

San Diego County Air Pollution Control District MESSAGING & COMMUNICATIONS GUIDE For Grants and Incentives Projects

The San Diego County Air Pollution Control District (District) requires certain branding requirements for all grant and incentive projects funded and/or administered by the District. “San Diego County Air Pollution Control District” is the umbrella term for all this type of program outreach. Specific requirements will be listed in contract agreements, and this document has been provided to support compliance with those requirements.

The District developed this guide to emphasize the importance of the District’s grants and incentives program as an essential piece of the over-arching air quality improvement strategy in San Diego County. The guidelines below are meant to assist grantees and their subcontractors in ensuring they are meeting all contractual outreach obligations and may not apply to all projects in all circumstances.

The District funds and administers the distribution of millions of dollars in local, state and federal funds to San Diego County residents, municipalities, organizations and businesses on an annual basis. Projects include low-emission heavy-duty vehicles, zero-emission vehicles, commercial and residential lawn care, low-emissions agricultural equipment, and much more.

This document provides guidance to grantees and contractors implementing District projects and programs around San Diego County to ensure brand and messaging consistency.

MEDIA RELEASES & EVENTS

Grantees are encouraged to distribute news releases in both English and Spanish whenever possible and organize press events at key milestones in coordination with relevant granting and administering agencies.

Key milestones might include:

- Grant award announcement
- Program launch to consumers
- Technology delivery
- Operational milestone (XX number of customers, miles driven, etc.)

Please send media releases and project or event collateral to melina.meza1@sdapcd.org for approval at least two weeks prior to release. Please send finalized documents, photos, news clips and collateral materials to further distribution and promotional use to melina.meza1@sdapcd.org as soon as possible either before or shortly after the event. The District can assist with distribution of press releases, and should be considered a partner in any event planned to promote the grant.

FUNDING BOILERPLATE & LOGO

The District funding boilerplate and logo—and for some funding sources, the California Climate Investments boilerplate and logo—should be included on all outreach and public facing materials including but not limited to press releases, media advisories, printed collateral, event invitations and project/program websites. Whenever appropriate, grantees should provide public-facing materials in both English and Spanish.

BOILERPLATE

1. [INSERT PROGRAM NAME] is a program of the San Diego County Air Pollution Control District.
2. [INSERT PROGRAM NAME] un programa del Distrito del Aire del Condado de San Diego.

LOGO

The name and logo serve to bring under a single brand the many different grant programs being funded and administered by the San Diego County Air Pollution Control District. Equipment and vehicles funded by the District may be required to display a District logo and a “funded by” message via decals provided by the District.

To receive a variety of logo files and formats or to receive a “funded by” decal, email melina.meza1@sdapcd.org. See example at the end of this document.

REFERRING TO GRANTING AND/OR ADMINISTRATIVE AGENCY

The District should also be referred to in all outreach and public facing materials.

- For example: The San Diego County Air Pollution Control District awarded [\$XX million dollars] to [Your Organization] for an [electric car-sharing program] in [your neighborhoods]. The [Program Name] will make [100 zero-emission vehicles available to qualifying low-income residents to use up to five hours a week at no cost]. The [Program Name] is a program of the San Diego County Air Pollution Control District.

CONNECT ON SOCIAL MEDIA

- Follow @sdapcd on Twitter, Instagram and Facebook
- Tag the District in posts with program news and updates for additional amplification through state agency accounts.
- Use the hashtags #SanDiegoCountyAirDistrict and/or #CleanAirForAll to connect with other projects and programs.

ADDITIONAL RESOURCES

Website: www.sdapcd.org

Facebook: www.facebook.com/SDAPCD

Twitter: <https://twitter.com/sdapcd>

To request support, files or decals email melina.meza1@sdapcd.org

CONTACTS

Press Inquiries and Communications Support

melina.meza1@sdapcd.org

858-967-9767

EXAMPLES OF LOGOS AND DECALS

Logos



4x5" Decal



12x8" Decal

