



WOCAP

COMMUNITY ENGAGEMENT PLAN DRAFT- 10.5.22



**West Oakland
Environmental
Indicators
Project**





ABOUT THE WEST OAKLAND COMMUNITY ACTION PLAN (WOCAP)

In 2019, the Bay Area Air Quality Management District (BAAQMD) adopted *Owning Our Air: The West Oakland Community Action Plan (The WOCAP)*. The WOCAP was the first air plan of its kind— a joint venture of West Oakland Environmental Indicators Project (WOEIP) and BAAQMD that outlines 89 strategies to protect and improve community health by reducing disparities in the exposure to local air pollution, including diesel particulate matter, fine particulate matter, and cancer risk from toxic-air contaminants. The plan supports goals established in California Assembly Bill 617, and outlined in the WOCAP to reduce air pollution and improve health equity in the West Oakland community. A Steering Committee comprised of community members and agency staff provide local knowledge, expertise, and ideas collectively to generate the plan’s strategies, goals, and targets

THE ENVIRONMENTAL JUSTICE MOVEMENT AND PRINCIPLES

The work of the WOCAP stems from the groundbreaking efforts of a group of delegates to the First National People of Color Environmental Leadership Summit held in October 1991, in Washington, DC, including West Oakland’s own Ms. Margaret Gordon, affirmed and adopted 17 principles of Environmental Justice. The multi-national delegates built a national and international movement of all peoples of color to fight the destruction and taking of lands and communities and secured the political, economic, and cultural liberation that had been denied for over 500 years of colonization and oppression, resulting in the poisoning of our communities and land, and the genocide of people of color.

For more information on the environmental justice movement, visit: www.ejnet.org/ej/principles.html



ABOUT THIS COMMUNITY ENGAGEMENT PLAN

This WOCAP Community Engagement Plan outlines the goals, objectives, target populations, and methods by which the WOCAP stakeholders will honor:

- Community knowledge
- Building reciprocal channels of communication
- Investing in partnerships & collaborations
- Fostering community leadership
- Ensuring ownership of the environmental governance process

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CO-LEADS

WEST OAKLAND ENVIRONMENTAL INDICATORS PROJECT

WOEIP is a resident-led, community-based environmental justice organization dedicated to achieving healthy homes, jobs, and neighborhoods for all who live, work, learn and play in West Oakland. WOEIP's mission is to build grassroots capacity to provide local leadership for positive change. Our work aids residents in understanding the environmental, political, social, and other natural forces that impact their lives. We give impacted residents the tools to participate and drive change from the bottom. We believe in environmental justice through community resilience.



**West Oakland
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WOEIP's approach to community engagement includes Collaborative Problem-Solving and Participatory Research, which are a blueprint for how local communities can bring diverse stakeholders together to drive on-the-ground change. Using partnership agreements that define goals, roles, and responsibilities, WOEIP ensures that everyone sits at the same table with equal power. This creates accountability and common ground among stakeholders who otherwise might struggle to work together. For more information, visit www.woeip.com.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT (AIR DISTRICT)

The Air District is the first regional air pollution control agency in the country, created by the California Legislature in 1955. The Air District is tasked with regulating stationary sources of air pollution in the nine counties that surround San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties. It is governed by a 24-member Board of Directors composed of locally elected officials from each of the nine Bay Area counties. The Board oversees policies and adopts regulations for the control of air pollution within the district. The Air District is assisted by an Advisory Council that provides input to the Board and the Executive Officer on air quality matters and a Hearing Board.



**BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT**



COMMUNITY ENGAGEMENT PLAN

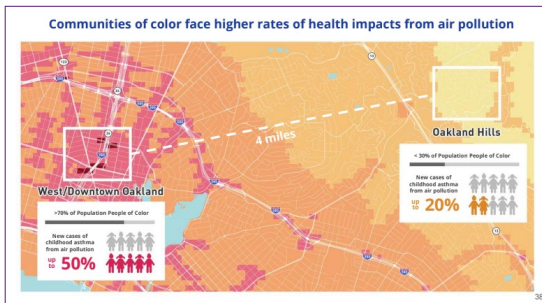
WHY IT MATTERS:

Race is a factor in determining health outcomes and is at the heart of the environmental justice movement... Public health...

- Emission reductions and exposure reduction
- Racial and health equity
- Impacts and vulnerabilities

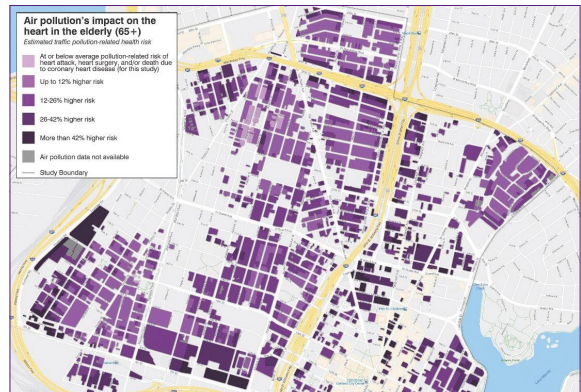
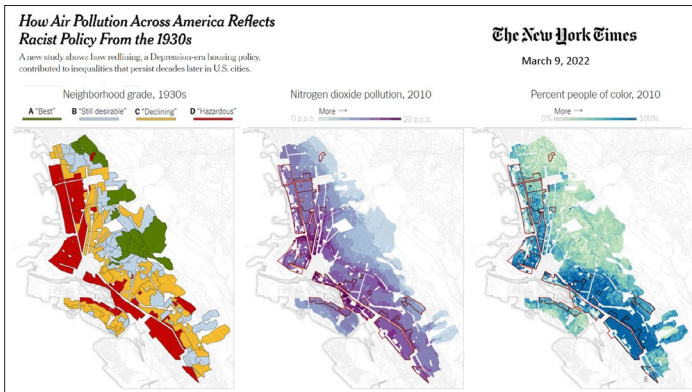
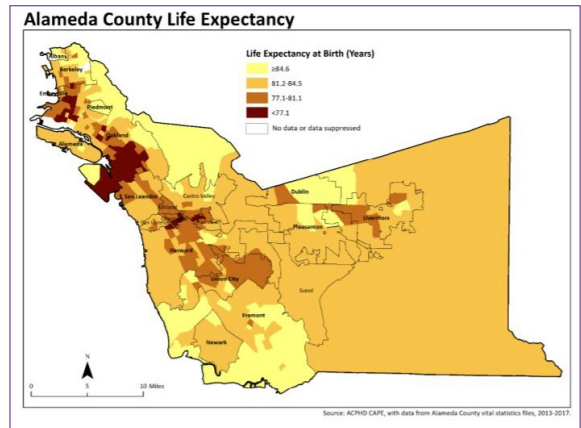
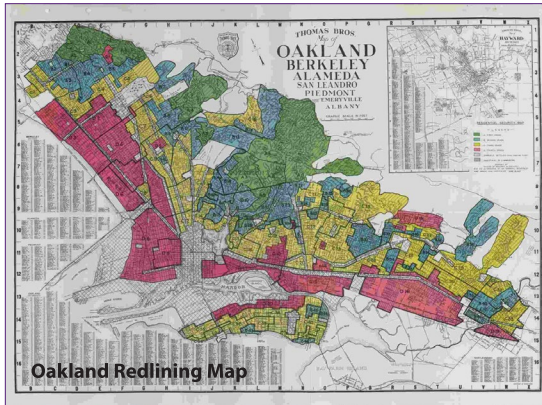
SAMPLING OF DATA GRAPHICS

(For more information, visit www.woeip.org/resources)



EXPOSURE + VULNERABILITY = RISK

- Shortened life expectancy
- Cardiovascular disease
- Chronic pulmonary disease
- Stroke
- Diabetes
- Mental health and trauma
- Cognitive functioning





COMMUNITY ENGAGEMENT PLAN PURPOSE, GOALS, AND OBJECTIVES

WOCAP COMMUNITY ENGAGEMENT PURPOSE



RECRUITMENT	OUTREACH & EDUCATION	PROJECT-BASED COMMUNICATIONS
<p>Steering Committee Members:</p> <ul style="list-style-type: none"> • West Oakland Residents • West Oakland Businesses • West Oakland Organizations <p>Implementation Project Team</p>	<p>To inform individuals and groups unfamiliar with community co-lead WOEIP, and new to the AB 617 process, activities, and opportunities to participate in the environmental justice movement.</p>	<p>Inform the West Oakland community about the existing or upcoming activities and accomplishments of WOCAP in a clear, compelling, and accessible way.</p>

The Community Engagement Plan will be used internally to structure the work of the WOCAP Co-Leads. It will also provide direction for the WOCAP Steering Committee, and serve as a tool for general outreach and education for the public.

Internally, we will use this plan to increase and maintain high levels of participation from West Oakland residents, businesses, and organizations on the WOCAP Steering Committee. Our goal is to further engage participants familiar with the WOCAP and to create new relationships for the work moving forward.

For the general public, the Co-Leads and Steering Committee will use the Community Engagement Plan to connect with individuals and groups unfamiliar with WOEIP, AB 617, or the environmental justice movement. The Plan will also have a variety of resources and references to share with the public including short overviews of the WOCAP, the Steering Committee, and the health impacts of emissions.

WOCAP COMMUNITY ENGAGEMENT PLAN FRAMEWORK

<p>EQUITY & INCLUSION</p>  <p>AT THE CENTER OF OUR WORK</p>	<p>NEIGHBORHOOD BENEFITS</p>  <p>RESIDENT LEADERSHIP</p>	<p>IMPROVE HEALTH</p>  <p>REDUCE EXPOSURE & EMISSIONS</p>	<p>INCREASE RESOURCES</p>  <p>INCREASE POLITICAL CAPITAL</p>
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TARGET AUDIENCES:

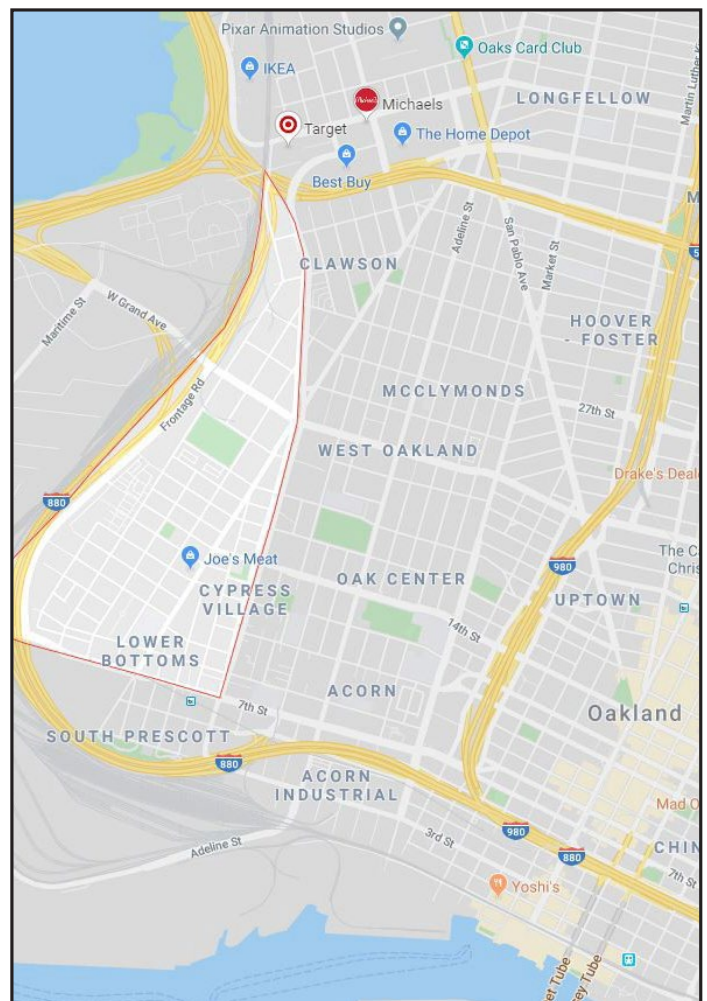
The WOCAP seeks to increase participation on the Steering Committee and the number of participants over the course of the next year. Our goal is to reach (20-25) residents, business representatives, agencies, and technical assistance providers, including (5) dedicated young people, who will receive training and leadership opportunities.

Our efforts are focused on attracting:

- West Oakland residents representing all neighborhoods (select map to use)
- West Oakland Businesses, that...
- Community-based organizations and government agencies, which...
- Youth engagement is particularly important because...
 - High School Students ages 14-18
 - People under 30
- Technical assistance providers whose professional experiences support the WOCAP's data and policy development needs.

WEST OAKLAND NEIGHBORHOODS

- **Prescott**
 - Includes Cypress Village, Campbell Village Court, Oakland Point, and Lower (Village) Bottoms
- **South Prescott**
- **Clawson**
 - Includes Dogtown
- **Hoover Foster**
 - Includes Ghost Town
- **McClymonds**
 - Including Ralph Bunche
- **Oak Center**
- **Acorn**





WHAT DOES SUCCESS LOOK LIKE?

By 2025: impacted zones are as clean as today’s average residential neighborhoods.

By 2030: impacted zones are as clean as today’s cleanest residential neighborhoods

Our vision for success also includes:

- The Port of Oakland reaching zero emissions by incorporating community-led strategies and solutions
- All California AB617 communities adopting the WOCAP as a model of mentorship and best and promising practices
- The City of Oakland’s Building and Planning Department, and Office of Transportation fully executing the WOCAP’s strategies
- The WOCAP Steering Committee and West Oakland residents are empowered to take a leadership role in their neighborhood around environmental justice issues

WOCAP'S EARLY ACCOMPLISHMENTS:

16

Gantry crane engines replaced at Oakland’s SSA Terminal representing a

96%

decrease in diesel pollution

\$X

MILLION

Secured to reduce exposure to air pollutants and emissions for the residents of West Oakland

XX

Indoor air filtration systems installed in West Oakland schools and senior centers

XX

Portable air filtration units distributed to residents with asthma

Other accomplishments include:

- California Air Resources Board At-Berth and Advanced Clean Truck regulations adopted
- Developed the West Oakland Truck Management Plan working closely with the City of Oakland and West Oakland residents
- Initiated the West Oakland Toxic Tour for government, academia, and the private sector

EXPECTATION SETTING

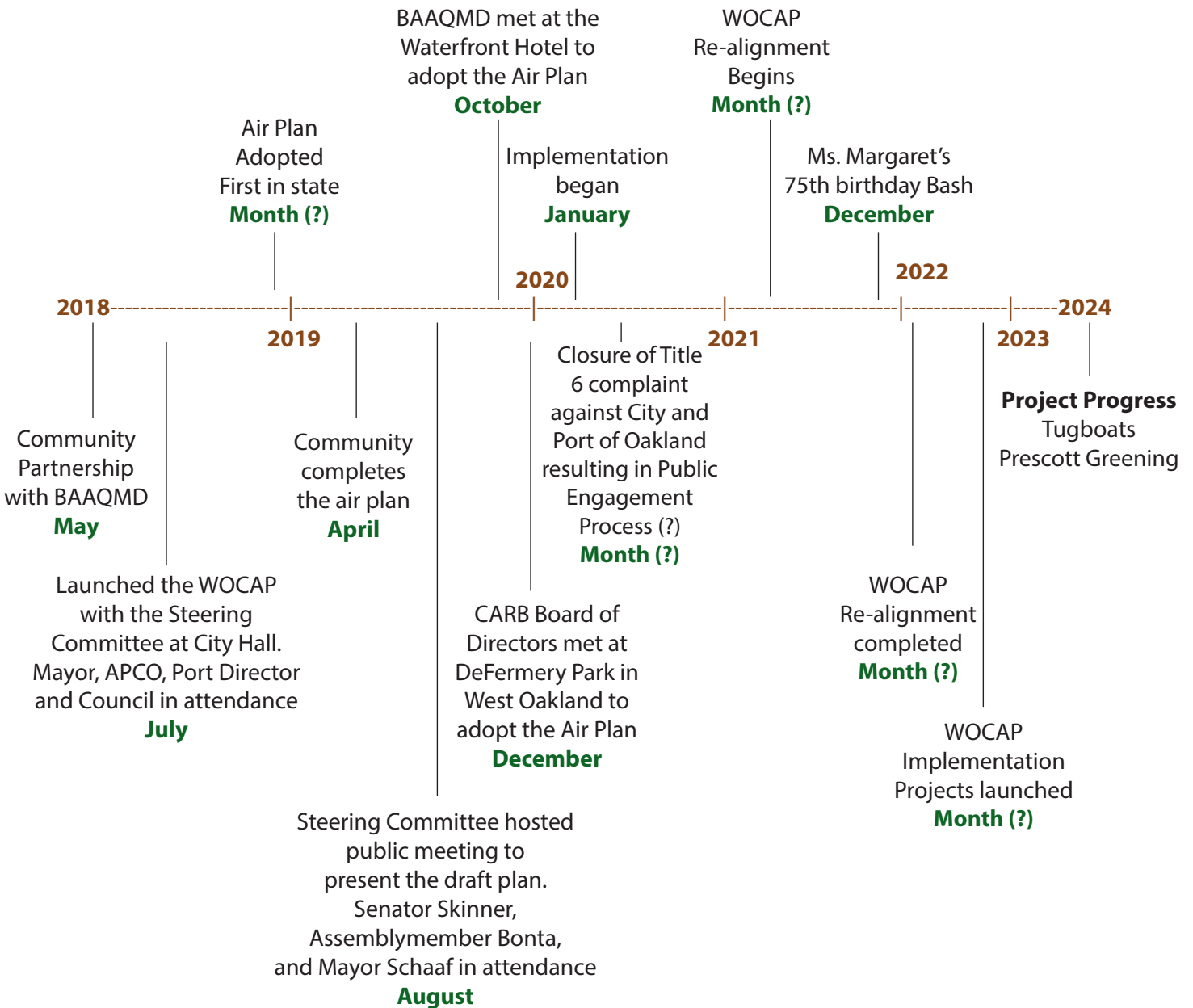
The Co-Lead organizations strive to be transparent and inclusive in our work, which includes the level of influence and control that community members can exercise through their input and involvement in the process. That includes influence on city, state, and other agency projects, along with WOCAP strategy execution. The Steering Committee and the community’s role is advisory, and we seek to draw upon your professional expertise and deep knowledge of the West Oakland community to craft the best solutions to air quality interventions.

We strive to create an opportunity for mutual benefits with the participants in the WOCAP. We want to enrich you and your understanding as much as you contribute to the process. This way we help each other in the shared vision of clean air for our families.



MILESTONES

The West Oakland Community Action Plan is groundbreaking partnership between WOEIP and BAAQMD. Since 2018, the partnership has reached many milestones toward improved air quality, and in their accomplishments, they have put the engagement of community stakeholders at the center of the process. In the next years, WOCAP will continue to work on behalf of the West Oakland community to reduce exposure to air pollutants and emissions.





WOCAP EQUITY AGENDA

The WOCAP Co-Lead staff, Steering Committee, Ad Hoc Workgroups, and Implementation Teams will focus on centering equity throughout the strategy implementation process. We know that equity is different from equality, and the WOCAP seeks to be mindful...

CHECKING OUR ASSUMPTIONS:

- What are the intended equity outcomes of the strategy?
- How might it benefit who?
- What are the unintended consequences of the strategy, and who might be negatively impacted?

PARTNERSHIPS:

- Diverse stakeholders
- Residents
- Agencies
- Organizations

CENTERING EQUITY:



OVERSIGHT AND EVALUATION

- Co-Leads and Steering Committee will assess equity implications of all WOCAP strategies
- Develop strategy for measurement of success of WOCAP equity outcomes

BEST AND PROMISING PRACTICES

- Build upon City of Oakland's Equity Indicators
- Research other examples of equity frameworks
- Provide a framework to guide equity analysis for stakeholders
- Identify existing conditions, inequities, and institutional barriers to environmental justice
- Prevent unintended outcomes





MOVING THE WOCAP FORWARD:

In 2021, WOEIP and BAAQMD embarked upon a re-alignment process with a restructuring of how the group's stakeholders were organized to meet its targets. The ground-breaking community engagement established in the initial development of the WOCAP continues, and the Steering Committee, comprised of residents, businesses, and community organizations, recruited new members to be trained and activated to adopt and support WOCAP goals and principles; advise and provide direction on its implementation; and ensure the plan's equity goals are met. One of the shifts made in the re-alignment process was the retirement of the sub-committee structure which focused on four general areas. In their place, an Implementation Project structure was created to better address specific strategies with targeted goals.

WHAT ARE IMPLEMENTATION PROJECTS AND TEAMS?

Implementation projects are activities or advocacy initiatives that embrace a community-informed equity agenda and accomplish or have direct relevance to one or more of the WOCAP strategies. An Implementation Project may include a range of activities, including conducting a study to collect data, researching an issue, engaging residents and relevant stakeholders, securing funding, working to pass a policy, planting or building something.

Also created in the realignment process were Ad Hoc Groups of the Steering Committee, which are short-term and limited in scope, formed around a process or logistics questions, or activities such as:

- Creating an Environmental Justice/Equity definition
- Community Annual Report
- Recruitment and Engagement Plan
- Funding Opportunities
- Tracking external planning processes





POTENTIAL BARRIERS AND SOLUTIONS

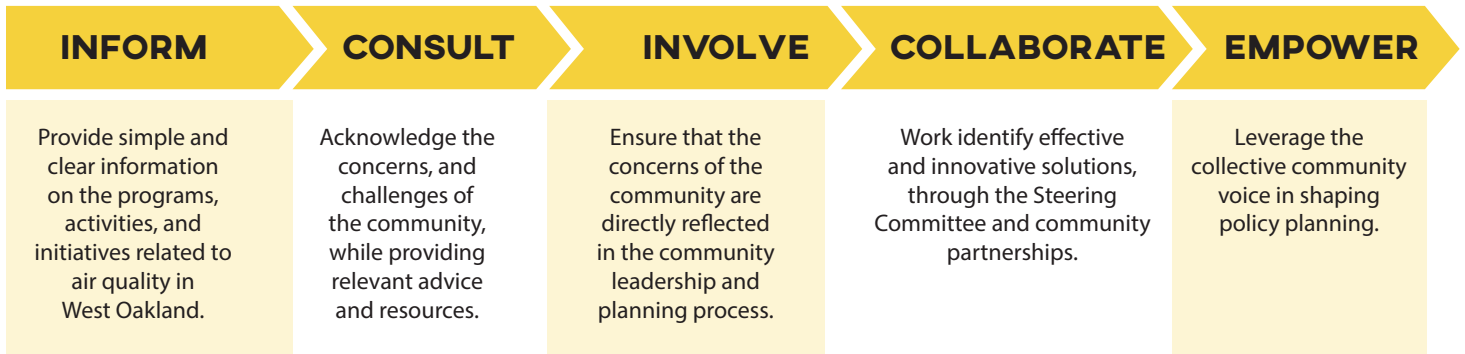
For the WOCAP to be successful in our outreach and engagement strategies, we need to be dynamic, adaptive, and responsive to the West Oakland community’s needs and circumstances. We need to take into consideration the potential barriers to inclusive engagement for different segments of the community. These challenges also present opportunities to involve, educate, mobilize, ignite, and encourage residents to participate.

POTENTIAL INCLUSIVITY BARRIERS	POTENTIAL SOLUTIONS
<p>Community members’ resources and capacities: New residents and historical populations have different levels of resources, capacity, voice, political capital, and leadership capabilities to engage in the activities necessary to improve their conditions.</p>	<ul style="list-style-type: none"> • Be cognizant and plan accordingly to accommodate schedules, capacity, and communication needs to ensure equal representation of various perspectives. • Provide leadership development opportunities to equip more residents to affect change. • Leverage existing relationships with community members and groups to reach out to and build new relationships with disengaged and underrepresented populations. • Share the voice of the residents with political leaders
<p>Accessibility: There are transportation, language, technological, institutional, and physical barriers that limit access to information and active engagement for socio-economically disadvantaged populations, community members with disabilities, youth, older adults, and communities of color.</p>	<ul style="list-style-type: none"> • Consider location and accessibility for in-person meetings near public transportation or located close by; use interpreters and signers as needed; consider the best meeting times for participants – and if during mealtime, provide food. • Include transportation stipends as needed. • Language should be jargon-free, using clear, accessible, and concise messaging. • Translate materials into multiple common languages. • Hold virtual meetings as needed.
<p>Cultural and racial diversity: One communication strategy does not work for all. It requires varying methods of information sharing and engagement opportunities and cultural differences.</p>	<ul style="list-style-type: none"> • Be culturally aware and use the WOCAP equity agenda to inform strategies and outreach tactics. • Use various outreach methods, including print, digital, and community-based/in-person tactics, to build trust and gain the widest reach.
<p>Disparate environmental factors: Air quality issues can vary from block to block, therefore the urgency level may be different for different residents.</p>	<ul style="list-style-type: none"> • With the WOCAP’s current monitoring tools and partnerships, we can focus our efforts and strategies at a hyper-local level and level-set the risks for all residents.



COMMUNITY OUTREACH PROCESS & METHODS

COMMUNITY OUTREACH PROCESS



COMMUNITY OUTREACH TOOL [\(SEE FULL TABLE HERE\)](#)

This tool includes methods and tactics for tracking outreach efforts for WOCAP projects, campaigns and initiatives. Each engagement calls for a different approach based on resources...

OUTREACH EFFORT: (NAME OF PROJECT, CAMPAIGN, OR INITIATIVE)							
METHOD	OUTREACH TACTICS/CHANNELS	WHO	TIMELINE/RELEASE	Goal 1: Recruitment	Goal 2: General Outreach & Education	Goal 3: WOCAP Project-Based Communications	Resources Needed:
Digital/Online	Website: Campaign message, updates, resources & materials, intake form for stakeholders and participants						
	Social media: Next Door, FB, IG, Twitter... Share information, campaign content, events, updates, and successes, engage influencers and activate stakeholders to share posts						
	SMS campaigns						
	Email Marketing: promote program to new audiences, provide information, promote events, calls-to-action, share successes <ul style="list-style-type: none"> Reconciling lists and adding new names Mine new names 						
Meetings – In-Person & Virtual	Outreach, Education & Recruitment Workshops: Responsible party composition, roles, and responsibilities: <ul style="list-style-type: none"> Steering Committee Implementation/Project Teams Other stakeholders 						
	Town Halls						



REFERENCES, REPORTS AND RESOURCES:

(Visit the Resources section of www.woeip.org for more information)

- [The Environmental Justice Movement](#)
- [Owning Our Air: The West Oakland Community Action Plan \(The WOCAP\)](#)
- [WOCAP Steering Committee Charter- \(www.wocapsc.woeip.org\)](http://www.wocapsc.woeip.org)
- [Community Air Protection Program Resource Center](#)
- [Environmental Protection Agency Office of Environmental Justice and External Civil Rights](#)
- [CA Dept. of Health Environmental Health Investigations Branch](#)
- [Environmental Defense Fund Air Quality Maps](#)
- [Air.health - Aclima/BAAQMD Hyper Local Air Quality Mapping Tool](#)
- [EDF/Univ. of Texas/Aclima- Hyperlocal maps show dramatic variations in Oakland’s air pollution](#)
- [Pollution and Brain Functioning- Freakonomics](#)
- [Neighborhood Privilege, Preterm Delivery, and Related Racial/Ethnic Disparities: An Intergenerational Application of the Index of Concentration at the Extremes](#)
- [Healthy Alameda County- Life expectancy in Oakland](#)
- [Health Studies of Criteria Air Pollutants - OEHHA](#)
- [Health & Air Pollution | California Air Resources Board](#).
- [Tracking California: Air Contaminants & Health](#)
- [RAMP- Regional Asthma Management and Prevention](#)
- [USC Environmental Health Center: Impacts of Air Pollution on Brain Health](#)
- [World Health Organization- Air quality and health](#)
- [Resource Watch- Air Quality](#)
- [Climate & Clean Air Coalition- Short-Lived Climate Pollutants \(SLCPs\)](#)

GLOSSARY OF TERMS:

TERM	DEFINITION/GUIDELINES
(The) WOCAP	The West Oakland Community Action Plan
WOEIP	West Oakland Environmental Indicators Project, Inc. WOCAP Co-Lead
BAAQMD (aka Air District)	Bay Area Air Quality Management District WOCAP Co-Lead
EJ	Environmental Justice - The First National People of Color Environmental Leadership Summit affirmed and adopted 17 principles of Environmental Justice.



TERM	DEFINITION/GUIDELINES
Equity	Equity is the quality of being fair and impartial. As a part of the development of the WOCAP, we engaged extensively with the community and the City of Oakland Office of Race and Equity to craft an equity lens through which to view the plan and strategies.
Redlining	Discriminatory practice, beginning in the 1930s, in which government services, housing, and financial products are denied to specific neighborhoods, particularly those with significant numbers of Black, brown, and other non-white residents.
Assembly Bill (AB) 617	Legislation passed in 2017 that requires the California Air Resources Board and regional Air Districts to partner with local community groups in the development of community-led plans aimed at reducing emissions.
AB617 Communities	Designated by CARB, AB617 Communities are the localities most impacted by exposure and emissions. West Oakland is the first AB617 community.
CERP	Community Emissions Reduction Plan - The WOCAP is the CERP for the West Oakland AB617 community.
CARB	California Air Resources Board
CAPP	Community Air Protection Program - In response to Assembly Bill (AB) 617, CARB established the Community Air Protection Program to reduce exposure in communities most impacted by air pollution.
Emissions	Emissions are all manner of pollutants that are associated with negative health outcomes including cardiovascular and chronic pulmonary disease, stroke, diabetes, decreased cognitive functions, and shortened life expectancy.
Exposure	Contact with chemical, biological, or physical substances found in air, water or soil that have a harmful effect on a person's health.
Modeling	The representation of data and processes that occur in the real world based on dynamic models and equations.
Monitoring	Data gathering and measurements based on readings from tools and techniques designed to observe an environment, air, water, etc., characterize its quality, for the purpose of accurately quantifying the impact an activity has on people and the environment.
ICE	The Index of Concentration at the Extremes (ICE) seeks to explain racial disparities in black carbon exposures, mortality, and adverse birth outcomes such as preterm birth and infant mortality. The objective of this analysis is to assess if local measures of racial and economic segregation, and structural racism are associated with preterm birth and infant mortality experienced by Black women.