



Welcome Advisory Task Force Members

Meeting 4

January 11, 2012

1:00 pm to 4:00 pm



Workshop/Outreach Objectives

- **Introduce Air District**
- **Understand which air quality issues are important to which communities**
- **Understand best ways to reach and engage public**
- **Obtain feedback on draft document**

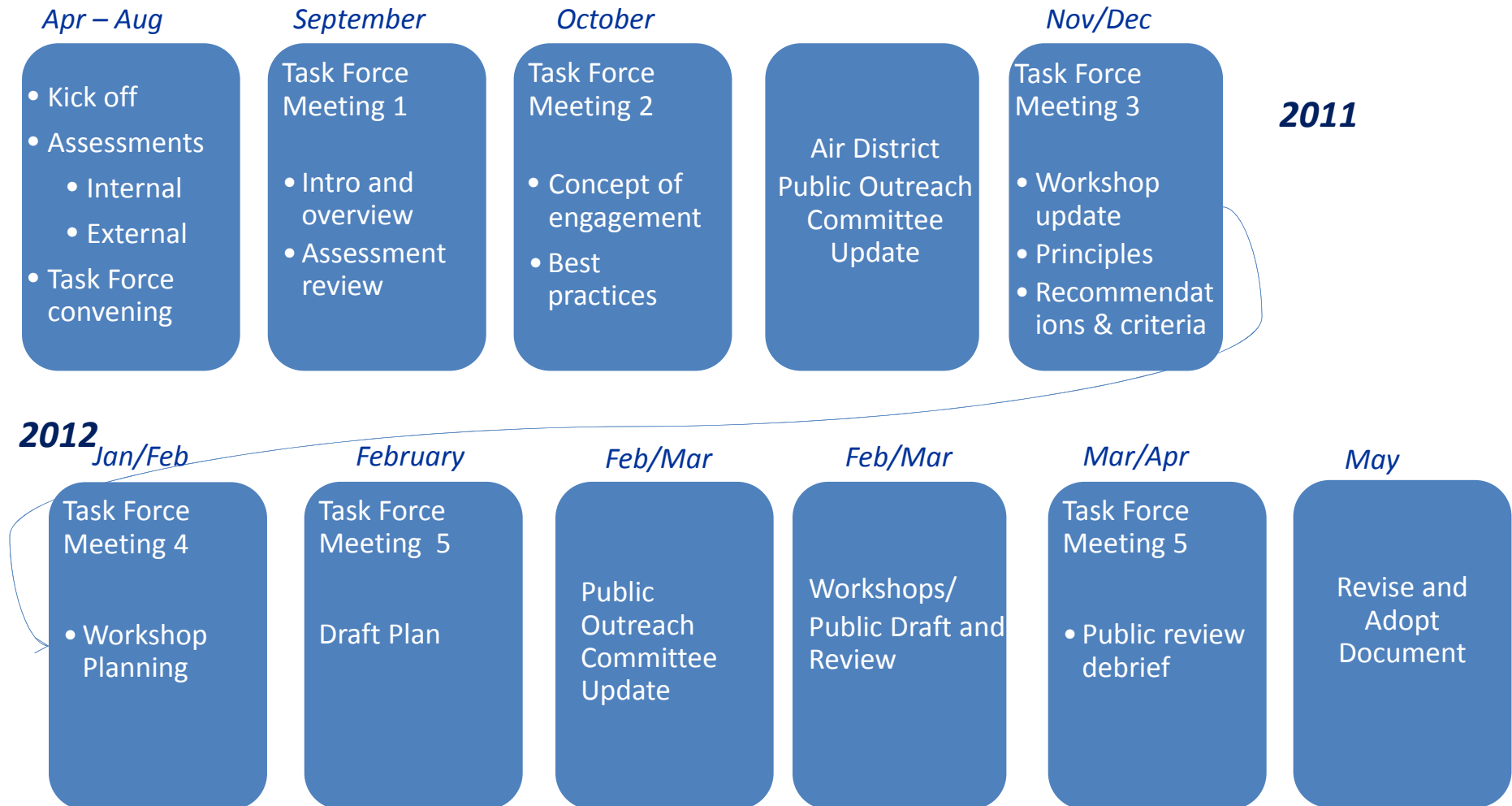


Target Audience Breakdown

- Residents
 - General public
 - Active individual residents
 - Non-governmental organizations (CBOs, Advocacy, etc.)
- Permitted/Registered
 - Companies
 - Trade associations
 - Institutions
- Public Agencies



Project Overview: Phases of Development





Workshop/Outreach Update

North Bay:

San Francisco, Marin,
Sonoma, Napa, Solano

East Bay:

Alameda and Contra
Costa

South Bay:

San Mateo and Santa
Clara

Regionally



Source: <http://www.friscovista.com/orientation/orientation.htm>



Positive Engagement Experiences

- What was the engagement activity?
- What was your role?
- What made it a positive experience; what made it successful?
- What lessons can be applied to the Air District's engagement efforts?



Potential Engagement Activities

- Workshops/Open Houses
- In-Person Meetings with Stakeholders
- Focus Groups
- Community Event Boothing
- Air District Video
- Surveys
- Social Media
- Web/Podcasts/Webinar
- Targeted Mail & Email Outreach
- Project branding



Workshop/Outreach Objectives and Strategies

- **Introduce Air District** – video, boothing, workshops, podcasts
- **Understand which air quality issues are important to which communities** – surveys, in-person meetings, boothing, workshops
- **Understand best ways to reach and engage public** – surveys, in-person meetings, workshops, social media
- **Obtain feedback on draft document** – workshops, webinar, web