
CHAPTER 2:

COMMUNITY OUTREACH,
COMMUNITY STEERING
COMMITTEE, AND
PUBLIC PROCESS

Chapter 2: Community Outreach, Community Steering Committee, and Public Process

Introduction

Community engagement, outreach, and public process were crucial to developing the South Los Angeles (SLA) Community Emission Reduction Plan (CERP). Key features of the outreach efforts include partnering with Community Co-Leads, establishing a Community Steering Committee (CSC), monthly CSC meetings, CSC member testimonials, South Coast AQMD staff presentations, providing materials (in English and Spanish) via email and webpage, and live-streaming all CSC meetings (with English and Spanish interpretation). Also, numerous interactions between CSC members, Community Co-Leads, and South Coast AQMD staff occurred in one-on-one and/or small group meetings, allowing for in-depth discussions on joint development and CERP creation.

Chapter 2 Highlights
<ul style="list-style-type: none"> • The Community Steering Committee (CSC) and Community Co-Leads worked with South Coast AQMD staff to develop the CERP • Due to the COVID-19 Stay-At-Home Order, regularly scheduled CSC meetings used a virtual platform to engage with the CSC and public • The Community Liaison served as the point of contact • The CSC Charter was developed by the Community Co-Leads, with input from the CSC • Additional one-on-one, small group, and community meetings also played an important part in community engagement • A Community webpage was created as an information portal

Community Co-Leads

South Coast AQMD is partnered with three community organizations serving as co-leads for the development and implementation of the AB 617 Program in the SLA AB 617 Community. The co-lead organizations are:

- Physicians for Social Responsibility-Los Angeles (PSR-LA);
- Strategic Concepts in Organizing and Policy Education (SCOPE); and
- Watts Clean Air and Energy Committee.

PSR-LA is an organization that advocates for policies and practices that improve public health, the elimination of environmental and nuclear threats, and seeks to address health inequalities. PSR-LA has over a decade of experience working in the South Central Los Angeles (SCLA) community on toxics, air pollution and climate change, land use and community development, and oil and gas extraction. PSR-LA brings the strength and credibility of health professionals to local organizing efforts and regulatory action and advocacy.

SCOPE builds grassroots power to create social and economic justice for low-income, women and women identifying, immigrant, black, and brown communities in Los Angeles. SCOPE organizes

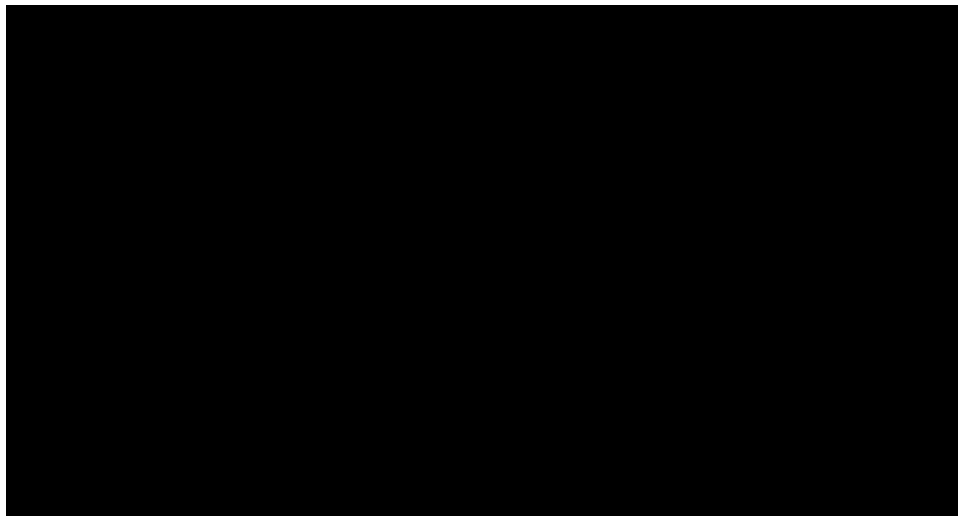
communities, develops leaders, collaborates through strategic alliances, builds capacity through training programs, and educates South LA's residents to have an active role in shaping policies that affect the quality of life in the region. Their core values are justice, respect, responsibility, integrity, and voice.

Watts Clean Air and Energy Committee empowers the Watts community to achieve environmental justice by improving air quality and helping the community gain access to careers in the growing green energy industry. With daunting data on the rise in the era of competition between public utilities, the three founders knew that the disadvantaged Watts community was in need of active community education and engagement around the larger picture of global warming, including air and energy.

Community Liaisons

A Community Liaison from the South Coast AQMD served as the point of contact to communicate with members of the CSC and members of the public to address concerns regarding logistics and development of both the CERP and Community Air Monitoring Plan (CAMP) (**FIGURE 2-1**). The Community Liaison ensured communication throughout the CERP development process and worked with community members to identify the best ways to make information accessible and user-friendly. The South Coast AQMD Community Liaison for SLA is Bernard Tolliver (btolliver@aqmd.gov), formerly, the liaison was Evangelina Barrera. Additionally, Nicole Silva (nsilva@aqmd.gov) serves as the South Coast AQMD point of contact for CERP-related discussions.

FIGURE 2-1: SOUTH COAST AQMD STAFF ASSISTING CSC MEMBERS AND THE PUBLIC VIA ZOOM



Community Steering Committee (CSC)

The main role of the CSC is to provide input and guidance as well as to propose actions for the community plans (i.e., CERP and CAMP). The CSC is comprised of stakeholders with community knowledge to help drive community action and to develop the CERP and CAMP. The CSC creates a way to incorporate community expertise and direction in developing and implementing clean air programs in each community.

The CSC for SLA was initially formed in January and March of 2021. Beginning on April 1, 2021, monthly virtual meetings were held via Zoom. (FIGURE 2-2). Virtual meetings were held due to the COVID-19 pandemic and the resulting executive orders from the Governor¹. Spanish interpretation occurs during each virtual meeting, including teleconference capability for both English and Spanish lines, and meeting materials are provided in both languages.

Staff will continue to seek recommendations and feedback from the CSC during CERP implementation and adjust the outreach approaches to be more effective.

The SLA CSC has 46 primary members and two alternate members representing active residents, community organizations, and businesses. Twenty-six are primary members who reside within the community (resident percentage on the CSC is 54 percent), three primary members and two alternate members represent agencies, schools/universities, or offices of elected officials who serve this community,² two primary members represent businesses or labor organizations, ten primary members represent community organizations, and five primary members are co-leads. The roster is available at: <http://www.aqmd.gov/docs/default-source/ab-617-ab-134/steering-committees/south-la/roster.pdf>.

CSC Charter

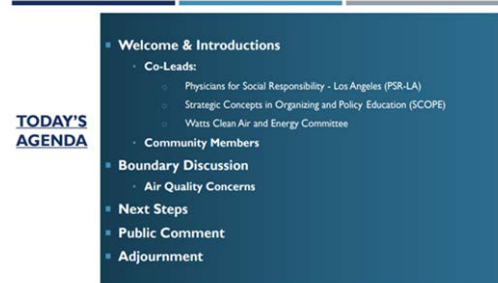
A charter was developed jointly by South Coast AQMD staff and SLA co-leads for the CSC and a draft was presented to members at the first meeting on April 1, 2021. CSC members were

FIGURE 2-2: COMMUNITY STEERING COMMITTEE FIRST MEETING SLIDES

4/1/2021



1



2

¹ Governor Newsom issued Executive Order N-25-20 on March 12, 2020, and Executive Order N-29-20 on March 17, 2020.

² Per discussion with CARB staff, members representing agencies, schools, universities, hospitals, and offices of elected officials are not included in the calculation of resident percentage on the CSC.

invited to comment and provide feedback before the charter was announced as final at the CSC meeting on July 22, 2021. The final charter is provided on the webpage:

<http://www.aqmd.gov/docs/default-source/ab-617-ab-134/steering-committees/south-la/sla-charter.pdf>.

Committee Presenters

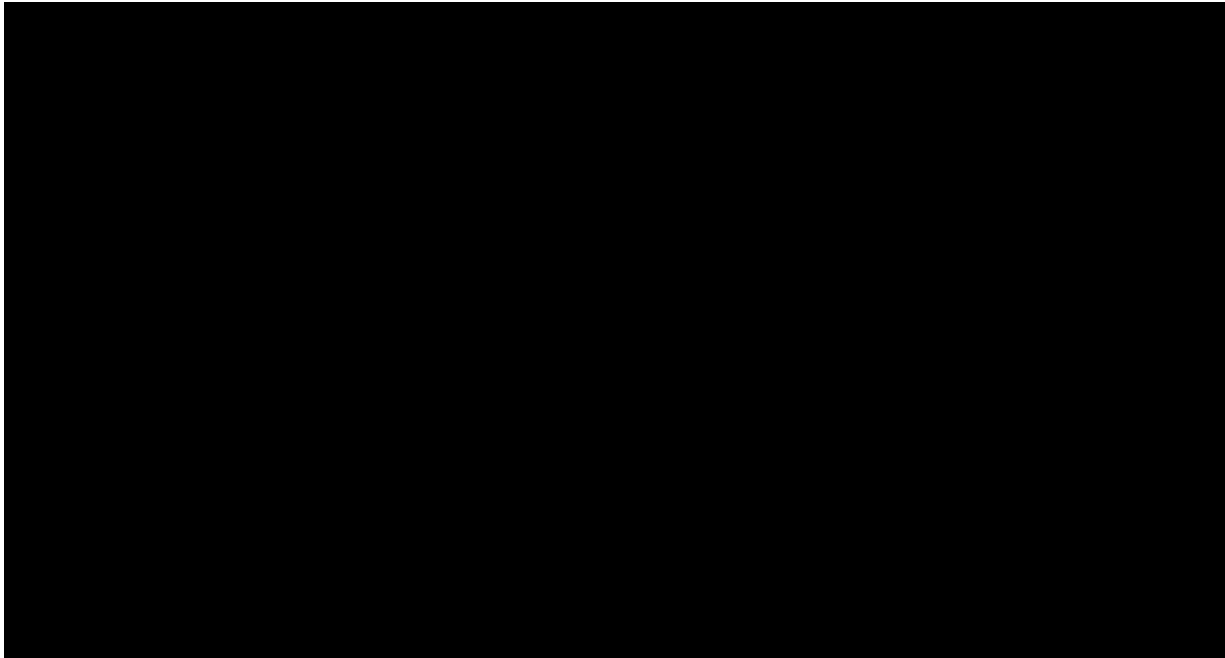
A critical aspect of the CERP is development and implementation through collaboration with committee members and the agencies, organizations, businesses, or other entities that they represent. Committee members were invited to share their work that is complementary to the actions being developed in the CERP, such as programs carried out by their organization that help address air quality issues in the community.

Community Meetings

CARB designated the SLA community for the AB 617 program in February 2021. South Coast AQMD staff hosted community meetings on a regular basis in the community or through virtual meetings. This included kick-off meetings, a series of CSC meetings and Subcommittee meetings. Subcommittee meetings focused on specific topics, such as Oil and Gas and Mobile Sources, where CSC members participated in breakout room discussions to provide input on potential CERP actions.

Community Kick-Off Meeting

The Community Kick-Off Meeting for the SLA community was held virtually on January 14, 2021. During this meeting, staff introduced the co-leads, presented information about the AB 617 program, and explained the critical role of the CSC in the development and implementation of the CERP and CAMP. During the kick-off meeting, community members were invited to fill out forms to express their interest in becoming a CSC member and were then notified by e-mail or phone if they were selected to be a member or an alternate. Co-leads provided feedback on the final CSC roster.

FIGURE 2-3: KICK-OFF MEETING

Meeting Facilitator

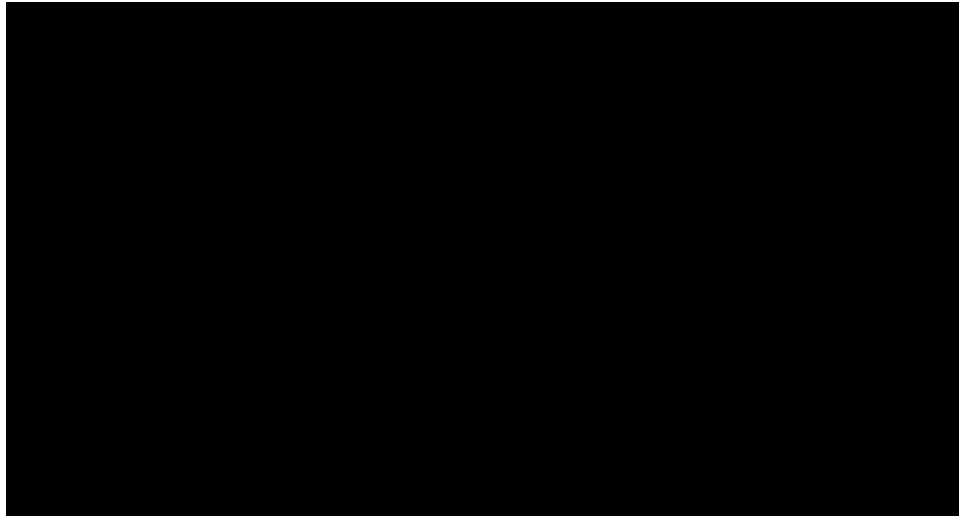
CSC meetings are facilitated by La Mikia Castillo of Castillo Consulting Partners (CCP). Castillo Consulting Partners is a community-based consulting firm that is dedicated to empowering diverse leaders to use their voices for systemic change.

CCP attended and facilitated CSC monthly meetings, and supported co-lead weekly meetings. CCP took a community driven approach to enhance ongoing participation and diverse perspectives from CSC members to develop the CERP for South LA. CCP prioritizes facilitating dialogue and shared decision-making between CSC members and agency staff as the group moves through the development process with the approach to ensure accountability of South Coast AQMD and community partners.

Social Media

All CSC meetings were live-streamed using Facebook Live (**FIGURE 2-4**). The links to the live-stream recording were also posted on the South Coast AQMD community webpage (www.aqmd.gov/ab617/SLA), so that members who could not attend or view the meeting live could view the recorded video of the meeting. All CSC meetings are publicized on Instagram, Twitter, and Facebook, and are available in English and Spanish. Each video received more than 100 views.

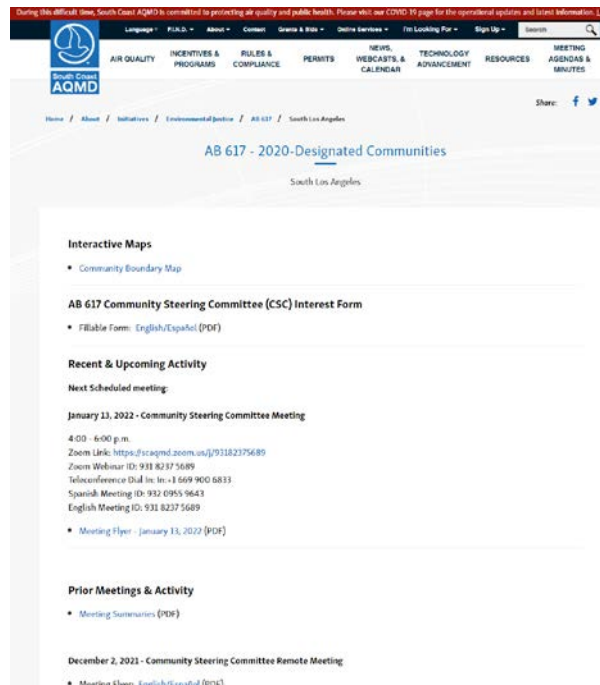
FIGURE 2-4: SCREEN SHOT OF FACEBOOK LIVE RECORDING OF SLA CSC



Community Webpage

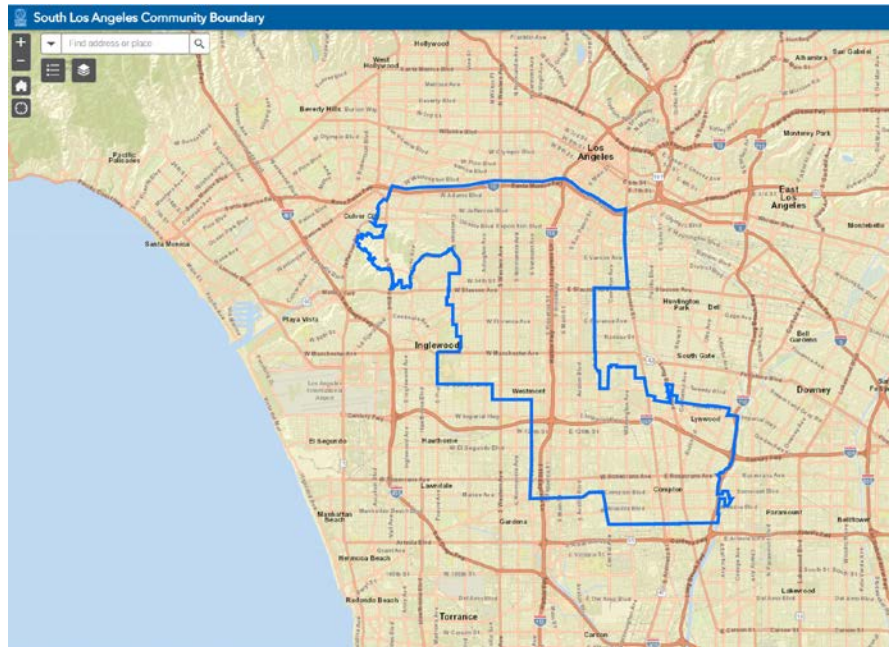
A community webpage (**FIGURE 2-5**) was created for the SLA community. The webpage includes information about upcoming meetings, meeting materials (flyers, agendas, presentations, handouts, live stream links, and meeting summaries). Additionally, the SLA community page includes interactive maps, the CSC roster, and the CAMP and CERP documents. All flyers, agendas, social media posts, presentations, and handouts to the CSC were made available in English and Spanish. Webpage: <http://www.aqmd.gov/nav/about/initiatives/environmental-justice/ab617-134/south-la>.

FIGURE 2-5: COMMUNITY WEBPAGE FOR THE SLA COMMUNITY



The interactive maps on the webpage presented data about the community. **FIGURE 2-6** is an example of an interactive map that was created for the SLA community. These interactive maps provide data on land use, locations of facilities, schools, hospitals, daycare centers, and the air quality concerns identified by the CSC and members of the public. This information was provided to help inform air quality priorities for the CERP for SLA.

FIGURE 2-6: MAP SHOWING THE SLA COMMUNITY BOUNDARY



Additional Community Engagement

In addition to establishing the CSC and convening monthly meetings, South Coast AQMD staff participated in one-on-one or small group meetings with members, and attended meetings led by various community organizations. These meetings provide committee members an opportunity to communicate directly with staff and for staff to answer questions and clarify information requested from CSC members. Staff was able to gain a better understanding of the unique issues faced by each community by attending and participating in meetings led by community organizations.

Broader public engagement is important to the AB 617 program. Every CSC meeting agenda includes an opportunity for committee members to suggest agenda items to collaborate on agendas for upcoming meetings. Staff reviews comments after each CSC meeting and responds as needed. (**FIGURE 2-7**).

FIGURE 2-7: COMMUNITY MEMBERS ARE INVITED TO SHARE COMMUNITY INFORMATION ON AIR POLLUTION CONCERNS



Throughout the development of the CERP, community liaisons and various staff met with community members, environmental justice organizations, industry, and other stakeholders to provide assistance and prompt response to concerns raised about the CSC process. Community liaisons also attended meetings from local organizations, environmental justice groups, and city and county government to promote participation in the development and implementation of the CERP. Staff attended meetings hosted by other entities in this community to give presentations on AB 617 CERP development and had more than 35 in-person, phone, and virtual meetings with committee members to discuss the CSC process and seek input on CERP actions. South Coast AQMD staff will continue to work with the CSC to implement the CERP actions and provide periodic community updates on implementing the plan. Community engagement is essential to the success of the CERP and the AB 617 program as a whole, and all parties are committed to building and improving upon existing outreach efforts.