

## Element 14 Exercise – February 25, 2020

The purpose of this exercise is to determine the general strategy to communicate results of the air quality monitoring. The exercise will step through identification and prioritization of audiences and then, the tools and frequency to communicate the data.

- 1) A recap of the discussion from the January meeting will be shared. These are identified in the information package.
- 2) The Steering Committee will review the audiences previously identified, including the city/county government identified in CARB's Blueprint. Additional audiences can be added before the steering committee prioritizes their top four audiences.
- 3) The Steering Committee and public will use colored stickers to vote for their top four audiences to prioritize. The top four audience with the most votes will be used for the next part of the exercise.
- 4) Using the top four audiences, Steering Committee members will brainstorm and determine the most effective information to share with each audience. The ways to communicate that information will be determined in the next step.
- 5) The Steering Committee and public will then vote with post-it notes for the three most effective ways to share or promote the information for each audience. Steering committee members can share specifics information on the notes. Frequency for each selected tool will be determine.

From the information collected from Steps 1-5, the District will draft general communication guidelines for the data collected in the Community Air Monitoring Plan (CAMP).

If desired, the Steering Committee may establish an ad-hoc groups at a later time to work on details of how to communicate with each audience, including how to target them, special considerations, and detailed strategies.

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### Types of information and examples:

- **General air quality information** – information on the overall air quality in the community and region, including potential health effects, sources of air pollution. This information can also include actions people can take to improve air quality by changing what they do or how to report sources of air pollution.

Example: <http://www.airquality.org/air-quality-health>

- **High level summary** – A summary of overall findings (i.e. Executive Summary) from the community air monitoring. This will accompany a detailed report.

Example: **Pages 1-3** of:

[http://www.airquality.org/ProgramCoordination/Documents/Wintertime%20Air%20Toxics%20from%20Wood%20Smoke%20in%20Sacramento\\_Final%20Report.pdf](http://www.airquality.org/ProgramCoordination/Documents/Wintertime%20Air%20Toxics%20from%20Wood%20Smoke%20in%20Sacramento_Final%20Report.pdf)

- **Real-time hourly data** – Current hourly air quality measurements from regulatory or low-cost air quality monitors.

Example: <http://www.airquality.org/Air-Quality-Health/Community-Air-Protection/Community-Air-Monitoring>

- **Preliminary laboratory data** (from canisters and filter samples)– Laboratory reports showing analysis results for samples directly from the laboratory (i.e. concentration of each toxic). These reports have not been reviewed or interpreted yet by the District.
- **Validated final data** – This includes hourly and laboratory data. The data has been quality assured and quality controlled by the District.
- **Progress/final report** – A report summarizing the complete or annual findings for a monitoring program. The report describes the scope, methods, equipment, quality control measures, and detailed results. The report may discuss conclusions from the data, including any limitations on those conclusions.

Example:

[http://www.airquality.org/ProgramCoordination/Documents/Wintertime%20Air%20Toxics%20from%20Wood%20Smoke%20in%20Sacramento\\_Final%20Report.pdf](http://www.airquality.org/ProgramCoordination/Documents/Wintertime%20Air%20Toxics%20from%20Wood%20Smoke%20in%20Sacramento_Final%20Report.pdf)

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### Types of communication tools and examples:

- **Handouts** – Small informational documents that can be provided by the District at the District office, events, or otherwise distributed.

Example:

[http://www.airquality.org/ProgramCoordination/Documents/Wood%20Smoke%20Study\\_FAQ\\_2016.pdf](http://www.airquality.org/ProgramCoordination/Documents/Wood%20Smoke%20Study_FAQ_2016.pdf)

- **Social Media** – Websites such as Facebook, Twitter, Nextdoor, and Instagram.

Example: <https://twitter.com/AQMD>

- **Websites** – Internet sites maintained by the District or other partners.

Example: <http://www.airquality.org/>

- **Events/workshops** – Gatherings attended by members of the public. These may or may not be organized by the District.

Example: November 1, 2018 meeting at Southgate Public Library.

<http://www.airquality.org/Air-Quality-Health/Community-Air-Protection/Community-Meetings>

- **Radio/TV** – Advertising, appearances, or news releases on local television and radio shows.

Example: <https://sacramento.cbslocal.com/2018/11/16/air-quality-hazardous/>

- **Public Incentives** – Giveaways or other incentives to attract public attendance to District events or other places where the District intends to distribute information.

## Element 14 Exercise – February 25, 2020 - Audiences for Communication of Results

General population	Assisted living	Neighbors	Sporting Events
Youth leaders	Churches	Local climate organizations	Sr. mobile home sites
Children	Hospitals	Citizenship class	Seniors/ Elderly
Students	Asthma sufferers	Art walk	Sr. living facilities
Schools	Health fairs	Parents	<i>City/County government</i>

Note: Some of the listed audiences are events (e.g. sporting events). The District interprets this as the target audience being people attending the event.

Italicized audience was added by District

**Element 14 Exercise – February 25, 2020 – Communication Tools**

<b>Audience</b>	<b>Handouts (flyers, door hangers, pamphlets)</b>	<b>Social Media (Facebook, Twitter, Nextdoor)</b>	<b>Websites (District's, CARB's, schools')</b>	<b>Community Events (neighborhood events, art walks)</b>	<b>Public Workshop/ Presentations (District, local government)</b>	<b>Radio/TV (News Conferences/ Announcements)</b>	<b>Others</b>
<b>Frequency</b>							