



Stockton Outreach Subcommittee Meeting #1

Friday, February 18, 2022 – 2:00 pm – 3:00 pm

Zoom Meeting:

<https://us06web.zoom.us/j/81730521383?pwd=ZU0zN1E3emZ1cGluLzhPWlhTeGVkZz09>

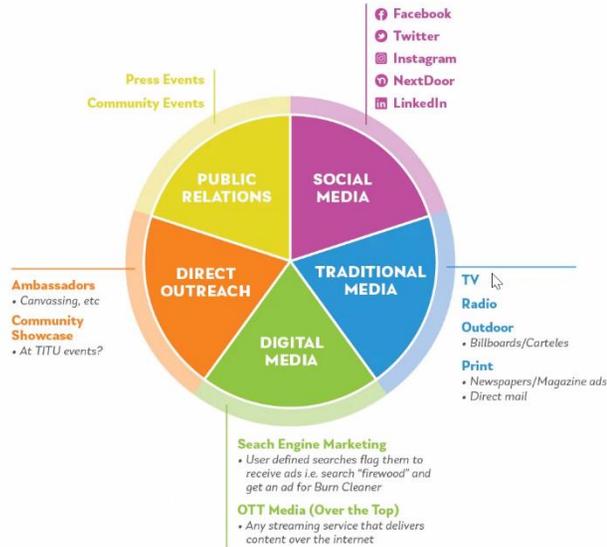
Meeting ID: 817 3052 1383

Passcode: 617

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

Attendees: Brianna Rubio, Heather Heinks, Stephanie Ng, Jonathan Pruitt, Douglas Vigil, Juan Luis Carranza, Skott Wall, Espe Vielma, Ed Ward, Jose Marin, Keoni Rodriguez, Nancy, Cynthia Lau, Jasmie Leek, Hanna Stelmakhovich, Margo Praus, and NorCal ASL Interpreter

| AGENDA ITEM | DISCUSSION | ACTION REQUIRED |
|---|---|-----------------|
| Welcome/Introductions | New members to the group introduced themselves | |
| Goals and Objectives Specific to CERP Outreach Measures | <ul style="list-style-type: none"> Juan shared an infographic of the media outlets that are in mind. The group was asked to share input on the channels/media outlets/opportunities that are available as we continue to work on outreach strategies as a group. | |



- Douglas shared that there is a lack of accessibility in terms of interpreting and translation. Heather recognized that this is missing and will make sure this is taken care of.
- Margo asked how we would capture who the message is shared to. Heather clarified that San Joaquin Valley Air Pollution Control District (SJVAPCD) has the ability to choose who to target with the social media messages based on age, footprint, search engines, etc.



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| | <ul style="list-style-type: none">• Jonathan shared that NextDoor is very popular however, there is a lot of missing information because it is not representing what the real information is. Heather shared that NextDoor is one of the few outlets that is more limited in what SJVAPCD can post. They have the ability to deliver the message on the platform, but they cannot enter themselves into the conversation. Events can be shared, but information can only be “blasted” once a month. Jonathan shared the idea of sharing more context in terms of learning the limitations of each platform.• Jose was curious about the social media budget and who will be the designated person administering the social media pages? According to Heather, there is a social media budget in place and SJVAPCD will be the ones managing the social media posts.• Douglas brought up the concern that not very many “older people” use these sites and the team should also lean towards billboards and other platforms to share information. He shared that bus signage is helpful in reaching the older population. | <p>Outreach subcommittee to start crafting messages and tagging other agencies when posting to help reach more people.</p> |
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| | <ul style="list-style-type: none">• Espe shared recent campaigns that were helpful in targeting specific demographics whom they are trying to target. She also shared more information on crowd canvassing events. Attending events where they know the target demographic is at is very effective. For these events, outreach people are trained on the subject area and use different methods to distribute information.• In-person outreach seems to be most effective according to several participants.• Heather suggested that instead of running down the whole list of measures in brevity, to get the outreach team organized first.• Heather announced the project plan approval for residential wood burning. We all have the ability to start making a plan to start outreaching to businesses and communities to promote the approved programs so far. | |
| Network Resources | <ul style="list-style-type: none">• Air monitors were discussed upon the team and Jonathan suggested having all air monitors in place before letting the community members know. The team agreed. | |
| Wrap up & Next Steps | <ul style="list-style-type: none">• SJC Air pollution will work on flyer and share with the team• Jose talked about the upcoming Tune Up Tune In Event and the importance of | |



San Joaquin Valley

AIR POLLUTION CONTROL DISTRICT

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| | community-led outreach events. The next event is March 5, 2022, at the Stockton Fairgrounds. This is a very well attended event and encourages those on the call to attend. | |
| Next Meeting | March 18th, 2-3 pm | |

Meeting adjourned at 3:07PM