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DATE: August 20, 2026

TO: SJVUAPCD Governing Board 

FROM: Samir Sheikh, Executive Director/APCO
Project Coordinator: Jaime Holt

RE: **ITEM NUMBER 13: UPDATE ON DISTRICT'S
PUBLIC EDUCATION CAMPAIGNS**

RECOMMENDATION:

Receive update on the District's public education campaigns.

BACKGROUND:

To assist in implementing the District's clean air mission, your Board has placed a high priority on a robust public education and outreach strategy designed to enlist the support of residents, businesses, public agencies, local organizations, and other Valley partners. The District has developed and continually enhances its award-winning public education and outreach strategy by utilizing sound science, best industry practices, expert consulting services, ongoing analytical review of campaign reach and community feedback.

Based on Board direction, the following objectives have served to guide the District's public education and outreach efforts over the past several years:

- 1. Encourage and enlist the general public to support clean air efforts and take actions to improve air quality and public health for Valley residents.*
- 2. Empower and inform the public to protect themselves during episodes of poor air quality by providing them timely air quality information as well as scientific and comprehensible information on health effects of air pollution.*

3. Provide accurate and objective information about Valley efforts to reduce air pollution, measurable results and achievements, and challenges that remain.

In addition to successful seasonal paid advertising campaigns, the District engages the public through a variety of year-round, award-winning outreach and education programs including but not limited to:

- Healthy Air Schools multifaceted outreach program
- Public relations efforts with Valley media including regular press releases and District-hosted media events
- Award-winning publications such as the Annual Report to the Community and the Valley Air News bimonthly newsletter
- Robust organic social media engagement across multiple platforms
- Digital outreach such as multiple websites and a mobile smart phone application
- Collaboration with key partners such as Public Health Officers/Directors, National Weather Service, land managers, sister air quality district, local economic development organizations, non-profit and business stakeholders, civic organizations, and others

Earlier this year, following a competitive procurement process, the District selected HYPHEN as its new advertising agency of record. Through this partnership, staff is looking forward to continuing to build upon our successful history of effective public education and outreach campaigns.

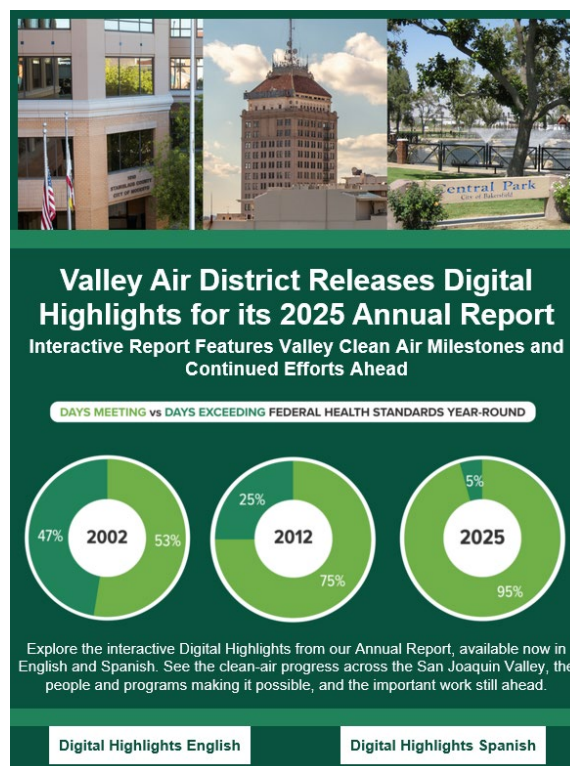
SUMMER PUBLIC EDUCATION CAMPAIGN:

The District's 2026 Summer Public Education Campaign launched in August during a period when the Valley has historically experienced elevated ozone levels and an increased potential for wildfire smoke impacts. The summer public education campaign is a multifaceted strategy that includes a variety of tactics to reach Valley residents including:

- In-person outreach at schools during Back-to-School events to educate and solicit participation from students, parents, teachers and administrators in the Healthy Air Schools program
- Wildfire preparedness through outreach to residents and collaboration with our public health and land management partners
- Ongoing media relations including regular interviews with local news throughout the Valley regarding summertime wildfire, ozone, and other issues
- Presentations to non-profit organizations and professional business groups highlighting air quality progress and explaining work still to be done
- Regular updates to District websites based on changing air quality conditions, such as elevated temperature/ozone, wildfire impacts, and blowing dust
- Ongoing daily organic social media posting

- Enhancements to District grant program outreach materials, especially those programs relaunching this summer such as *Drive Clean San Joaquin* and *Zero Emission Lawncare Equipment*
- Support of District efforts to secure additional state and federal grant funding

To amplify awareness of the Valley's recent air quality improvements and ongoing efforts, staff is actively promoting the District's award-winning, bilingual 2025 Annual Report to the Community and newly launched interactive bilingual digital story map. Outreach efforts include distribution through the District's email service, the bimonthly *Valley Air News* newsletter, and the monthly Healthy Air Living Schools email. Staff is also mailing hard copies of the Annual Report to key Valley policymakers and community partners to further highlight the region's continued air quality progress.



As a new feature to this summer campaign, the *Kids Care About Our Air (Kids Care)* initiative leverages bilingual artwork created by Valley students through the District's Annual Kids' Calendar Program to deliver seasonal animated clean-air messages focused on protecting public health and encouraging practical actions residents can take to reduce emissions and prepare for changing air quality conditions.

Running from August 10 through September 30, the *Kids Care* initiative utilizes an integrated bilingual digital media strategy across the District's eight-county service area. Rather than relying on a single advertising platform, the media plan strategically combines multiple social media channels, with each serving a distinct role in reaching key audiences and demographics. This approach includes broad community outreach

through localized geographic and demographic targeting; instructional and educational content focused on wildfire preparedness, smoke protection, and clean-air practices; and targeted outreach to school administrators, government agencies, facility managers, and other community leaders who can help amplify campaign messages through their organizations and networks. By coordinating messaging across multiple platforms, the campaign is designed to expand overall reach while delivering relevant content to audiences based on their interests, roles, and level of engagement. The campaign utilizes a strategic funnel-based outreach approach designed to build awareness, deepen engagement, and provide audiences with increasingly detailed information. Rather than relying on a single interaction, the campaign is using audience engagement signals to help deliver relevant follow-up content across digital platforms.

For example, an individual who engages with a District social media post highlighting our rebates for lawn care equipment may subsequently be served additional campaign content, such as a short video that highlights a Valley resident who went through the Clean Green Yard Machines grant program. This layered approach allows the District to move audiences from initial awareness to deeper engagement, while reinforcing key messages across multiple digital touchpoints and making the most effective use of available outreach resources.



To further target the Valley's Spanish speaking community, staff is conducting some targeted Spanish language outreach through our more traditional broadcast media partner, leveraging Univision's highly rated evening Noticias News to extend messaging across multiple counties.

LOOKING FORWARD:

The District's innovative and award winning programs have been an important factor in the public understanding the Valley's complex air quality issues and taking action to produce the measurable improvements seen in the past several years. In designing the District's public education and outreach strategy, the District has sought to garner the public's support and involvement in pursuing clean air actions and measures while recognizing and building upon the extensive successful clean air strategies and associated investments that have been made over the past several decades. In adherence to the District's core value of continuous improvement and in recognition of ever-evolving perceptions regarding air quality in the Valley, staff will continually evaluates potential opportunities for enhancing its public education and outreach strategy to further increase the public's understanding and engagement in air quality issues. As an area of priority in the coming months, the District is preparing the upcoming launch of the public education campaign for the *Winter Residential Woodsmoke Reduction Strategy*, a multi-faceted strategy consisting of air quality forecast-driven reductions in residential wood burning supported by strong incentives and public education.