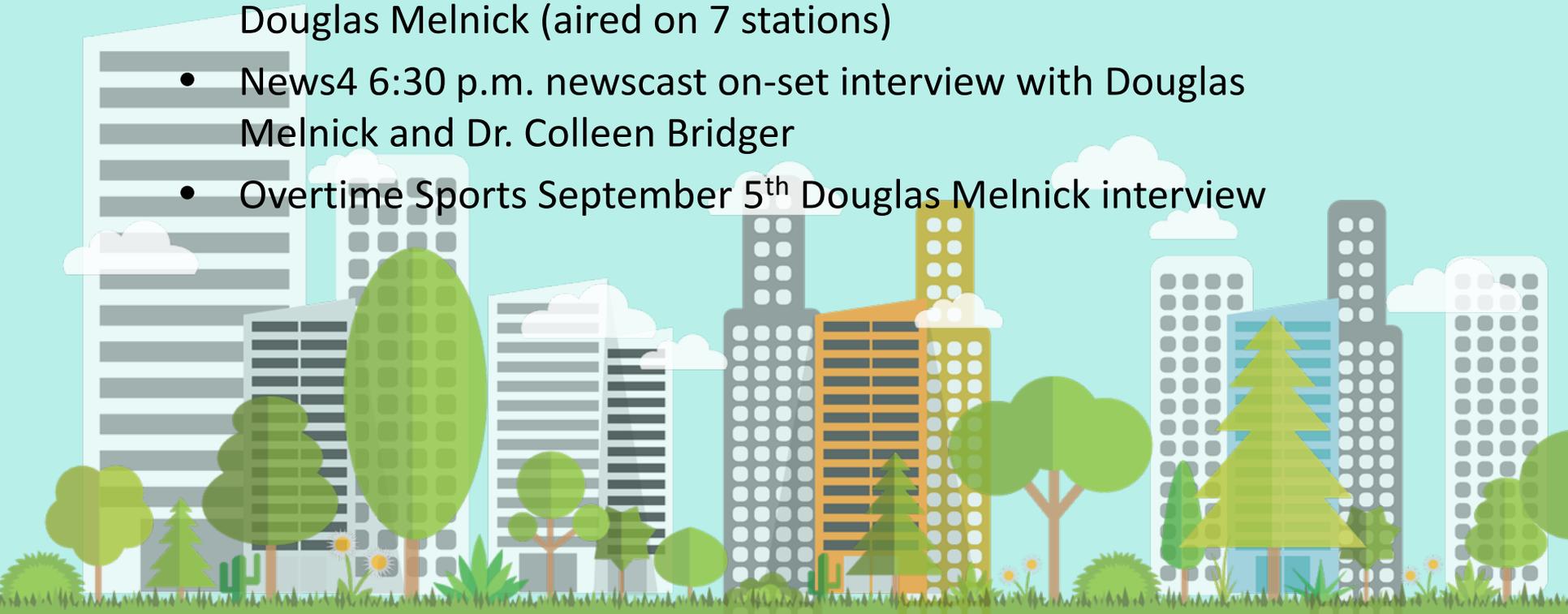
Scope of Work Completed

- Air Quality PR Plan Phase One
- Cost of Non-Attainment news release
- Breathe Today. SA Tomorrow air quality campaign news release
- Mayor Nirenberg/Kennedy PSA news release
- AQ Summer 2017 newsletter
- Pitched media tours on radio public affairs programs, as well as outreach to SABJ, La Prensa and NOWCastSA



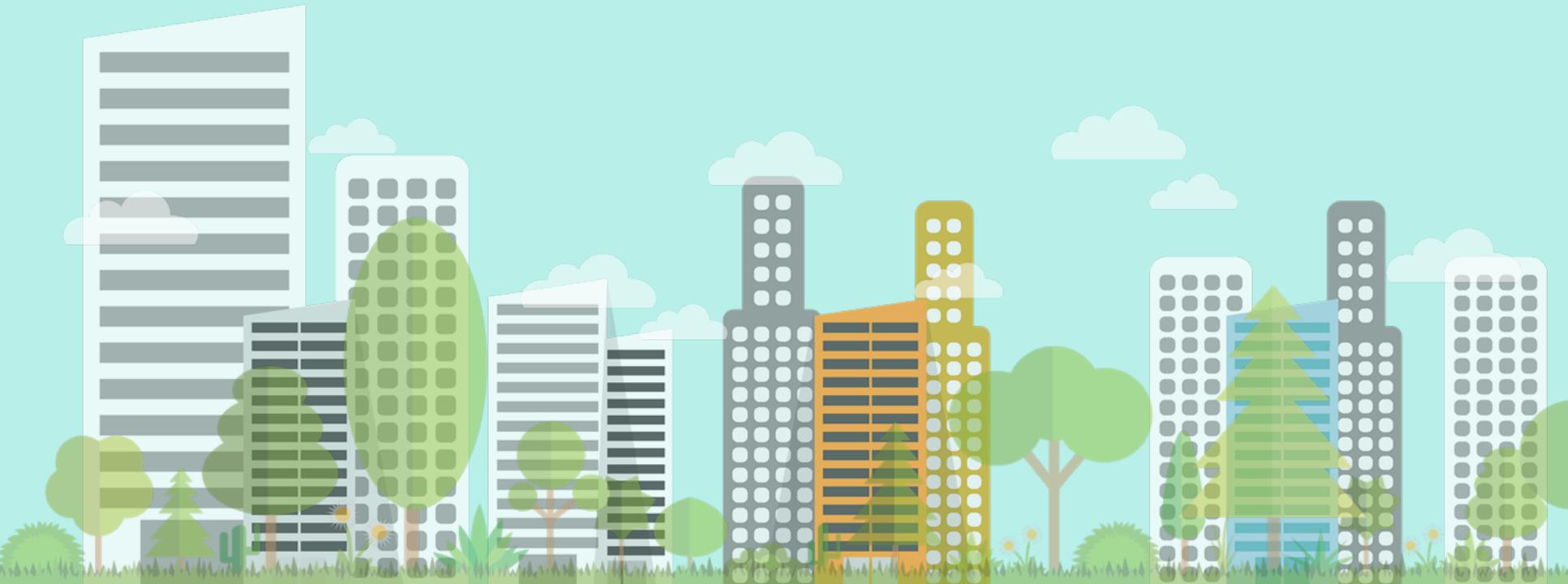
Results

- Story in the *Express-News* environmental writer Brendan Gibbons-Interview Douglas Melnick
- KENS5 Saturday morning show segment with Douglas Melnick and Liza Meyer
- iHeart Radio weekend public affairs program segment with Douglas Melnick (aired on 7 stations)
- News4 6:30 p.m. newscast on-set interview with Douglas Melnick and Dr. Colleen Bridger
- Overtime Sports September 5th Douglas Melnick interview



Gross impressions/PR Value

- 61,453 gross impressions
- Ad value \$16,007
- PR Value \$48,021



Paid Media

- SA Business Journal

Combination of on-line and print ads. On-line ads

- One (1) 3/8 page 4color 6/23/17 issue
- Two (2) weeks, Morning Edition Middle Text/Logo - week of 6/18/17 and week of 6/25/17
- Four (4) weeks, Morning Edition Top Text/logo – week of 7/16/17; 7/23/17; 7/30/17; 8/6/17



What Can You Do? AIR QUALITY TIP OF THE WEEK! Properly inflate your company's fleet tires. [Click here for more information and win prizes!](#)

Air Quality Community Business Initiatives

What can you do?

- Provide regular maintenance on fleet vehicles
- Ensure tires on fleet vehicles are properly inflated
- Ensure no extra weight is carried in fleet vehicles
- Ensure to use appropriate fleet vehicle for the right task



Other Print-Westside Sol

June issue

July Issue

August Issue-Spanish

Air Quality Community Initiatives



ENGINE MAINTENANCE
Keep car, boat and other engines properly tuned, and avoid tailpipes that smoke

BEST TIME TO FUEL
Refuel cars and trucks after 6 pm

CHOOSE A CLEANER COMMUTE
Carpool, use public transportation, bike or walk when possible

AC CONTROL
Conserve electricity and set your air conditioner at a higher temperature

BE IDLE FREE
Avoid idling your motor vehicle for extended amounts of time

BREATHE TODAY. SA TOMORROW. 

Air Quality Community Initiatives



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BREATHE TODAY. SA TOMORROW. 

LA CALIDAD DEL AIRE INICIATIVAS DE LA COMUNIDAD



MANTENIMIENTO DE LOS MOTORES
Realizar mantenimientos periódicos y poner en punto los motores de autos, barcos y otros motores y evitar tubos de escapa que emitan humo

AHORRAR ENERGÍA
Comprar productos de ENERGY STAR. Familias podrían ahorrar un tercio en sus cuentas de electricidad para el hogar sin sacrificar ni el estilo ni el confort.

ELEGIR UN VIAJE DIARIO AL TRABAJO MAS LIMPIO
Optar por viajes compartidos en auto, usar transporte público, bicicleta o caminar cuando posible.

NO REGULAR EL MOTOR
Evitar regular el motor del vehículo por mucho tiempo.

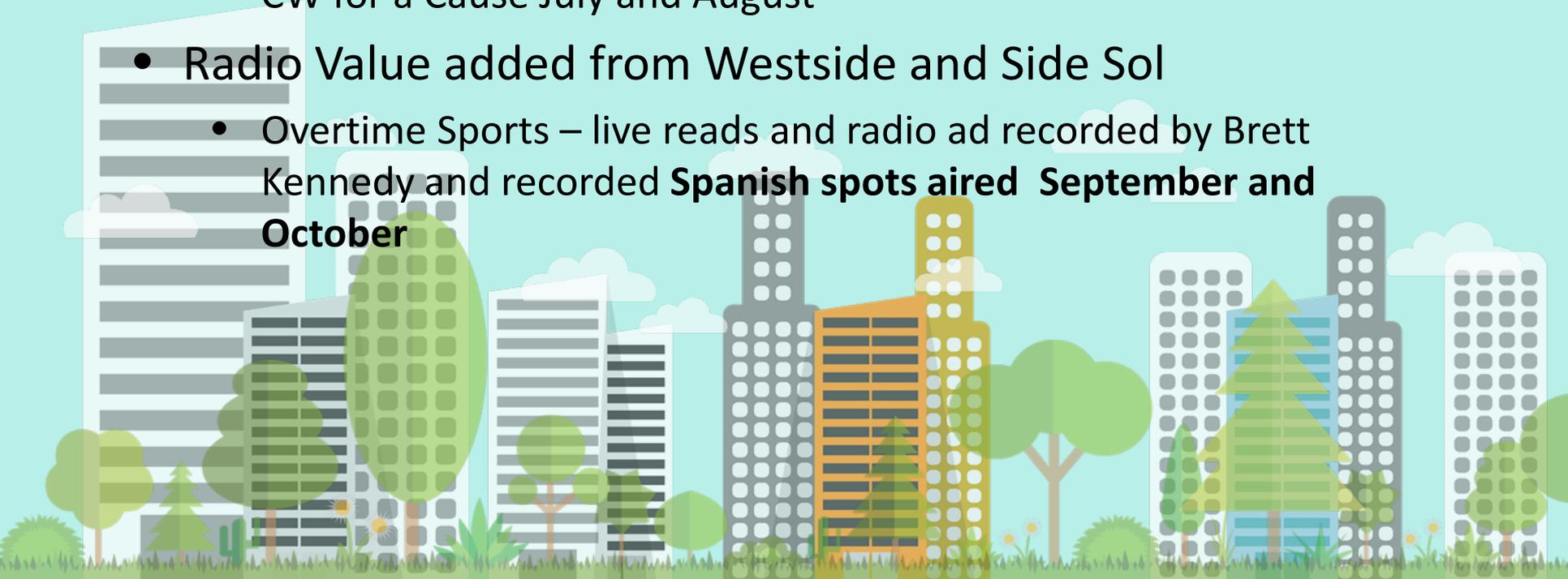
LA MEJOR HORA PARA CARGAR GASOLINA
Llenar los tanques de gas de los autos y los camiones después de las 6 de la tarde.

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TV and Radio

- Sinclair Stations-NEWS4 WOAI, KABB and the CW
 - 231 Total Spots
- Value added:
 - Matching PSAs – 92 total
 - CW for a Cause July and August
- Radio Value added from Westside and Side Sol
 - Overtime Sports – live reads and radio ad recorded by Brett Kennedy and recorded **Spanish spots aired September and October**



Mayor Ron Nirenberg Featured in TV Spot



Gross Impressions

- *San Antonio Business Journal* ad 27,648
 - On line ads weekly reach 60,315 x 30 posts = 1.8 million*
 - Gross Impressions 225,578
 - 119 clicked to web site / .05% CTR
 - Westside Sol & Southside Sol (June, July and August) 250,000 readership/700,000 circulation**
 - Overtime Sports 300,000
 - WOAI, KABB, & CW (June, July and August) 425,000
 - Total 1.2million*reach not included
- (**Sol circulation numbers not included just readership. SABJ reach not included)

Social Media Overview

Hashtags:

#SanAntonio

#SATX

#SanAntonioTexas

#Sustainability

#COSA

#WhatCanYouDo

#CityofSanAntonio

#CleanAirSA



Social Media

- Facebook Business Page
 - 13 live posts (top streams)
 - 530 posts
 - 6,700 engagements
 - 1,914 “likes”
 - 3 Campaigns
- Twitter
 - 338 tweets
 - 688 engagements
 - 400 followers
- Instagram
 - 202 posts
 - 2,500 engagements
 - 287 followers



Social Media con't

- Pinterest
 - 15 followers
 - Following 62
 - 329 pins
- LinkedIn
 - 16 followers
- Snap Chat
 - 14 followers
- Created #CleanAirSA Contest
 - 5,833 Reached
 - 16 Total with Hashtags/ 29 Total with people sharing on Facebook AD



Social Media con't

 **City of San Antonio Office of Sustainability**
Published by The Social Being: Meetings & Media Firm [?] · September 6 ·

****Giveaway**** Share with us how you contribute to our #AirQuality. To enter post a photo with #CleanAirSA on either Facebook, Instagram or Twitter. You will be entered for a chance to win a bike from Academy Sports + Outdoors, Tickets to Battle for Texas: The Experience and tickets to Flip'z Trampoline Park. Giveaway Ends 9-29-17.



5,389 people reached

367 Reactions, Comments & Shares

253 Like	234 On Post	19 On Shares
12 Love	11 On Post	1 On Shares
68 Comments	55 On Post	13 On Shares
34 Shares	33 On Post	1 On Shares

144 Post Clicks

38 Photo Views	2 Link Clicks	104 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

5,389 people reached [View Promotion](#)

245 Reactions **23** Comments **33** Shares

Social Media con't

- Air Quality Ads
 - 5 Ads Total
 - 48,800 Reached
 - 110,851 Impressions



Results-Gross Impressions

- Facebook 436,536
- Twitter 112,841
- Instagram 15,000
- Pinterest 4,174
- LinkedIn 4,301
- Blogs 7,776
- Blog Talk Radio 196 Total Listens
- YouTube :30 spot 412 Views, :60 spot 76 Views
- Total: 581,312



Facebook Regular Post

 **City of San Antonio Office of Sustainability**
Published by The Social Being: Meetings & Media Firm [?] · October 1 at 2:15pm · 🌐

TCEQ has issued an 🟠 Ozone Action Day 🟠 for the San Antonio area for Monday, October 2, 2017. You can help prevent ozone pollution by sharing a ride, walking or riding a bicycle, taking your lunch to work, avoiding drive-thru lanes, conserving energy, and keeping your vehicle properly tuned. #OzoneActionDay



OZONE ACTION DAY

WALK OR CARPOOL

RIDE THE BUS OR RIDE A BIKE

SKIP THE DRIVE-THRU & GO INSIDE

FUEL WHEN THE SUN GOES DOWN

City of San Antonio Office of Sustainability
Government Organization

[Send Message](#)

 **City of San Antonio Office of Sustainability**
Published by The Social Being: Meetings & Media Firm [?] · September 21 · 🌐

Do you have an organics bin? Another way of recycling in your city. They pick up the same day as the regular recycle picks up. #Recycle #SmallSteps <https://goo.gl/FTQKPC>



ORGANICS ACCEPTED MATERIALS

- Bread and baked goods
- Candy
- Coffee grounds (including paper filter)
- Condiments (no containers)
- Dairy products
- Eggs (cooked)
- Eggshells
- Fruit (including peel, pits, and shells)
- Grains and pasta
- Leftovers
- Nuts (including shells)
- Oatmeal and other cereals
- Preserves (jams and jelly)
- Tea bags and tea leaves
- Spoiled foods
- Vegetables (including cobs and husks)



Facebook Sponsored Post

 **City of San Antonio Office of Sustainability**
Sponsored · 🌐 [Like Page](#)

How are you helping keep San Antonio the largest clean air city in the nation? Share how with your photos using #CleanAirSA for a chance to win a bike from Academy, tickets from Splashtown, Flip'z Trampoline Park and Battle of Texas.



Breathe Today SA Tomorrow Giveaway
You must use #CleanAirSA with the photos you share on social media to be entered.

SANANTONIO.GOV [Learn More](#)

 **City of San Antonio Office of Sustainability**
Sponsored (demo) · 🌐

Read more about #SanAntonio's #AirQuality's campaigns and sustainability incentives. Get involved and learn #WhatCanYouDo. #SATX #BreatheTodaySaTomorrow



Sustainability in San Antonio
With a population of nearly 1.5 million residents, San Antonio is one of the 10 largest cities in the nation. With the city approaching its 300th birthday in 2018, we are on the job to ensure this vibrant community continues to flourish for centuries...

SANANTONIO.GOV [Learn More](#)

Twitter & Instagram Post

 **SA Sustainability** @COSAsustainable · Oct 20

Standby power accounts for 5 to 10 percent of residential energy use, costing the average household up to \$180 per year. Take Care of Texas





CONSERVE ENERGY

Whenever you save energy or use it efficiently, you not only save money, you help keep the air clean.

 **cosasustainability**



Green Cleaning
LESS TOXIC
CLEANING PRODUCTS

Buy limited quantities. Buy only as much as you will use right away.

[View Insights](#) [Promote](#)

Liked by mchellrodriguez, thesocialbeing and 9 others

Blogs

- 9 Blogs created
- Top Blog-Posted: July 26, 2017 MISSIONS PITCHER WANTS TO STRIKE OUT AIR POLLUTION Views 1,443
- Total views –All blogs- 7,776



Posted: Jul 26, 2017

MISSIONS PITCHER WANTS TO STRIKE OUT AIR POLLUTION

San Antonio Missions pitcher, [Brett Kennedy](#), is asking residents and business owners to join him and a tenacious team of community members to strike out air pollution in the Alamo City. Kennedy appears in television commercials about the importance of keeping San Antonio the largest clean air city in the nation. Accompanied by Kaitlyn Muñoz, spokesperson for CW For A Cause and correspondent for Daytime@Nine, public service announcement are airing on The CW 35 and Fox News 29, revealing ways residents can actively participate in reducing air pollution as part of their daily routine.

1443 0

[Read more](#)

Blogs

Select Language ▼

 CITY OF SAN ANTONIO

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AIR QUALITY BLOG

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- AIR POLLUTION ORDINANCES
- AIR QUALITY FORECAST
- CASA VERDE
- ...MORE
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MISSIONS PITCHER WANTS TO STRIKE OUT AIR POLLUTION

Posted: Jul 26, 2017

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283 0

[Read more](#)



THE COST OF NONATTAINMENT

Posted: Jul 19, 2017

An enormous financial burden hangs above our heads as San Antonio awaits the U.S. Environmental Protection Agency's (EPA) decision regarding standards for air quality. Being that the EPA sets the bar for acceptable levels of ground-level ozone, there is a lot at stake if the air quality in Bexar County and the surrounding counties doesn't make the mark.

290 0

[Read more](#)

Celebrity Spokesperson-Brett Kennedy-Pitcher SA Missions



Business Splash Page

Select Language

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- SAN ANTONIO BIKES

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- AIR POLLUTION ORDINANCES
- AIR QUALITY FORECAST
- CASA VERDE
- ...MORE

CONTACT

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San Antonio, TX 78204
- Phone
210.207.6103
- Fax
210.207.6934

STAFF

DOUGLAS MELNICK

BREATHE TODAY. SA TOMORROW.

What can you do?

Community Business Initiatives

Share on social media pictures of you and your business taking the "PLEDGE", while providing good Air Quality for San Antonio

- 1 Provide regular Maintenance On fleet vehicles
- 2 Ensure tires on Fleet vehicles are properly inflated
- 3 Ensure no extra weight is carried in fleet vehicles
- 4 Right-size fleet vehicles for appropriate tasks

We will be awarding prizes throughout the month
Keep San Antonio the largest clean air city in the nation.

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Community Splash Page

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HELPFUL LINKS

AIR POLLUTION ORDINANCES

AIR QUALITY FORECAST

CASA VERDE

...MORE

CONTACT

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210.207.6103

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SUSTAINABILITY NEWS

BREATHE TODAY.
SA TOMORROW.



What Can You Do?

BUSINESS

SUPPORTERS

COMMUNITY

Community Initiatives

Share on social media pictures of you and your family or friends taking the PLEDGE and providing good Air Quality for San Antonio.



Watch video clips - [60-Second](#) and [30-Second](#) commercials to find out how you can keep San Antonio the largest clean air city in the nation.

Pledge Splash Page



Total Gross Impressions:

3.6 Million

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Blog Talk Radio



CoSA Budget Open House-San Antonio Public Library-“Speak Up San Antonio”



Mission Marquee Event



Mission Marquee Event



Air Quality Summit-October 6th Norris Conference Center

- 180 in attendance
- 9 businesses “Took the Pledge”



Air Quality Summit



Events & Blog Talk Segments

- August 7th-Blog Talk Radio-Dr. Colleen Bridger
- August 15th-Business Opportunities for Texans in San Antonio-Liza Meyer Guest Speaker
- August 16th-Hispanic Contractors Association-Liza Meyer Speaker
- August 22nd “Speak Up” CoSA Community Event – Central Library
- September 5th Overtime Sports Radio Interview-Douglas Melnick
- September 5th Blog Talk Radio-Councilman Saldana
- September 6th Blog Talk Radio-Douglas Melnick
- September 14th-Mission Marquee Community Event
- September 19th-Blog Talk Radio-Councilman Courage
- October 6th Air Quality Summit with the San Antonio Business Journal-Norris Conference Center
- October 10th-Blog Talk Radio-Councilmember R. Viagran

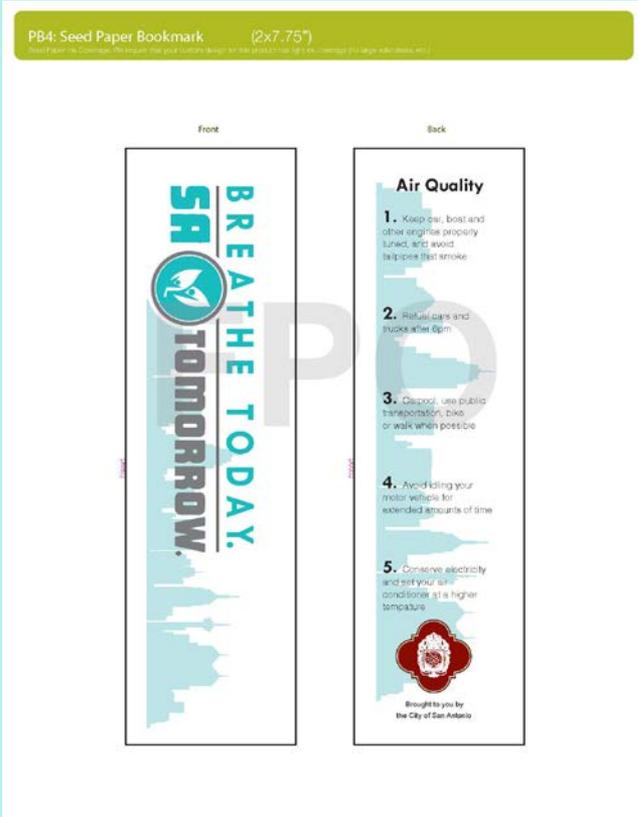
Selfie Contest Bike Winner!



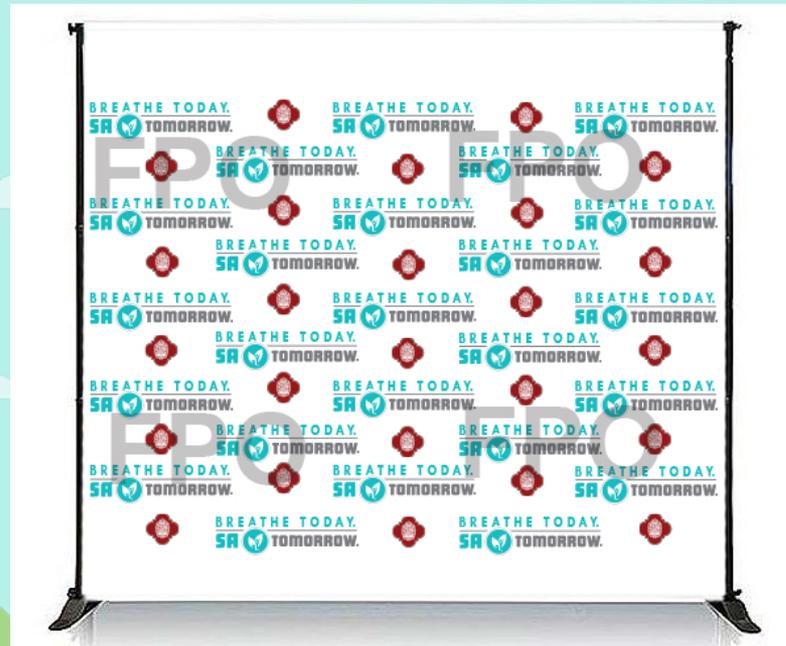
Other Items

Graphic

Bookmark Giveaway



Step and Repeat



BREATHE TODAY.
SA  **TOMORROW.**

Presented by:

★
amazing

