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Report on Community Outreach Program Assistance

**Community Outreach
Consultants
Lee Andrews/FAME Renaissance
Oralia Michel
Strategy Workshop**



South Coast Air Quality Management District



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Overview

At its March 16, 2001 meeting, the AQMD Governing Board appropriated \$1.5 million for the development of enhanced education and outreach programs to African-American, Hispanic and Asian communities in the four-county South Coast Basin. These community outreach programs were developed to further educate these communities about AQMD programs/activities and seek further stakeholder participation at AQMD.

In June 2001, a Request for Proposal (RFP) was released to solicit proposals from qualified individuals and organizations experienced in providing ethnic community relations/outreach and information needs assessment. The Board then selected contractors and approved detailed statements of work for specific task orders under these contracts. Each task order set forth the objective, deliverables and timeline for the outreach campaign. The Board subsequently approved various task orders to the contractors in December 2001, April 2002, July 2002, March 2003, and August 2003, for a total of 27 approved task orders. This report details the progress that has occurred on various task orders.

Background

The Board initially awarded contracts to four firms: Strategy Workshop and Imada Wong (Asian communities outreach) for \$500,000; Oralia Michel Marketing & Public Relations (Hispanic communities outreach) for \$500,000; and RCA & Associates (African-American communities outreach) for \$500,000. On April 19, 2002, Imada Wong informed AQMD that it would no longer participate in the project. The Board then appointed Strategy Workshop as the sole contractor for Asian communities outreach. On July 12, 2002, the Board agreed to terminate the contractual agreement with RCA Associates with the exception of the completion of the first task order "Air Quality Summit" due to the fact that the principal-in-charge was no longer available to perform the required tasks. The Board subsequently awarded a contract to the Lee Andrews Group and FAME Renaissance as co-principals for African-American communities outreach.

Each consultant has been assigned to implement health awareness and air quality outreach campaigns to a specific ethnic group. These community outreach programs were developed to further provide information to these communities about AQMD programs/activities and seek input from participants that may be disproportionately impacted by unhealthful air. In order to maintain communication with the wider ethnic and targeted communities, the AQMD Clean Air Congress campaign was launched as part of the enhanced outreach efforts. The Clean Air Congress is a coalition of individuals that assimilate information, strategies and new technologies to reduce air pollution and assist in its mission to clean up the air that we breathe. Each consultant has been tasked with disseminating information and recruiting members into the AQMD Clean Air Congress campaign.

Lee Andrews Group and FAME Renaissance are responsible for identifying and addressing neighborhood air quality issues in the African-American community. The outreach campaigns designated to reach the African-American community consists of coordinating local events to educate residents, health care professionals, and leaders on adverse effects of air pollution on minority children and the elderly. A health effects symposium was held at the University of Southern California to kick off the outreach efforts in the inner city, and various community forums and clean air fairs have been held in each of the four counties.

Oralia Michel Marketing and Public Relations is responsible for providing outreach to the Hispanic community. Oralia Michel conducted an initial assessment of AQMD's former website, providing recommendations for improved navigation and content. The recommendations were subsequently incorporated into a "new look and feel" for the website. The designated outreach campaigns include dissemination of air quality information at soccer events and clean air fairs, the development of a multi-page newspaper insert, and the creation of an award-winning public service announcement (PSA).

Strategy Workshop was tasked with conducting outreach to the Asian community. Strategy Workshop has been assigned to conduct breakfast meetings with small business owners and community leaders. Outreach efforts to the Asian-American community include asthma screening and air quality information dissemination at Korean churches and clean air fairs. Strategy Workshop is responsible for the development of the Clean Air Congress framework including development of significant collateral and a PSA.

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Lee Andrews Group/FAME Renaissance

The Lee Andrews Group has experience in providing comprehensive public and media relations, strategic planning, environmental justice and public participation to large scale public-private partnership projects. The FAME Renaissance is a non-profit organization which is part of a church with over 17,000 members. FAME Renaissance has experience in developing grassroots efforts that utilize innovative communication techniques and combines the involvement of community-based organizations, public and private partners, community leaders and residents. The Lee Andrews Group/FAME Renaissance has been appointed as the consultant that will provide outreach services to the African-American community.

The Lee Andrews Group/FAME Renaissance has coordinated several outreach events as part of its efforts to increase awareness in the African-American community of AQMD programs. Following is a summary of activities and projects completed or near completion:

Community Forums/ Clean Air Congress

A total of five small business breakfasts were held in Baldwin Park (March 19, 2003), Garden Grove (March 26, 2003), Ontario (April 17, 2003), Koreatown (March 13, 2003) and Riverside (April 2, 2003). With an average attendance of 100 people, these successful events brought together local business and economic development leaders with AQMD Board Members and staff, providing information to attendees on AQMD's Small Business Assistance Programs, the Dry Cleaner's Grant Program, and other rulemaking affecting small businesses. These forums also provided AQMD with the opportunity to further educate targeted audiences about the mission, programs and accomplishments of AQMD and to seek support through promoting membership in the Clean Air Congress.

For the Koreatown and Garden Grove events, Lee Andrews partnered with Strategy Workshop due to the extensive outreach and planning needed to make these two events successful.

Attendees also included representatives from the offices of U.S. Senator Barbara Boxer and Congressman Ken Calvert; Congresswoman Mary Bono; State Senators Denise Moreno Ducheny, Jim Brulte and Nell Soto; and Assembly Members John Longville, Gloria Negrete McLeod, and Sharon Runner.

At each of the events, the twelve minute "Cleaning the Air that We Breathe" video produced by Strategy Workshop was showcased, providing information to attendees on the health effects of diesel emissions





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and ground level ozone and the importance that the public, community and business leaders become stakeholders with AQMD in the fight for clean air.

Lee Andrews also conducted extensive outreach at six AQMD sponsored justice training workshops held in Ontario (June 26, 2003), Los Angeles (July 8, 2003), Riverside (July 22, 2003), Santa Ana (August 6, 2003), San Pedro (August 16, 2003) and Burbank (September 3, 2003).

Cultural Events Calendar

The calendar was developed to enhance the strategic planning of AQMD's ethnic outreach activities and ensure AQMD participation in diverse, targeted community events. A draft calendar was completed in February 2003. It included cultural and community events in the four-county AQMD area. The consulting team worked with staff to finalize the calendar in May 2003 and increase ethnic and regional diversity in the events listings. The calendar, which covered events through December 2003, also listed the specific benefit for AQMD participation in each event and provides a nexus between key events and the AQMD's advocacy agenda. The calendar proved to be a useful tool for AQMD in planning outreach efforts for 2003.



Legislative Briefing

In December 2003, AQMD held a legislative staff briefing to provide an overview of AQMD programs and outreach efforts. AQMD staff met with fifteen legislative representatives or their staff to seek their input and support regarding 2004 legislative proposals and ongoing efforts to improve air quality in the basin, challenges that AQMD is facing, and issues deemed important to AQMD. The briefing also enabled AQMD to gain insight on how legislative representatives would respond to holding a larger-scale summit in the near future that would seek to coordinate state and local government efforts on air quality and environmental justice issues.



Attendees included representatives from the offices of Senators Joe Dunn, Martha Escutia, Sheila Kuehl, Kevin Murray and Gloria Romero; and Assembly Members Rudy Bermudez, Ed Chavez, Judy Chu, Marco Firebaugh, Jackie Goldberg, Lloyd Levine, Alan Lowenthal, Cindy Montanez, and Mark Ridley-Thomas.

Interfaith Summit On Air Quality

AQMD hosted an interfaith summit in February 2004 where over 120 civic leaders, educators, clergy and leadership from various faiths, representing nearly eighty organizations were brought together to discuss environmental stewardship and responsibility.



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The one day event featured workshops on environmental justice; spirituality and the Earth – Interfaith Perspectives on Environmental stewardship; faith-based advocacy; and youth education and empowerment. Board members Michael Antonovich, Bea LaPisto-Kirtley and Cynthia Verdugo-Peralta attended this event.

Asthma Screenings and Faith-Based Community Outreach Program Expansion

Asthma Screenings and Faith-Based Community Outreach events in partnership with key African-American and Hispanic churches were held at the First AME Church in Los Angeles and the Christ Our Redeemer Church in Irvine on December 14, 2003 and February 1, 2004, respectively. The remaining events have been tentatively scheduled at the Quinn AME Church in Moreno Valley and The Rock, located in Redlands. With average attendance of one 100 people each, these events helped enable AQMD to expand upon its successful Asthma Screening and Community Outreach program by raising awareness and providing education about the health effects of air pollution, environmental justice, new technologies, and participation in clean air programs through the Clean Air Congress.



Legislative Summit

The Legislative Summit is scheduled to be held in summer of 2004 and entails an event that would target members of the State Assembly and Senate, legislative staff, AQMD Governing Board members, local elected officials and other policymakers. The summit would provide a forum for air quality presentations. Legislative briefing materials would be provided to advance AQMD's legislative agenda – including information regarding AQMD's programs aimed at improving air quality, the need for support of AQMD's programs for mitigation and new technologies, and the impact of unhealthful air on children and AQMD residents.

Small Business Breakfast Forums

Five small business breakfast forums are planned as a continuation of the successful series started in Phase I. Tentatively scheduled for April-June 2004 in the cities of Irvine, Los Angeles, Pasadena, Riverside, and San Bernardino, these events will focus on small businesses that are subject to AQMD permitting requirements (i.e., restaurants, dry cleaners, shoe repair, and auto body shops). Each forum will include brief presentations by AQMD representatives, elected officials, and small business/community leaders.

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Strategy Workshop

Strategy Workshop is a public relations and strategic planning firm specializing in public affairs. They work closely with government agencies and in the public policy arena on a daily basis. This group was tasked by the Governing Board to conduct outreach to Asian communities.

Following is a summary of these completed and continuing projects:

Clean Air Congress Promotional Materials

A 12-minute video entitled "Cleaning the Air That We Breathe" has been produced in English and Spanish. It features recognizable news media personalities as well as notable medical professionals, academia and AQMD staff. The video provides insights into key air quality issues. It also explains and promotes membership in the AQMD's Clean Air Congress. Collateral materials, such as brochures, membership forms and cards, fact sheets, award certificates and a 24-page color booklet were also developed.



Asthma Screenings and Community Outreach Program (Korean Church Health Screenings)

An asthma screening program was created and implemented at five Korean churches in the South Coast region. Churchgoers and families received asthma screenings and referrals for respiratory conditions. Another objective was to increase awareness about air quality and public health issues, new low-pollution technology and environmental justice. In preparation for these events, a bilingual full-color newsletter was developed that highlighted the asthma screening program, air pollution prevention, and included tips on how to fight air pollution and other related information.

As part of this task order the consultant developed a newsletter, created a Korean version of the "Cleaning the Air that We Breathe" video, arranged for partnerships with Kaiser Permanente, Korean Health Education Information & Research Center, Korean Nurses Center, Korean Youth & Community Center, Orange County Korean American Health Information & Education Center, and the Pacific Asian Consortium on Employment.



The following events were held:

- April 6, 2003; Bethel Korean Church, Irvine - administered asthma screening to over 175 individuals and recruited over 75 sign-ups for the AQMD Clean Air Congress.
- May 4, 2003; Holy Trinity Catholic Church, City of Los Angeles - administered asthma screening to over 250 individuals and recruited over 150 sign-ups for the AQMD Clean Air Congress.
- May 25, 2003; Inland Church, Pomona - administered asthma screening to 238 individuals and recruited 15 sign-ups for the AQMD Clean Air Congress.
- June 8, 2003; Berendo Street Baptist Church, Los Angeles - administered asthma screening to over 123 individuals and



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recruited over 15 sign-ups for the AQMD Clean Air Congress.

- * August 17, 2003; Dong Shin Presbyterian Church - administered asthma screening to over 256 individuals and recruited over 10 sign-ups for the AQMD Clean Air Congress.

Asian Forums, Trade Fairs and Small Business Breakfasts

Small business breakfast meetings were held in Koreatown (March 13, 2003) and in Garden Grove (March 26, 2003). The attendance averaged 100 guests for each event. The forums were co-hosted by area chambers of commerce and other business organizations. The forums focused on providing information to attendees on AQMD's Small Business Assistance Programs, the Dry Cleaner's Grant Program, and other rulemaking affecting small businesses. Following the presentations, participants were encouraged to offer feedback and ask questions in an open forum. Many of the small business owners, community leaders and other participants signed up for the Clean Air Congress at these events.



Clean Air Congress Outreach – Phase I

The consultant conducted extensive outreach to organizations in order to recruit and enroll residents in the Clean Air Congress. Over 30 presentations were made. Presentations served to educate people on the mission, programs and accomplishments of AQMD. Involving and enrolling the public in the Clean Air Congress will lead to greater public awareness and participation in the development of public policy for clean air, increased effectiveness of the agency's public outreach programs, and enhanced interface with the general public, community leaders, businesses and policymakers.



Over the course of this task, Strategy Workshop has made presentations to over 1700 people at thirty-one organizations and a total of 630 people signed up as members of the Clean Air Congress. These organizations included:

- Asian Drug Abuse Program
- Korean Health Education, Information and Research Center
- Vietnamese Chamber of Commerce of Orange County Asian Youth Center
- Little Tokyo Service Center
- Search to Involve Filipino Americans
- Cambodian Association of American
- KCET Community Advisory Board
- Alhambra Hospital Community Board
- Chinese American Museum Board
- Chinatown Public Library
- Little Tokyo Public Library
- Chinese American Citizens Alliance San Gabriel
- Chinese American Citizen Alliance -Chinatown Chapter
- Koreatown Public Library staff
- Southern California Chinese Historical Society
- Thai Development Center
- Filipino American Service Group
- Bethel Korean Church
- Trinity Catholic Church





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- Inland Church, Pomona
- Berendo Street Baptist Church, Los Angeles
- Dong Shin Presbyterian Church
- Koyasan Boys Scouts
- Pacific Asian Consortium on Employment
- Pacific Clinics
- WRAP Family Services
- Eastside Optimist Club
- Chinatown Public Safety Association
- Federation of Filipino Americans Association
- Asian Pacific Women's Center
- Monterey Park Rotary
- Monterey Park Business Watch Program

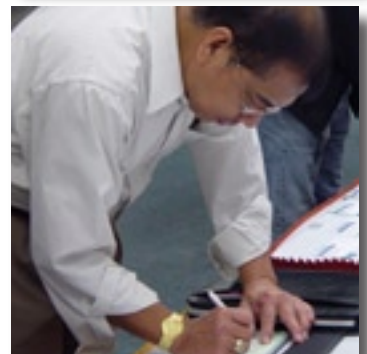
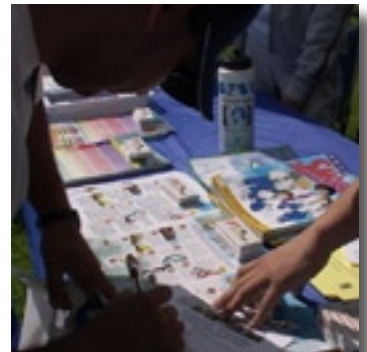
Clean Air Congress Expos

The Clean Air Congress Expos are designed to attract the general public, provide education and information on air pollution and the tools available to consumers and businesses to reduce air pollution. There will be a focus on exhibiting new and developing clean air technologies, including alternative fuel vehicles and "cars of the future," as well as clean air consumer and business products. The expos will be designed to encourage family attendance and attract media coverage.

The Clean Air Congress Expo task order is divided into two phases. Phase one encompasses the development of detailed logistical plans and budgets to hold three expos in Los Angeles and Orange counties and the Inland Empire. As part of this phase, the consultant developed a list of potential sponsors and exhibitors; created media and marketing plans, including suggested publications and advertising costs; completed a list of materials to be developed; developed a master budget; developed ideas for various educational programs to be conducted at each of the expos; reached a tentative agreement with the California Science Center to create a children's educational program for implementation during the expos; and developed a list of suggested venues, which included costs, logistical and equipment needs. The consultant has provided AQMD with a draft proposal to hold these expos. Phase II consists of coordinating and implementing the expos, provided that sufficient sponsors are secured.

High School "Clean Air" PSA Contest

The Clean Air PSA contest is a pilot high school clean air media contest in schools with significant enrollments of Asian-American students in the South Coast region. Students involved in video classes or clubs will be invited to create Public Service Announcements promoting the Clean Air Congress or other clean air messages. The PSAs may be in English and/or other languages and may be placed on local cable outlets, UHF channels, and exhibited at special venues. This task order is also divided into two phases. Phase one consists of a detailed plan and budget and includes a timeline which has been completed. Activities completed as part of Phase one included conducting research to identify high schools within the South Coast Basin with significant Asian-American student enrollment; contacting select high schools to identify television production-related courses; developing and coordinating a steering committee; outlining the PSA contest official rules and regulations; and developing an overall budget for phase two of the contest. Phase two, which includes organizing, coordinating and implementing the contest, will be completed by December 2004.



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Clean Air Congress Outreach and Recruitment – Phase II

The consultant has continued its extensive outreach to organizations in order to recruit and enroll residents in the Clean Air Congress. Involving and enrolling the public in the Clean Air Congress will lead to greater public awareness and participation in the development of public policy for clean air, increased effectiveness of the agency's public outreach programs, and enhanced interface with the general public, community leaders, businesses and policymakers.

One aspect of the community outreach effort of the Clean Air Congress was to target Asian-American residents in AQMD's region, with an emphasis on those living in impacted air pollution areas. Efforts under phase two of this outreach includes presentations to over 592 people, of which 245 people signed up as members of the Clean Air Congress. Presentations were provided to the following organizations:

- Monterey Park Rotary Club
- Asian Pacific American Dispute Resolution Center
- San Gabriel Rotary Club
- Asian Pacific Women's Center
- Monterey Park Business Watch Program
- Koreatown Boy Scouts
- Higashi Honganji Buddhist Temple
- Asian American Dispute Resolution Center
- Friends of the Chinatown Library
- San Gabriel Rotary Club
- Hollywood Rotary Club
- Japanese American Optimist Club
- Los Angeles Boys and Girls Club
- Rio Hondo Commerce Rotary
- Inglewood Rotary
- Orange County Lodge
- Pasadena Sunrise
- Watts Willow Brook Rotary
- Gardena Rotary
- La Casa de San Gabriel
- South Gate Rotary
- South West Rotary
- Huntington Park Kiwanis
- Little Tokyo Public Safety Association
- Manhattan Beach Rotary
- Bellflower Rotary
- Monrovia Rotary
- Sun Valley Rotary
- Paramount Rotary Club
- West Covina Rotary Club
- St. Thomas Aquinas School
- Economic & Employment Development Center
- Pacific Palisades Rotary Club



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Oralia Michel Marketing & Public Relations (OMMPR)

Oralia Michel has a strong Hispanic event-planning track records as well as community outreach expertise. She and her team are charged with increasing the Hispanic community's awareness of AQMD and their exposure to the AQMD message. OMMPR is tasked to achieve this awareness and exposure through targeted sponsorship opportunities and media partnerships.

Since the AQMD Governing Board's selection of OMMPR, the consulting team has organized several outreach activities and projects according to the Board's direction to enhance AQMD ethnic outreach. Following is a summary of these completed and continuing projects:

Health Awareness Campaign/Clean Air Congress

A 30-second and a 60-second public service announcement were developed in English and Spanish to promote the Clean Air Congress. The video, which has aired on English and Spanish language television stations, highlights the adverse health impacts of diesel emissions and urges the community to become a clean air partner by joining the Clean Air Congress. These PSAs were aired more than 700 times on stations throughout the South Coast AQMD. Oralia Michel assisted in the placement of over \$90,000 worth of "free" airtime and over 152 million impressions through December 2003. Oralia Michel recently received the Prism "Award of Excellence" from the Los Angeles Chapter of the Public Relations Society of America for their work on these two PSA's

The Clean Air Congress campaign is designed to lead to greater public awareness and participation in the development of public policy for clean air, increased effectiveness of the agency's ongoing programs and enhanced interface with the general public, community leaders, business representatives and policy leaders. The PSA aired on the following English and Spanish media outlets in the respective counties:

Los Angeles County:

City of Commerce TV 12
L.A. City View TV 35
KCAL TV 9
KJLA TV 57 – (Spanish & English)
Charter Communications
KMEX TV 34 (Spanish)
Telefutura TV 46 (Spanish)
KTLA5
PAX Television

Orange County:

KCAL TV 9
KJLA TV 57 – (Spanish & English)
Charter Communications
KMEX TV 34 (Spanish)
Telefutura TV 46 (Spanish)
KTLA5
PAX Television

San Bernardino County:

KCAL TV 9
KJLA TV 57 – (Spanish & English)
Charter Communications
KMEX TV 34 (Spanish)
Telefutura TV 46 (Spanish)
KTLA5
PAX Television

Riverside County:

KCAL TV 9
KJLA TV 57 – (Spanish & English)
Charter Communications
KMEX TV 34 (Spanish)
Telefutura TV 46 (Spanish)
KTLA5
PAX Television



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Air Pollution Newspaper Insert

A 12-page full color newspaper insert was developed for families who are essential partners in improving regional air quality. The newspaper insert included information on AQMD and its programs; environmental justice; health issues, such as asthma and air pollution; and clean technologies. The insert was included in the eight major daily newspapers associated with the Los Angeles Newspaper Group (LANG)—*L.A. Daily News*, *San Gabriel Valley Tribune*, *Whittier Daily News*, *Pasadena Star News*, *Press Telegram of Long Beach*, *Inland Valley Daily Bulletin*, *Redlands Daily Facts* and the *San Bernardino Sun*.

LANG was chosen as the newspaper organization that printed and distributed the newspaper insert because they provided AQMD with the deepest discount from standard rates while competing newspapers offered a similar price for distribution (insertion) only. LANG also had the highest circulation in the four-county region, resulting in major cost savings.



LANG	
• Circulation	544,000
• Readership	1.7 million
LA OPINION (SPANISH)	
• Circulation	160,000+
• Readership	320,000+

AYSO Mini Clean Air Fair /AQMD Soccer

As part of the soccer project, Oralia Michel identified several youth soccer organizations within each of the four counties to



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conduct a joint education effort. Participants were given information on air pollution and its health effects. Sports organizations and its administrators were also encouraged to become familiar with air pollution episodes as a way to become more protective of children. AQMD-sponsored "Kicks for Kids" with the Los Angeles Galaxy Major League team included staffing an AQMD booth at five Galaxy home games and donating 30 home game tickets for eight games to organizations including the West San Gabriel Valley Boys and Girls Club and the American Youth Soccer Organization of Boyle Heights Region 1340.

"A Su Salud" Mini Clean Air Fair - The fair, co-sponsored by AQMD and Sav-On/Albertsons, was held in October 2002 at East Los Angeles College. During the event the Tree Musketeers gave out free tree seedlings to individuals who pledged to help clean the air, and the Asthma and Allergy Foundation's bilingual respiratory therapist conducted health screenings. Within the booth, there was seating for approximately 35 parents and children and the booth was at full capacity. Children created 137 "milagritos" (clean air wishes) at the arts and crafts booth; and 156 individuals joined the Clean Air Congress during the event.

Spanish Language Web Page Assessment and Enhancements

This project required the contractor to conduct an in-depth assessment of the AQMD's current website, in terms of its content, accessibility, and usefulness to the members of the public, particularly to the Hispanic community. During the evaluation process, community and business leaders from the four county area were surveyed regarding recommendations they would make relative to web site enhancements. Additionally, government web sites that provide outreach or content to Hispanic communities were also surveyed for content, design and cross-linking opportunities.

Completed in September 2002, the final report found that AQMD's web site was often difficult to navigate and obtain information. The report also contained a list of recommendations to enhance the existing site, providing a more efficient, more informative and user-friendly environment that would be more approachable to ethnically diverse audiences. Recommendations included:

- Establishing an updated appearance with an improved navigation system
- Organizing existing content in a logical and consistent fashion
- Developing standards and policies to maintain consistency through the site
- Providing existing key web content in multiple languages





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- Adding new information that would be particularly useful to the Hispanic community; and
- Establishing links to key web pages of companies and organizations used by the Hispanic community that AQMD should attempt to partner with to increase its exposure.

Web Page Assessment Enhancements

The second stage of this project was completed in March 2004. This phase implemented a significant number of the recommendations resulting from the web assessment study. During the course of this project, the contractor established a new “look and feel” for the website, with an updated navigation system. New graphic design and layouts were recommended for implementation in a follow-up phase, along with other major enhancements. This portion of the work included:

- Establishing new style templates and design standards,
- Evaluating and selecting a multilingual translation service,
- Developing a policies and procedures manual, and
- Providing training and technical support.

Multilingual Health Awareness PSA Radio Campaign

A series of low- or no-cost radio public service announcements will be designed to raise awareness and educate the public about environmental justice, new technologies and the health effects of air pollution. The PSA will be produced in English and Spanish and will be strategically marketed to targeted radio outlets to maximize placement opportunities.

Multilingual Health Awareness PSA TV Campaign

A series of low-cost television PSAs will be designed to encourage participation by the public in clean air programs and inform them of opportunities to advocate for clean air issues in the legislative process at the state and federal levels. The PSA will also encourage viewers to join the Clean Air Congress and increase their knowledge and active participation in clean air issues. Partnerships with media outlets will be identified and secured to maximize air time and minimize costs.

Web Enhancement

This project would further enhance existing web pages and content resulting in improved navigation and easier access to the public. In addition, selected web content will be identified and translated into Spanish as part of this task. The third phase will be completed by summer 2004.



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Summary and Conclusions

The outreach consultants have assisted AQMD in developing and implementing a robust comprehensive outreach to the African-American, Hispanic and Asian-American communities and especially those communities that may be disproportionately impacted by unhealthful air. Central to this enhanced community outreach program was the creation of the Clean Air Congress, an innovative way for people to learn about air quality issues and becoming advocates for cleaning the air in the Basin. To date, over 5,000 residents have joined the Clean Air Congress. Other activities of importance included outreach events to small businesses, local communities, and elected officials, as well as the initiation of a new AQMD website with a brand new “look and feel.” These efforts should augment other staff activities to garner public support and active involvement to advance the Board’s clean air agenda and legislative initiatives.



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Thank You letters for "Kicks for Kids"



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Clean Air Congress Promotional Material



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Cultural Event Calendar