



Outreach Strategies



Participate in Outreach Events

Strategy 0-1

12/2/2025



Concern Category

Outreach

Strategy Type

Public Outreach

Strategy

Participate in Events

Actions

Establish a regular presence at events in the South Sacramento-Florin community:

- Create a Calendar of Events.
- Distribute educational materials on air quality to inform residents about health impacts and available resources.
- Collect community input by administering short air quality surveys to better understand local concerns and needs.
- Track outreach activities by logging attendance, types of materials distributed, and community interactions at each event.
- Create our own event.

Goals (Quick)

- Expand community awareness of air pollution and protective actions by establishing a regular presence at community events, building strong relationships with residents, and becoming a trusted source for air quality education and resources.

Estimated Timeline(s)

- **2025:** Attend at least 6 community events to pilot the outreach approach and establish a presence; host our first own event
- **2026-2027:** Attend up to 8 community events annually to maintain consistent engagement and expand outreach efforts; host our own event
- **2027-2031:** Attend at least 8 community events annually with a goal of becoming a regular and trusted resource for air quality education

Tracking Metrics

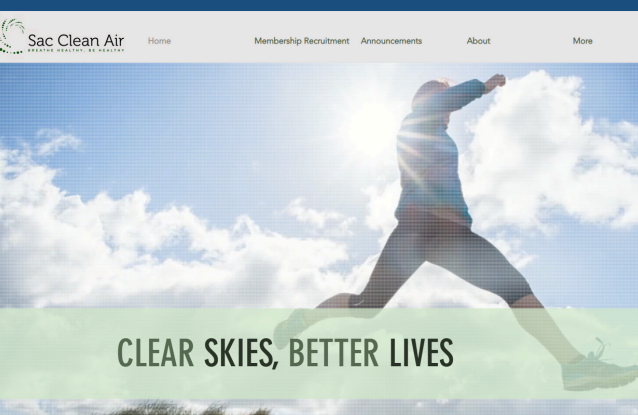
- # of events attended
- # of types of educational materials distributed
- # of attendance at event (estimated)
- # of air quality surveys completed
- # of social media or website visits driven by QR codes or flyers

Implementing Agency, Organization, Other Entity, or Potential Partner(s)

Name	Responsibilities
Community Steering Committee	<ul style="list-style-type: none">• Attend events
Sac Metro Air District	<ul style="list-style-type: none">• Provide educational materials, develop survey
Collaborating Organizations (Valley Vision)	<ul style="list-style-type: none">• Attend/coordinate events

Outreach Through Traditional and Social Media Strategy 0-2

12/2/2025



Concern Category

Outreach

Strategy Type

Public Outreach

Strategy

Outreach through traditional and social media

Actions

- Launch community air quality outreach to expand community awareness of air quality by sharing accessible information about Air Quality Index (AQI), protective actions, or seasonal air quality concerns.
- Manage and maintain an online presence to educate and engage the public (example: Sac Clean Air).
- Distribute air quality information to selected neighborhoods, partners, and media. Work with partners to amplify distribution efforts.
- Create a media kit in multiple languages for Steering Committee members.

Goals (Quick)

- Expand community awareness of air pollution and protective actions by performing targeted outreach through traditional and social media channels to educate, engage, and empower residents.

Estimated Timeline(s)

- **2025-2026:**
 - Curate and prepare air quality outreach materials
 - Select specific neighborhoods for air quality outreach
 - Distribute air quality outreach materials
 - Create media kit for steering committee members
 - Begin sharing materials with media
- **2027-2031:**
 - Expand partnerships with local commercial/community radio and TV stations

Tracking Metrics

- # of impressions or views across platforms
- # of air quality outreach materials distributed
- # of interviews/stories aired

Implementing Agency, Organization, Other Entity, or Potential Partner(s)

Name	Responsibilities
Sac Metro Air District	<ul style="list-style-type: none"> • Develop community air quality outreach materials • Distribute air quality information • Create media kit
Community Steering Committee	<ul style="list-style-type: none"> • Manage and maintain an online presence • Distribute air quality information
Partners (i.e. Valley Vision, Sacramento Academic and Vocational Academy (SAVA), BREATHE California, Civic Thread, Civic Well, Sacramento Municipal Utility District (SMUD), Sacramento County Library branches, Color the Block, Sacramento Job Corps, etc.)	<ul style="list-style-type: none"> • Distribute air quality information

Promote Air Quality Education in Schools

Strategy 0-3

12/2/2025



Concern Category

Outreach

Strategy Type

Public Outreach

Strategy

Promote air quality education in schools

Actions

- Develop or source educational materials that explain the health and environmental impacts of air pollution for targeted audiences from elementary, middle, and high schools. i.e. Sacramento Academic and Vocational Academy (SAVA) Curriculum, Spare The Air materials (www.aqmdscooter.com).
- Promote educational materials by leveraging relationships with local school districts.
- Distribute educational materials to participating elementary, middle, and high schools and encourage curriculum adoption (i.e data reports).
- Distribute educational materials to participating community colleges.
- Approach community colleges to encourage integration of air quality curriculum that educates students on health and environmental impacts of air pollution.
- Host/participate in environmental/educational workshops at schools to share materials (presentations, hands-on activities, engagement and interactive learning styles) (i.e. Civic Thread Safe Routes to School, SAVA Field Trip).
- Art integration as a teaching model (i.e Teatro Nagual).

Goals (Medium-Term)

- Expand community awareness of air pollution and protective actions by sourcing or developing educational materials and working with schools to integrate them into instruction.

Estimated Timeline(s)

- **2026-2027:** Develop or source educational materials for the target audience (6-12 grades and community colleges)
- **2027-2028:** Participate at school events
- **2027-2031:** Promote and distribute materials to schools and students

Tracking Metrics

- # of schools participating
- # of students engaged through distributed educational materials (estimated based on classroom size)
- # of events participated in

Implementing Agency, Organization, Other Entity, or Potential Partner(s)

Name	Responsibilities
Sac Metro Air District	<ul style="list-style-type: none">• Develop and promote educational materials• Distribute educational materials to schools
Community Steering Committee	<ul style="list-style-type: none">• Promote educational materials
School Districts (Sac City and Elk Grove), Community Colleges	<ul style="list-style-type: none">• Approve events and material distribution
Valley Vision	<ul style="list-style-type: none">• Develop and Promote Educational Materials• School outreach and event support• Evaluating and tracking metrics
Sacramento Job Corps	<ul style="list-style-type: none">• Promote educational materials (host speakers, etc.)

Build Relationships with Stakeholders and Community Members

Strategy 0-4

12/2/2025



Concern Category

Outreach

Strategy Type

Public Outreach

Strategy

Build relationships with stakeholders and community members

Actions

- Identify stakeholders, including neighborhood associations, faith-based organizations and places of worship, and community groups, that will be included in initial outreach.
- Create an outreach toolkit for stakeholders with materials and QR codes linking to the District's newsletter, social media, and AB 617 webpage/Sac Clean Air website.
- Meet with trusted community leaders to share air quality information and understand the most effective way to reach their community members (example: informational materials, community meetings, tabling).

Goals (Medium-Term)

- Expand community awareness of air pollution and protective actions through trusted community leaders and members.

Estimated Timeline(s)

The timeline and the following associated milestones will be established once additional funding becomes available:

- Identify stakeholders, including faith-based organizations and community groups, that will be included in initial outreach
- Create an outreach toolkit for stakeholders with materials and QR codes linking to the District's newsletter, social media, and AB 617 webpage/Sac Clean Air website
- Meet with trusted community leaders to share air quality information and understand the most effective way to reach their community members (example: informational materials, community meetings, tabling)

Tracking Metrics

- # of community stakeholders and groups included in outreach efforts
- # of outreach toolkits distributed
- # of meetings

Implementing Agency, Organization, Other Entity, or Potential Partner(s)

Name	Responsibilities
Sac Metro Air District	<ul style="list-style-type: none">• Identify stakeholders• Create an outreach toolkit• Meet with trusted community leaders
Community Steering Committee	<ul style="list-style-type: none">• Identify stakeholders• Assist in creating outreach toolkit• Meet with trusted community leaders
Valley Vision	<ul style="list-style-type: none">• Identify stakeholders• Assist with outreach• Coordinating meetings with stakeholders

Improve Awareness, Accessibility, and Transparency of Complaint Reporting System Strategy 0-5

12/2/2025



Complaints

Filing an Air Quality Complaint

The Sac Metro Air District investigates complaints related to dust, smoke, odors, overspray, and other potential air quality permit and rule violations. Complaints can be filed online using the form below or by calling 279-207-1122 or 800-880-9025.

When filing a complaint, please have the following information ready:

- A specific description of the problem. Is it an odor, smoke, or dust?
- The location of the problem including address and cross streets, if known
- Who is causing the problem, if known?
- The time the problem occurs, including time of day and frequency

Concern Category

- Outreach
- Residential Sources

Strategy Type

- Public Education
- Increase Access to Information
- Increase Transparency

Strategy

Improve awareness, accessibility, and transparency of the complaint reporting system

Actions

Increase Public Awareness of District Complaint System:

- Develop and distribute multilingual brochures and flyers that explain the purpose of the Complaint System, what can be reported, and how to file a complaint.
- Produce a short instructional video demonstrating how to file a complaint through the District's website or phone line. Promote through digital and traditional media.
- Explore hosting public workshops to educate residents on what qualifies as an air quality complaint and how to file one through the District's Complaint System.
- Explore promotion through social media platforms (like Facebook, Nextdoor, or Ring).
- Ensure accessibility to key audiences, including disability groups.

Improve Accessibility and Transparency of Complaint Reporting System:

- Gather community feedback on the current complaint reporting process through Community Steering Committee meetings or focus groups.
- Incorporate community suggestions into an updated complaint reporting form, with a focus on accessibility features such as language translation and mobile compatibility.
- Revamp the District's complaint webpage to enhance user experience by simplifying instructions and adding visual guides or Frequently Asked Questions (FAQs).
- Assess the feasibility of an interactive map to display complaint data and improve transparency.
- Explore link to incorporate complaint reporting to existing systems (partner with local agencies).

Goals (Medium-Term)

- Increase public understanding of air pollution and strengthen trust in enforcement by making the District's Complaint System easier to find, access, and use.

Estimated Timeline(s)

The timeline and the following associated milestones will be established once additional funding becomes available:

- Gather community feedback on the current complaint reporting process through Community Steering Committee meetings or focus groups
- Design and develop new District Complaint module and begin developing educational materials to increase public awareness of District Complaint System
- Go live with new Complaint module; hold public workshops
- Finalize outreach materials and begin distribution to public
- Track key performance metrics, including the # of website visits to the complaint webpage and proposed complaint map, # of impressions across digital and traditional media, # of views of the instructional video, and the # of languages the materials are made available in

Tracking Metrics

- # of website visits to the District Complaint webpage
- # of impressions on digital and traditional media
- # of views on instructional video
- # of languages complaint material is available in
- # of website visits to proposed complaint map
- # of public workshops held

Implementing Agency, Organization, Other Entity, or Potential Partner(s)

Name	Responsibilities
Sac Metro Air District	<ul style="list-style-type: none">• Gather community feedback on the Complaint Reporting System• Update Complaint Reporting Form• Revamp the District's complaint webpage• Develop and distribute multilingual brochures and flyers
Community Steering Committee	<ul style="list-style-type: none">• Provide feedback on the Complaint Reporting System• Distribute educational materials