

FINAL OUTREACH RECOMMENDATIONS TO STEERING COMMITTEE AT 5/23/21 MEETING

1. PUBLIC FEEDBACK & AWARENESS CAMPAIGN

Who:

- The prioritized groups
- Neighborhood Associations Leaders and Membership
- Places of worship

What:

Conduct surveys to various groups

Feedback Survey

Awareness Survey

What:

- We want to hear from you
- Conduct surveys to hear from various groups
 - Feedback Survey
 - Awareness Survey
- Offer some sort of incentive to complete the survey or gift (Box Fan with instructions) on how to add an economical filter to reduce air condition use and electric bill.)
- Invite residents to Air Quality Meetings to get results of survey and discuss how to use information or post on our new website

When:

Establish date to contact them after surveys are designed

Where:

Start with Priority #1 group first as a pilot and if it goes well, survey all neighborhood associations and places of worship in the subsequent priority groups.

Why:

- To hear directly from the community what their concerns are and what their recommended solutions
- To engage with them to get them involved in the process. We want them to be heard.

How:

- Use survey method and possibly Zoom meeting(s) focus group with Priority 1 group and then the other prioritized groups and relevant other groups within the priority groups

FINAL OUTREACH RECOMMENDATIONS TO STEERING COMMITTEE AT 5/23/21 MEETING

2. WILDFIRE SMOKE AWARENESS AND SAFETY CAMPAIGN

Who:

- The parents of school age children (elementary, Junior High, High School) and College students) located in the defined area.
- Organized Sports Organizations
 - Coaches of High School, College, Little League, Soccer, Cheerleaders, etc.

What:

- Share information about the side effects to people when air quality is poor because of wildfires.
- Share multiple reliable sources: i.e., According to EPA, “the effects of smoke from wildfires: range from eye and respiratory tract infection to more serious disorders, including lung function, bronchitis, exacerbation of asthma and heart failure, and premature death. Children, pregnant women, and the elderly are especially vulnerable to smoke exposure.” (April 16, 2021)
- Provide wildfire smoke awareness information and tips to college students and parents of minor school age students
- Share relevant results from data from our monitors if any.

When:

- As soon as possible. Now is the best time because fire season has started early this year.

Why:

- To educate college students, parents, elementary, junior high and high school age children so they know how better protect themselves from dangers of poor air quality caused by smoke from wildfires during current and future wildfire season.

How:

- Contact the following organizations to conduct email blasts and utilize their email contact list and newsletters to assimilate information:
 - Elk Grove and SCUSD communication liaisons to get them to send email blasts all the parents of their students
 - Cosumnes River College Sport Department and coaches

3. MULTIMEDIA CAMPAIGN

Who:

- Good Morning Sacramento TV News Show that already has an air quality segment
- Spare the Air group
- Steering Committee website
- Other TV stations
- Local Radio stations

FINAL OUTREACH RECOMMENDATIONS TO STEERING COMMITTEE AT 5/23/21 MEETING

What:

- Appear on Good Morning Sacramento
- Prepare Public Service Announcements to get our message on other multimedia.
- Formalize a # (Hatchtag) with Spare the Air Group to start “trends”
- Create iPods
- Create a website for our group
- Livestream Steering Committee Meetings

4. REQUEST FOR RFP

Who:

- Air Quality District or whoever has funds

What:

- Give us funds to support solutions and incentives and gifts
- Hire a communication firm to develop and implement short- term and long-term solution-based strategies to reach community.

When:

- As soon as possible so subcommittee will know how to proceed from here.

Why:

To increase our outreach and survey efforts.

How:

- In-person request or in writing

5. COMMUNITY ENGAGEMENT CAMPAIGN

Who:

- Air Quality District and Steering Committee

What:

- We would like to offer hybrid meetings streaming meetings on Facebook Live while allowing those who feel comfortable to attend the meetings in person with social distancing as COVID restriction are reduced.
- Pay community leaders a small stipend to attend Steering Committee Meetings as some other groups do

When:

- Whenever the Air Quality District can make it happen

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Where:

- Air Quality District Decision Maker and selected Meeting Space Owner

Why:

- To Increase Community Stakeholders Awareness and Involvement
- To get more community people involved in the discussion and get their ideas about solutions to air quality concerns in their neighborhoods instead of telling them what we think the problems are and what we think the solutions should be.

How:

- Solicit help from Steering Committee members or hire a professional to set-up livestream meetings on Facebook or YouTube
- Select a meeting site for Steering Committee where there's room enough to allow for social distancing for the committee members and people from the public
- Required General Public to register to attend meetings in person to keep track of total number of attendees allowed to distance themselves 6 feet from each other.