

RICHMOND - SAN PABLO
COMMUNITY

PATH TO

CLEAN AIR

Path to Clean Air Community Organizing Grants Background and Application Process

June 22, 2021

Outline of Presentation

- Background on the Path to Clean Air Community Emission Reduction Process and Purpose of Community Organizing Grants
- Application Process Overview
- Q&A



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Background on the Path to Clean Air Community Emission Reduction Process

Kevin Olp, Senior Community Engagement Specialist, BAAQMD



Mission of the Bay Area Air Quality Management District (BAAQMD)

Create a healthy breathing environment for every Bay Area resident while protecting and improving public health, air quality, and the global climate

9 counties / 101 cities
8 million people
5 million vehicles



Why Clean Air Matters

The World Health Organization (WHO) estimates 4.2 million people die every year as the result of outdoor air pollution exposure.

The prevalence of asthma in California is approximately 13%, in Richmond, CA, it approaches 25%. In addition, asthma attack rates are almost double the state rate.



What is the Community Air Protection Program (AB 617)

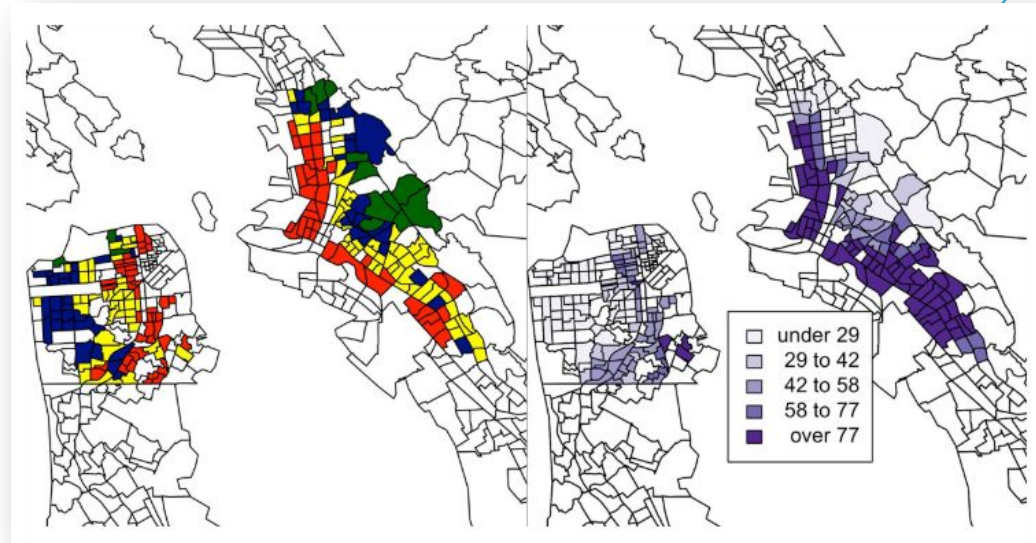
- Originated in negotiations regarding the extension of Cap & Trade program (AB 398) in 2017
- Responds to advocates' concerns with continued high levels of air pollution in historically disadvantaged communities
- Directly addresses toxics and criteria pollutants in the most impacted communities



AB 617 Program Goals

- Community-driven approach
- Eliminate air quality disparities in overburdened communities
- Enhanced transparency, accountability, and public engagement and education

Historical
redlining
maps



Asthma-rel
ated ER
visits per
10,000
residents

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Why Richmond, San Pablo, and North Richmond?

Residents in the Richmond-San Pablo area are exposed to a substantial and complex mix of air pollutants including:

Petroleum refinery

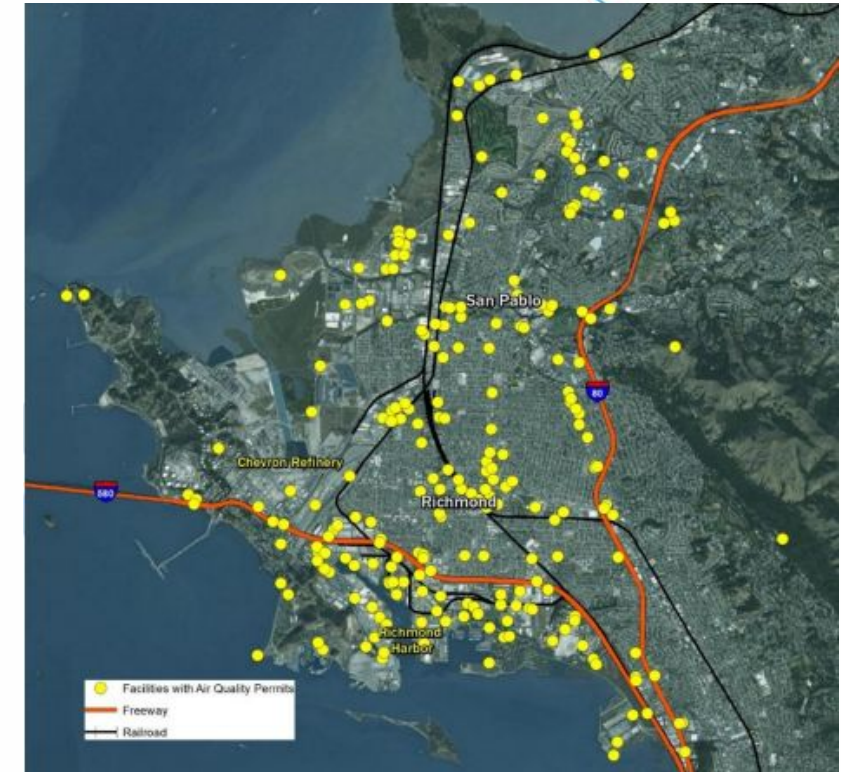
A chemical plant

A coal and petroleum coke terminal

Organic waste, metal recycling facilities

Wastewater treatment plants, a landfill, and industrial and manufacturing plants of various sizes.

Mobile sources such as I-80, I-580 and on roadways such as Richmond Parkway and San Pablo Avenue, seaport operations, railways, and railyards.



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Disproportionate Pollution Burdens Resulted from Racial Segregation

Richmond Neighborhoods were segregated by:

- Railroads, highways, shipyards
- Zoning
- Deed restrictions and Racial Covenants



Richmond, California, 1948. African Americans worked together with whites in a Ford assembly plant but were barred from living in white neighborhoods.

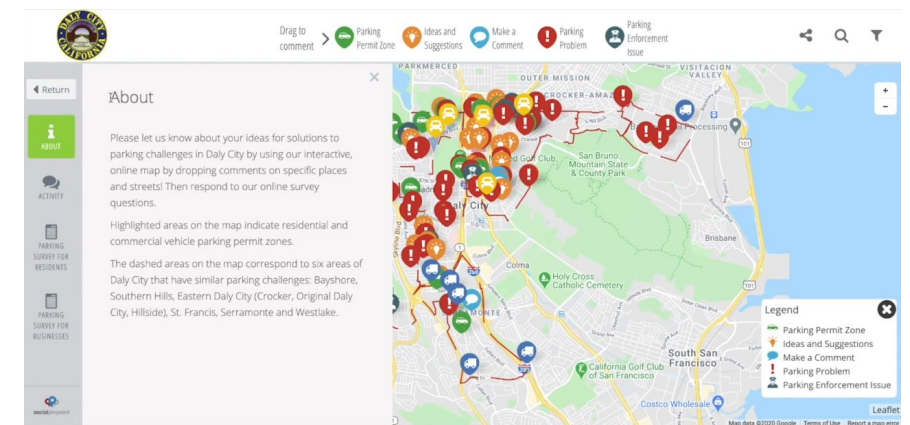
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Community Co-Leading the Process

Steering Committee
31-member group
of local leaders to
co-develop the
Community
Emission Reduction
Plan

Community
Organizing
Micro-grants
\$80,000 for local
organizations to
identify community
concerns, record

Social Pinpoint
Interactive mapping
platform to gather
community input to
prioritize resources



Purpose of the Community Organizing Grants

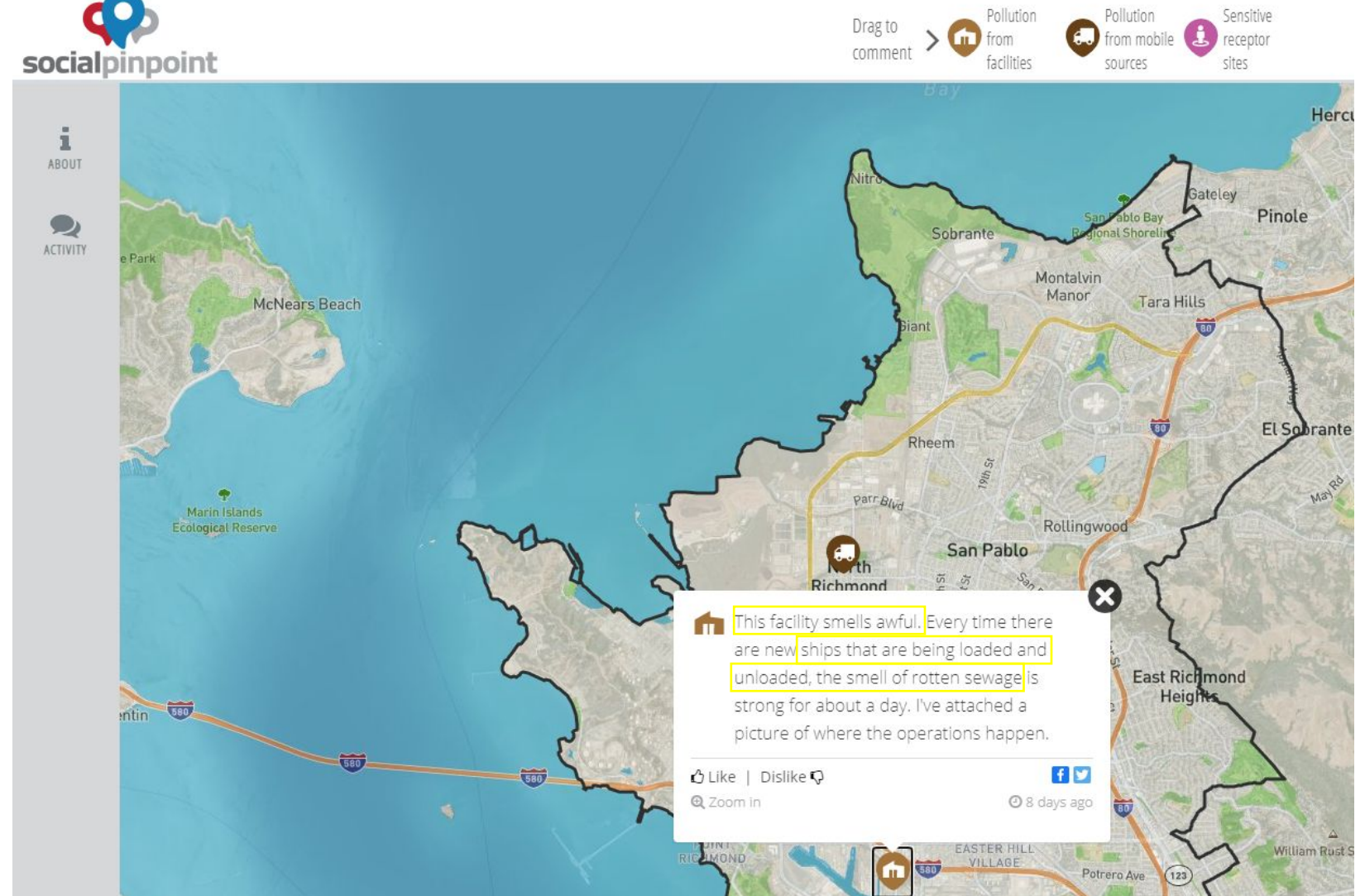
- Share power with local leaders to identify community concerns with air pollution in vulnerable communities
- Community knowledge is critical: Community members know their neighborhoods best
- Collect community lived experience and personal perspectives



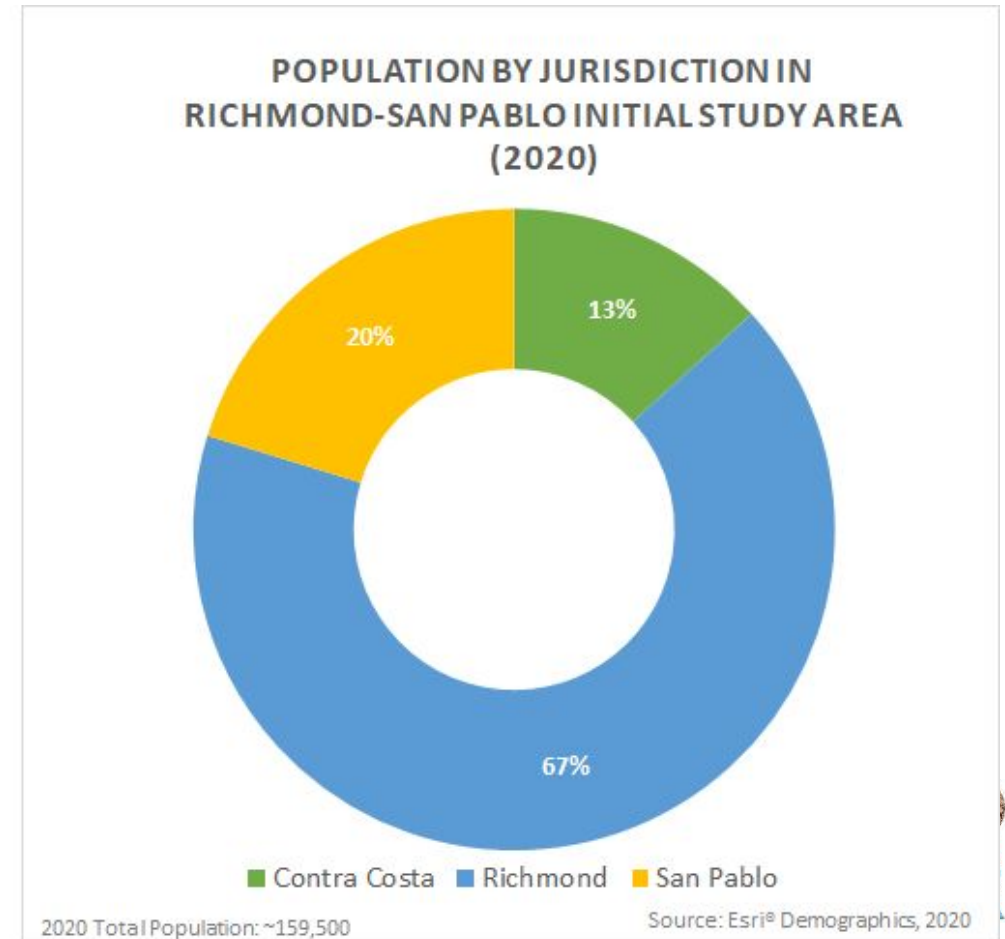
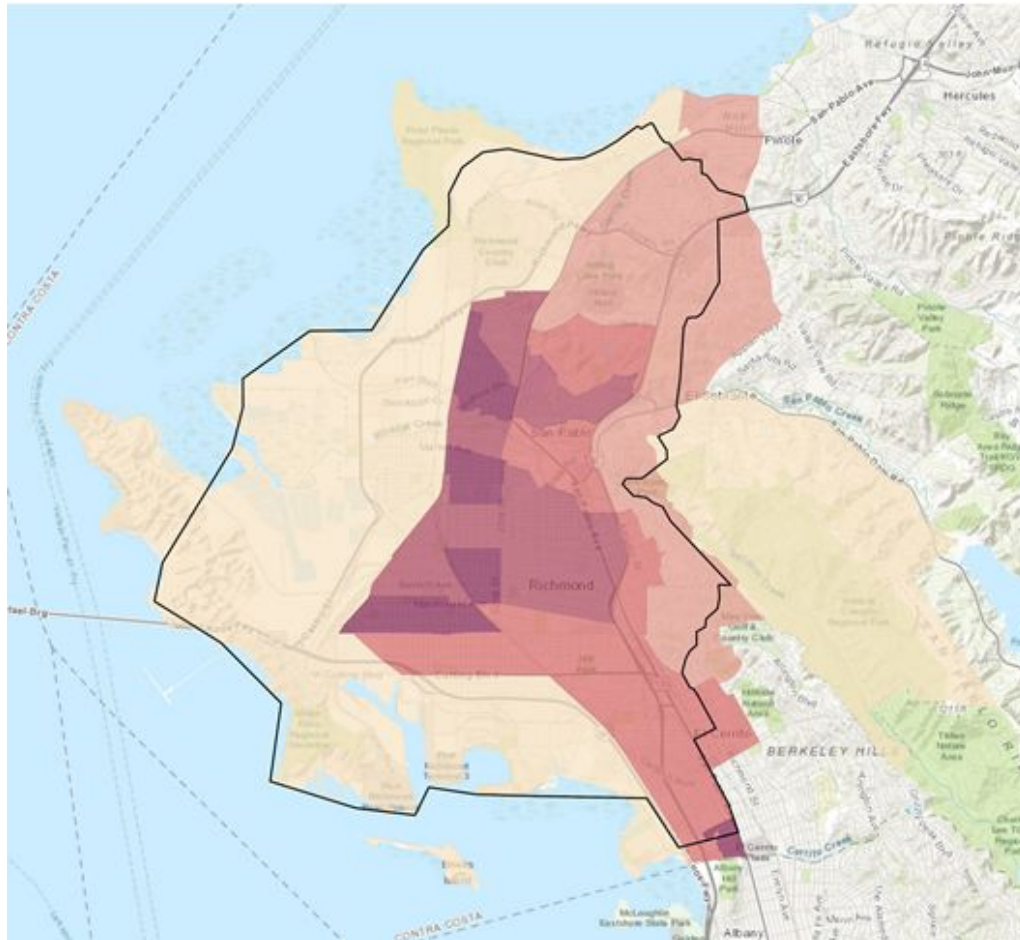
Social Pinpoint



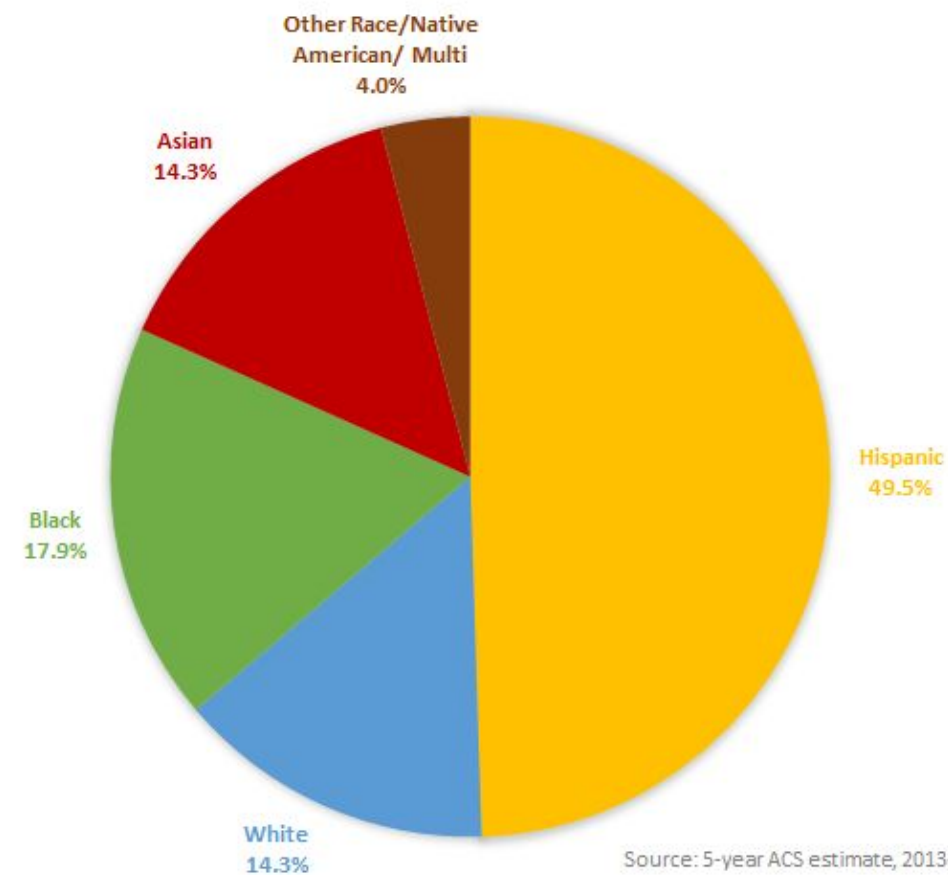
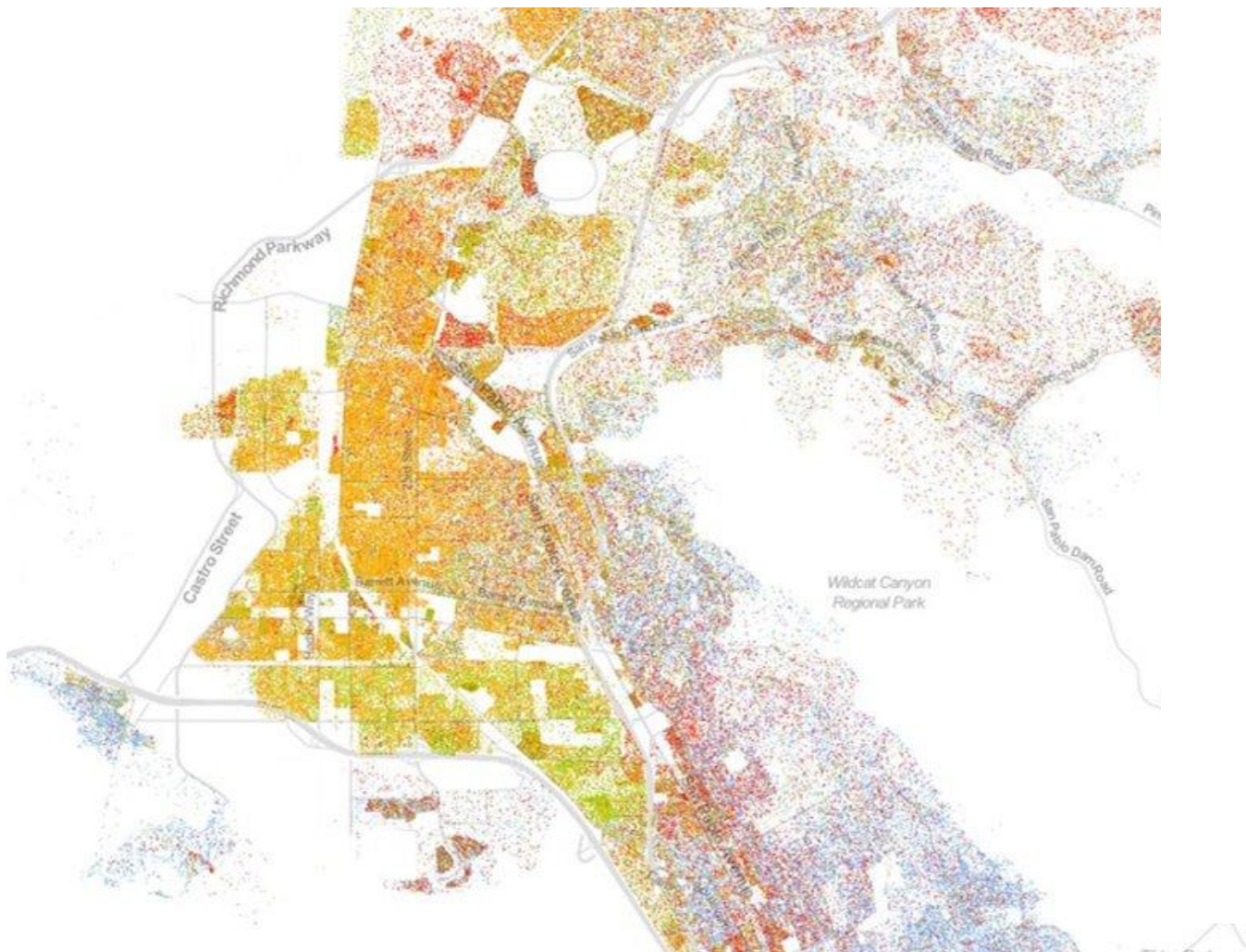
Community knowledge and personal stories about where communities are near sources of pollution, and how it affects their lives.



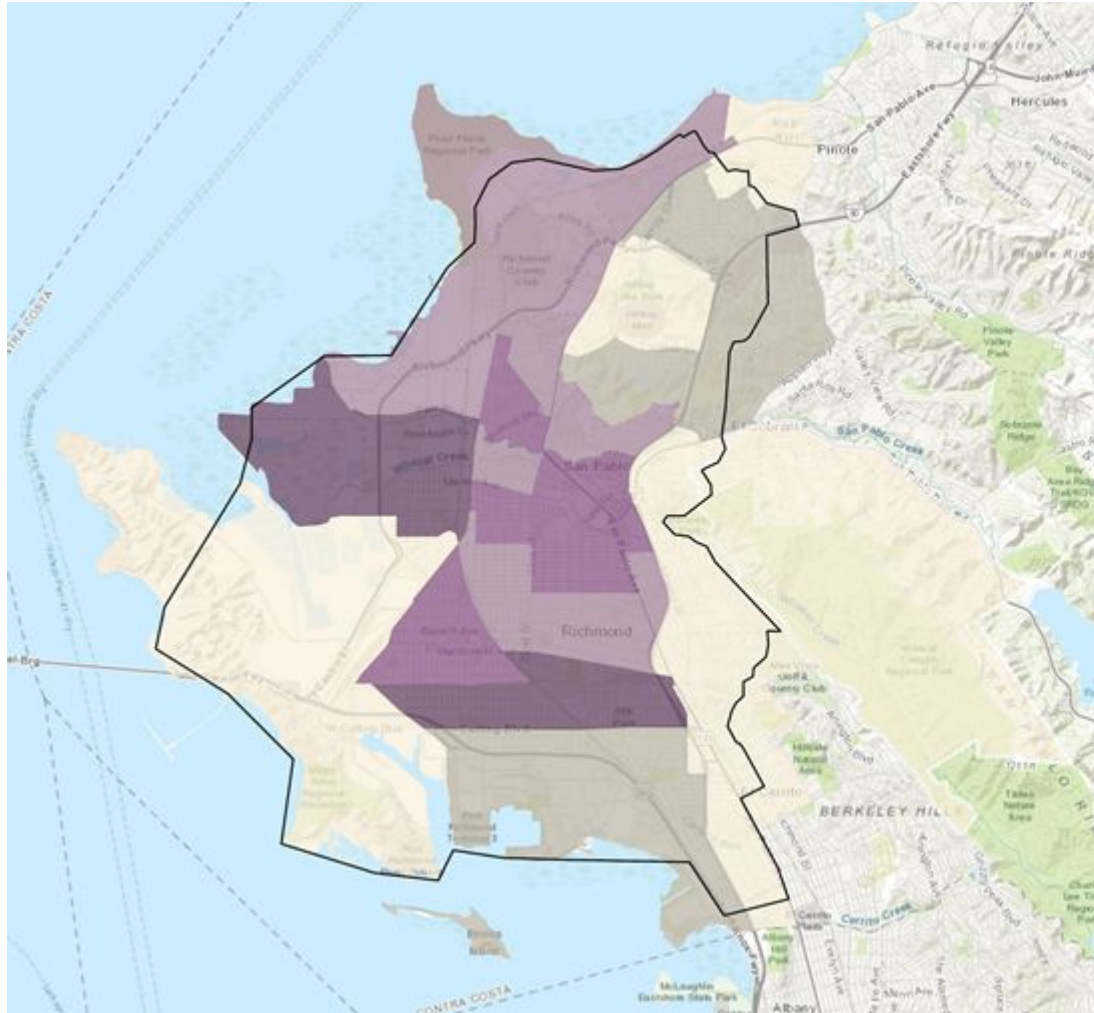
Population by Jurisdiction



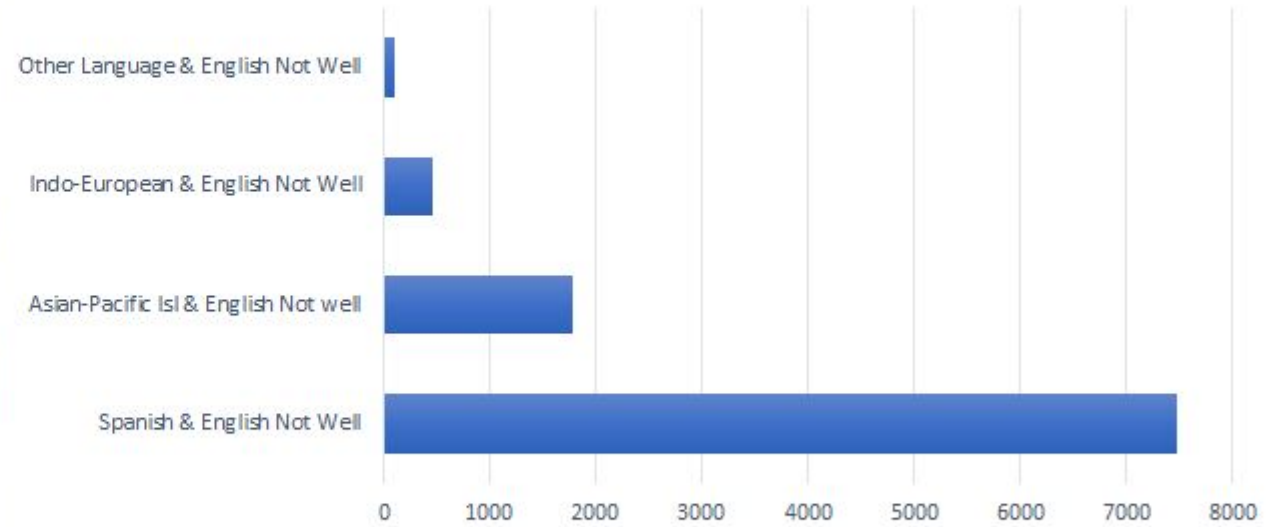
Racial Composition



Monolingual non-English speaking households



Language Spoken at Home (Ages 5 to 65+)

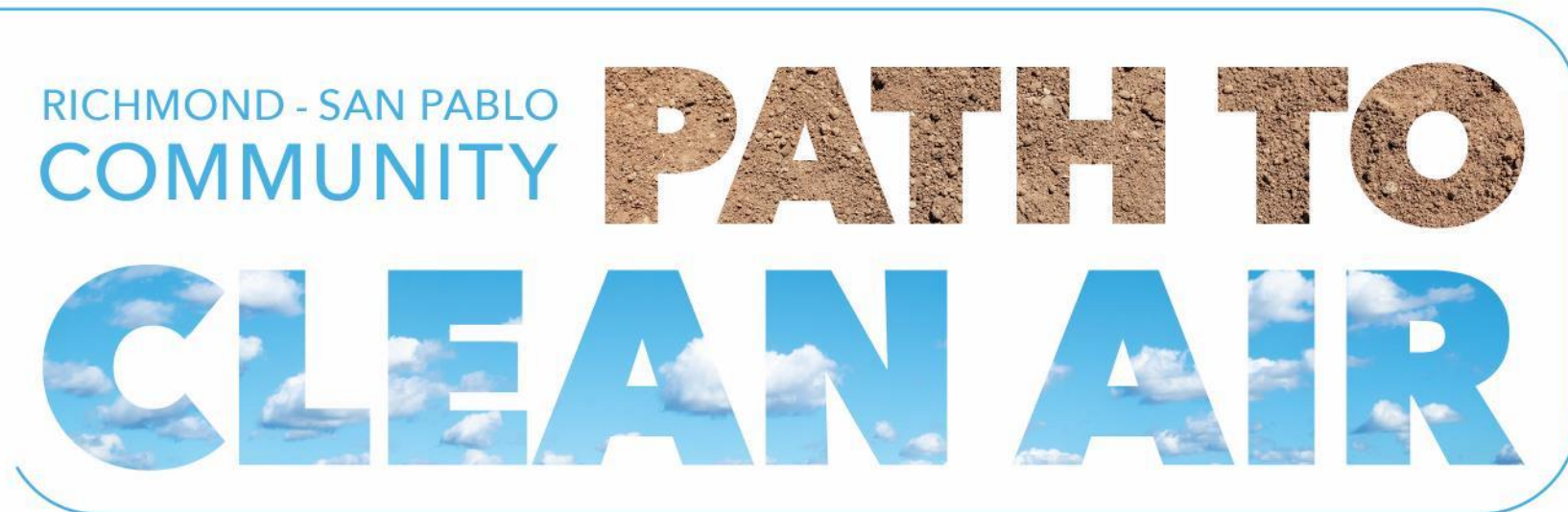


Emphasis on Equity and Representation

- Reaching out to vulnerable communities:
 - Communities susceptible to air pollution because of pre-existing health conditions
 - Neighborhood areas near sources of pollution
- And groups which have been historically excluded or underrepresented. Examples include:
 - Young people
 - Monolingual non-English speaking households
 - Unincorporated areas
 - Geographically underrepresented areas
- Quality of outreach over quantity

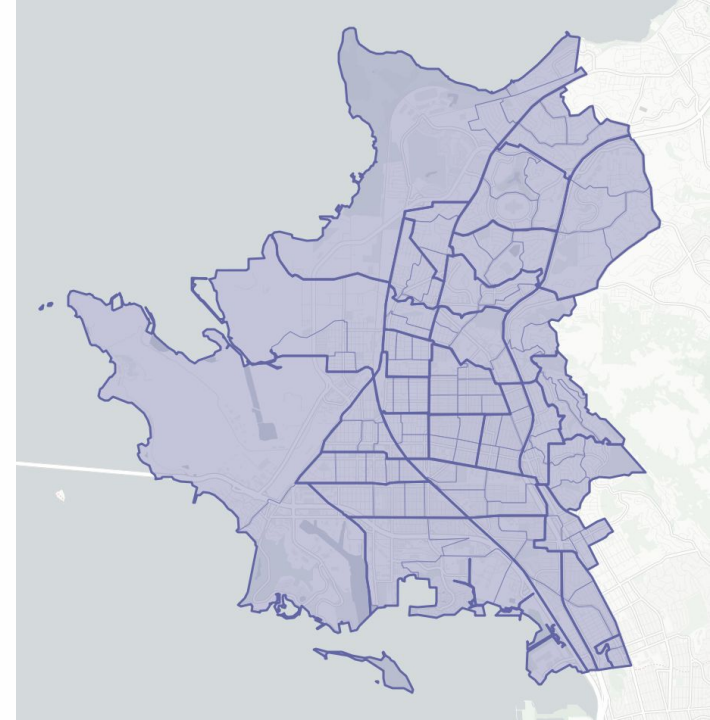
Application Process Overview

Joan Chaplick, Principal, MIG



Key Information About Grants

- Grants can range in size from \$5,000 to \$15,000. There is \$80,000 total that will be awarded.
- The grant period will be from August through October.
- Grants are focused on outreach to vulnerable and/or underrepresented communities within the project area.



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Eligibility and Grant Recipient Responsibilities

Grant recipient must be a 501(c)(3) or 501(c)(4) who provides services in or near the project area

Application needs to be authorized by Executive Director, Board member or other leadership representative



Eligible costs

Eligible:

- Project staff
- Stipends to support youth and/ or volunteer participation
- Event fees
- Design and production of outreach materials
- Refreshments or incentives to encourage survey completion
- Short-term costs for a wifi-hotspot to conduct surveys in the field
- Transportation (based on federal mileage rates or rental fees)
- Other costs as described in your proposal

Not Eligible:

- Purchase of I-Pads, tablets, phones, printers or other equipment
- Activities that involve advocacy or lobbying elected officials
- Activities outside the project area



Grant recipients agree to:

- Participate in up to 4 hours of training on August 12 to become familiar with the project and the online mapping platform.
- Complete a short report that documents and describes the project activities and results.
- Complete a short financial report to document and provide accountability for how the funds were spent.
- *Note: Participants will receive 50% of the grant amount at the beginning of the project and the balance when they complete the two reports described above.*



Narrative Elements of the Application

- In 1-2 pages, please describe your:
 - Proposed approach
 - Results you expect to achieve
 - How your results will be measured
 - Who you intend to reach - diverse, underrepresented groups
- Provide a schedule for your outreach activities that will occur between August 12 and October 31, 2021 (up to 1 page)



Narrative Elements of the Application

- Briefly tell us why you believe your organization would be effective at conducting these outreach activities. (1-3 paragraphs)
- Provide one example where you successfully conducted outreach or an activity to promote an activity or event in this community. (1-3 paragraphs)

*Note: Your complete application should not exceed 5- 6 pages total.



Reporting and Tracking Results

1. Briefly summarize the activities you conducted.
2. Provide specific dates or time periods when the activities were conducted.
3. Describe and quantify who you were able to reach- general public, seniors, youth, and others.
4. Describe your results. Quantify any activities to help support your conclusions.
5. Describe the aspect of your approach that worked well.
6. Share any “lessons learned” that can help inform future outreach activities.
7. Provide 4-8 photographs (screenshot of social media post, event photos).



Financial Reporting

1. Describe general expenditures for each budget category.
2. Provide names of anyone who was paid with or received a stipend from the grant funds.
3. Provide receipts for any specific items as directed when your grant award is made.

Reminder: Grant recipients receive 50% of the grant payment in advance so please track expenditures as early as possible.



Timeline for Grant Application Selection

Applications will be available: June 29

Applications are due: July 20

Notifications will be made: August 5



Who to Contact if you have questions?

For assistance, please contact MIG:

Joan Chaplick at joanc@migcom.com by email or

to schedule a time for a short phone call

Note: MIG can assist you with your application but has no role in the selection process



Questions?

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