

## Outreach

### Summary of Strategy Changes– **Changes Strikeout Underlined**

Strategy	Description of substantial changes/feasibility
<b>All Strategies</b>	<ul style="list-style-type: none"> <li>• Timelines will change based on prioritization by CSC</li> </ul>
<b>Participate in Outreach Events</b>	
<b>Outreach through Traditional and Social Media Strategy</b>	
<b>Improve Awareness, Accessibility, and Transparency of Complaint Reporting System</b>	<ul style="list-style-type: none"> <li>• Changed language from outreach to disability groups to key audiences, including disability groups</li> </ul>
<b>Promote Air Quality Education in Schools</b>	<ul style="list-style-type: none"> <li>• Added community colleges as a place to distribute educational materials</li> <li>• Added community colleges as a place to approach air quality curriculum to encourage incorporation</li> <li>• Added Sacramento Job Corp as an implementing partner</li> <li>• Include language for the Air District and Community Steering Committee (CSC) to coordinate with school districts</li> </ul>
<b>Build Relationships with Stakeholders and Community Members Strategy</b>	

## Participate in Outreach Events

<b>Concern Category:</b>	
Public Outreach	
<b>Strategy:</b>	
Participate in Events	
<b>Strategy Type:</b>	
Public Outreach	
<b>Actions</b>	
<p><b>Establish a regular presence at events in the South Sacramento-Florin community.</b></p> <ul style="list-style-type: none"> <li>• <b>Create a Calendar of Events</b></li> <li>• <b>Distribute educational materials on air quality</b> to inform residents about health impacts and available resources.</li> <li>• <b>Collect community input</b> by administering short air quality surveys to better understand local concerns and needs.</li> <li>• <b>Track outreach activities</b> by logging attendance, types of materials distributed, and community interactions at each event.</li> <li>• <b>Create our own event</b></li> </ul>	
<b>Goal(s): Please check one:</b> <input checked="" type="checkbox"/> Quick, <input type="checkbox"/> Medium, or <input type="checkbox"/> Long-term	
<i>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.</i>	
<b>Estimated Timeline(s):</b>	
<p><b>2025:</b> Attend <b>at least 6 community events</b> to pilot the outreach approach and establish a presence.</p> <p><b>2026–2027:</b> Attend <b>up to 8 community events</b> annually to maintain consistent engagement and expand outreach efforts. <b>Host our first own event.</b></p> <p><b>2028 -2031:</b> Attend <b>at least 8 community events</b> annually with a goal of becoming a regular and trusted resource for air quality education.</p>	
<b>Tracking Metric(s):</b>	
<p># of events attended</p> <p># of types of educational materials distributed</p> <p># of attendance at event (estimated)</p> <p># of air quality surveys completed</p> <p># of social media or website visits driven by QR codes or flyers</p>	
<b>Implementing Agency, Organization, Business, Other Entity, or Potential Partner(s)</b>	
<b>Name:</b>	<b>Responsibilities:</b>
Steering Committee Members	<i>Attending events</i>
Sac Metro Air District	<i>Provide educational materials</i>
Collaborating Organizations (Valley Vision)	<i>Attending/coordinating events</i>
<b>Additional Information:</b>	

### Outreach through Traditional and Social Media Strategy

<b>Concern Category:</b>	
Public Outreach	
<b>Strategy:</b>	
Outreach through Traditional and Social Media	
<b>Strategy Type:</b>	
Public Outreach	
<b>Actions</b>	
<ul style="list-style-type: none"> <li>• <b>Launch community air quality outreach</b> to expand community awareness of air quality by sharing accessible information about <b>Air Quality Index (AQI)</b>, protective actions, or seasonal air quality concerns.</li> <li>• <b>Manage and maintain an online presence</b> to educate and engage the public (example: Sac Clean Air).</li> <li>• <b>Distribute air quality information</b> to selected neighborhoods, partners, and media. Work with partners to amplify distribution efforts.</li> <li>• <b>Create media kit in multiple languages</b> for Steering Committee members</li> </ul>	
<b>Goal(s): Please check one:</b> <input checked="" type="checkbox"/> Quick, <input type="checkbox"/> Medium, or <input type="checkbox"/> Long-term	
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.	
<b>Estimated Timeline(s):</b>	
<b>2025-2026:</b> 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 <b>2027-2031</b> Expand partnerships with local commercial/community radio and TV stations.	
<b>Tracking Metric(s):</b>	
# of impressions or views across platforms # of air quality outreach materials distributed # of interviews/stories aired	
<b>Implementing Agency, Organization, Business, Other Entity, or Potential Partner(s)</b>	
<b>Name:</b>	<b>Responsibilities:</b>
Sac Metro Air District	Develop community air quality outreach materials Distribute air quality information Create media kit
Community Steering Committee	Manage and maintain an online presence Distribute air quality information
Partners (i.e. Valley Vision, <b>Sacramento Academic and Vocational Academy (SAVA)</b> , BREATHE California, Civic Thread, Civic Well, <b>Sacramento Municipal Utility District (SMUD)</b> , Sac County Library branches, etc.)	Distribute air quality information
<b>Additional Information:</b>	

## Improve Awareness, Accessibility, and Transparency of Complaint Reporting System

<b>Concern Category:</b>
Residential & Outreach
<b>Strategy:</b>
<b>Improve Awareness, Accessibility, and Transparency of Complaint Reporting System</b>
<b>Strategy Type:</b>
Educate the Public Increase Access to Information Increased Transparency
<b>Actions</b>
<p><b>Increase Public Awareness of District Complaint System</b></p> <ul style="list-style-type: none"> <li>• <b>Develop and distribute multilingual brochures and flyers</b> that explain the purpose of the complaint system, what can be reported, and how to file a complaint.</li> <li>• <b>Produce a short instructional video</b> demonstrating how to file a complaint through the District's website or phone line. Promote through digital and traditional media.</li> <li>• <b>Explore hosting public workshops</b> to educate residents on what qualifies as an air quality complaint and how to file one through the District's system.</li> <li>• <b>Explore promotion through social media platform (like Facebook, Nextdoor or Ring)</b></li> <li>• <b>Ensure <del>include</del> accessibility to key audiences, including</b> disability groups</li> </ul> <p><b>Improve Accessibility and Transparency of Complaint Reporting System</b></p> <ul style="list-style-type: none"> <li>• <b>Gather community feedback</b> on the current complaint reporting process through CSC meetings or focus groups.</li> <li>• <b>Incorporate community suggestions</b> into an updated complaint reporting form, with a focus on accessibility features such as language translation and mobile compatibility.</li> <li>• <b>Revamp the District's complaint webpage</b> to enhance user experience by simplifying instructions and adding visual guides or FAQs.</li> <li>• <b>Assess the feasibility of an interactive map</b> to display complaint data and improve transparency.</li> <li>• <b>Explore link to incorporate complaint reporting to existing systems (partner with local agencies)</b></li> </ul>
<b>Goal(s): Check one:</b> <input type="checkbox"/> Quick, <input checked="" type="checkbox"/> Medium, or <input type="checkbox"/> Long-term
<i>Expand community awareness of air pollution and protective actions while enhancing transparency and trust in enforcement by increasing public awareness of the District Complaint System and improving its accessibility and usability.</i>

<b>Estimated Timeline(s):</b>
<p><b>Quarter 4 2025 – Quarter 2 2026:</b> Gather community feedback on the current complaint reporting process through CSC meetings or focus groups.</p> <p><b>Quarter 2 - 3 2026:</b> Design and Develop new District Complaint module and begin developing educational materials to increase public awareness of District Complaint System</p> <p><b>Quarter 4 2026:</b> Go live with new Complaint module. Hold <b># number of public workshops</b></p>

**Quarter 4 2026 – Quarter 1 2027:** 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 Metric(s):**

# of website visits to District Complaint webpage  
 # of impression 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 number of public workshops held

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

Name:	Responsibilities:
Sac Metro Air District Compliance and Communication Teams	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	Provide feedback on the Complaint Reporting System Distribute educational materials

**Additional Information:**

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### Promote Air Quality Education in Schools Strategy

<b>Concern Category:</b>	
Public Outreach	
<b>Strategy:</b>	
Promote Air Quality Education in Schools	
<b>Strategy Type:</b>	
Public Outreach	
<b>Actions</b>	
<ul style="list-style-type: none"> <li>• <b>Develop or source educational materials</b> that explain the health and environmental impacts of air pollution for targeted audiences from elementary, middle, and high schools. i.e. <b>Sacramento Academic and Vocational Academy (SAVA)</b> Curriculum, Spare The Air materials (<a href="http://www.aqmdscooter.com">www.aqmdscooter.com</a>)</li> <li>• <b>Promote educational materials</b> by leveraging relationships with local school districts</li> <li>• <b>Distribute educational materials</b> to participating <b>elementary, middle, and high</b> schools and encourage curriculum adoption i.e data reports</li> <li>• <b>Distribute educational materials to participating community colleges</b></li> <li>• <b>Approach community colleges to encourage integration of air quality curriculum that educates students on health and environmental impacts of air pollution</b></li> <li>• <b>Host/participate in environmental/educational workshops at schools (presentations, hands-on activities, engagement and interactive learning styles)</b> (i.e. Civic Thread Safe Routes to School, SAVA Field Trip)</li> <li>• <b>Art integration as a teaching model</b> (i.e Teatro Nagual)</li> </ul>	
<b>Goal(s): Please check one:</b> <input type="checkbox"/> Quick, <input checked="" type="checkbox"/> Medium, or <input type="checkbox"/> Long-term	
<i>Expand community awareness of air pollution and protective actions by sourcing or developing educational materials and working with schools to integrate them into instruction</i>	
<b>Estimated Timeline(s):</b>	
<b>2025-2026:</b> Develop or source educational materials for the target audience (6-12 grades)	
<b>2026-2027:</b> # of events participated in	
<b>2026–2031:</b> Promote and distribute to <b># of schools</b> and to <b># of students</b> annually	
<b>Tracking Metric(s):</b>	
# of schools participating	
# of students engaged through distributed educational materials (estimated based on classroom size)	
# of events participated in	
<b>Implementing Agency, Organization, Business, Other Entity, or Potential Partner(s)</b>	
<b>Name:</b>	<b>Responsibilities:</b>
Sac Metro Air District	Develop and Promote Educational Materials Distribute Educational Materials to Schools <b>Coordinate with School Districts and other Partners</b>
Steering Committee Members	Promote Educational Materials <b>Coordinate with School Districts and other Partners</b>
School Districts, <b>Community Colleges</b> (Sac City and Elk Grove)	Approve events and material distribution
Valley Vision	Develop and Promote Educational Materials School outreach and event support Evaluating and tracking metrics

Sacramento Job Corps	Promote Educational materials (host speakers, etc.)
<b>Additional Information:</b>	

### Build Relationships with Stakeholders and Community Members Strategy

<b>Concern Category:</b>	
Public Outreach	
<b>Strategy:</b>	
Build Relationships with Stakeholders and Community Members	
<b>Strategy Type:</b>	
Public Outreach	
<b>Actions</b>	
<ul style="list-style-type: none"> <li>• <b>Identify stakeholders</b>, including neighborhood associations, faith-based organizations and places of worship, and community groups, that will be included in initial outreach.</li> <li>• <b>Create an outreach toolkit</b> for stakeholders with materials and QR codes linking to the District’s newsletter, social media, and AB 617 webpage/Sac Clean Air website.</li> <li>• <b>Meet with trusted community leaders</b> to share air quality information and understand the most effective way to reach their community members (example: informational materials, community meetings, tabling).</li> </ul>	
<b>Goal(s): Please check one:</b> <input type="checkbox"/> Quick, <input checked="" type="checkbox"/> Medium, or <input type="checkbox"/> Long-term	
<i>Expand community awareness of air pollution and protective actions through trusted community leaders and members.</i>	
<b>Estimated Timeline(s):</b>	
<p><b>2025-2026:</b>  <b>Identify stakeholders</b>, including faith-based organizations and community groups, that will be included in initial outreach.  <b>Create an outreach toolkit</b> for stakeholders with materials and QR codes linking to the District’s newsletter, social media, and AB 617 webpage/Sac Clean Air website.</p> <p><b>2026-2031:</b>  <b>Meet with trusted community leaders</b> to share air quality information and understand the most effective way to reach their community members (example: informational materials, community meetings, tabling).</p>	
<b>Tracking Metric(s):</b>	
# of community stakeholders and groups included in outreach efforts # of outreach toolkits distributed # of meetings	
<b>Implementing Agency, Organization, Business, Other Entity, or Potential Partner(s)</b>	
<b>Name:</b>	<b>Responsibilities:</b>
Sac Metro Air District	Identify stakeholders Create an outreach toolkit Meet with trusted community leaders
Community Steering Committee	Identify stakeholders Assist in creating outreach toolkit Meet with trusted community leaders
Valley Vision	Identify stakeholders Assist with outreach Coordinating meetings with stakeholders
<b>Additional Information:</b>	