



Stockton Outreach Subcommittee Meeting #4

Friday, May 13, 2022 – 2:00 pm – 3:00 pm

Zoom Meeting:

<https://us06web.zoom.us/j/87292086840?pwd=NIYwaTIZcjdjNURndHZWODB3VWVQZz09>

Meeting ID: 872 9208 6840

Passcode: 617

Toll-free Dial In: (877) 853-5247

2:00 p.m. Welcome/Introductions

Espe Vielma, Co-Lead, EJCW

Juan Luis Carranza, Senior Communications Rep., Valley Air District

2:05 p.m. Review Action Items

- Review complete and pending action items from last meeting.
Juan Luis Carranza, Valley Air District

2:15 p.m. Continue Discussion on Outreach Methods to Promote Burn Cleaner Program

- Promotional Materials (banner, boundary map, pop-up)
- Media (i.e. PSA - Univision)
- Cal Water Mailer Campaign
- Data Collection for Targeted Outreach
- Develop Sign-Up Sheet
- Community Events | Revisit Event Tracker

2:55 p.m. Next Step(s)

- Next Meeting | Select Date/Time

3:00 p.m. Wrap Up