

Quarterly Wood Smoke Report

Advisories Summary

- Three 1st offense violations were issued in Q3.
- The Multnomah County Fire and Rescue issued a burn ban 7/3-10/2.
- Ozone was the primary driver for poor air quality in July with a shift to both PM and Ozone for August and September.
- Temperatures above 88 and/or wildfire smoke was related to all advisories issued in Q3.

Advisories issued:

	Yellow	Red
Jul	7	2
Aug	8	1
Sept	4	2



Outreach Summary



94 Complaints/info requests



867 Educational mailers sent



12 new subscribers
All: 936



-13 subscribers
All: 2807



Community newsletters



13 events attended
2 presentations

315,672 impressions

Ozone is Bad to Breathe...

This is the second warm season that Multnomah County has monitored ozone as a pollutant of our air quality advisories. [Ozone is harmful to everyone](#), especially older adults, people who are active outdoors, people with breathing issues, and children.

Free Camp for Multnomah County Youth

Camp AQ (Air Quality) was held Aug 5-8 & is a summer camp for teens and young adults to learn about climate/AQ challenges in Portland. The camp was done in partnership with [Neighbors for Clean Air](#). Additionally the camp engaged with peers, experts, and community leaders to explore the interconnections between air pollution, mental health, racial justice, and the environment.

College to County Intern

The Air Quality team hired a college to county intern to create a guide for public health education in the community and for events. The guide included activities, roles of staff, and program information. The guide was refined with over 2000 interactions with the community to provide Environmental Health education at events.

This one-page quarterly report provides an overview of the wood smoke curtailment program from Jul. 2024 through Sept. 2024. Program advisories follow a protocol that specifies guidance for air quality forecasting, internal communications, and public notifications.

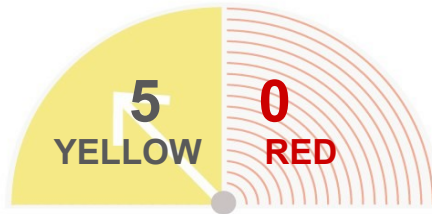
Quarterly Wood Smoke Report

Advisories Summary

- No burning restrictions or violations were issued in April through June.
- All advisories called this quarter were for elevated ozone, not particulate matter.
- The particulate matter threshold was lowered from 12 to 9 $\mu\text{g}/\text{m}^3$ in May 2024.
- This is the highest amount of yellow days for April through June since the quarterly reports began.

Advisories issued:

	Yellow	Red
Apr	0	0
May	1	0
Jun	4	0



Outreach Summary



63 Complaints/info requests



352 Educational mailers sent



43 new subscribers
All: 913



11 new subscribers
All: 2826



PDX Eater



Billboards; TriMet bus tails; Streaming audio ads; Community newsletters



10 events attended
1 presentation

5,248,133 impressions

Data Driven Adjustments To Air Quality

[EPA strengthened the National Ambient Air Quality Standard for Particulate Matter 2.5](#) (PM 2.5) from 12 to 9 micrograms per cubic meter. This was done to increase public health protection and come inline with available health science. The rule was enacted May 6, 2024. The avg life span increases by .35 years for every 10 $\mu\text{g}/\text{m}^3$ decrease of PM 2.5.

The alignment of the PM regulation with the public health recommendations may result in additional yellow day advisories.

Dialing In Our Social Media

Air Quality hired a graduate student to analyze/improve our social media messaging. They created a catalog & conducted a lit review of all woodsmoke posts going back to 2018. The review proposed best practices for woodsmoke social media posts.

Raising Awareness With Strategic Messaging

The County participated in [Air Quality Awareness Week](#) (May) and [Smoke Ready Week](#) (June). Both campaigns garnered a total of 361,045 impressions.



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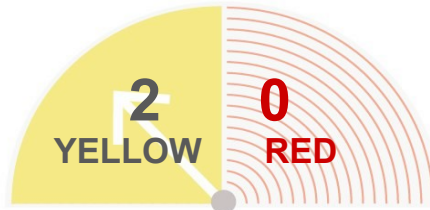
Quarterly Wood Smoke Report

Advisories Summary

- No burning restrictions or violations were issued in January through March.
- Abnormally warmer and dryer weather was recorded for this period.
- This quarter saw the lowest number of called advisories since Q2 of 2022.
- We had the lowest number of complaints/info requests ever recorded in the quarterly reports since April 2022.

Advisories issued:

	Yellow	Red
Jan	0	0
Feb	0	0
Mar	2	0



Outreach Summary



41 Complaints/info requests



399 Educational mailers sent



20 new subscribers
All: 870



16 new subscribers
All: 2815



No earned media



No ads purchased



1 event attended

61,799 impressions

First Annual Learn.Share.Do.Fair

All are welcome Habrá servicios de interpretación Free massages, lunch, and pantry food



Building connections for a more climate resilient community

With the end of Fix-it-Fairs in this quarter a new fair was created, the Learn.Share.Do.Fair. Our staff spread a message of "Skip the fire, love your lungs" to the participants.

Have You Seen Us Around Your Neighborhood?

Using data mapping, staff performed neighborhood monitoring visits in Kenton/Portsmouth, Mt Tabor, and Irvington/Cully neighborhoods with above average wood smoke complaints.

This one-page quarterly report provides an overview of the wood smoke curtailment program from Jan. 2024 through Mar. 2024. Program advisories follow a protocol that specifies guidance for air quality forecasting, internal communications, and public notifications.

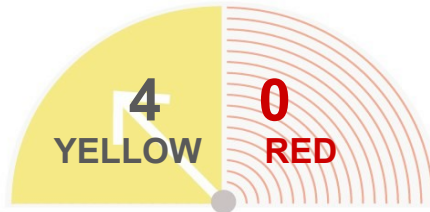
Quarterly Wood Smoke Report

Advisories Summary

- No burning restrictions or violations were issued in October through December.
- This quarter saw the lowest number of called and observed advisories in the Oct-Dec months since the ordinance has been in effect (2018).
- Despite no earned media, paid ads resulted in new alert subscribers.
- The program received and approved 33 exemptions.

Advisories issued:

	Yellow	Red
Oct	3	0
Nov	1	0
Dec	0	0



Outreach Summary



59 Complaints/info requests



5177 Educational mailers sent



55 new subscribers
All: 850



131 new subscribers
All: 2799



No earned media



Billboards; TriMet bus tails; OPB ads; Tribune; Mercury



3 events attended
2 presentations

1,936,847 impressions

2023 Annual Recap

	Yellow	Red
Jan	6	0
Feb	5	0
Mar	0	0
Apr	0	0
May	2	0
Jun	2	0
Jul	5	1
Aug	6	7
Sep	5	0
Oct	3	0
Nov	1	0
Dec	0	0
	35	8

Health officials called the most burning restrictions of 2023 during the summer months due to ozone and particulate matter pollution.

Over 5,000 outreach materials were distributed at events, presentations, and workshops.

Over 10,000 educational mailers were sent to Multnomah County households.

Over 500 Multnomah County residents signed up for wood burning alerts.

This one-page quarterly report provides an overview of the wood smoke curtailment program from Oct. 2023 through Dec. 2023. Program advisories follow a protocol that specifies guidance for air quality forecasting, internal communications, and public notifications.