Prioritizing Incentive Strategies

Reference Sheet (10/7/25)

SAC METRO AIR DISTRICT
CLEAN AIR FOR ALL

Guide for Strategy Prioritization

Planning which strategies to fund and implement takes time and careful decision-making. The Community Steering Committee will use the information below to help decide how funding should be shared and which projects should move forward. Some strategies may need support from outside partners to have enough money, resources, and backing to succeed.

Measuring Community Impact

Improving air quality in South Sacramento–Florin means both reducing pollution overall and lowering community exposure. Both are important for protecting health, reducing environmental damage, and creating healthier places to live. District staff have listed proposed incentive strategies and scored them in two main categories. Each strategy gets a score from 0 to 3 based on its potential impact.

Understanding the Ratings

Each strategy is given a score using bars:

- 0 - no impact on outdoor air quality
- 1 - low impact or indirect impact
- 2 - medium impact
- 3 - highest impact from putting the strategy in place

Outdoor Air Quality Benefit

- Outcomes are scored based on cost-effectiveness and its ability to effectively reduce outdoor air pollution:
  - Particulate matter (PM2.5 or PM10)
  - Ozone precursors (e.g. NOx and ROG)
  - Diesel particulate matter (DPM)

- Each strategy was evaluated and scored with the following:
  - **Low impact** measures generally have indirect impacts or benefits. For example, a strategy may not result in emissions reductions but it may help achieve emission reductions, like how EV charging supports zero emissions vehicles.
  - **Medium impact** strategies include direct benefits.
  - **High impact** strategies include high cost effective emission reductions.

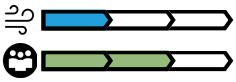
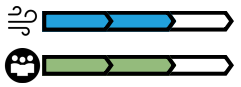
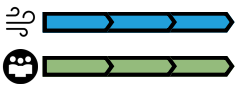
General Public Health, Exposure, & Community Benefit

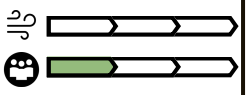
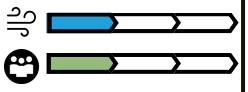
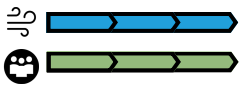
- This category is scored based on its impact to positively influence the general public's health such as:
  - Improving air quality and reducing air pollution exposure, particularly for sensitive receptors and within identified communities or businesses.

- The outcomes also considered other shared community benefits, such as, but not limited to:
  - Reducing urban heat island impacts
  - Improving indoor air quality
  - Providing access to clean infrastructure, equipment, and/or mobility options
  - Reduce traffic collisions

- **Note to consider:** Sac Metro Air District used the CalEEMod Health & Equity Association scoring criteria to guide our ranking. You may value co-benefits higher or lower than district staff did, and that's okay!

Incentive Strategies That Aligns With An Existing Air District Effort

Strategy	Community Impact	Explanation	What is $100k Worth? (Estimated)
Zero Emission Vehicles (ZEV) Timeline: Medium term	Clean Cars 4 All 	• A no-scrap option for ZEV reduces emissions at a lower level compared to swapping out polluting vehicles. • ZEV benefits the overall community by replacing vehicles on the road with cleaner options.	**10 electric vehicles**
	e-Bikes 	• e-Bikes allow more people the option of zero-emission mobility without loans, license, or insurance	**50 e-Bikes with locks & helments**
Charging Infrastructure Timeline: Medium term		• Chargers do not have a direct impact on air quality, but supports ZEV. • Increases public access to support ZEV transition in the community; provides options for those who cannot charge at home.	**0.25 fast charger**
Increase Tree Canopy Timeline: Long term		• Planting trees and vegetation have a lower direct impact on air quality. • In the long term, trees and vegetation helps shaded vehicles pollute less, extends pavement life, and keeps the community cooler.	**20-100 trees**
Commercial Vehicle Replacement Timeline: Long term		• Replacing commercial vehicles with clean technology will improve air quality; swapping larger vehicles are more cost-effective. • It reduces community exposure to air pollutants and noise.	**0.5 trucks** ---or--- **0.25 bus**
Residential & Commercial Lawn & Garden Timeline: Quick-win		• Battery electric equipment will most cost-efficiently improve air quality. • This strategy provides shared public access to check-out equipment and have an opportunity to get assistance for ownership.	**260 residential lawn mowers** ---or--- **5 riding mowers**
Electrification of Household Appliances SMUD Energy Saver Bundle Timeline: Medium Term		• Improves localized indoor air quality, with low impact to outdoor air quality. • Households will reduce exposure and public will get education on indoor air quality.	**1 home** ---or--- **20 water heaters**

Incentive Strategies Requiring A New Program To Be Created			
Strategy	**Community Impact**	**Explanation**	**What is $100k Worth? (estimated)**
Incentives for Small Businesses Timeline: Medium term	Nail & Hair Salons 	• Improves localized indoor air quality, but no impact to outdoor air quality. • Customers and employees in participating businesses will share exposure reduction benefits.	**2 nail salons**
	Autobody Shops 	• Reduces Volatile Organic Compounds (VOCs), which are a component of ozone • Business employees and surrounding community will share exposure reduction benefits.	**1-3 autobody shops**
Portable Air Filters Timeline: Quick-win		• Improves localized indoor air quality, but no impact to outdoor air quality. • Participating households will benefit and the general public will receive more education on indoor air quality.	**300 portable air filter & 2 pack of filters each**
Air Filters in Public Spaces Timeline: Medium term		• Improves localized indoor air quality, but no impact to outdoor air quality. • Improves indoor air quality for sensitive groups and reduces exposure.	**10 public spaces** (school, community center, library, etc.)
Electrification of Household Appliances Electric Insert Fireplace Timeline: Medium term		• Fireplace change-out are very effective and cost-efficient at improving air quality. • Public shares a high rate of exposure reduction since smoke is not being released into the air.	**55 electric insert fireplaces**
Increase Public Ridership Timeline: Medium term		• Reduces # of vehicles traveled in the community, which improves air quality. • Public shares benefits for exposure reduction and access to mobility options.	**Transportation Demand Management (TDM) Services* for 4,000 homes**
Portable Air Sensor Timeline: Medium term		• Measures outdoor air quality, but no direct impact. • Lower impact in community because there are existing sensors in community. • May create awareness to change behaviors such as walking or carpooling.	**100-200 air sensors**
Safe & Resilient Streets Quick Builds Timeline: Medium term		• Increases safety for active modes, which supports mode shift from driving. • The public will share co-benefits of having safer streets for mobility options.	**1 location**

***TDM Services** provide shared sustainable mobility options to reduce single-occupancy vehicle travel. Examples include: car/van-pool programs, public transit incentives, shuttle services, or guaranteed ride home programs.