

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

Introduction

Community engagement and a public process were integral parts of the Community

Emissions-Reduction Plan (CERP) development effort. Key features of the outreach efforts include establishing a Community Steering Committee (CSC), holding monthly meetings, CSC member, South Coast AQMD and CARB presentations, providing materials via email and a webpage, live-streaming all CSC meetings, and establishing a Technical Advisory Group (TAG). In addition, numerous interactions between CSC members and South Coast AQMD staff occurred in one-on-one or small group meetings, allowing for in-depth discussions on joint development and creation of the CERP.

Community Liaisons

A Community Liaison from the South Coast AQMD was designated for the East Los Angeles, Boyle Heights, West Commerce (ELABHWC) community. The Community Liaison served as the point of contact to communicate with members of the CSC and members of the public to address any concerns regarding logistics and implementation of the CERP and Community Air Monitoring Plan (CAMP). The Community Liaison ensured communication throughout the process of developing the CERP and worked with community members to identify the best ways to make information accessible and user-friendly. The South Coast AQMD Community Liaison for this community is Evangelina Barrera (ebarrera@aqmd.gov). In addition, Margaret Isied (misied@aqmd.gov) serves as the South Coast AQMD point of contact for CERP-related input.

Chapter 2 Highlights

- The Community Steering Committee (CSC) and Technical Advisory Group worked with staff to develop the CERP
- Monthly meetings were held in the community to engage the CSC and public
- The Community Liaison served as the point of contact
- 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

Photo Pending



Figure 2-1. South Coast AQMD staff assisting CSC members at a CSC meeting

Community Meetings

Community meetings were hosted by South Coast AQMD staff on an approximately monthly basis in the community. This included one kick-off meeting and a series of CSC meetings.

Community Kick-Off Meeting

In October 2018, kick-off meetings were held in each of the communities within the South Coast AQMD designated by CARB to be included in Year 1 of the AB 617 Program. The CSC provides input and guidance to design actions for the community, for integration into the CERP as well as the CAMP. Community members had an opportunity to fill out an Interest Form during the kick-off meeting to express their interest in being a CSC member, and were then notified by mail or by phone if they were selected as a member or an alternate.

The Community Kick-Off Meeting in the ELABHWC community was held on Tuesday, October

16, 2018 at the Commerce Senior Center (Figure 2-2). Approximately 60 people attended the meeting. In addition to receiving information about AB 617, attendees were invited to visit a variety of booths, which provided information about some existing South Coast AQMD programs, community monitoring, community air measurement efforts, and incentive programs.



Figure 2-2. Community kick-off meeting at the Commerce Senior Center

Community Steering Committee (CSC)

A steering committee (Figure 2-3 and 2-4) was formed for the ELABHWC community, and monthly meetings were organized. The meetings were typically held on Thursday evenings, and all CSC meetings were held in locations in the community. All meetings were open to the public.

CSC Roster

CSC membership is comprised of stakeholders with community knowledge to help drive community action. The CSC creates a way to incorporate community expertise and direction in the development and implementation of clean air programs in each community. Staff will continue to seek recommendations and feedback from the CSC as the CERP is being implemented, and adjust the outreach approaches as needed to be even more effective.

The ELABHWC CSC roster consisting of 34 CSC members and 16 alternate members is provided in Table 2-1. This CSC has 22 primary members and 8 alternate members representing active residents, community organizations, and businesses. While 11 primary members are on the roster representing Active Residents, an additional 5 primary members also reside within the community (resident percentage on the CSC = $16/22 = 72.7\%$). Additionally, there are 12 primary members and 8 alternate members representing agencies, schools/universities, or offices of elected officials who serve this community.¹ The roster with member biographies is available on the webpage:

<http://www.aqmd.gov/docs/default-source/ab-617-ab-134/steering-committees/east-la/roster-with-bios.pdf?sfvrsn=29>.



Figure 2-3. Community Steering Committee meeting in Commerce



Figure 2-4. Community Steering Committee meeting in ELABHWC

¹ Per discussion with California Air Resources Board staff, members representing agencies, schools, universities, hospitals, and offices of elected officials are not included in the calculation of resident percentage on the CSC.

Table 2-1. CSC Roster for Boyle Heights, East LA and West Commerce

| Affiliation | Representative | Alternate |
|-----------------------------------------------------------------------------------|---------------------------|------------------------|
| Agency, school, university, hospital | | |
| City of Los Angeles - Department of City Planning | Priya Mehendale | Jason Douglas |
| City of Commerce | Oralia Rebollo | Michelle Keshishian |
| Los Angeles County Department of Public Health | Cristin Mondy | Tiffany Romo |
| Los Angeles County Planning Department | Norman Ornelas | Soyeon Choi |
| University of Southern California (USC) | Wendy Gutschow | Jill Johnston |
| AltaMed Health Services | Corina Martinez | Bernice Nunez Constant |
| White Memorial Medical Center | Brian Johnston | |
| Elected Officials and Neighborhood Councils | | |
| Assemblymember Cristina Garcia - District 58 | Evelyn Nuno | |
| Boyle Heights Neighborhood Council | Hector-Alessandro Negrete | |
| Office of Los Angeles Mayor Eric Garcetti | Irene Burga | |
| First District Supervisor Hilda Solis | Joseph Martinez | Elizabeth Andalon |
| Assemblymember Miguel Santiago – District 53 | David Juarez | Luis Melchor |
| Business representative, business organization or labor organization | | |
| Railroads – BNSF | Trini Jimenez | Marisa Blackshire |
| Labor - SEIU 721 | Maribel Castillon | Griselda Mariscal |
| Los Angeles Area Chamber of Commerce | Kendal Asuncion | Olivia Lee |
| Boyle Heights Chamber of Commerce | Jennifer Lahoda | |
| Community organization | | |
| East LA Rising | Anna Araujo | |
| Our Lady of Victory Catholic Church - ELA | H. Jose Garcia | Luis Reyes |
| Mothers of ELA | Teresa Marquez | |
| Resurrection Church | Msgr. John Moretta | |
| East Yard Communities for Environmental Justice (EYCEJ) | Cindy Donis | |
| Council of Mexican Federations (COFEM) | Anabella Bastida | Leoda Valenzuela |
| Legacy LA | Jacky Rodriguez | |
| Active residents (not representing a community organization or a business) | | |
| Active Resident - Boyle Heights | Veronica Polanco | |
| Active Resident - Boyle Heights | Nadine Diaz | Diana Tarango |
| Active Resident - Boyle Heights | Terry Cano | Joe Gonzalez |
| Active Resident - Boyle Heights | Fabiola Rivas | |
| Active Resident - East Los Angeles | Rafael Yanez | |
| Active Resident - East Los Angeles | Rudy Perez | Carina Sanchez |
| Active Resident - East Los Angeles | mark! Lopez | |
| Active Resident - East Los Angeles | Martha Ofelia Jimenez | |
| Active Resident - West Commerce | Jennifer Reyes | |
| Active Resident - West Commerce | Paulina Becerra | |
| Active Resident - West Commerce | Johncito Peraza | |
| Active Resident - West Commerce | (vacant) | |

CSC Meeting Schedule and Co-Hosts

The CSC meetings were held on an approximately monthly basis (Table 2-2). Beginning with meeting #2, the meetings were run by a co-host, who is a member of the CSC who lives in the community. Anna Araujo served as a co-host (Figure 2-5) from East Los Angeles and Johncito Peraza served as a co-host from Commerce. The co-hosts worked closely with South Coast AQMD staff to provide input on the meeting agenda, serve as the point of contact for community members who wished to provide testimonials during the meetings, and conducted the meetings by setting the tone and calling on members to speak.

Photo Pending



Figure 2-5. Anna Araujo, serving as the co-host for a CSC meeting in East Los Angeles

Table 2-2. Community Steering Committee Meeting Schedule for ELABHWC

| Meeting # | Date and Location | Approximate # of Attendees |
|-----------|------------------------------------------------------------------------------|----------------------------|
| 1 | November 28, 2018 Resurrection Church, Boyle Heights | 50 |
| 2 | January 24, 2019 East Los Angeles Service Center, East Los Angeles | 50 |
| 3 | February 28, 2019 Commerce Senior Center, Commerce | 40 |
| 4 | March 28, 2019 Resurrection Church, Boyle Heights | 50 |
| 5 | April 25, 2019 East Los Angeles Service Center, East Los Angeles | 40 |
| 6 | May 23, 2019 Resurrection Church, Boyle Heights | 50 |
| 7 | June 27, 2019 Commerce Senior Center, Commerce | |
| 8 | July 25, 2019 East Los Angeles Service Center, East Los Angeles | |
| 9 | August 22, 2019 Commerce Senior Center, Commerce | |
| 10 | September 26, 2019 Resurrection Church, Boyle Heights | |

CSC Charter

A charter was developed for the CSC and a draft was presented to members at the first meeting. CSC members provided comments and the feedback received was included in the revised charter. The final charter is provided on the webpage: <http://www.aqmd.gov/docs/default-source/ab-617-ab-134/steering-committees/east-la/charter-english.pdf?sfvrsn=8>

Meeting Facilitator

Beginning in March 2019, the CSC meetings were facilitated by Valerie Martinez of VMA Communications (www.vmapr.com). VMA staff also attended meetings to help with meeting facilitation.

Interpreters

Spanish interpretation was available at the kick-off meeting and at every CSC meeting. The following interpreters were contracted through BJ's Party Supplies and California Certified Interpreters:

- Gloria Carrallo
- Patricia Chavez

- Monica Desiderio
- Astrid Estrada
- Martha Falencik
- Alejandro Franco
- Carmen Garza
- Consuelo V. Gonzalez
- Cecilia Ibarra
- Estela Moll
- Yolanda Ramirez
- Madeline Rios

Social Media

Staff received a suggestion from one CSC member to live-stream meetings on social media in order to engage youth who use this technology and who may not be able to attend the meetings in person. All CSC meetings were subsequently live-streamed using Facebook Live shown in Figure 2-6. The links to the live-stream recording were also posted on the community webpage, so that members who could not attend or view the meeting live could view the recorded video of the meeting. Each video received more than 100 views.

Community Webpage

A community webpage was created for the ELABHWC community. The webpage included information about upcoming meetings, meeting materials (flyers, agendas, presentations, handouts, live stream links, meeting summaries), interactive maps, the CSC roster, charter bios, and membership process, and the CAMP and CERP documents.

Webpage:

<http://www.aqmd.gov/nav/about/initiatives/environmental-justice/ab617-134/east-la>



Figure 2-6. Screenshot of Facebook Live recording of a CSC meeting in Boyle Heights

For increased transparency, emails sent to the CSC were also posted on the webpage. All flyers, agendas, social media posts, presentations, handouts, and emails to the CSC were made available in English and Spanish. A screen shot of the community webpage is shown in Figure 2-7.

In addition to being a portal for access to meeting materials and documents, the webpage also includes interactive maps that present data about the community. Figure 2-8 is an example of an interactive map that was created for the ELABHWC community. These interactive maps provide data on land use, locations of facilities, schools, hospitals, and 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.

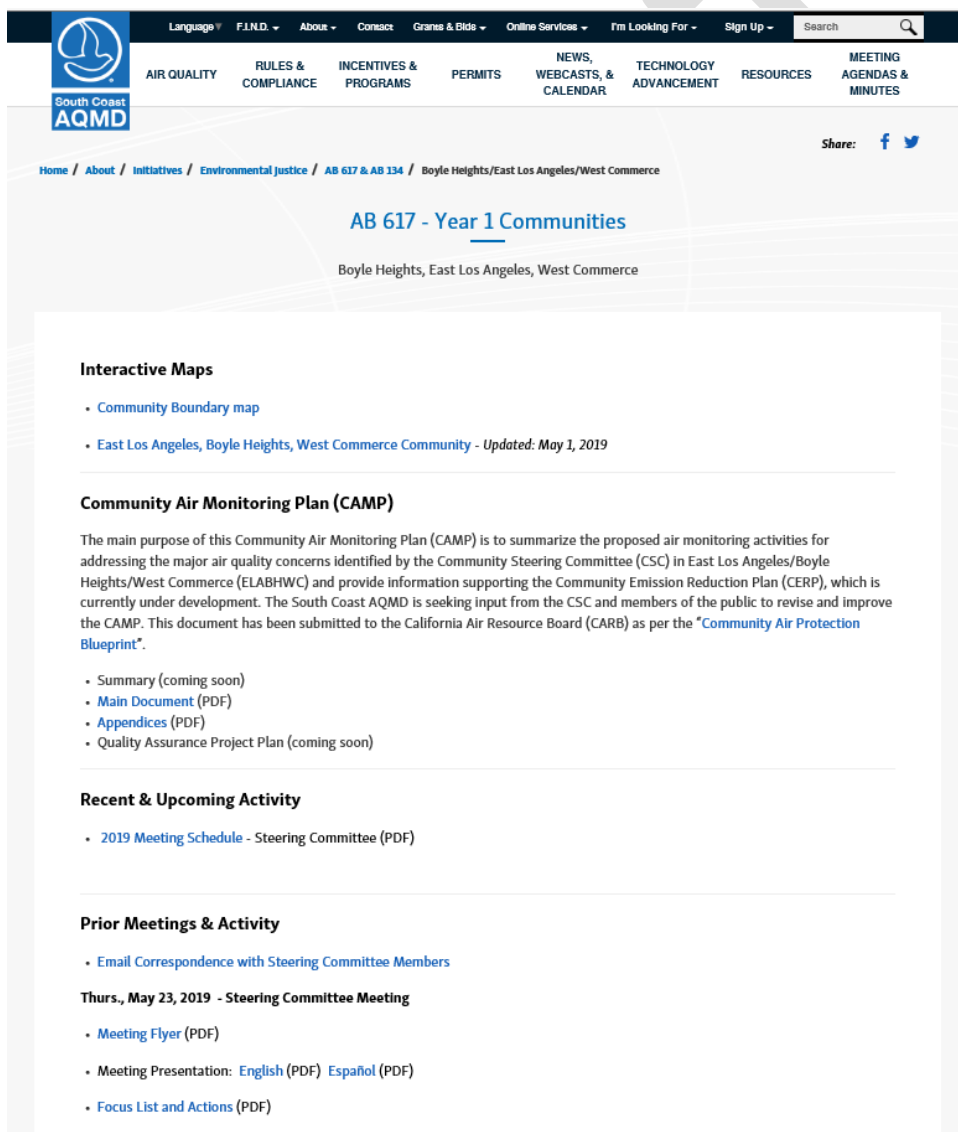


Figure 2-7. Community webpage for the ELABHWC community

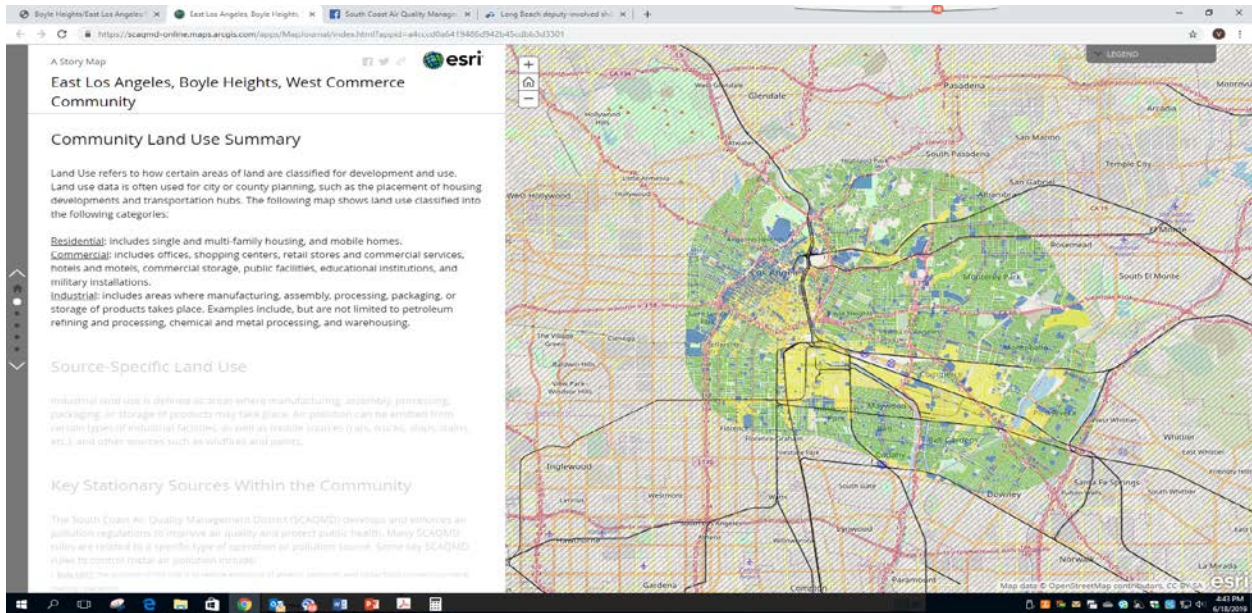


Figure 2-8. Interactive map showing land use in the ELABHWC community

Community Bus Tour and Committee Presenters

A critical part of the CERP is development and implementation collaboration with CSC members and the agencies, organizations, businesses, or other entities that they represent. A Community Bus Tour was organized by some CSC members, in collaboration with South Coast AQMD staff. The tour took place on April 13, 2019, and about thirty participants attended, including CSC members, South Coast AQMD staff, and CARB staff. The tour engaged participants in learning the effects of air pollution and the environmental justice in this community by visiting neighborhoods that are directly impacted by industrial facilities and transportation corridors. At the April 2019 Meeting, CSC member Jennifer Lahoda (Boyle Heights Chamber of Commerce) gave a brief recap of the community tour, which included a tour of the facility that she runs. She commented that the tour was very powerful and created great discussions. The group had a conversation on how businesses can engage with the community. The general sentiment expressed by the participants was that the tour was a wonderful starting point and provided optimism on developing a plan for change together. At the May 2019 meeting, CSC member Cindy Donis

Photo Pending



Figure 2-9. Community Bus Tour - CSC members and South Coast AQMD staff

(East Yard Communities for Environmental Justice, EYCEJ) also gave a brief recap of the community bus tour.

Committee members were also invited to give presentations during CSC meetings to share information about the work they are doing in the community that is complementary to the actions being developed in the CERP, such as programs implemented by their organization that address air quality issues in the community.

At the May 2019 CSC meeting, Cindy Donis (EYCEJ) spoke about the work that her organization is doing to advocate for environmental justice in the community. Additionally, Anabella Bastida (COFEM) gave a presentation on current efforts in the community by COFEM to address air quality concerns.

Technical Advisory Group

In February, 2019, the AB 617 Technical Advisory Group (TAG) was established to provide a forum to discuss technical details related to source attribution (information on the specific sources of monitored emissions), air monitoring and other technical analysis needed to develop the CAMPs and CERPs. The TAG meets on an approximately quarterly basis during the CERP and CAMP development process. Topics discussed include monitoring equipment and laboratory capabilities, methodology and data sources for developing an air toxics emissions inventory at a community scale, methodology for forecasting emissions in future years, and methodology for modeling air toxics levels across geographical areas. Table 2-3 shows the 2019 TAG meeting schedule. All meetings are held at South Coast AQMD headquarters, which is a location approximately in the middle of the three Year 1 communities. All meetings were webcast on the www.aqmd.gov webpage, and webcast attendees could email questions to be answered during the meeting.

The majority of these technical considerations apply to all three AB 617 communities designated in Year 1 and consequently the Technical Advisory Group includes up to 3 members from each CSC, and additional technical experts from academia, research institutes, and governmental agencies (the current roster is provided in Table 2-4 below). When additional communities are designated for the AB 617 program, representatives from those CSCs will also be added to the TAG. The webpage for the TAG is available at this link: <http://www.aqmd.gov/nav/about/initiatives/environmental-justice/ab617-134/technical-advisory-group>

Table 2-3. Technical Advisory Group meetings in 2019

| Meeting # | Date | Approximate Attendees |
|-----------|-------------------|-----------------------|
| 1 | February 27, 2019 | 45 |

| | | |
|---|-----------------|----|
| 2 | May 29, 2019 | 45 |
| 3 | TBD - July 2019 | |

Table 2-4. Roster for the AB 617 Technical Advisory Group

| Name | Affiliation | Community |
|-----------------------------------------------|----------------------------------------------------------------------------|---------------------------------------|
| Jesse Marquez | Coalition for a Safe Environment | Wilmington, Carson, West Long Beach |
| Flavio Mercado (Alternate for Jesse Marquez) | Active Resident from Wilmington | Wilmington, Carson, West Long Beach |
| Jill Johnston | University of Southern California | Wilmington, Carson, West Long Beach |
| Uduak-Joe Ntuk | City of Los Angeles | Wilmington, Carson, West Long Beach |
| Tim DeMoss (Alternate for Uduak-Joe Ntuk) | Port of Los Angeles | Wilmington, Carson, West Long Beach |
| Ryan Sinclair | Loma Linda University | San Bernardino, Muscoy |
| Andreas Beyersdorf | California State University, San Bernardino | San Bernardino, Muscoy |
| Tammy Yamasaki | Southern California Edison | San Bernardino, Muscoy |
| Hector Garcia | Our Lady of Victory | East LA, Boyle Heights, West Commerce |
| Marisa Blackshire | BNSF | East LA, Boyle Heights, West Commerce |
| Rafael Yanez | Active Resident | East LA, Boyle Heights, West Commerce |
| Manuel Pastor | Univ. Southern California, Sociology and American Studies & Ethnicity | Technical Expert |
| Madeline Wander (Alternate for Manuel Pastor) | Univ. Southern California, Sociology and American Studies & Ethnicity | Technical Expert |
| Scott Fruin | Univ. Southern California, Preventive Medicine | Technical Expert |
| Cesunica (Sunny) Ivey | UC Riverside | Technical Expert |
| Luis Portillo | Inland Empire Partnership | Technical Expert |
| Ken Davidson | US EPA Region 9 Air Division, Air Toxics, Radiation, and Indoor Air Office | Technical Expert |
| Janet Whittick | California Council for Environmental and Economic Balance (CCEEB) | Technical Expert |
| Melissa Lunden | Aclima | Technical Expert |

Additional Community Engagement

In addition to establishing the CSC and convening monthly meetings, South Coast AQMD staff conducts one-on-one or small group meetings with members, and attends meetings led by various community organizations. These meetings give CSC members an opportunity to provide input or address concerns directly with staff. Additionally, these meetings give staff an opportunity to answer questions and clarify information requested by CSC members. By attending meetings led by community organizations, staff can gain a better understanding of the unique issues faced by each community.

Broader public engagement is also important to the AB 617 program. Suggestion boxes provided at the CSC meetings allows CSC members, as well as the general public, to provide input and suggestions on the AB 617 process. Staff reviews the comments after each CSC meeting, and responds as needed. Anonymous submissions are accepted. In addition, a Community Affairs Table at the CSC meetings provides a forum for community members to share flyers and handouts about events and programs occurring in the community.

Throughout the development of the CERP, community liaisons and other staff met with community members, environmental justice organizations, industry and other stakeholders to provide assistance and/or prompt response to concerns raised about the CSC process. Community liaisons also attended invited meetings from local organizations, environmental justice groups, city and county government agencies 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 the AB 617 CERP development, and had more than 25 in-person or phone meetings with CSC members to discuss the CSC process and seek input on the CERP actions. South Coast AQMD staff will continue to work with the CSC to implement the CERP actions and provide periodic community updates on the progress of implementing the plan. Community engagement is essential to the success of the CERP as well as the AB 617 program as a whole, and all parties are committed to build and improve upon existing outreach efforts in the coming months and years.