

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

Figure 2-1: South Coast AQMD staff at a CSC meeting in East LA



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) 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.](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 East Los Angeles



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 2-4) 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.

Figure 2-4: 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	55
8	July 25, 2019 East Los Angeles Service Center, East Los Angeles	50
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.

Social Media Report

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 2-5. 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 approximately 100 views.

Figure 2-5: Screenshot of Facebook Live recording of a CSC meeting in Boyle Heights



Community Webpage

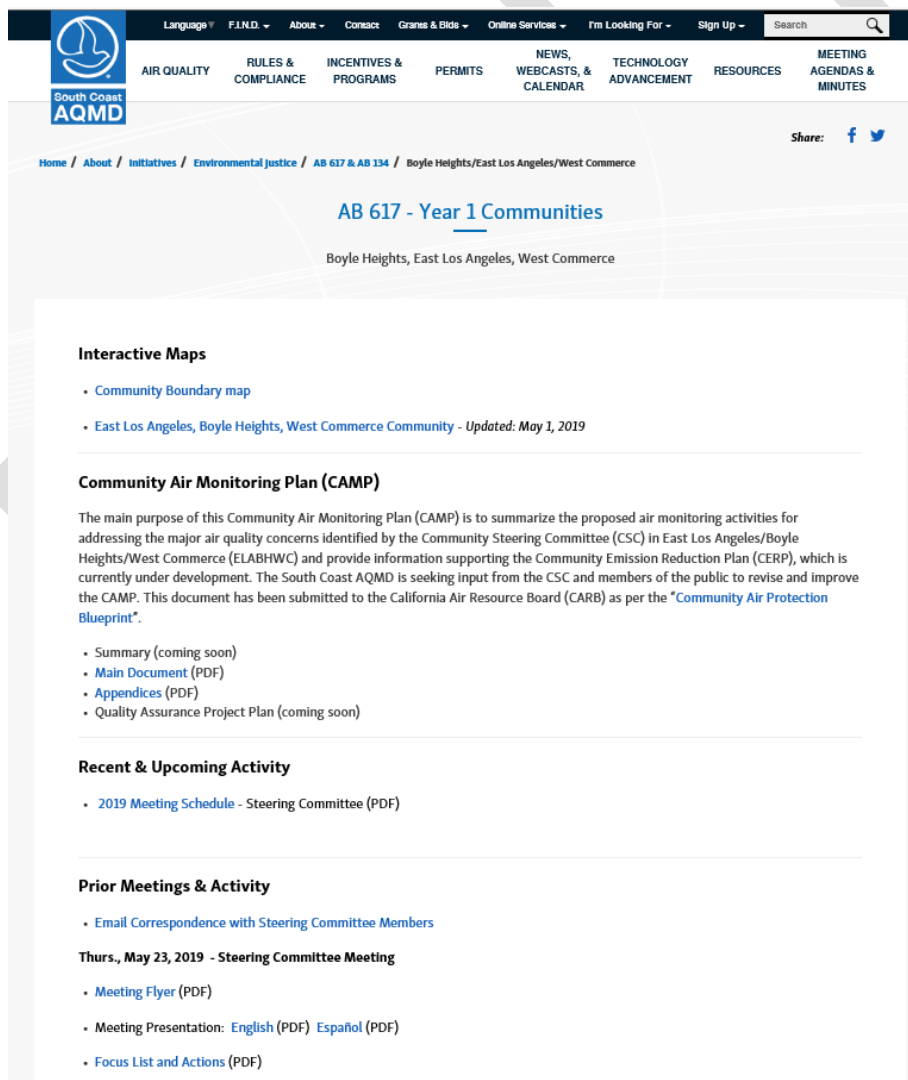
A community webpage was created for the ELABHWC community. The webpage included information about upcoming meetings, meeting materials (flyers, agendas, presentations, handouts, live stream links, meeting summaries), interactive maps, the CSC roster, charter bios, and membership process, and the CAMP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

Webpage:

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

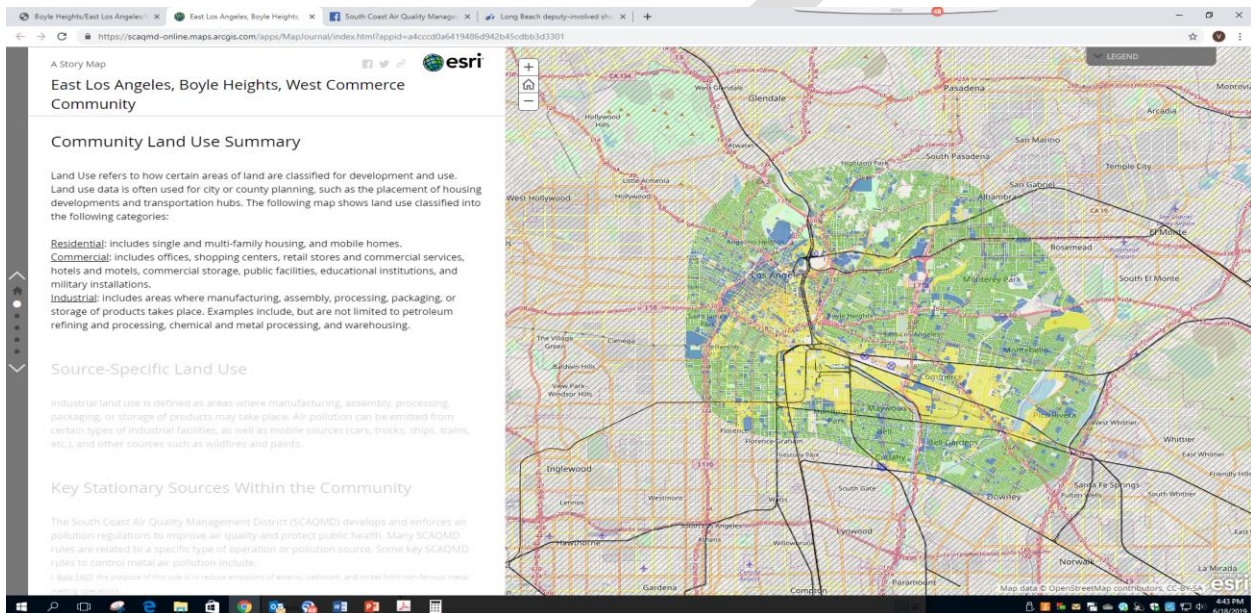
For increased transparency, emails sent to the CSC were also posted on the webpage. All flyers, agendas, social media posts, presentations, handouts, and emails to the CSC were made available in English and Spanish. A screen shot of the community webpage is shown in Figure 2-6.

Figure 2-6: Community webpage for the ELABHWC community



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 2-7 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: 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 (Figure 2-8) 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 (East Yard Communities for Environmental Justice, EYCEJ) also gave a brief recap of the community bus tour.

Figure 2-8: Community Bus Tour - CSC members and South Coast AQMD staff



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.

At the June 2019 CSC meeting, Soyeon Choi from the Los Angeles County Department of Regional Planning provided information on their current efforts on their Green Zones Program.

At the July 2019 CSC meeting, Wendy Gutschow presented research findings from the University of Southern California Environmental Health Centers related to air pollution and toxic exposures.

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.

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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 South Coast AQMD webpage (www.aqmd.gov), 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>

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Table 2-3: Technical Advisory Group meetings in 2019

Meeting #	Date	Approximate Attendees
1	February 27, 2019	45
2	May 29, 2019	45
3	July 18, 2019	45

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.