BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

MEMORANDUM

November 27, 2018

TO: Bay Area Air Quality Management District

FR: MIG, Inc.

RE: Summary of November 7, 2018 Community Discussion

On Wednesday, November 7, 2018, the Bay Area Air Quality Management District (BAAQMD or Air District) hosted a Community Discussion at the Richmond City Recreation Complex, 3230 Macdonald Avenue in Richmond, California. The purpose of the discussion was to learn from the community about what is important for an effective community-driven, multi-stakeholder process that will guide the development and implementation of the Richmond-North Richmond-San Pablo Area Community Air Monitoring Plan (Monitoring Plan).

The meeting was open to the public and included a variety of stakeholder organizations, including community-based organizations, neighborhood associations, public agencies, environmental organizations, schools, labor, businesses and Chambers of Commerce, industry groups, and others. Approximately 75 guests attended the event and provided input on the planning process. The agenda and meeting materials are available in Appendix A.


I.   Discussion Process

Welcome and Introduction

Attendees were welcomed by Contra Costa County Supervisor John Gioia and Air District CEO Jack Broadbent provided opening remarks to the audience. Both speakers highlighted the Air District's commitment to a collaborative planning process, co-led by the community and involving multi-stakeholder partnerships to develop the Monitoring Plan.
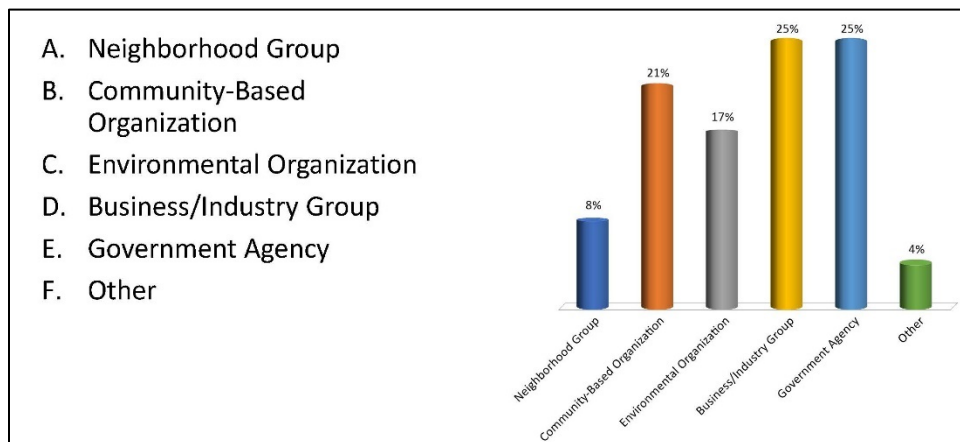
Live Audience Pre-Poll

Jamillah Jordan from public engagement consultants MIG, Inc., reviewed the agenda and conducted a brief audience poll using interactive polling technology. Each participant was provided a remote response keypad to respond to multiple-choice questions, with results tabulated and immediately presented back to the group. Questions and participant responses are shown on the following pages.

Are you a resident of Richmond?

A. Yes
B. No
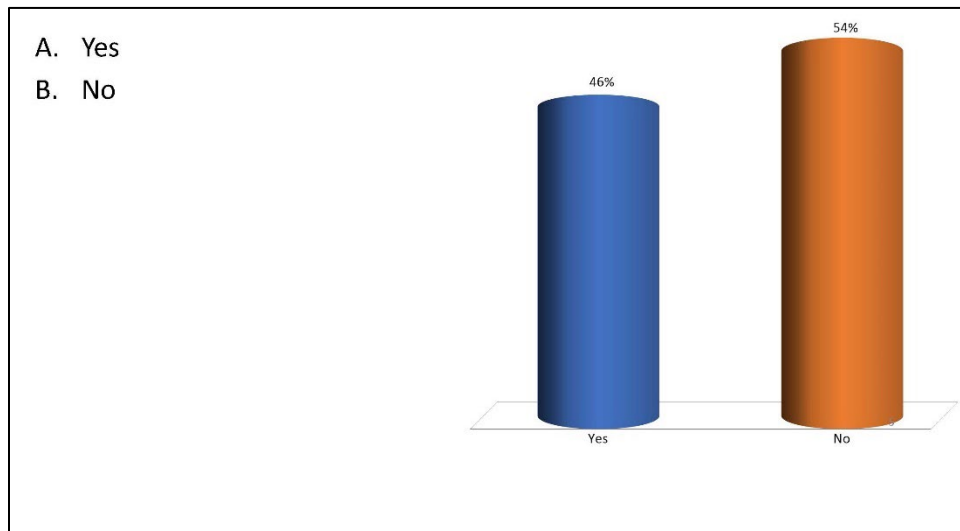
Attendees were fairly evenly divided between Richmond residents (46%) and non-residents representing organizations that have a stake in the air quality of the area (54%).

What category best describes the organization or agency that you represent

A. Neighborhood Group
B. Community-Based Organization
C. Environmental Organization
D. Business/Industry Group
E. Government Agency
F. Other

today?

Meeting attendees represented a broad and diverse mix of organization types: Business / industry groups (25%); government agencies (25%); community-based organizations (21%); environmental organizations (17%); or neighborhood groups (8%), with 4% claiming "other."

Presentations

Two PowerPoint presentations were provided to orient attendees to the project and associated community engagement process. Air District staff – Katherine Hoag, Principal Air Quality Engineer and Greg Nudd, Deputy Air Pollution Control Officer – described how California's Assembly Bill 617 is being implemented through a collaborative approach to air quality

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management. They gave a brief overview of the Air District; described the goals and strategies of AB 617; provided context by sharing other cities selected to develop monitoring plans; and described the community-focused action framework for community air protection. Attendees had an opportunity to ask questions after the presentation.

The second presentation, delivered by Kristen Law, Air District Community Engagement Specialist and Jamillah Jordan, provided an overview of the community engagement process. The presentation focused on highlighting the paradigm shift of the community engagement approach; discussing the goals, activities and schedule of the process; defining roles of the Community Summit Design Team, Community Partners and the Steering Committee for monitoring plan development; defining the goals of the Community Summit; and highlighting the importance of engaging community members representing diverse community perspectives and interests.

II.   Summary of Small Group Discussions

Following the presentations, attendees were divided into eight small groups and instructed to discuss four specific topics:

- *Which values and guiding principles should the community engagement process be rooted in?*
- *What are your initial ideas for the design of the community engagement process?*
- *What are your goals and expectations for the Community Summit?*
- *How can we ensure that this process remains community-driven?*

Forty minutes were allowed for discussion; afterwards, the larger group reconvened and each breakout group reported out on the results of their conversation. These results are summarized below.

Values and Guiding Principles

Small group discussion participants suggested that the community engagement process be rooted in the following values and guiding principles:

- Inclusive of and representative of the full community's diversity
- Transparency to build community trust
- Action-oriented and results-driven
- Committed to building the community's capacity and level of understanding through education and information-sharing
- Meet people where they are; maximize outreach and make it easy to participate
- Science-based, data-driven approach
- Focused on public health
- Open to creative solutions

Ideas for the Community Engagement Process

Initial ideas for the design of the community engagement process included:

- Ensure that a broad spectrum of the community (including youth, seniors and people of all ages) is engaged and all sectors are represented, with particular attention to specifically affected communities.
  - Enhance the diversity of outreach by ensuring that:
    - There is proactive engagement with vulnerable communities, including non-digital methods.
    - Outreach and engagement are conducted in multiple languages.
    - Factors such as location, timing, refreshments and childcare are considered to make it easier to attend workshops. Offer multiple opportunities for engagement at varied times and convenient neighborhood venues or pre-existing community meetings.
- Tap into existing community channels to engage and educate the largest number of people:
  - Engage environmental justice groups and other existing community groups or coalitions.
  - Distribute information to neighborhood committees and councils, faith-based organizations, other existing groups.
  - Target trusted community leaders and influencers who can help provide word of mouth and achieve community buy-in.
  - Educate community members regarding potential impacts and the importance of their involvement.
- Use a variety of channels for outreach, including: social media such as Next Door; door-to-door canvassing and radio/TV advertisements (in English, Spanish and other languages as necessary).
- the Air District and stakeholders:
  - Engage with industry to clarify reasonable expectations.
  - Establish clear lines of communication and promote shared best practices.
  - Ensure alignment between air grants and the Air District.
  - Provide orientation and help for air grant applicants.
- Consider options such as paid engagement to incentivize participation.

Community Summit Goals and Expectations

Participant's goals and expectations for the interactive Community Summit, the major event which will result in the initial design of the community engagement process for the Monitoring Plan, were as follows:

- The full diversity of the community, with strong attendance by local residents, is represented and all viewpoints heard and valued; consistent with environmental justice principles.
  - Promote a sense of trust
  - Encourage community members to be leaders
- The Summit results in identifying achievable goals and outcomes by community, with tangible action items, a clear call to action and clearly defined measures. This must include:
  - Statements of purpose and clear expectations for stakeholders.
  - Commitment to a clear and transparent structure and process.
  - All stakeholders well represented on the Community Steering Committee with clearly defined work agreements for sub-committees.

- ▪ Identifying funds for implementation.
- Provide information and education including interactive education on monitoring methods, maps with existing sources, etc.
- Carefully determine study boundaries and criteria, using existing knowledge and contacts.
- Ensure that other avenues exist for input.
- Make the Summit convenient to attend by considering factors such as accessibility to transportation, providing food and childcare, etc.

Ensuring a Community-Driven Process

Attendees' suggestions for ensuring that the process is community-driven included:
- Establish and maintain transparent communications and an ongoing feedback loop.
  - ▪ Provide data at an appropriate level that is easy for the community to understand and access.
  - ▪ Ask the community for feedback on what's missing and evaluate each meeting; continually loop back to let the community know results, outcomes and how their feedback affected decision-making processes.
  - ▪ Ensure that those making decisions are well-informed and that the capacity of key community members is expanded.
- Community members are involved at every step; the Steering Committee should primarily be comprised of residents of the monitoring area, and the predominant vote would be community-based.
  - ▪ Ensure that the Steering Committee is a "safe space" for community members and their authority is respected.
- Carefully consider how to balance the conflicting interests of involved parties, and how to ensure that Steering Committee membership represents those interests.
  - ▪ Define decision rights and committee makeup in the charter.
  - ▪ Engage cross-sector partners including business, healthcare, recreation groups, and environmental justice organizations with history in Richmond.
- Engage neighborhood councils and other local organizations early.
- Meet community members where they are; provide multiple options for participation to ensure diverse community representation, especially populations such as lower-income residents who are traditionally under-represented. Consider rotating community meetings.
- Consider paid engagement to ensure youth presence; limit compensation to residents.
- Provide a specific timeline with smaller community-level goals identified.
- Prioritize public health and health messaging.

Additional Comments

Additional suggestions regarding the public engagement process included:
- Ensure that the process is cyclical and agile, and has sufficient time to succeed.
- Consider including independent technical advisors and experts; possibly a paid advisor who has been through the community air monitoring plan process.
- Ensure there are clear criteria for establishing the Community Steering Committee.

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III. Summary and Next Steps

Meeting Evaluation

At the conclusion of the large group report-outs and ensuing discussion, MIG conducted additional electronic polling to understand how satisfied participants were with the meeting. They asked the following questions:

### *Did this meeting address the key topics that you wanted to cover?*
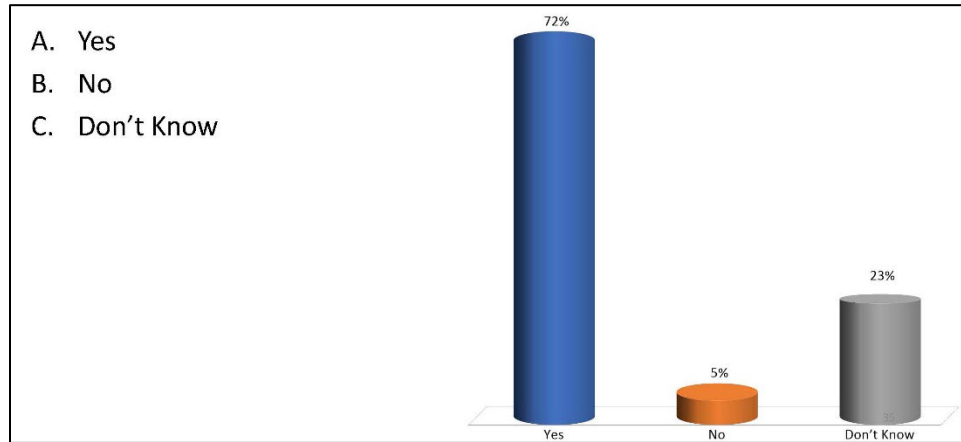
The majority of participants (approximately 72%) felt that the meeting had addressed the key topics they wished to cover; 5% indicated the meeting did not address their topics; and 23% did not know if the meeting covered topics of interest.

Did you have enough time to share your ideas and to ask questions?
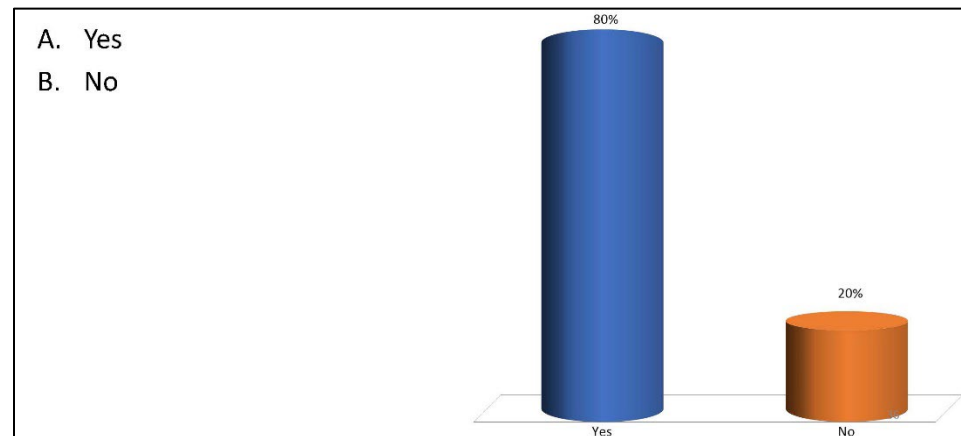
Eighty percent of participants expressed that they had enough time to share their ideas and questions during the meeting. Twenty percent felt that they had not.

Would you be interested in participating in follow-up activities, such as the Community Summit Team or Community Summit?

A. Yes
B. No
C. Don't Know
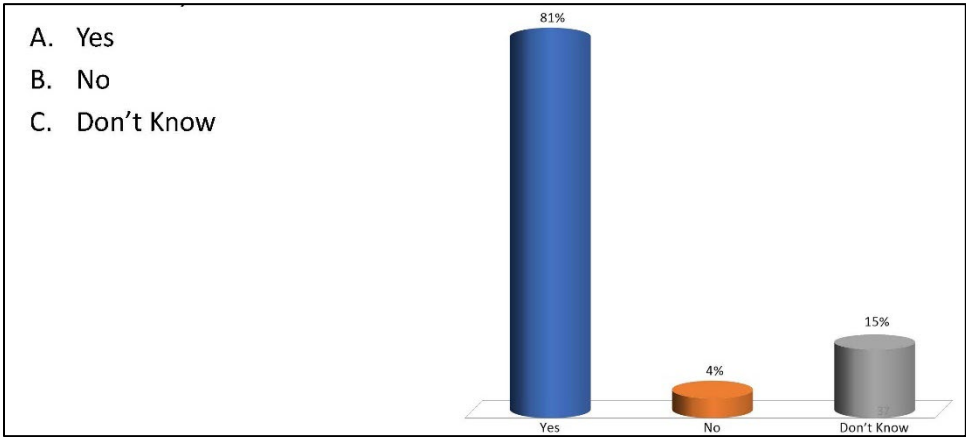
A majority of meeting attendees (81%) confirmed their interest in participating in follow-up activities. Only 4% of the remainder stated that they were definitely not interested. Approximately 15% were not sure if they were interested in participating in follow-up activities.

Next Steps

The facilitator thanked attendees for their participation and input. She described the next steps in the process:

* Summarize the community discussion.
* Form the Community Summit Design Team.
* Schedule and conduct a series of planning meetings to co-design the Community Summit.

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