

South Sacramento Engagement and Action on AB 617

Community Air Grant Cycle 5

Background:

Valley Vision is a non-profit located in Oak Park with a mission to improve the quality of life across the greater Sacramento region. For years, we have been a leader in advocating for cleaner air and ensuring emissions reductions through a series of 3 CARB Community Air Grants dating back to 2019.

This grant provides an opportunity to link Valley Vision's Community Air Grant work with the continuing progress of the South Sacramento-Florin AB 617 Community Steering Committee (CSC) and the Sac Metro Air District. Through this project, Valley Vision and the Steering Committee will collaborate on innovative outreach strategies to amplify the visibility and impact of the South Sacramento-Florin AB 617 process.

The goal of this project is to increase visibility and understanding of the CSC's work in South Sacramento, supplementing their work to develop a CERP while amplifying opportunities for input and engagement. Strategies include in-person engagements throughout the area using high-quality materials and supplies, paid community ambassadors, special events, online and web-based tools, advertising, and school curriculum.

Roles:

Valley Vision is the primary grant administrator and will be providing day-to-day staffing for this project, technical assistance, metrics tracking, evaluation, and reporting, with Steering Committee Members making key decisions and leading community engagement activities.

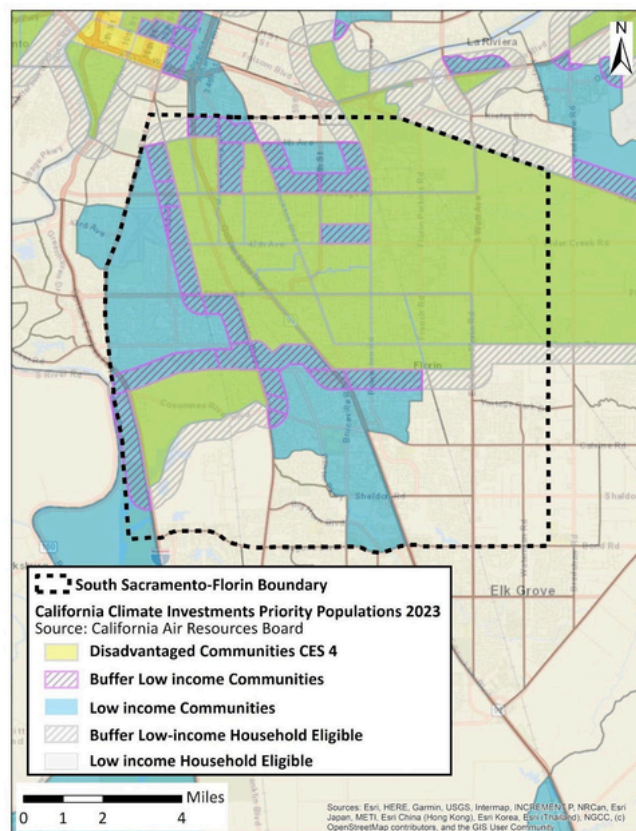
Grant Amount:

\$299,800

Timeline:

July 2025 - March 2027 (21 months)

South Sacramento-Florin AB 617 Boundary Map:



Activities That the AB 617 Community Steering Committee Can Use Funds On:

(Funding for early action on CERP outreach strategies)

- **Materials Distribution** - Materials development, translations, printing, tabling at community events, developing targeted social media content, updates to the CSC's existing website, and other aligned efforts to reach our goal of receiving 10,000 engagements from online or in-person outreach.
- **Community Workshops** - Partner to hold 6+ outreach workshops in languages spoken by residents within the boundary, focusing on air quality and Environmental Justice education.
- **School Programs** - Connecting with school leadership in the Sacramento City Unified School District and Elk Grove Unified School District, and supporting curriculum development and deployment to reach 150 students with air quality education.
- **Community Champions Program** - Helping to establish a community ambassador program that brings on 4 community champions to serve as air quality ambassadors, each of whom will be paid \$4,000 for a six-month period, plus tools and training.
- **Community Member Stipend Program** - Helping to design the stipend program that will provide \$47,000 in payments to community members for their participation and stipends for steering committee member participation and outreach.

Hard Costs	Budget
Translation Services	\$32,000
Printing & Distribution	\$24,000
Stipends for Participation	\$47,000
Stipends for 4 Community Ambassadors	\$16,000
Venue & AV Equipment Rental	\$15,000
Graphic Design & Website Services	\$12,500
Targeted Social Media Advertising	\$5,000
Video Production	\$10,000
Educational Curriculum Development Consultant	\$8,000
Evaluation Consultant	\$10,000

What does Valley Vision Need from the Steering Committee:

- Become familiar with the project ([Project Folder Link](#)).
- Attend 3 meetings to guide project planning
 - (Adopt community agreements, determine decision-making structure, establish specific roles, identify stipend system, and more)
- Attend Outreach Subcommittee Meetings to engage directly in the project (*Outreach Subcommittee meets every 3rd Monday of the month on Zoom from 6-8 pm*)
- Carry out identified community engagement strategies