

OUTREACH PLAN



Eastern Coachella Valley Community Steering Committee

Outreach Working Team CSC Members:



Brittney Sowell
Nicholas Robles



Matthew Maldonado
Miguel Hernandez



Yaneth Andrade Magana

Mariela Loera



Lety de Lara



Bea Gonzalez



Pati Leal-Gutierrez



Anetha Lue



Sustainable SoCal

Contributors:

Robert Dalbeck, South Coast AQMD
Pedro Piqueras, South Coast AQMD
Arlene Saria, South Coast AQMD
Diana Thai, South Coast AQMD

Table of Contents

Eastern Coachella Valley (ECV) Outreach Plan.....	4
<i>I.</i> Introduction.....	4
<i>II.</i> Purpose Statement	5
<i>III.</i> Community Profile.....	7
<i>IV.</i> Community Air Quality Priorities	8
Evaluate Funding Opportunities.....	9
Salton Sea.....	9
Pesticides.....	10
Fugitive Dust and Off-Roading.....	10
Open Burning and Illegal Dumping.....	11
Diesel Mobile Sources.....	14
Greenleaf Desert View Power Plant.....	15
<i>V.</i> Outreach Opportunities.....	16
<i>VI.</i> Methods of Outreach.....	19
<i>VII.</i> Outreach Principles & Steps	20

Eastern Coachella Valley (ECV) Outreach Plan

I. Introduction

On June 4, 2021 the ECV Community Emissions Reduction Plan (CERP) was adopted by the South Coast Air Quality Management District (AQMD) Governing Board and later approved by the California Air Resources Board (CARB) Governing Board on September 9, 2021. Included in the CERP are a series of strategies and actions based on Community Steering Committee (CSC) input at CSC meetings from February 2020 through May 2021. The CERP includes Actions, such as developing and enforcing regulations, providing incentives to accelerate the adoption of cleaner technologies, and conducting outreach to provide useful information to support the public in making informed choices. Additionally, air monitoring efforts will provide critical information to help guide investigations, provide public information, and track progress. Collaborative efforts with other agencies, organizations, businesses and other stakeholders will amplify the impact of these actions. Many of the actions will only be conducted during the implementation timeframe of this plan; however, there are also many actions (such as regulations, ongoing enforcement activities and certain incentive programs) that will be continuing activities conducted by the South Coast AQMD. A Community Air Monitoring Plan (CAMP) was also developed to complement the air quality priorities and actions outlined in the CERP.

This Outreach Plan aims to identify community outreach, engagement, and communications through a community-led process, encouraging CSC members and their represented organizations to communicate the CSC's work to connect with the general ECV community. This plan will also highlight opportunities for the public to engage on CSC-related projects and CERP/CAMP implementation. A timeline is included suggesting milestone dates of completion. Through the CERP Implementation process, staff collaborates with CSC members seeking their active involvement and participation. Additionally, CSC members provided a listing of community councils, community task forces and other community spaces to invite to special CSC meetings for CERP updates.

The use of technology has helped close the gap and provided greater access to the ECV community during the CSC CERP development process. Through the use of Zoom video, telephone, call-in lines, emails, chats, e-flyers, dedicated website, etc., public engagement technology allowed for improved participation and language communication (Spanish) within the community. These tools will also be used during the development of this outreach plan.

II. Purpose Statement



PURPOSE of community outreach is to...

- Support work on the CERP
- Provide updates to the local community



We will **ENGAGE** the community via..

- in person contact with the CSC members
- online tools & social media
- existing advertising campaigns



We will **INFORM** the community of the CERP progress via ...

- clear & simple methods
- language of the community member



We will **SUPPORT** the community by...

- Listening to the concerns of the community
- Engaging all interested groups/residents
- Being accountable to the community by delivering promised results

Purpose of Community Outreach:

- As described in the CERP outreach efforts by community organizations should support work on the CERP tasks for - the Salton Sea, reducing exposure to open burning, and reducing illegal dumping.
- As described in the AB617 ECV Charter CSC members were expected to, “demonstrate leadership by providing updates and outreach to their local community members”, and work with the SCAQMD in this effort

CSC Members further added that outreach options and methods:

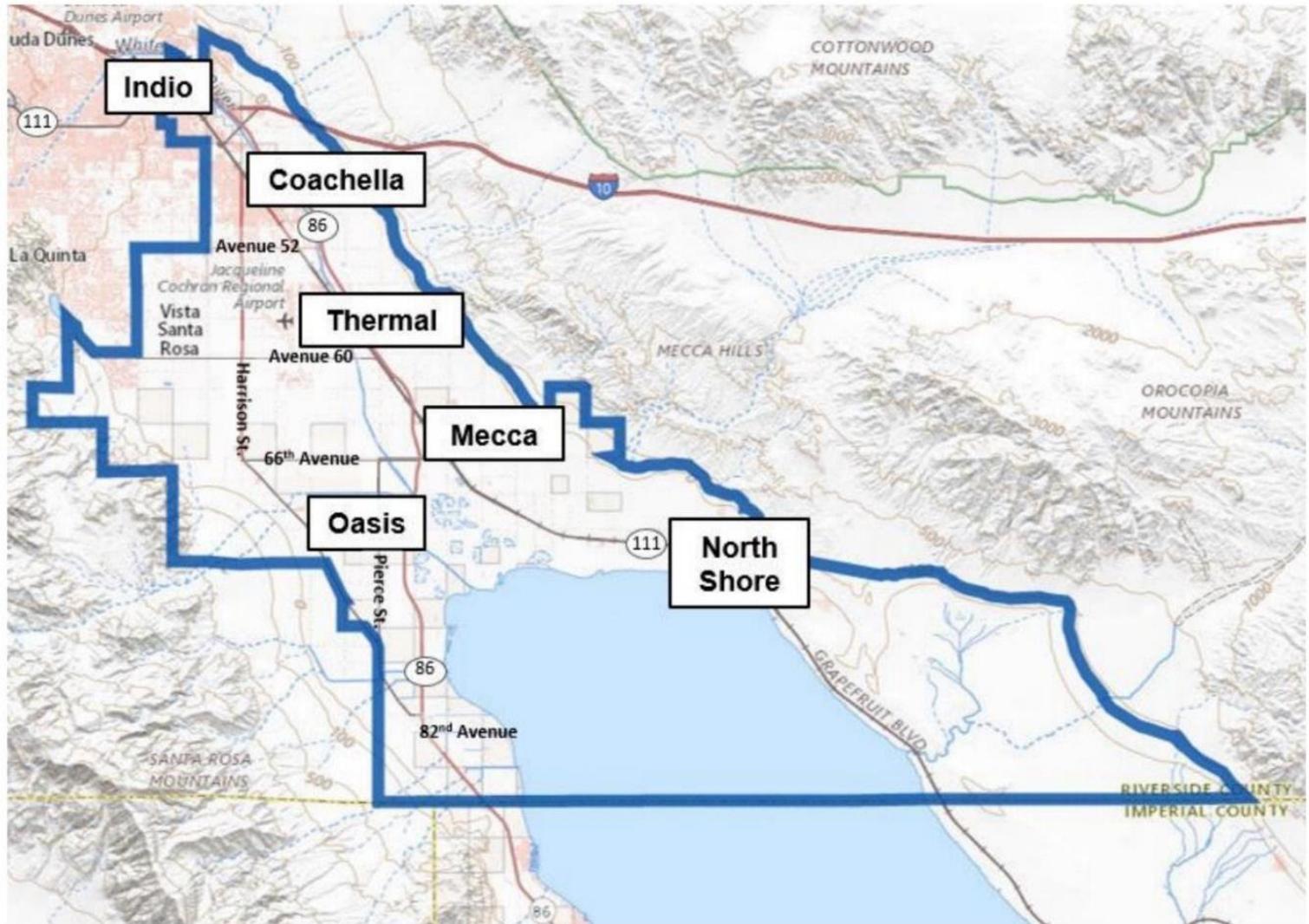
- Can/should include door-to-door outreach, Spanish radio, focus groups, interest surveys (distributed by CSC members) to determine community interests, social media, etc.
- Should be adjusted for lack of usual community events due to social distancing and COVID - e.g., SunLine Transit can volunteer a mobile outreach vehicle which they have found to be effective during COVID.
- Can make use of informational ads placed on SunLine Transit busses & bus shelter, to disseminate ideas.
- Should request assistance from other CSC members (e.g., members affiliated with the school board)

CSC Members further added that outreach planning should:

- Ensure that outreach information language is stated simply to avoid confusion, and it should explain basic information such as, “What is AB617?”
- Expand the description and information on the community profile as currently stated in the CERP to include demographic information and description of impacts
- Consider how feedback can be obtained from the community
- Ensure that communities that are or will be affected by the environmental impacts in the CERP are included in the outreach plan. For example, communities that are affected by illegal dumping should be included in the outreach plan.
- Identify groups that might be omitted such as Boys & Girls Club etc.
- Be designed to also gather local knowledge that is already in community regarding the issues in the CERP (in addition to distributing information to the same groups)
- Ensure that we retain the interest of the community over the 5-year period of the CERP, including providing feedback to the community to demonstrate that action is being taken and that their input is not being wasted

III. Community Profile

An expanded Community Profile of the ECV is needed to better understand the areas of recommended outreach. See Appendix A for “Defining ECV Communities”.



IV. Community Air Quality Priorities

Below is the identified Community Priorities identified in the CERP and each section will identify potential outreach efforts Evaluate Funding Opportunities

- Salton Sea
- Pesticides
- Fugitive Dust and Off-Roading
- Open Burning and Illegal Dumping
- Diesel Mobile Sources
- Greenleaf Desert View Power Plant
-

For each of the Outreach Tasks shown in the table the CSC members will develop and action plan, which includes outreach material, talking, points, brochures, web-based content, scheduled meetings etc.. The outreach material is numbered in the CSC Action Plan # in the table below, however, as this material will be developed as we proceed it is not included in this first draft of the plan. The Outreach Material will be included in a later update of the plan and contained in Appendix B (future). :

5a CERP Outreach Tasks for Community Members

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
Evaluate Funding Opportunities						
Chapter 5a: Introduction Table 3 – Goal: Coordinate with Local and Regional Agencies to facilitate the implementation of community plans and develop strategies with land use agencies to lessen cumulative impacts and reduce emissions and exposures						
I	Work with the CSC to apply for available funding opportunities from the Unincorporated Communities Initiative and American Rescue for CERP actions	South Coast AQMD and ECV CSC	Submit one to two applications during each program cycle if funding opportunities are identified	3rd quarter, 2021	1st quarter, 2026	CSC,A5
Salton Sea						
Chapter 5b: Salton Sea Table 1 - Goal: Expand monitoring networks and improve notification systems						
	No specific outreach tasks assigned to community organizations or CSC – This task is being handled by the Monitoring Team therefore no action is required by the Outreach Team					CSC, A6.1 - Monitoring Team to Develop Outreach
Chapter 5b: Salton Sea Table 2 - Goal: Reduce emissions from the Salton Sea						
G	Pursue a collaborative partnership with community organizations to conduct outreach in the community (e.g., door hangers, handouts) to inform community members on how to file dust complaints <ul style="list-style-type: none"> Develop a list of potential responses and solutions that South Coast AQMD staff can pursue in response to dust complaints 	South Coast AQMD, community organizations	<ul style="list-style-type: none"> Development of materials for distribution Number of outreach events staff participates in the ECV Number of entities the information is shared 	4th quarter, 2021	4th quarter, 2022	CSC,A6

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
			with (i.e., newsletter distribution list)			
Chapter 5b: Salton Sea Table 3 - Goal: Reduce exposure from the Salton Sea						
C	Pursue a collaborative partnership with community organizations to conduct outreach in the community (e.g., door hangers, handouts, and community events) to inform community members, schools and other youth groups (e.g., Sierra Club Youth Group), on how to access real-time air quality data, subscribe to air quality alerts, report dust complaints, and use the South Coast AQMD app to obtain air quality information	South Coast AQMD, community organizations	<ul style="list-style-type: none"> • Development of materials for distribution • Number of outreach events staff participates in the ECV • Number of entities the information is shared with (i.e., newsletter distribution list) 	4th quarter, 2021	4th quarter, 2022	CSC,A7
Pesticides						
Chapter 5c: Pesticides Table 1 – Goal: Gather Information and Conduct Air Monitoring for Pesticides Table 2 – Goal: Pursue Pesticides Emissions and Exposure Reductions						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team					CSC,A8
Fugitive Dust and Off-Roading						
Chapter 5d: Fugitive Dust and Off-Roading Table 1 - Goal: Expand monitoring networks						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team					CSC,A9.1 - Monitoring Team to Identify Outreach

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
Chapter 5d: Fugitive Dust and Off-Roading Table 2 - Goal: Reduce emissions from fugitive road dust and off-roading Table 3 - Goal: Reduce exposure from fugitive road dust and off-roading						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team					CSC,A9
Open Burning and Illegal Dumping						
Chapter 5e: Open Burning and Illegal Dumping Table 1 – Goal: Improve Monitoring Network						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team – Note that the CERP states that SCAQMD will: <ul style="list-style-type: none"> • Provide information to the community on how a sensor network can help identify pollution hotspots and emissions from illegal burning. Specific locations for sensor deployment will be selected after gathering input from CSC and community members and accounting for long-term availability of potential sites. Input from the CSC and community members regarding specific and/or illegal burning events in ECV will also be taken into account in the development of the sensor 					CSC,A10.1 - Monitoring Team to Identify Outreach

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
	network and the selection of specific monitoring sites Given that the Monitoring Team is working on this issue, outreach is not being lead by the Outreach Working team unless decided.					
Chapter 5e: Open Burning and Illegal Dumping Table 2 – Goal: Reduce Emissions from Open Burning						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team					CSC,A10
Chapter 5e: Open Burning and Illegal Dumping Table 3 – Goal: Reduce Exposure to Open Burning						
A	Pursue collaborative partnerships with: • Riverside County Fire Department and/or appropriate public health agencies to develop informational materials relating to open burning, fire safety, and air pollution (e.g., potential harms and consequences of illegal dumping and burning) • Community organizations (e.g., Growing Coachella Valley, Alianza, Leadership Counsel, Communities for a New California) to distribute informational materials relating to open burning, fire safety and air pollution in the community	South Coast AQMD, Riverside County Fire Department, community organizations	Fire safety informational materials provided	3rd Quarter, 2021	4th Quarter, 2022	CSC,A11
Chapter 5e: Open Burning and Illegal Dumping Table 4 – Goal: Reduce Illegal Dumping						
A	Pursue collaborative partnerships with: • Riverside County Code Enforcement to conduct focused enforcement of	South Coast AQMD, Riverside County Code Enforcement,	• Number of focused enforcement efforts	3rd Quarter, 2021	1st quarter, 2026	CSC,A12

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
	<p>illegal dumping laws and to improve the system to report potential dumping violations •</p> <ul style="list-style-type: none"> • Riverside County Fire Department to provide guidance and educational materials to the community about potential fire hazards related to illegal dumping and how to report such fires • • Community-based organizations to establish a complaint-report tracking system to better track illegal dumping activities • • Waste Management, Riverside County Department of Waste Resources, and Community Councils to identify ways to reduce illegal dumping and/or conduct clean-up services (e.g., monthly free waste collection day and related outreach) • • Local farm owners, landowners, and landscapers to identify ways (e.g., fencing, composting) to reduce illegal dumping on empty lands • • Combustible Material Task Force to support green waste complaint reporting and follow-up investigations • • Coachella Valley Association of Governments (CVAG) to encourage 	<p>Riverside County Fire Department, community-based organizations, Waste Management and Riverside County Department of Waste Resources, local farm owners, and landscapers, Combustible Material Task Force, CVAG, CCV, TMDCI</p>	<p>and follow-up investigations •</p> <ul style="list-style-type: none"> • Complaint tracking system • • Number of illegal dumping incidences tracked • • Number of outreach events staff participates in the ECV • • Number of entities the information is shared with (i.e., newsletter distribution) • Updates to the CSC on efforts 			

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
	<p>future allocations of funds to address illegal dumping •</p> <ul style="list-style-type: none"> • Torres Martinez Desert Cahuilla Indians (TMDCI) to pursue opportunities (e.g., fencing, berm construction, camera/drone technology) to address illegal dumping on tribal lands • • Comité Civico Del Valle (CCV), Coachella Valley Environmental Justice Task Force (CVEJTF) to implement an outreach campaign for the IVAN reporting system for illegal dumping 					
Diesel Mobile Sources						
Chapter 5f: Diesel Mobile Sources						
Table 1 - Goal: Reduce Emissions and Exposure from Diesel Mobile Sources						
	<p>No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team.</p> <p>Note that the CERP states: CARB working with the CSC to identify and prioritize locations for “No Idling” sign installation and providing outreach materials to the ECV community on idling rules. CARB coordinating with appropriate agencies to install and enforce “No Idling” signs</p>					CSC,A13

	Task	Responsibility	Action Item	Start Date	End Date	CSC Action Plan #
Greenleaf Desert View Power Plant						
Chapter 5g: Greenleaf Desert View Power Plant Table 1 – Goal: Reduce Emissions from Greenleaf Desert Power View Plant						
	No specific outreach tasks assigned to community organizations or CSC – However general action will be taken consistent with the Charter and review by the Outreach Team.					CSC,A14

DRAFT

V. Outreach Opportunities

Contacts – Indio, Coachella, Vista Santa Rosa (VSR) & Salton Sea (SS), Illegal Dumping (ID) Contacts

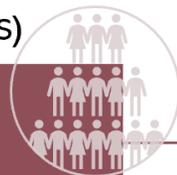
- Southwest Arts Festival - Jan
- Riverside County Fair & National Date Festival in Indio – Feb.
- Indio Health and Wellness Fair – Feb
- Stagecoach - Apr
- Annual Desert Behavioral Health Arts Festival – May
- Dia de los Muertos Celebration – Nov
- Indio Powwow – Nov
- Indio Arbor Day Celebration - Dec

Festivals &
Entertainment/Business



- Alianza Coachella Valley
- Indio Chamber of Commerce
- City of Indio (City Manager & Commissions)
- Coachella Valley Economic Partnership - East Valley Office
- Twenty-Nine Palms Band of Mission Indians of California
- Greater Coachella Valley Chamber of Commerce
- 29 Palms Tribal EPA (Coachella)
- Coachella Valley Water District
- City of Coachella (City Manager & Commissions)
- Torres-Martinez Desert Cahuilla Indians (VSR) & (ID)
- California Women for Agriculture (VSR)
- Salton Sea Partnerships (SS)
- California Air Resources Board (SS)
- California Natural Resources Agency (SS)
- State Water Resources Control Board (SS)
- Comite Civico (SS)
- Supervisor Perez's Office (SS)

Civic



- College of the Desert
- Cabazon Band of Mission Indians
- The Desert Sun (newspaper)
- El Informador del Valle (newspaper)
- Raices Cultura
- KESQ.COM (local online TV)
- John F. Kennedy Memorial Hospital
- Desert Regional Medical Center
- CNC Education Fund Coachella Valley Wild Bird Center
- Coachella Valley Volunteers In Medicine (Coachella)
- Residents, all

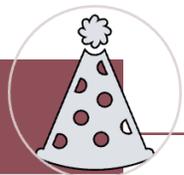
Academic, Health &
Residents



Contacts | – Thermal (T), Mecca (M), North Shore (NS), Residents (R), Illegal Dumping (ID), Open Burning (OD) Contacts

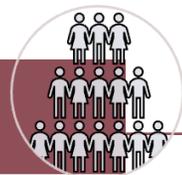
- Thermal Race Club (private) - (T)
- Greenleaf Power - (M)
- Local artists
- Employers and Small Businesses
- Green Leaf Desert Power Plant Owner & Operator

Festivals,
Entertainment/Business



- Riverside County - (T)
- Cabazon Band of Mission Indians - (M)
- Torres Martinez Desert Cahuilla Indians - (T)
- Boys & Girls Clubs - Coachella' - (M)
- Salton Sea Management Program - (NS)
- Comite Civico Del Valle - (NS)
- Salton Sea Authority - (NS)
- Latino commission
- Riverside County Health Department - (OB)
- Friends of the Desert Mountains
- Riverside County Youth Advisory Council
- Neighborhood Committees
- Community Centers
- Coachella Valley Association of governments - (OB)
- Ivan Coachella
- Department of Pesticide Regulation
- Salton City - (ID)
- Mecca government - (ID)
- Thermal government - (ID)
- South Coast AQMD - (OB)

Civic



- College of the Desert - (T) campus
- Coachella Valley Unified School District, Facilities - (T)
- Mecca Family and Farmworkers Service Center - (M)
- Riverside University Healthcare System, Behavioral Health
- Borego & Clinicas health districts
- k12 Schools
- Health Assessment and Research for Communities (HARC)
- Libraries
- Residents, all
- Residents, mobile park community

Academic, Health, &
Residents



Draft Calendar of Possible Outreach Events

Today < > **December 2021**

Indio, California

Today 81° F / 46° F
Tomorrow 78° F / 49° F

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Nov 28	29 6:00pm Thermal-Oasis: Community...	30	Dec 1 5:00pm Indio - City Coun... 6:00pm Coa...	2	3	4
5	6	7	8 5:30pm Coachella - City Council Meeting	9 10:00am SSA Board of Directors Meeting 12...	10	11
12	13	14	15 5:00pm Indio - City Coun... 6:00pm Coa...	16	17	18
19	20	21	22 5:30pm Coachella - City Council Meeting	23	24	25
26	27 5:30pm Indio - Sustainability Commissio...	28	29 5:00pm Indi... 6:00pm Coa... 6:00pm Vist...	30	31	Jan 1

Today < > **January 2022**

Indio, California

Today 81° F / 51° F
Tomorrow 79° F / 51° F
Tuesday 79° F / 51° F

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec 26	27 5:30pm Indio - Sustainability Co...	28	29 5:00pm Indio - Cit... +2	30	31	Jan 1
2	3 6:00pm Mecca-North Shor...	4 4:30pm Desert Edge - Community Cou...	5 5:30pm Coachella - City Council Meeti...	6	7	8
9	10	11	12 5:00pm Indio - Cit... 6:00pm Coachella ...	13	14	15
16	17	18	19 5:30pm Coachella - City Council Meeti...	20	21	22
23	24 5:30pm Indio - Su... 6:00pm Thermal-...	25	26 5:00pm Indio - Cit... 6:00pm Coachella ...	27	28	29
30	31	Feb 1	2 5:30pm Coachella - City Council Meeti...	3	4	5

VI. Methods of Outreach

Through breakout room discussions and report backs, the CSC strategized on various outreach methods in which CERP key messages can be delivered. The strategic communications encompass the plans, goals, practices, and tools - by which the CERP actions can be delivered in consistent messages to its key target audiences and partners.



VII. Outreach Principles & Steps

The role of CSC members doing outreach will be to inform the community residents and businesses of the benefits the program can provide them, listen to their concerns, and keep them updated. The CSC members are not operating in the role of enforcers; however, we have a monitoring role to report air quality issues within the community. We are therefore a bridge within the community. The role of CSC members doing outreach will agencies and cities will be to find areas of “collective impact” where we can work together with them to improve air quality in the community. Toward that end we may attend their meetings, provide comments on their activities, and keep them informed of our progress. A general approach to build the outreach steps outlined in this plan is shown below:



In planning outreach the team will consider barriers to engagement (in Step 2 and 7) and develop ways to overcome those barriers including matters of :

- Budget
- Deadlines
- Hours team members have available to work on this effort
- Resources needs
- Available resources beyond team members
- Resource constraints/needs
- Knowledge/Information missing
- Technical needs/Document production needs

As the outreach material specific to the contacts is being created the CSC group will also determine:

- Who will lead Team?
- Who will verify that outreach is effective?
- How the progress schedule relates to the CERP?

The current schedule for the outreach effort is shown in the following figure. As these are the actions being taken primarily by the CSC member, with the support of SCAQMD staff the schedule lags slightly behind the schedule shown in the CERP.

Updated Outreach Schedule

Note: This starts Mar'22 & CERP starts Qtr II '21.
Repeat schedule annually

