

# Raw Notes from February Meetings

**March 11, 2025**

1. Compliance
2. Diesel
3. Urban Planning & Incentives
4. Rules & Permitting
5. Outreach

## CERP Strategy Workshop Notes

### Compliance

- Increase access to inform about burning days
  - Educate the public
- Proper use of air purifiers + mask + benefits
- Review enforcement for highest impact polluters
- Partner with unconventional organizations (libraries, warming centers) to reduce illegal burning from homeless people
- Educate the public on compliance history (post transparently online)
  - Make the information easily accessible, relevant + specific + searchable
- Educate small businesses about harmful chemicals used in industries/shops
  - Partner with organizations to provide masks
  - Partner with organizations that regulate nail salons
  - Incentives for filters
  - Translation/improved access to information
  - Inform consumers about health impacts of businesses' chemicals
- Presentations to hospitals, schools, etc.
- Increase significance of tickets to improve response to complaints for idling
- Increased transparency about construction/demolition of info access
  - Signs posted
- Partner with cosmetology board and educate cosmetologists
- Information about the number of permittees, who has most violations, most harmful violation types
- Educate nail salons – owners/employees
  - Work with county public health
  - Educate public (wear masks) – provide low-costs mask, connect with mask b/oc
  - Incentive – filtration
- Educate about indoor air quality – proper ventilation, cooking, cleaning products, candles, plug-ins
  - Educate on asthma, partner with SMUD or county health
  - Change gas/electric – incentives
- Improving access/awareness of complaint portal
  - Translate portal, community education, social media campaign, text/app for complaints
- Partner to improve access to alternative sources for wood-burning – incentives
- Start young with education
  - Elementary school programs
    - Curriculum
    - Checklists
    - Science experiments
    - Pilot project
- Partner with legislators to create law in protection of air quality

## **Diesel Emissions**

### Concerns

- 24<sup>th</sup> and Meadowview
  - Pollution from airport
  - CNG refill station
- Valley Hi Center Parkway & Franklin
  - Trucks driving past schools/congestion
- Power Inn/Florin
  - High Truck Traffic
- Railroad track through City Limits & Hollywood Park North of Fruitridge
  - Coal dust/black residue
- 47<sup>th</sup>
  - Truck traffic route enforcement
- Stockton Blvd/Hwy 99/Mack
  - Traffic on Hwy 99 gas station nearby lots of trucks
- Power Inn Rd/light rail station, Cucamonga Ave
  - Would like truck checkpoint
  - Diesel fumes
- Consumnes blvd. Franklin & Bruceville
  - Traffic -1 lane lots of congestion
- Executive Airport
  - Jet fuel equipment
- Fruitridge/Florin/Stockton Blvd (Little Saigon)
  - Traffic & accidents
  - Unsafe for pedestrians
- City Corp Yard
  - 24<sup>th</sup> Street
    - City trucks
    - Diesel traffic

### Key Takeaways

- Community Education is important because residents can help identify issues
- Enforcement/Incentives are reactionary – but having community involved is essential
- Enforcement data can inform strategies
- Education is top priority – everything else will follow
- Need clarity on audience for business education – owners vs employees
- Incentives also necessary
- Movement of traffic equally important as congestion
- How do we get the best return on investment (ROI)?
- Partnerships and education are very important to strategies (data is available)
- Traffic data/car count – desire more information at a future meeting

**Incentives & Urban Planning**

- Incentives for EV charging at apartment complexes, shopping centers, college campuses
- For new urban planning development, including permits coming up, new permits, assessment of how many similar types within threshold\*\*\*
- Air purifier incentives for residential, apartment complexes/multifamily or in targeted locations near known emissions
- Incentives for first time car buyers or car buyers who do not currently own a car, to buy an EV
- Setbacks per industry (goal -> ordinance)
- Transparency in reporting/mandatory reporting for permitting (area sources) – emissions inventory accounting
- Incentives for proper reporting
- Jurisdictional code enforcement
- Financial support for homeowners/landlords to electrify
  - Focus on homes older than 1980\*
- Air filters/smoking ban for multi-family
- Large scale composting\*
- Expand City of Sac quick-build active transportation, infrastructure program to AB617 area
- Incentive program for electrification of lawn/garden
- Why have majority of gross permitted polluters been in low income communities?\*
- Create a threshold for permits of allowed polluters within a certain radius of low income communities
- Vegetative fences and walls, increased canopy, targeting parks for EV stations (highly frequented parks)\*
- Solar panels to reduce generator use\*
- Protected bike lanes – meadowview rd/mack rd/I-5, 24<sup>th</sup>
- Solar generators for rent\*
  - Increased education to consumers
    - Rebates
    - Information at point of sale
- Swap program for gas to electric generators\*\*
- Increasing incentives for businesses to replace gas vehicles with electric
- Data on idling

### Rules & Permitting

- Upload permits \*
- Why in our areas? (cumulative effects, historical context)
- Moratorium on permits\*
- Health impact reports from hospitals
  - As a measurement tool
- List of exempted businesses
- List of other permits\*
- How often does district say no?\*
- How many sources by type vs rest of county\*
- Commercial food/kitchens

### Other

- Idling drive throughs (how much pollution?)
- ISR (nonconventional reductions
  - Learning more
- Outcomes on violations (report out)
  - Who, how many, current\*
  - More information on pollutants for pie chart
- Average emissions for all
- Model policy/ordinance similar to alcohol permits in EJ Communities

### Outreach

- The As/Rivercats/Republic FC/Kings
  - Outreach during games
  - Player visits
- Youth sports/associations/leagues
- Walk/Run (5K)\*\*
  - Big event for families/kids
  - Invite all partners
  - Could raise \$\$/fundraising for community
  - Health care/business sponsors, permits,
- Fundraising efforts
  - corporations/social responsibility
- clean air parade
  - main streets competitions
- Burbank Gardening Program (B.U.G.)
  - Support their program with partnerships
- Increasing cultural competence and Building relationships
  - Being able to reach audiences effectively
- Incentivizing participation, capacity for outreach
- Creating “safe space” and partnerships
- Building trust, addressing fear
  - Remote meetings
  - Allowing anonymous feedback
- Prioritizing

- Focusing on areas we can be successful
- DIY air filter
  - Community led projects
- Increase approachability/credibility
- Metrics on Efforts
  - Growth, deep dives
  - Meaningful engagement
  - More specific goals
  - Don't chase 'metrics'
  - Results from real people
  - Transformative
- How do we define success?
- Tree Care Education and Resources
  - Partner with Nurseries; fruit trees, trees best for your area
  - Co-benefits of trees = Urban Heat Island
  - Gray water for irrigation (outreach partnerships opportunities)
- Business Education
  - Truck Drivers/Diesel Operator
  - Amazon/delivery /warehouses
  - Employees
  - Idling
- Expanding Staff for Outreach
  - Interns, mentorship program
- Teen-led Project/Process
  - Increase visibility with kids/teens
  - Accountability/future thinking
  - Education/best practices
- "Science-fair" for Elementary Students
  - Air quality topics
  - Get families engaged
  - Start early
- Project Kits
  - At home projects
  - Sensors to test air quality
  - Air quality "hands on" and fun, let's them see a result
  - Experiential projects to help understanding
- Metrics/Infographics
  - Teens idling = how much pollution
- Partnerships
  - Sac Tree Foundation
  - SMUD
  - Arbor Day Foundation
  - Using partnerships to have more impact
  - Faith based groups
  - Elected Officials
  - FedEx, Amazon
  - Public Health -> asthma

- Kids Volunteering/Ambassador
  - Points system/service learning
  - Boy/Girl Scouts
  - Clean Air Badges
- Teacher Outreach
  - Curriculum
  - “pre-packaged”: summer camps, afterschool & classrooms
- QR codes
  - Use on mailers to help people connect and learn more
- Consumer materials
  - Help users select air filters/purifier (MERV ratings best for asthma)
  - Help save \$\$ (CARB consumer information website)
- Target Audiences
  - Health care providers (CalAim)
  - Most impacted communities first
  - Pharmacies
  - businesses
  - Teens
  - Faith Based groups
  - Affordable housing
  - Schools
  - Community center
  - Daycare/afterschool
  - Youth sports
  - Business Dist. Chambers
  - Library
  - Seniors
  - People with disabilities
  - Families/parents
- More outreach events
  - Hosting not just attending
  - At least 2/year
  - Educational events
  - More college students
    - Sac City, CSUS, Los Rios
  - Farmers Markets
- Accessibility
  - Seniors needing tech help
  - Places to go when air quality is poor
  - Unhoused people
- Increased Education and Outreach
- Mailer
  - Health impacts
  - Campaign info-asthma
  - CBYB info
  - Attached to utility bills
- Multilanguage

- Events in other languages
  - CBOs in language partnerships
  - Faith based groups
- Social Media
  - Next Door
  - IG/Youtube
  - Outreach Committee
  - Individual/Agency Post
  - Create interest
- Indoor AQ
  - Gas stoves
- Presenting to school boards/teachers
  - Talk about health outcomes and connect with specific pollutants
- Media Outreach
  - Annual series on air pollution- Heather Waldman
  - Good Day/KCRA/CB8/13/31
  - Radio stations 97.5
  - Catholic program-radio ads
  - Sac Observer
- Door Knocking
  - Expanded boundary