

AB 617 South Central Fresno Air Quality Monitoring Outreach Plan

Purpose:

The purpose of this Outreach Plan is to educate the residents of the South Central Fresno AB 617 Community about the AB 617 Air Quality Monitoring Data and steps they can take to protect themselves from poor air quality.

Target Audience:

Residents of the South Central Fresno AB 617 community and the schools serving the community

Who is Responsible?	Action	Completed By
District	Place "Current Air Quality" link front and center on the AB 617 home page to make it easier for the public to find the AB 617 monitor information. Work to make this information as accessible as possible to the public. Investigate additional types of notification including text notification.	Nov. 1, 2021 & ongoing
District	Email CSCs to ask for their personal experiences with schools altering students outdoor activity based on air quality data	Nov 1, 2021
District	Share draft outreach strategy with CSC subcommittee	Nov CSC subcommittee meeting
District	Review current contacts at schools within the South Central Fresno AB 617 Boundary and policy commitments schools have made to alter student activity. Share finding with CSC Sub Committee	Nov CSC subcommittee meeting
CSC Subcommittee	CSC subcommittee provide input on outreach materials, strategies, and tools for the District to share with schools, parents, administrators and students to educate them on the AB 617 monitoring information.	Nov CSC subcommittee meeting
CSC Subcommittee	CSC subcommittee to finalize outreach materials strategies, and tools.	Ongoing
District	When communicating with schools, incorporate how to use the AB 617 community monitors to assess more local real-time air quality.	November/Ongoing
District	Conduct priority direct outreach to identified priority schools (ie. Kepler)	Meeting Scheduled for November
District	Conduct some direct outreach with community schools before holidays communicating ways to check air	Before Christmas Holiday

	quality (app, RAAN, sjvair.com); please don't burn during the winter; Burn Cleaner Grant program. Potential ways to reach schools before holidays...direct email, dropping off flyers, Peach Jar.	
District and Subcommittee	<p>Create a targeted outreach campaign for AB 617 schools to get both schools AND parents to sign up for real-time air quality information:</p> <ul style="list-style-type: none"> • Send OC staff to AB 617 schools to help them download the Valley Air App after school. • Set up a booth at HS football games • District and interested CSC members to meet directly with school administrators to educate them on AB 617 tools 	1 st quarter 2022
District and CCEJN	Work to engage student leaders (Nayamin's EJ Youth Leadership Group and others) to help develop outreach strategy and communicate with peers and parents	1 st quarter 2022
District	Investigate personal air monitors to give to students	2022
CSC Subcommittee Representative	<p>Reporting to CSC members</p> <ul style="list-style-type: none"> • Kimberly McCoy to report back at Dec. CSC meeting 	Ongoing