



PUBLIC OUTREACH PLAN

**AB2766/MOBILE SOURCE AIR POLLUTION
REDUCTION (MSRC)**

LOCAL GOVERNMENT PARTNERSHIP

FINAL REPORT

JANUARY 29, 2020

Iris Espino, Public Information Officer

Elizabeth Rodriguez, Public Works Services Manager



**AB2766/MOBILE SOURCE AIR POLLUTION REDUCTION (MSRC)
LOCAL GOVERNMENT PARTNERSHIP PROGRAM**

PUBLIC OUTREACH PLAN

TABLE OF CONTENTS

Public Outreach Plan	1
Irwindale Website – Partnership to Purchase Electric Vehicles	2
Irwindale Public Works News Flyer – Partnership to Purchase Electric Vehicles	3
Press Release – Grant to Purchase Electric Vehicles	4
Press Release Posted – Irwindale Chamber of Commerce e-News	5
Press Release Posted – SGV Economic Partnership e-Weekly Update	7
Facebook Post – We’ve Gone Green!	10
Instagram Post – We’ve Gone Green!	11



AB2766/MOBILE SOURCE AIR POLLUTION REDUCTION (MSRC) LOCAL GOVERNMENT PARTNERSHIP PROGRAM PUBLIC OUTREACH PLAN

Outreach Staff: Elizabeth Rodriguez, Public Works Services Manager
Iris Espino, Economic Development Coordinator/Public Information Officer
Aundrea Alvarado & Denise De La Pena, Office Specialist

Work Plan Period: January 6, 2020 through February , 2020

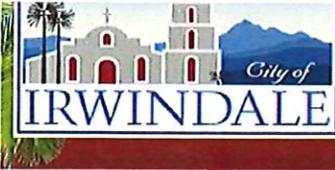
- Goals:**
1. To inform the public of the purchase of two (2) John Deere Electric Utility Vehicles for our City Parks while promoting the importance of air quality, alternative fuel vehicles and funding.
 2. To inform the public that the two (2) John Deere Electric Utility Vehicles have been received and are in operation.
 3. To thank the Mobile Source Air Pollution Reduction Review Committee (MSRC) for co-funding these two vehicles through their clean transportation funding for government agencies.

Objective: To promote the MSRC’s co-funding of two (2) John Deere Electric Utility Vehicles for our City Parks and educate the public on the importance of air quality, alternative fuel vehicles, and funding opportunities.

Activities	Timeline	Expected Outcomes	Comments/ Progress
Create a flyer, press release and social media campaign announcing the partnership between the City of Irwindale and MSRC on co-funding the purchase and informing the public of the operation of two (2) new electric John Deere Utility Vehicles.	Jan. 6 – 17, 2020	Establish the message for this outreach program including the importance of air quality, alternative fuel vehicles, and funding.	Planning in progress
Distribute the flyer to residents on City’s mailing list and post the flyer on the City website with shared links on social media outlets to the website	Jan. 13 – 17, 2020	Inform the public of the purchase, operation, and funding of alternative fuel vehicles added to the City’s Fleet Vehicles.	Planning in progress
Once flyers are on the City website, the social media campaign will begin with a post each day of the John Deere Vehicles in use and thanking MSRC for their funding. Special hashtags will be used to monitor social media activity and to increase community engagement.	Jan. 21 – 24, 2020	Community will learn more about the need and use of the electric vehicles and the funding applied by the City and provided by MSRC.	Planning in progress



Search Irwindale...



[Our Government](#) [Business & Development](#) [Residents](#) [Irwindale at a Glance](#)



[2020 Census](#)

[Bid's/RFP's](#)

[Building & Safety](#)

[City Code](#)

[Employment Opportunities](#)

[Irwindale Public Library](#)

[Minutes & Agendas](#)

[New Resident Information](#)

[Police Department](#)

[Recreation Department](#)

[Senior Center](#)

[How Do I...](#)

[CivicReady Notifications](#)

You are here: [Home](#) > News Flash

[Home](#)

Posted on: January 16, 2020

City of Irwindale Partners with South Coast Air Quality Management District

IRWINDALE PUBLIC WORKS NEWS

The City of Irwindale and South Coast Air Quality Management District/MSRC, through its Clean Transportation Funding - Local Government Program, partnered to purchase two electric utility vehicles for Irwindale Park.

Search

All categories ▾



Tools

[RSS](#)

[Notify Me](#)

Categories

- All Categories
- Home
- Police

- Open Government
- Irwindale Speaks
- Notify Me®
- Report a Concern
- Community Alerts



Next →

Sign Up Today to Get Emergency Notifications from the City of Irwindale!

[Other News in Home](#)



IRWINDALE PUBLIC WORKS NEWS



The City of Irwindale and South Coast Air Quality Management District/MSRC, through its Clean Transportation Funding - Local Government Program, partnered to purchase two electric utility vehicles for Irwindale Park.





Contact: Iris Espino, PIO
(626) 430-2206
iespino@irwindaleca.gov

FOR IMMEDIATE RELEASE

CITY OF IRWINDALE RECEIVES GRANT TO PURCHASE ELECTRIC VEHICLES

(Irwindale, California, January 16, 2020) - The city of Irwindale partnered with the South Coast Air Quality Management District through its Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee to purchase two electric John Deer Utility Vehicles for its Parks.

The grant is part of the Local Government Partnership that allows for a maximum funding amount of up to \$10,000 per vehicle or 50% of a light-duty zero emission vehicle's net purchase price, whichever is less. These electric vehicles are the first for the city's public works department.

Public Works Services Manager Elizabeth Rodriguez said, "Irwindale is committed to provide professional staff support to residents and businesses by using ethical and fiscally sound principles to ensure a safe and sustainable future." The city of Irwindale supports SCAQMD's goal in reducing air pollutants such as NOx, oxides of nitrogen, by eliminating diesel and gas vehicles and purchasing electronic vehicles.

###

Twitter: @CityofIrwindale
Facebook: @CityofIrwindale



Elizabeth Rodriguez

From: Irwindale Chamber of Commerce <jonathan@irwindalechamber.ccsend.com> on behalf of Irwindale Chamber of Commerce <info@irwindalechamber.org>
Sent: Friday, January 17, 2020 11:33 AM
To: Elizabeth Rodriguez
Subject: **Press Release**



Contact: Iris Espino, PIO
(626) 430-2206
iespino@irwindaleca.gov

FOR IMMEDIATE RELEASE

CITY OF IRWINDALE RECEIVES GRANT TO PURCHASE ELECTRIC VEHICLES

(Irwindale, California, January 16, 2020) - The city of Irwindale partnered with the South Coast Air Quality Management District through its Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee to purchase two electric John Deere Utility Vehicles for its Parks.

The grant is part of the Local Government Partnership that allows for a maximum funding amount of up to \$10,000 per vehicle or 50% of a light-duty zero emission vehicle's net purchase price, whichever is less. These electric vehicles are the first for the city's public works department.

Public Works Services Manager Elizabeth Rodriguez said, "Irwindale is committed to provide professional staff support to residents and businesses by using ethical and fiscally sound principles to ensure a safe and sustainable future." The city of Irwindale supports SCAQMD's goal in reducing air pollutants such as NOx, oxides of nitrogen, by eliminating diesel and gas vehicles and purchasing electronic vehicles.



Irwindale Chamber of Commerce |



Irwindale Chamber of Commerce | 16102 Arrow Hwy, PO Box 2307 (mailing), Irwindale, CA 91706

[Unsubscribe erodriguez@irwindaleca.gov](mailto:erodriguez@irwindaleca.gov)

[Update Profile](#) | [About Constant Contact](#)

Sent by info@irwindalechamber.org in collaboration with

Constant Contact 

Try email marketing for free today!

Elizabeth Rodriguez

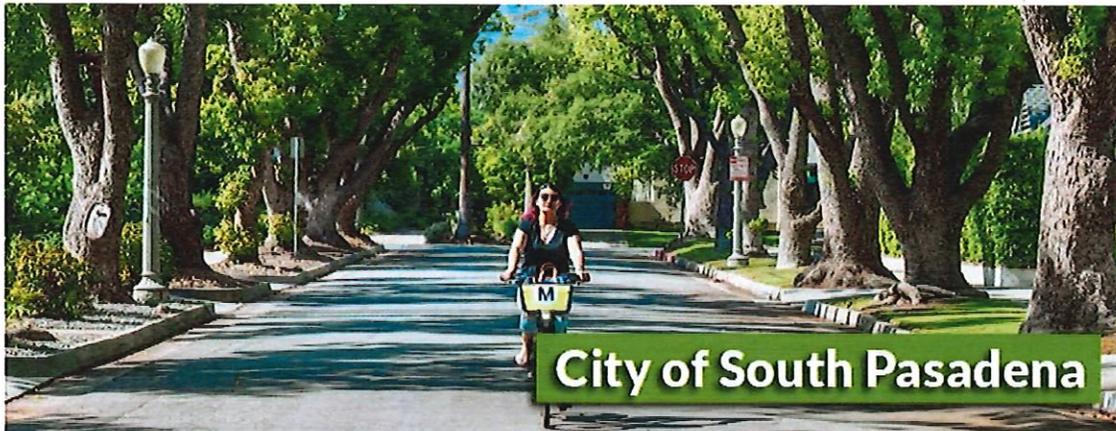
From: Iris Espino
Sent: Tuesday, January 28, 2020 4:21 PM
To: Elizabeth Rodriguez
Subject: FW: SGVEP Weekly Update - January 24, 2020

[Scroll down](#)

From: San Gabriel Valley Economic Partnership <pthomas@sgvpartnership.org>
Sent: Friday, January 24, 2020 10:12 AM
To: Iris Espino <iespino@IrwindaleCA.gov>
Subject: SGVEP Weekly Update - January 24, 2020



WEEKLY UPDATE



PARTNERSHIP NEWS

Current Health Trends in the Greater SGV

February 6, 2020

9:00 am - 11:00 am

Location: City of Hope, Cooper Auditorium, 1500 Duarte Road, Duarte CA 91010

Explore data and learnings from the recent hospital community health needs assessment in the Greater SGV. Discover the greatest health needs in your community. Connect with others who want to make a difference!

This day is brought to you by the San Gabriel Valley Hospital Collaborative, an initiative of the **Health Consortium of Greater San Gabriel Valley**, and is sponsored by Partnership members **Methodist Hospital, Kaiser Permanente, Emanate Health, the City of Pasadena,** and **City of Hope.**

Register



Irwindale Goes Green in Its Parks

The **City of Irwindale** partnered with the South Coast Air Quality Management District through its Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee to purchase two electric John Deer Utility Vehicles for its Parks.

The grant is part of the Local Government Partnership that allows for a maximum funding amount of up to \$10,000 per vehicle or 50% of a light-duty zero emission vehicle's net purchase price, whichever is less. These electric vehicles are the first for the city's public works department.



El Monte, South El Monte, and Baldwin Park Receive Over \$1M from Measure H

As cities throughout LA County prepare for their annual Point-in-Time Homeless Count (PIT Count), leadership from **El Monte**, **South El Monte** and **Baldwin Park** convened to initiate implementation on a 1.07M LA County Homeless Initiative (Measure H) grant that supports coordinated strategies and collaborative partnerships to combat homelessness across all three cities.

Based on the 2018 PIT Count conducted by the Los Angeles Homeless Services Authority (LAHSA), the three cities have a combined homeless count of 775 individuals and family members.

"The Homeless Count indicates that the number of people experiencing homelessness in the San Gabriel Valley has increased," said El Monte Mayor Andre Quintero. "This grant funding will allow El Monte and our neighboring communities to collectively tackle this regional challenge. I commend my fellow colleagues in the cities of South El Monte and Baldwin Park for their vision and partnership."

Have Something to Share?

Sign Up

Email or Phone

Password

Log In

Forgot account?



City of Irwindale

2 hrs ·

City of Irwindale partnered with South Coast Air Quality Management District to purchase TWO electric John Deer Utility Vehicles through it's Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee.

These electric vehicles are the first for the city's #PublicWorks department and demonstrate our commitment to provide professional staff support to residents and businesses using ethical and fiscally sound principles to ensure a safe and sustainable future.

Irwindale supports SCAQMD's goal in reducing air pollutants such as NOx, oxides of nitrogen, by eliminating diesel and gas vehicles and purchasing electronic vehicles.

Keep a lookout for new electric vehicles around the parks!

#CityofIrwindale #ILoveIrwindale #IrwindaleRocks #GetInvolved #StayInformed #WeLoveOurCommunity #IrwindalePublicWorks #GoGreen #SCAQMD #CleanAir



1

1 Share

Share

Related Pages



Irwindale Public Library Library



Irwindale Police Department Police Station



City of Industry Government Organization



Photo Bombers Foto Booth Photographer



Covina Police Department Government Organization



Anaheim Crime Watch Community Organization



City of Baldwin Park - Gov Government Organization



City of Azusa City Hall



Marlene Carney's Life & Biz Fav... Writer



Covina City News Media



City of Duarte, City Hall Government Organization



City of Covina City Hall

Pages Liked by This Page



City of Azusa



Irwindale Police Department



CITY OF IRWINDALE INSTAGRAM POST



CITYOFIRWINDALE

Posts



cityofirwindale



Liked by aundrea3288 and 41 others

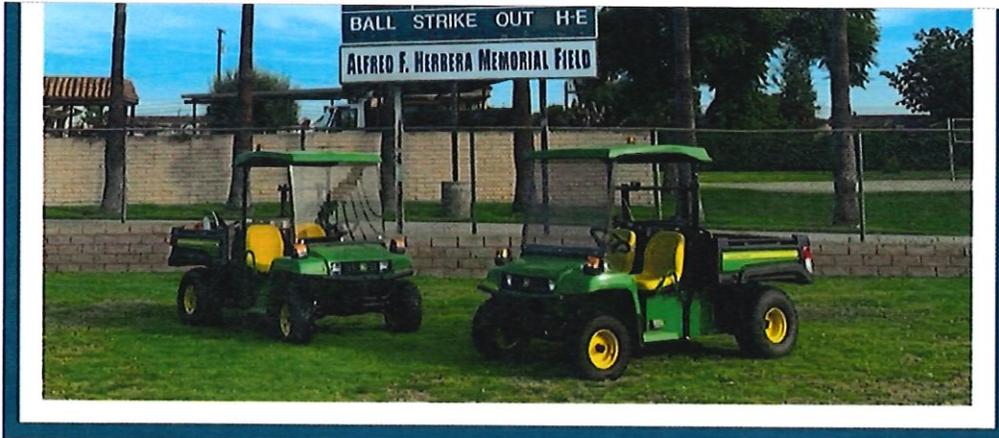
cityofirwindale City of Irwindale partnered with South Coast Air Quality Management District to purchase TWO electric John Deer Utility Vehicles through it's Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee.





CITYOFIRWINDALE

Posts



 Liked by **aundrea3288** and **41 others**

cityofirwindale City of Irwindale partnered with South Coast Air Quality Management District to purchase TWO electric John Deere Utility Vehicles through it's Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee.

These electric vehicles are the first for the city's #PublicWorks department and demonstrate our commitment to provide professional staff support to residents and businesses using ethical and fiscally sound principles to ensure a safe and sustainable future. Irwindale supports SCAQMD's goal in reducing air pollutants such as NOx, oxides of nitrogen, by eliminating diesel and gas vehicles and purchasing electronic vehicles.



Keep a lookout for new electric vehicles around the parks!

#CityofIrwindale #ILoveIrwindale #IrwindaleRocks
#GetInvolved #StayInformed #WeLoveOurCommunity
#IrwindalePublicWorks #GoGreen #SCAQMD #CleanAir

January 21

