

# Outreach

## Resource Packet

1. CERP Timeline
2. CERP Goals
3. CERP Strategies/Actions
4. Connecting Existing Strategies  
with Concerns
5. CERP Strategy Writing Guideline  
and Template

## Outreach Resource Links

### **Outreach Google Drive Folder:**

[https://drive.google.com/drive/folders/1sEPY3sv\\_xTr0VCRqj7nYPUL4KdWljCys?usp=sharing](https://drive.google.com/drive/folders/1sEPY3sv_xTr0VCRqj7nYPUL4KdWljCys?usp=sharing)

### **CERP Timeline (in Google Drive):**

<https://drive.google.com/file/d/194Hj45QkYrIR3Vpl2WUeLPvtF8HYag57/view?usp=sharing>

### **CERP Goals (in Google Drive):**

<https://drive.google.com/file/d/1am6YHVM50hNhv4DbsYFYWzTVwLEgBZA4/view?usp=sharing>

### **CERP Strategies/Actions (in Google Drive):**

<https://drive.google.com/file/d/1xLcPqiWIkJ3nMxLFSMuB3CloHL173PX5/view?usp=sharing>

### **Connecting Existing Strategies with Concerns Spreadsheet (in Google Drive):**

<https://docs.google.com/spreadsheets/d/1hL2BAW0ehoYcCvXR65mgVEbDqTn8Hwyp/edit?usp=sharing&oid=109855956697665439052&rtpof=true&sd=true>

### **CERP Strategy Writing Template (in Google Drive):**

[https://docs.google.com/document/d/1ZLIY4tc\\_9Sivq35gf2e5iL32EpZpmB7v/edit?usp=sharing&oid=109855956697665439052&rtpof=true&sd=true](https://docs.google.com/document/d/1ZLIY4tc_9Sivq35gf2e5iL32EpZpmB7v/edit?usp=sharing&oid=109855956697665439052&rtpof=true&sd=true)

### **CERP Strategy Writing Template Example (in Google Drive):**

<https://drive.google.com/file/d/1wZPveA3vnj7iilroQr2GUSigtQq1JaA7/view?usp=sharing>

	Year 2025	Draft Focus/Topics	Outreach Strategy
Quarter 1 (Education/ Goals)	January	Adopt Draft CERP Timeline Air Pollution Emission Inventory & Air Quality Concerns	Outreach
	February	CSC education on strategies (brainstorming discussions)	Outreach
	March	Develop Air Quality Goals for the Plan	Outreach
Quarter 2 (Strategy Development)	April	<b>Strategy Development Presentation</b> <b>Team Breakout Groups</b> <ul style="list-style-type: none"> <li>• Expectations of the workgroup process (time to meeting, schedule, etc.)</li> <li>• Filling out the CERP strategy development forms</li> <li>• Develop a Quick-Win Strategy</li> </ul>	
	May	<b>Incentives Presentation</b> (Projects Guidelines) <b>Teams Breakout Workgroups</b> (action, goal, timeline, metrics)	
	June	<b>Presentation (TBD)</b> <b>Teams Breakout Workgroups</b> (action, goal, timeline, metrics)	
Quarter 3 (Report out & Feasibility)	July	Report out on Strategies from the workgroup teams	
	August	Report out on Strategies from the workgroup teams	
	September	Feasibility Assessment & Discussion	
Quarter 4 (Prioritization and Finalization)	October	Priorities of Strategies (Confirm Air Quality Targets & and Metrics of Success)	
	November	Finalize CSC Priority of Strategies & Goals	
	December	CSC approves DRAFT CERP strategies for Public Comment	

	Year 2026	Focus/Topics
<b>Quarter 1 (Public Review)</b>	<b>January</b>	<b>Release Draft Document for Public Comment</b>
	<b>February</b>	CSC and District Receives Public Comments and CSC/District Discuss responses/resolution to comments  District revises plan based on CSC feedback
	<b>March</b>	<b>FINAL CERP for <u>CSC Approval</u></b>
<b>Quarter 2 (Adoption)</b>	<b>April</b>	District posts CERP for Public Comments/District Board Approval
	<b>May</b>	FINAL CERP for <b><u>Air District Board Approval</u></b> (May 28, 2026)
	<b>June</b>	<b>District Submits CERP to CARB by June 30, 2026</b>

**\*Still need to determine CEQA requirements, which depend on the strategies and projects**

## CERP Priority Goals

### 4. Commercial Sources



Encourage small businesses to adopt pollution reduction practices and work towards the reduction/limiting of large sources of pollutants and pollution permits.

### 5. Health and Education

Expand community awareness of air pollution and protective actions.

### 6. Industrial Sources

Enhance transparency around industrial emissions and enforcement.

## Outreach

Possible Strategy	Feedback and Possible Actions
<b>Outreach to Schools to Reduce Exposure to Harmful Air Pollutants</b>	<ul style="list-style-type: none"> <li>• Project kits               <ul style="list-style-type: none"> <li>○ At home projects</li> <li>○ Sensors to test air quality</li> <li>○ Air quality “hands on” and fun, let them see the result</li> <li>○ Experiential projects to help understanding</li> </ul> </li> <li>• Kids volunteering/ambassadors               <ul style="list-style-type: none"> <li>○ Points system/service learning credit</li> <li>○ Boy/Girl Scout partnership</li> <li>○ Clean Air badges</li> </ul> </li> <li>• Presenting to school boards/teachers</li> <li>• Talk about health outcomes and connect with specific pollutants</li> </ul>
<b>Participate in Events</b>	<ul style="list-style-type: none"> <li>• The A’s/Rivercats/Kings/Republic FC               <ul style="list-style-type: none"> <li>○ Outreach during games; Player visits during community events</li> </ul> </li> <li>• Walk/Run (5k)</li> <li>• Fundraising efforts               <ul style="list-style-type: none"> <li>○ Corporate/social responsibility</li> </ul> </li> <li>• Clean Air parade</li> <li>• Youth Sports/associations/leagues</li> <li>• “Science Fair” for Elementary Students               <ul style="list-style-type: none"> <li>○ Air quality topics; Get families engaged; Start early</li> </ul> </li> <li>• More outreach events               <ul style="list-style-type: none"> <li>○ Host events, don’t just attend them; host at least 2/year</li> <li>○ Educational events</li> <li>○ More college students                   <ul style="list-style-type: none"> <li>▪ Sac City/Los Rios, CSUS</li> </ul> </li> </ul> </li> <li>• Farmers markets</li> </ul>
<b>Outreach through Traditional and Social Media</b>	<ul style="list-style-type: none"> <li>• Business Education               <ul style="list-style-type: none"> <li>○ Truck Drivers/Diesel Operators</li> <li>○ Amazon/deliver drivers/warehouses</li> <li>○ Employees</li> </ul> </li> <li>• Community Led-Projects               <ul style="list-style-type: none"> <li>○ Teen-led projects                   <ul style="list-style-type: none"> <li>▪ Increase visibility with kids/teens</li> <li>▪ Accountability/future thinking</li> <li>▪ Education on best practices</li> </ul> </li> <li>○ DIY Air Filters</li> </ul> </li> <li>• Tree Care education and resources               <ul style="list-style-type: none"> <li>○ Partnering with nurseries, fruit trees, trees best for your area.</li> <li>○ Co-benefits of trees = Urban Heat Island</li> <li>○ Gray water for irrigation (outreach partnerships opportunities)</li> </ul> </li> <li>• Infographics               <ul style="list-style-type: none"> <li>○ Teens idling = how much pollution</li> </ul> </li> <li>• QR Codes</li> </ul>

	<ul style="list-style-type: none"> <li>○ Use on mailers to help people connect and learn more</li> <li>• Mailers <ul style="list-style-type: none"> <li>○ Health impacts</li> <li>○ Campaign info-asthma</li> <li>○ CBYB info</li> <li>○ Attached to utility bills</li> </ul> </li> <li>• Consumer materials <ul style="list-style-type: none"> <li>○ Help users select the best air purifier/most cost effective</li> <li>○ Help users save money</li> <li>○ Merv Ratings best for asthma</li> <li>○ CARB consumer information website</li> </ul> </li> <li>• Multi-Language materials <ul style="list-style-type: none"> <li>○ Events in other languages</li> <li>○ Work with CBOs that serve non-English audiences</li> <li>○ Faith-based groups</li> </ul> </li> <li>• Social Media <ul style="list-style-type: none"> <li>○ Nextdoor: Committee members/individuals could share information</li> <li>○ Instagram/YouTube</li> <li>○ Create interest</li> </ul> </li> <li>• Indoor air quality education <ul style="list-style-type: none"> <li>○ Gas stoves</li> </ul> </li> <li>• Media Outreach <ul style="list-style-type: none"> <li>○ Annual series on air pollution- Heather Waldman</li> <li>○ Good Day/KCRA/CB8/13/31</li> <li>○ Radio stations 97.5</li> <li>○ Catholic program-radio ads</li> <li>○ Sac Observer</li> </ul> </li> <li>• Door Knocking <ul style="list-style-type: none"> <li>○ Expanded boundary</li> </ul> </li> <li>• Accessibility <ul style="list-style-type: none"> <li>○ Seniors needing tech help</li> <li>○ Places to go when air quality is poor</li> <li>○ Unhoused people</li> </ul> </li> </ul>
<b>Promote Air Quality Education in Schools</b>	<ul style="list-style-type: none"> <li>• Work with Burbank Urban Gardening Program (BUG)</li> <li>• Teacher outreach <ul style="list-style-type: none"> <li>○ Create curriculum</li> </ul> </li> <li>• “Pre-packaged” kits that could be shared with summer camps, afterschool programs, and in classrooms</li> </ul>
<b>Build Relationships with Community Members and Stakeholders through Outreach and Education</b>	<ul style="list-style-type: none"> <li>• Increase cultural competence and build relationships</li> <li>• Incentivize participation</li> <li>• Increase capacity for outreach</li> <li>• Prioritizing efforts, focusing on areas we can be successful</li> <li>• Creating “safe” space and partnerships</li> <li>• Building trust and addressing fears <ul style="list-style-type: none"> <li>○ Allowing anonymous feedback</li> <li>○ Remote meetings</li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>• Increasing approachability/credibility</li><li>• Increasing Staff for outreach</li><li>• Interns</li></ul>
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**Partnerships**

- Using partnerships to have more impact
- Sac Tree Foundation
- SMUD
- Arbor Day Foundation
- Faith-based groups
- Elected Officials
- FedEx, Amazon
- Public Health for asthma education

**Target Audiences**

- Most impacted communities first



**Date Revised: 4/21/2025**

Description: The South Sac/Florin steering committee member's strategy/concern areas, broken down into Urban Planning & Mobile Sources, Residential Sources, Commercial Sources, and Outreach tabs, are compared to existing strategies that other AB617 communities across California have written and implemented. The first 2 columns note South Sac/Florin possible strategies and actions, and the last 2 columns note other community's strategies and identify which community the strategy was implemented in.



	○ Educational events	Participate in six public outreach events (e.g., health fairs, community events) during the implementation period of this CERP and provide air quality related information to reduce exposure. Provide information relating to air quality effects on young children and reducing exposure to facilities where children are located (e.g. preschools, childcare centers, charter schools, etc.). Outreach will be prioritized based on CSC input during the implementation of the CERP. Present CARE and WHAM programs in at least two schools during the implementation period of this CERP, with the possibility of continuing for up to three years. Collaborate with community-based organizations (e.g., ChICCCAA, CCAEJ) and co-engage in outreach meetings. Conduct school-based air monitoring.	San Bernardino, Muscoy
	○ More college students		
	▪ Sac City/Los Rios, CSUS		
	• Farmers markets		
	• Business Education		
Outreach through Traditional and Social Media	○ Truck Drivers/Diesel Operators		
	○ Amazon/deliver drivers/warehouses		
	○ Employees		
	• Community Led-Projects	Conduct outreach to the SELA community to provide information to the community about battery electric, fuel cell, and hybrid options	Southeast Los Angeles
	○ Teen-led projects		
	▪ Increase visibility with kids/teens		
	▪ Accountability/future thinking		
	▪ Education on best practices		
	○ DIY Air Filters		
	• Tree Care education and resources		
	○ Partnering with nurseries, fruit trees, trees best for your area.		
	○ Co-benefits of trees = Urban Heat Island		
	○ Gray water for irrigation (outreach partnerships opportunities)		
	• Infographics	Develop an informational handout that describes the types of general industrial facilities within the emissions study area, sources of emissions at the facilities, and existing air monitoring efforts.	Southeast Los Angeles
		Automobile idle-reduction outreach to reduce the exposure of sensitive receptors to vehicle emissions. This strategy would provide and distribute 30 sets of bilingual English and Spanish idle-reduction street signs to be installed in locations that commonly serve sensitive groups throughout the community boundary. SJVAPCD representatives would also develop and deliver 5 presentations about the impacts of vehicle exhaust and related District resources such as incentive funding for cleaner vehicles and school programs that deliver free idle-reduction signs to schools throughout the Valley.	South Central Fresno
	○ Teens idling = how much pollution	CARB, in coordination with South Coast AQMD, to conduct community outreach on locomotive idling regulations and how to file complaints	Southeast Los Angeles
		District to solicit input from local school districts, senior facilities and medical centers to determine if installing signage that encourages vehicles not to idle near these sensitive receptor land uses would be found beneficial.	El Centro-Heber-Calexico Corridor
	• QR Codes		
	○ Use on mailers to help people connect and learn more		
	• Mailers		
	○ Health impacts		
	○ Campaign info-asthma		
	○ CBYB info		
	○ Attached to utility bills		
	• Consumer materials		
	○ Help users select the best air purifier/most cost effective		
	○ Help users save money		
	○ Merv Ratings best for asthma		
	○ CARB consumer information website		
	• Multi-Language materials	The Committee recommended that the District develop a bilingual app to allow community members to see information from air monitoring equipment deployed as part of the CERP. Real-time air quality data from CERP-specific monitors is available online through the community web page.	South Central Fresno
	○ Events in other languages	Multilingual outreach to increase community awareness and knowledge of air quality	Stockton

	<ul style="list-style-type: none"><li>o Work with CBOs that serve non-English audiences</li></ul>		
	<ul style="list-style-type: none"><li>o Faith-based groups</li></ul>		
	<ul style="list-style-type: none"><li>• Social Media</li></ul>	Outreach to increase the community awareness and knowledge of air quality. This strategy would increase community awareness of available tools to keep informed of real-time changes in air quality through social media campaigns and a series of partner workshops. Social media campaigns would be launched on three platforms. A partnership with local civic and community organizations would be established to host workshops at locations commonly available to the public such as libraries, schools, and community, health, or recreation centers. The annual goals for this strategy are: (a) attend/host 4 community meetings to share information; (b) complete 1 community-targeted social media campaign; and (c) circulation of infographics to at least 4 community spaces.	South Central Fresno
	<ul style="list-style-type: none"><li>o Nextdoor: Committee members/individuals could share information</li></ul>		
	<ul style="list-style-type: none"><li>o Instagram/YouTube</li></ul>		
	<ul style="list-style-type: none"><li>o Create interest</li></ul>		
	<ul style="list-style-type: none"><li>• Indoor air quality education</li></ul>	Educate public about harmful impacts of residential wood burning. This strategy would create a series of 4 public workshops to educate Shafter residents about wood burning topics and to address questions and concerns interactively and accessibly within a forum setting. Wood burning infographics and educational materials would also be circulated to at least 6 community spaces throughout Shafter and the surrounding community with the goal of continuing to spread awareness and increasing applications for incentive funds supporting the transition to natural gas and electric devices.	Shafter
		Reduce illegal burning through residential open burning education. This strategy would establish a series of 5 public workshops to educate South Central Fresno residents about the illegality and health impacts of burning waste, and to address questions and concerns interactively and accessibly within a forum setting. This strategy would also invest funds into geo-targeted outdoor ads in areas with frequent violations, including 4 billboards, 3 pieces of street furniture (such as bus shelters or kiosks), and 2 buses routed through relevant locations. Additionally, 2 postcard mailers would be sent to county residents in rural areas	South Central Fresno
	<ul style="list-style-type: none"><li>o Gas stoves</li></ul>		
	<ul style="list-style-type: none"><li>• Media Outreach</li></ul>		
	<ul style="list-style-type: none"><li>o Annual series on air pollution- Heather Waldman</li></ul>		
	<ul style="list-style-type: none"><li>o Good Day/KCRA/CB8/13/31</li></ul>		
	<ul style="list-style-type: none"><li>o Radio stations 97.5</li></ul>		
	<ul style="list-style-type: none"><li>o Catholic program-radio ads</li></ul>		
	<ul style="list-style-type: none"><li>o Sac Observer</li></ul>		
	<ul style="list-style-type: none"><li>• Door Knocking</li></ul>		
	<ul style="list-style-type: none"><li>o Expanded boundary</li></ul>		
	<ul style="list-style-type: none"><li>• Accessibility</li></ul>	The goal of this strategy is to increase community awareness of available tools to keep informed of real-time changes in air quality, clean air efforts and how communities can get involved through multi-lingual educational campaigns, videos and partner workshops.	Arvin/Lamont
		Conduct public outreach using plain language materials explaining various types of metal processing operations and rules	Southeast Los Angeles
	<ul style="list-style-type: none"><li>o Seniors needing tech help</li></ul>		
	<ul style="list-style-type: none"><li>o Places to go when air quality is poor</li></ul>		
	<ul style="list-style-type: none"><li>o Unhoused people</li></ul>		
Promote Air Quality Education in Schools	<ul style="list-style-type: none"><li>• Work with Burbank Urban Gardening Program (BUG)</li></ul>		
	<ul style="list-style-type: none"><li>• Teacher outreach</li></ul>		
	<ul style="list-style-type: none"><li>o Create curriculum</li></ul>		
	<ul style="list-style-type: none"><li>• “Pre-packaged” kits that could be shared with summer camps, afterschool programs, and in classrooms</li></ul>		
	<ul style="list-style-type: none"><li>• Increase cultural competence and build relationships</li></ul>		
	<ul style="list-style-type: none"><li>• Incentivize participation</li></ul>		
	<ul style="list-style-type: none"><li>• Increase capacity for outreach</li></ul>	Providing in-person community specific training (CARB may have future online trainings available). CARB commits to deliver one training session during the first year of implementation of this plan, and expand based on attendance and input from the community.	El Centro-Heber-Calexico Corridor
	<ul style="list-style-type: none"><li>• Prioritizing efforts, focusing on areas we can be successful</li></ul>		

Build Relationships with Community Members and Stakeholders through Outreach and Education	<ul style="list-style-type: none"><li>Creating “safe” space and partnerships</li></ul>	Identify community partners (e.g., community centers, organizations, etc.) to assist with outreach. Engage in at least 2 outreach events in this community to provide information and training on how to file air quality complaints by phone, web, or mobile app (See also Action 4 below). If funding is obtained, conduct targeted advertising in this community for the 1-800-CUT-SMOG complaint line.	East Los Angeles, Boyle Heights, West Commerce
		Pursue a collaborative partnership with community organizations to conduct outreach in the community (e.g., door hangers, handouts, and community events) to inform community members, schools and other youth groups (e.g., Sierra Club Youth Group), on how to access real-time air quality data, subscribe to air quality alerts, report dust complaints, and use the South Coast AQMD app to obtain air quality information	Eastern Coachella Valley
	<ul style="list-style-type: none"><li>Building trust and addressing fears</li></ul>		
	<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Allowing anonymous feedback</li></ul></li></ul>		
	<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Remote meetings</li></ul></li></ul>		
	<ul style="list-style-type: none"><li>Increasing approachability/credibility</li></ul>	Community outreach: Communicate specific effects of air pollution to human health and natural resources to build public support. This element of the strategy may include non-government organizations to help promote compliance by publicizing information to increase public awareness of environmental problems.	El Centro-Heber-Calexico Corridor
	<ul style="list-style-type: none"><li>Increasing Staff for outreach</li></ul>	Develop protocols and procedures to address and manage the series of events during and after a major, unplanned incident with air quality impacts; Train staff to implement the incident response plan in order to protect public health, safety, and the environment; Provide the plan in other languages	San Diego Portside
	<ul style="list-style-type: none"><li>Interns</li></ul>		

### Strategy Writing Template

<b>Concern Category:</b>	
<b>Strategy:</b>	
<b>Strategy Type:</b>	
<b>Actions:</b>	
<b>Goal(s): Please check one: <input type="checkbox"/> Quick, <input type="checkbox"/> Medium, or <input type="checkbox"/> Long-term</b>	
<b>Estimated Timeline(s):</b>	
<b>Tracking Metric(s):</b>	
<b>Implementing Agency, Organization, Business or Other Entity</b>	
<b>Name:</b>	<b>Responsibilities:</b>
<b>Additional Information:</b>	

**Sample Strategy Write-up using example from San Bernardino, Muscoy Community**

<b>Strategy: Reduce Fugitive Dust, Particulate Matter (PM10), and Odors from Concrete Batch, Asphalt Batch, and Rock and Aggregate Plants</b>	
<b>Strategy Type:</b>	
<ul style="list-style-type: none"> <li>Public Outreach</li> <li>Air Monitoring</li> </ul>	
<b>Actions</b>	
<ul style="list-style-type: none"> <li>Provide public outreach information for the community on Rules 402, 403, 1155, and 1157 requirements, which address odors, fugitive dust, and PM10 emissions from aggregate and related operations, and South Coast AQMD's complaint system</li> <li>Conduct focused air monitoring near potential sources to check for emissions</li> </ul>	
<b>Goal(s):</b>	
<ul style="list-style-type: none"> <li>Hold a public outreach event for the first year of the implementation period to explain the requirements of Rules 402, 403, 1155, and 1157, and the South Coast AQMD's complaint process. If necessary, determine if additional annual outreach events are needed</li> <li>Conduct air monitoring near Robertson's Ready Mix and Vulcan Materials in year one</li> </ul>	
<b>Estimated Timeline(s):</b>	
<ul style="list-style-type: none"> <li>2020, hold a public outreach event for the first year on requirements for Rules 402, 403, 1155, and 1157, and the complaint process. Reevaluate annually, if additional annual outreach events are necessary</li> <li>Mid-2020, begin quarterly or biannual updates to the CSC on outreach and enforcement activities, or if new information becomes available</li> </ul>	
<b>Implementing Agency, Organization, Business or Other Entity</b>	
<b>Name:</b>	<b>Responsibilities:</b>
South Coast AQMD	<ul style="list-style-type: none"> <li>Conduct community outreach on Rules 402, 403, 1155, and 1157, and South Coast AQMD's complaint system</li> <li>Conduct air monitoring and follow-up with enforcement actions, as needed</li> </ul>
<b>Additional Information:</b>	
<ul style="list-style-type: none"> <li>Requirements for Rule 402 (Nuisance): <a href="http://www.aqmd.gov/docs/default-source/rule-book/rule-iv/rule-402.pdf">http://www.aqmd.gov/docs/default-source/rule-book/rule-iv/rule-402.pdf</a></li> <li>Requirements for Rule 403 (Fugitive Dust): <a href="https://www.aqmd.gov/docs/default-source/rule-book/rule-iv/rule-403.pdf">https://www.aqmd.gov/docs/default-source/rule-book/rule-iv/rule-403.pdf</a></li> </ul>	

## Plantilla de Escritura de Estrategia

<b>Categoría de Preocupación:</b>	
<b>Estrategia:</b>	
<b>Tipo de Estrategia:</b>	
<b>Acciones:</b>	
<b>Meta(s): Por favor de escoger uno: <input type="checkbox"/> Rápido, <input type="checkbox"/> Mediano, o <input type="checkbox"/> Largo Plazo</b>	
<b>Estimación de Línea(s) de tiempo:</b>	
<b>Métricas de Seguimiento:</b>	
<b>Implementando Agencia, Organización, Negocio, o Otra Entidad:</b>	
<b>Nombre:</b>	<b>Responsabilidades:</b>
<b>Información Adicional:</b>	