

# Community Power Building & Policy Advocacy

**CONTRA COSTA COUNTY**



**Roxanne Carrillo Garza, MSW, Senior Director  
BAAQMD Community Equity, Health and Justice Committee Meeting: July 1, 2021**

# HEALTHY RICHMOND

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## ABOUT HEALTHY RICHMOND



Healthy Richmond, one of the 14 [Building Health Communities](#) launched by [The California Endowment](#), convenes and coordinates community-based organizations and resident leaders to collectively work towards increased health equity and racial justice in the community. In this next phase of work Healthy Richmond has developed the following statements to guide its work around health and race equity in this moment.

### VISION STATEMENT

Healthy Richmond envisions a transformed community where resident leaders (youth and adults), CBOs and system leaders work together to shift power and create equity within and across education, economy, healthcare and safe communities to increase race equity and eliminate racism.

### PURPOSE STATEMENT

To empower and mobilize organizational and resident leadership most impacted by race inequity and anti-Blackness to transform and make radical changes to address racism in our community and system in order to build power and reallocate resources.

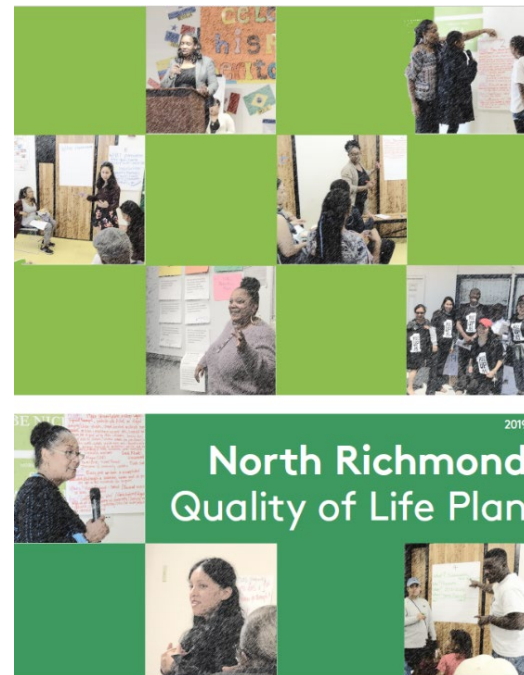
### HORIZON STATEMENT FOR RACE EQUITY

Demonstration of collective impact and power-building for public systems change in Richmond that is rooted in healing and eliminating anti-Black racism and centers resident leaders and young people.

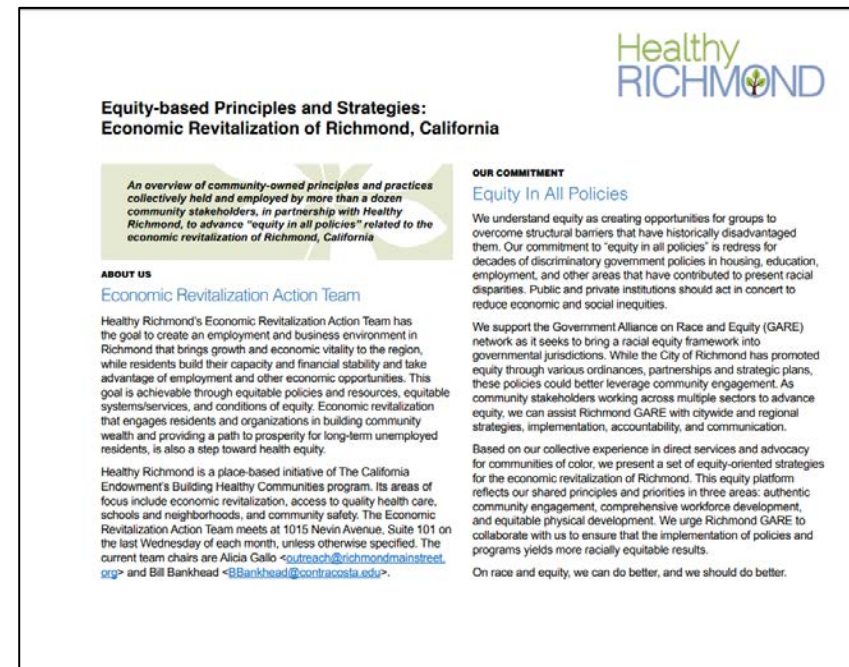
# BUILDING POWER FOR ECONOMIC JUSTICE

## BY AND FOR RESIDENTS – RESIDENT POWER BUILDING IN NORTH RICHMOND

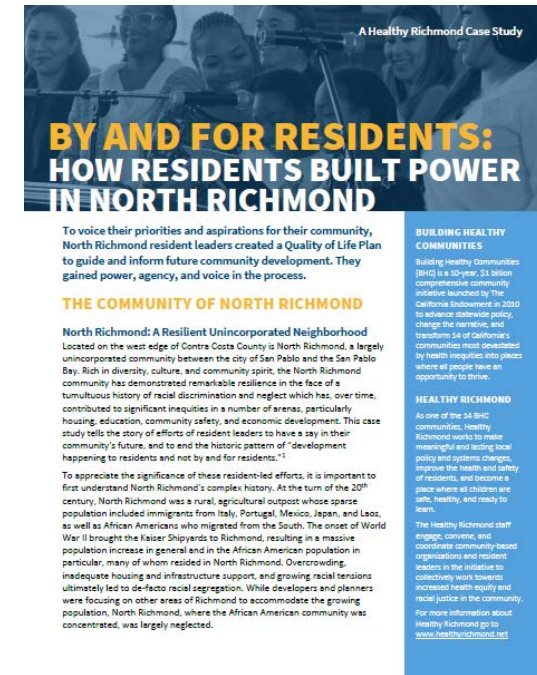
To voice their priorities and aspirations for their community, North Richmond resident leaders created a Quality-of-Life Plan to guide and inform future community development. By participating in Healthy Richmond’s leadership team, North Richmond resident leaders gained a deeper understanding of their leadership and change-making potential, used their voices to hold stakeholders accountable, and exercised real power.



Quality of Life Plan



Equity-based Principles and Strategies



Case Study on Resident Power Building

# KEY STRATEGIES FOR POWER BUILDING

“People Power” is a critical Driver of Change to achieve community transformation in TCE’s Building Healthy Communities initiative. Healthy Richmond used four main strategies to support resident power building in North Richmond.

**Leverage  
inherent  
strength of  
residents**

**Equip residents  
with an  
understanding of  
how policy and  
systems work**

**Attend to  
bridging cross-  
cultural  
connections**

**Build collective  
capacity to  
advocate  
together**



# WHO IS HEALTHY RICHMOND IN THIS MOMENT?

## LEVERAGING OUR COLLECTIVE POWER FOR THE NEXT 10 YEARS

What is our collective power now and how are we intentional about leveraging the below strategies toward power building across the county and eliminating systemic racism?

- Strategic data
- Investing in resident leadership
- Bridging relationships with systems, system leaders, and supporting champions within
- Advancing accountability
- Embedding Healing Practices Across the Collective



# CONTACT US



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[www.healthyrichmond.net](http://www.healthyrichmond.net)



<https://www.facebook.com/healthyrichmondbhc>





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AGENDA: 5

# Proposed Concepts to Amend the Permitting Regulation

Community Equity, Health and Justice Committee Meeting  
July 1, 2021

Jacob Finkle  
Senior Air Quality Specialist  
[jfinkle@baaqmd.gov](mailto:jfinkle@baaqmd.gov)

# Presentation Outcome



- Provide information and updates on the development of potential amendments to the Permitting regulation to make it more health protective.
- Receive feedback from committee members on the presented concepts and direction.



# Presentation Outline



- Background
- Initial Rule Concepts
- Public Feedback Received Thus Far
- Tentative Timeline

# Presentation Requested Action



- None; informational item

# Background

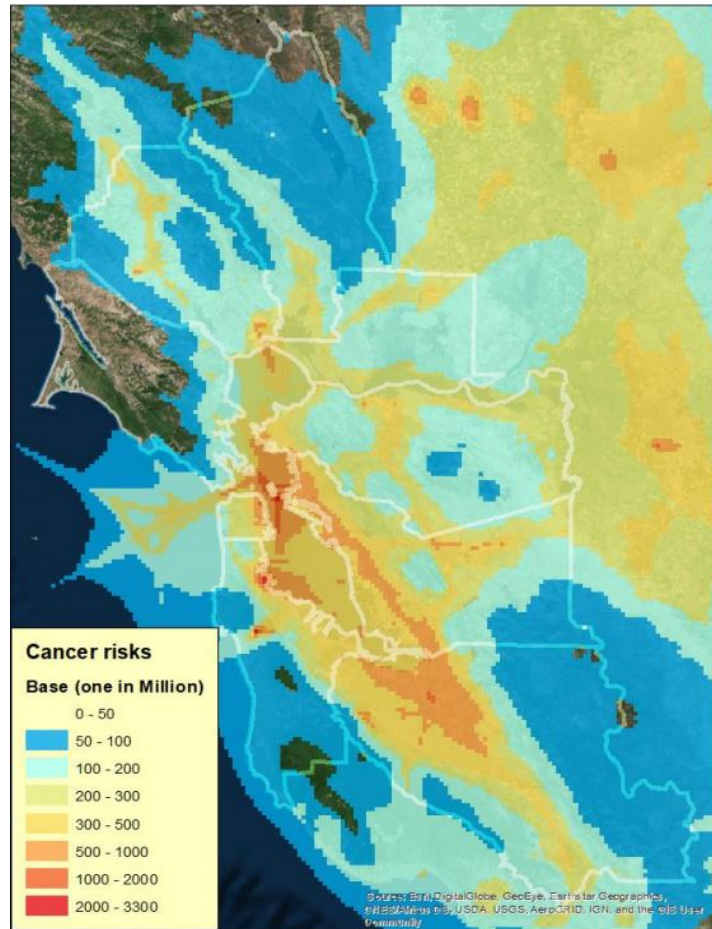


- Air District committed to evaluate its permitting process to address air pollution in areas overburdened by environmental, health stressors.
- Staff met internally and with community advocacy organizations to develop potential concepts and hear recommendations on how to further protect public health.
- Staff developed potential concepts to amend the permitting regulation to receive feedback from the public and determine the path forward.

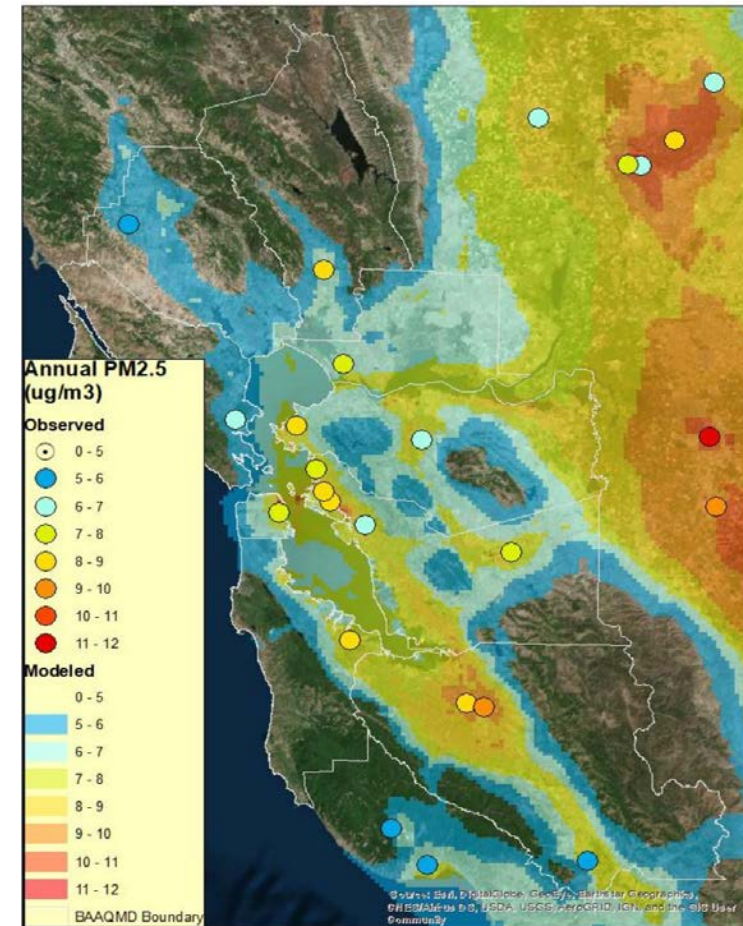
# Background: Exposure



- Air quality improving overall, but air pollution exposure varies at the local level.



**Cancer Risk, 2016**

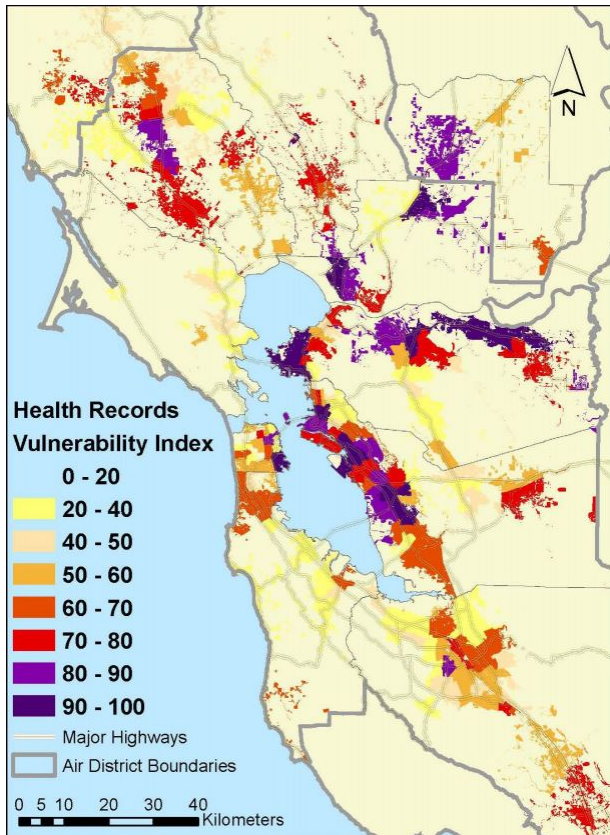


**Annual Average PM<sub>2.5</sub> Concentration (2016)**

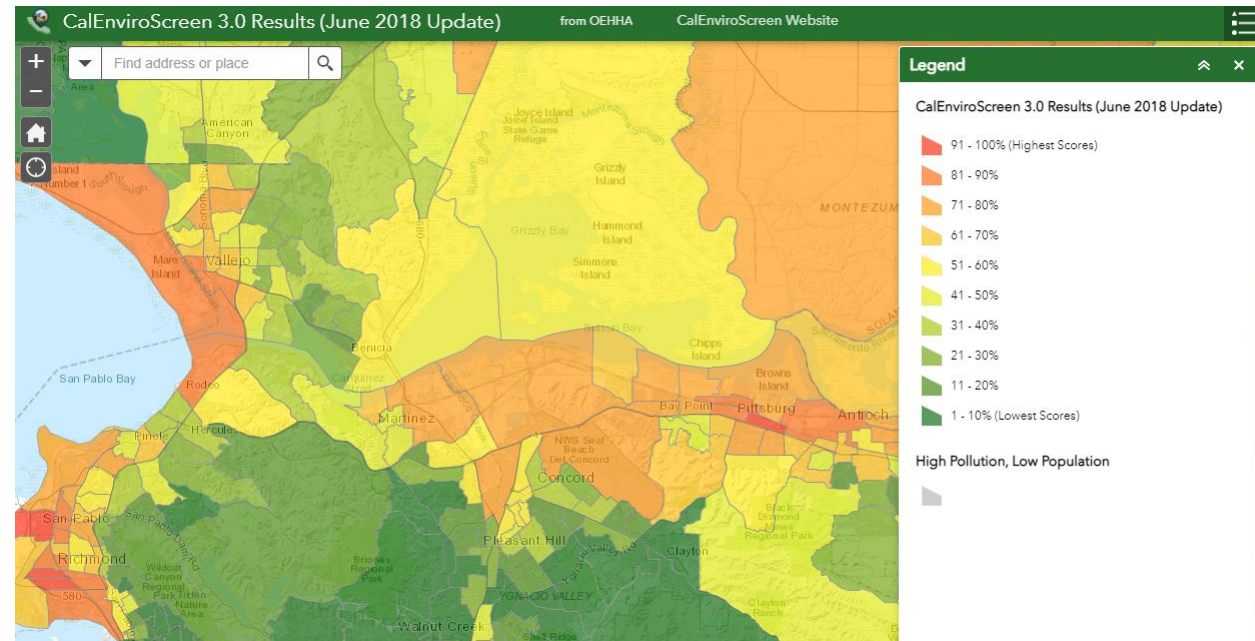
# Background: Vulnerability



- Areas with poor air quality also tend to have higher community health vulnerability.



**Bay Area CARE Health Vulnerability Index, 2018**



# Initial Rule Development Concepts



- Concepts to amend the Permitting Regulation:
  - More stringent cancer risk limit overburdened in communities;
  - Require enhanced noticing and analysis of potential impacts in overburdened communities;
  - Update the risk assessment procedures for gas station permitting; and
  - Evaluate exposure-based limits for fine particulate matter emissions.

# May 12, 2021, Concepts Workshop Feedback



- Public feedback on potential concepts
  - Key takeaways from the May 12, 2021 public workshop
  - Public feedback (written and verbal) received

# Tentative Timeline





# Feedback Requested/Prompt



- Questions and comments?



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AGENDA: 6

# Discussion on the Development of the Community Advisory Council

**Community Equity, Health and Justice Committee Meeting**  
**July 1, 2021**

**Greg Nudd**  
**Deputy Air Pollution Control Officer**  
[gnudd@baaqmd.gov](mailto:gnudd@baaqmd.gov)

# Outcome



Committee input and feedback on the formation of a Community Advisory Council (CAC).

# Presentation Outline



- Review of what we heard from community at the Community Equity, Health and Justice (CEHJ) Committee's Community Convenings in May and June and the June CEHJ Committee meeting
- Presentation of data-driven method for allocating seats on the Community Advisory Council
- Input and feedback from the Committee on next steps

# Community Outreach and Discussion



- Chairpersons Hurt and Jue, together with staff, shared Directors' feedback from the June 3, 2021, CEHJ Committee discussion
- Reviewed areas of the Bay Area disproportionately impacted by air pollution and a proposed formation of the Council
- Community members discussed the proposed formation of the CAC and potential application questions with the CEHJ Chairpersons and Air District staff

# What We've Heard So Far



## Ideal Candidates (Examples)

- Diversity of relevant experience, expertise, and wisdom (technical, health, environmental justice, Air District functions)
- Diversity in languages spoken and understood
- Commitment to do “homework” and prep for meetings and tasks
- Young people in leadership roles on the Council
- Solutions-driven individuals; oath of responsibility
- Access to a range of technical experience and information
- Generational history and experience living in impacted communities
- Reflects diversity of the region

# What We've Heard So Far (cont.)



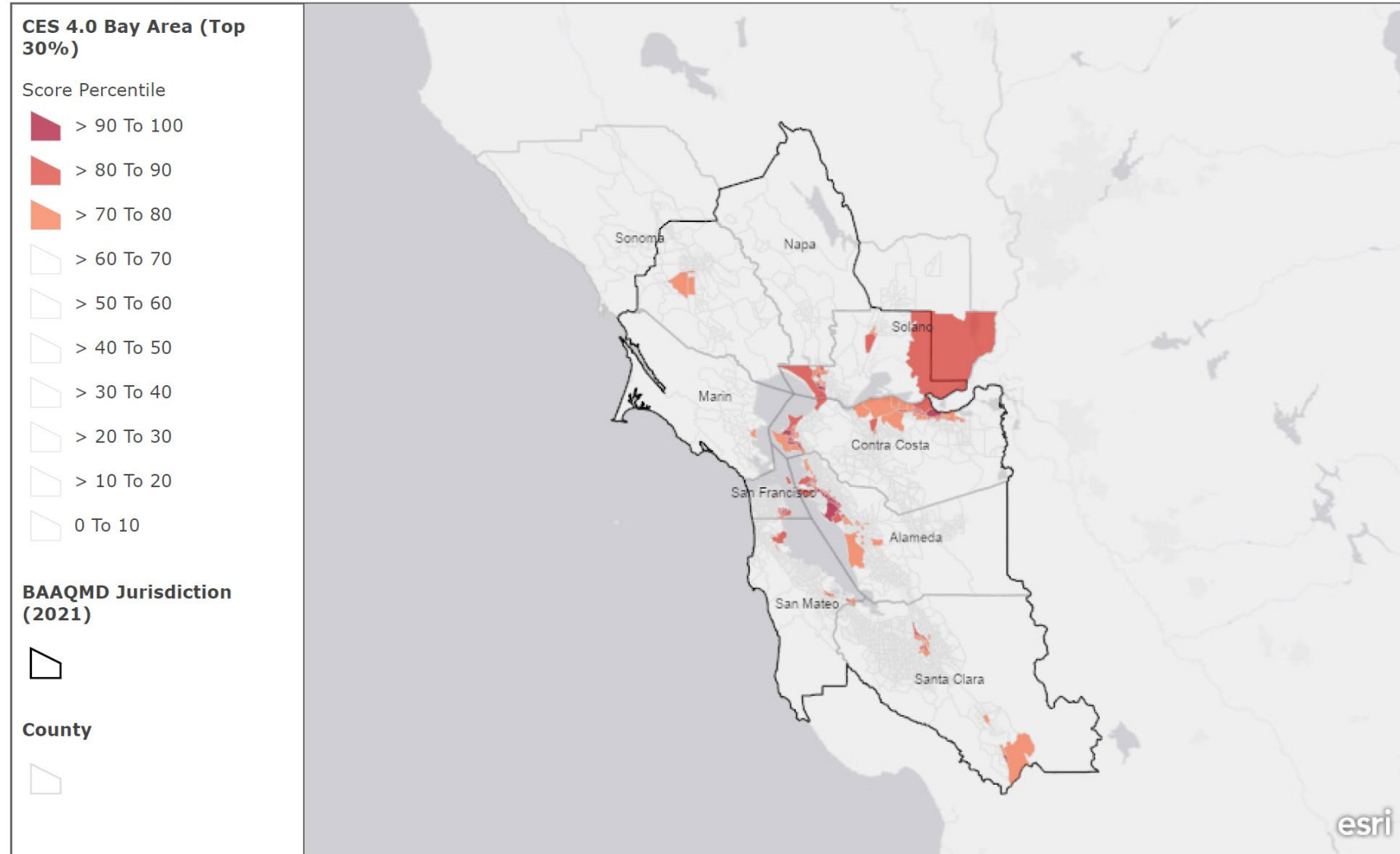
## Programming (Examples)

- Community members should control meeting agendas
- Equitable stipends for participation
- Clarity of CAC role and relationship with other BAAQMD convened groups and CEHJ Committee and Board of Directors
- Transparent, continuous, and open communication with Air District staff
- Greater accessibility of information and timeliness
- Full commitment to budgetary/investment needed to be effective
- Robust outreach and an accessible and mobile-friendly application
- Governed by the Brown Act

# CalEnviroScreen 4.0: Bay Area



## DRAFT BAAQMD CES 4.0



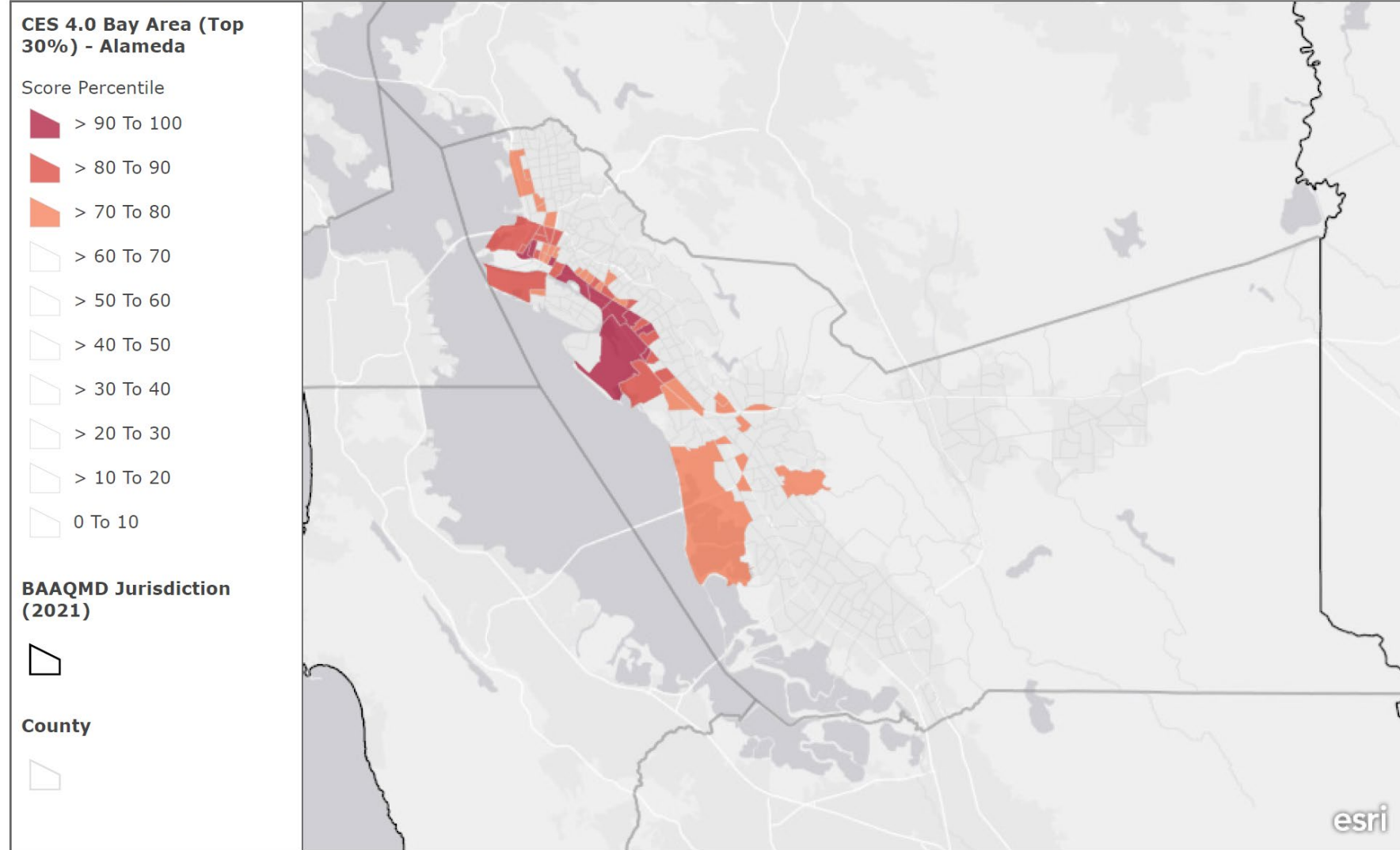
CalEnviroScreen Score Top 30% for census tracts within the BAAQMD jurisdiction.



# CalEnviroScreen 4.0: Alameda



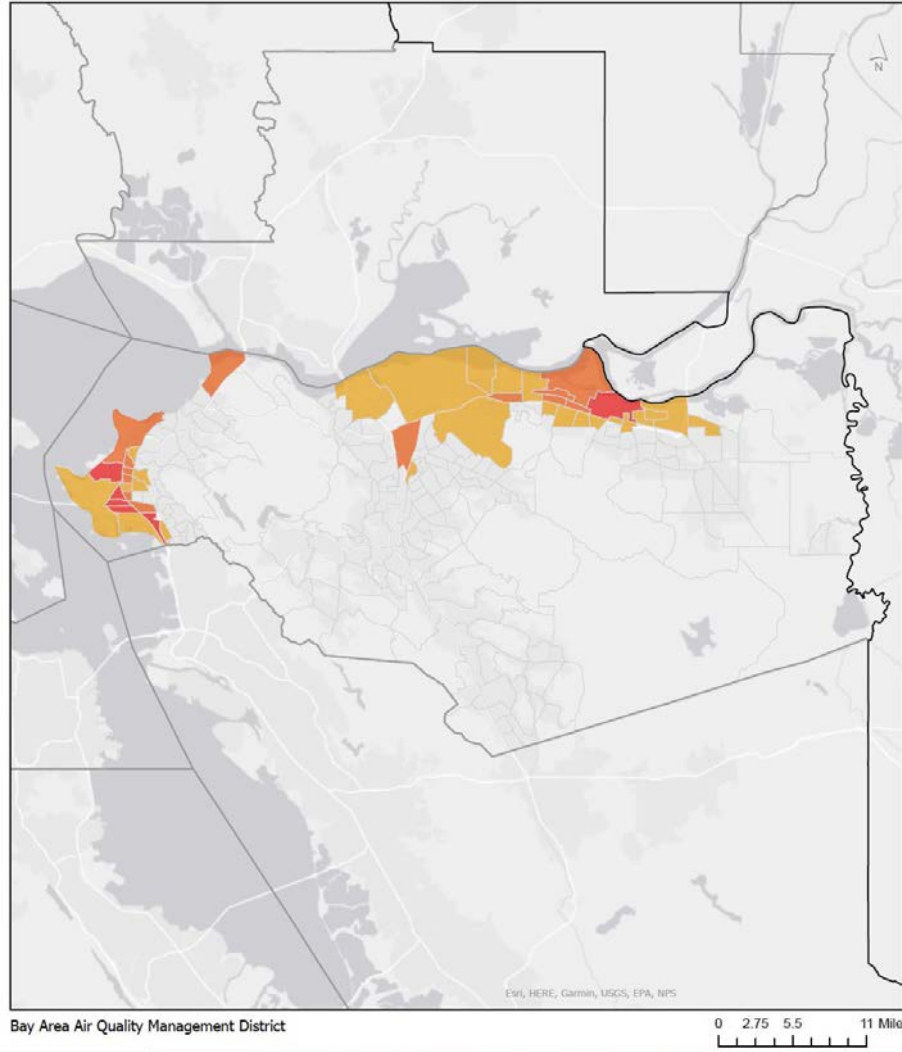
## DRAFT BAAQMD CES 4.0



# CalEnviroScreen 4.0: Contra Costa



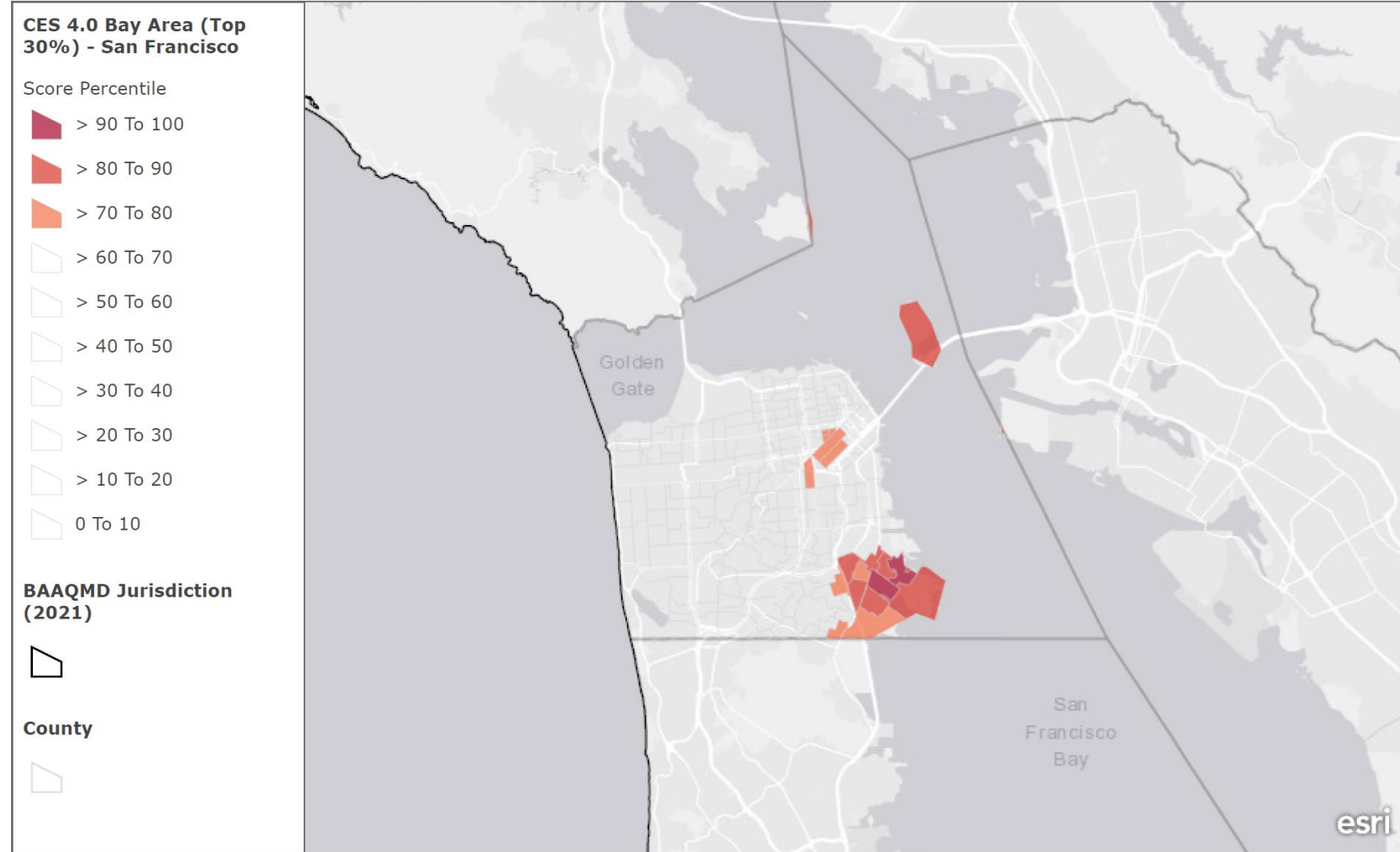
CalEnviroScreen  
Version 4.0  
Draft Results - Contra Costa



# CalEnviroScreen 4.0: San Francisco



## DRAFT BAAQMD CES 4.0

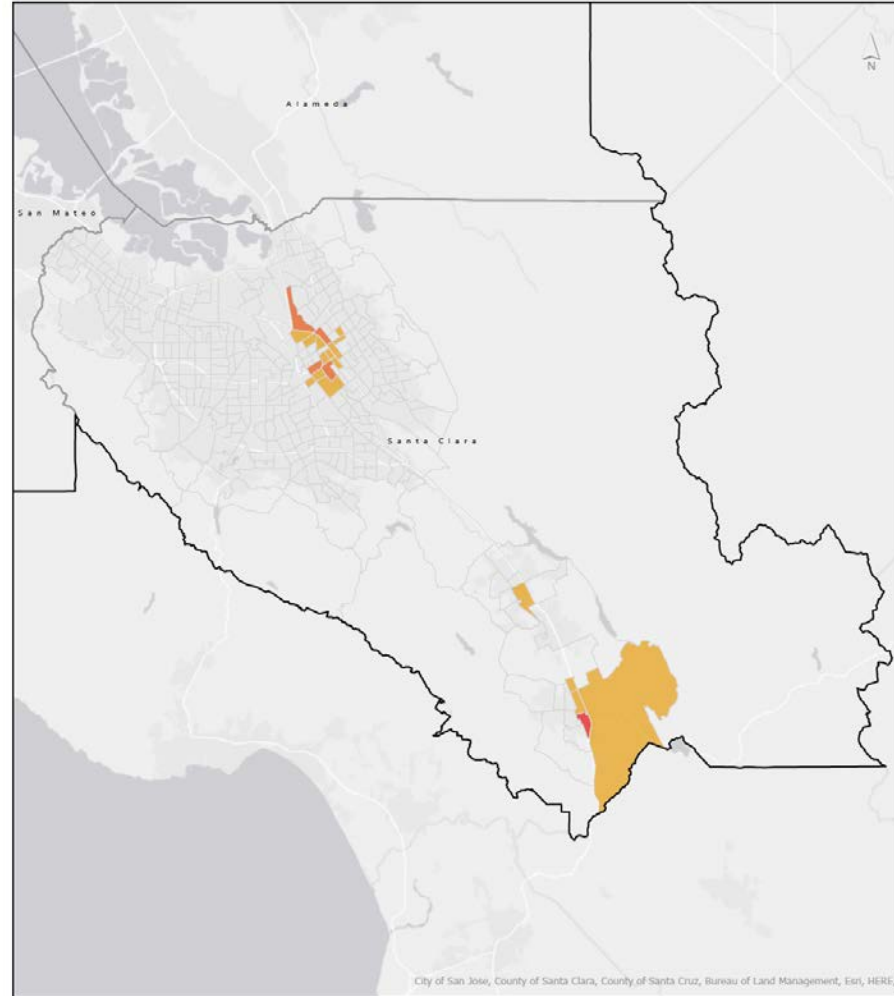
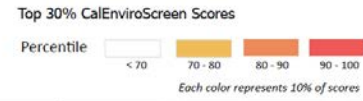


CalEnviroScreen Score Top 30% for census tracts within the BAAQMD jurisdiction.

# CalEnviroScreen 4.0: Santa Clara



CalEnviroScreen  
Version 4.0  
Draft Results - Santa Clara



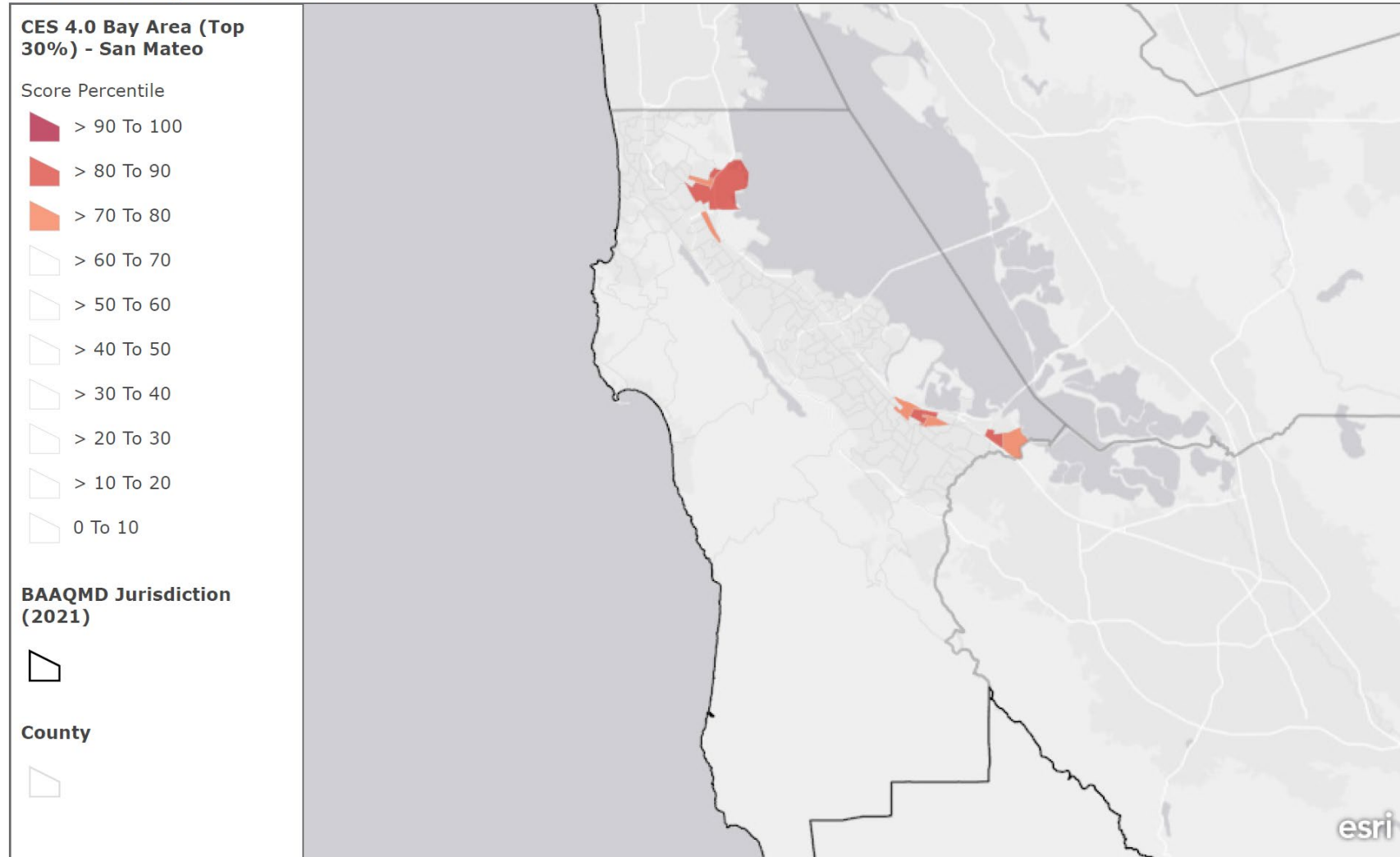
Bay Area Air Quality Management District

0 3 6 12 Miles

# CalEnviroScreen 4.0: San Mateo



## DRAFT BAAQMD CES 4.0

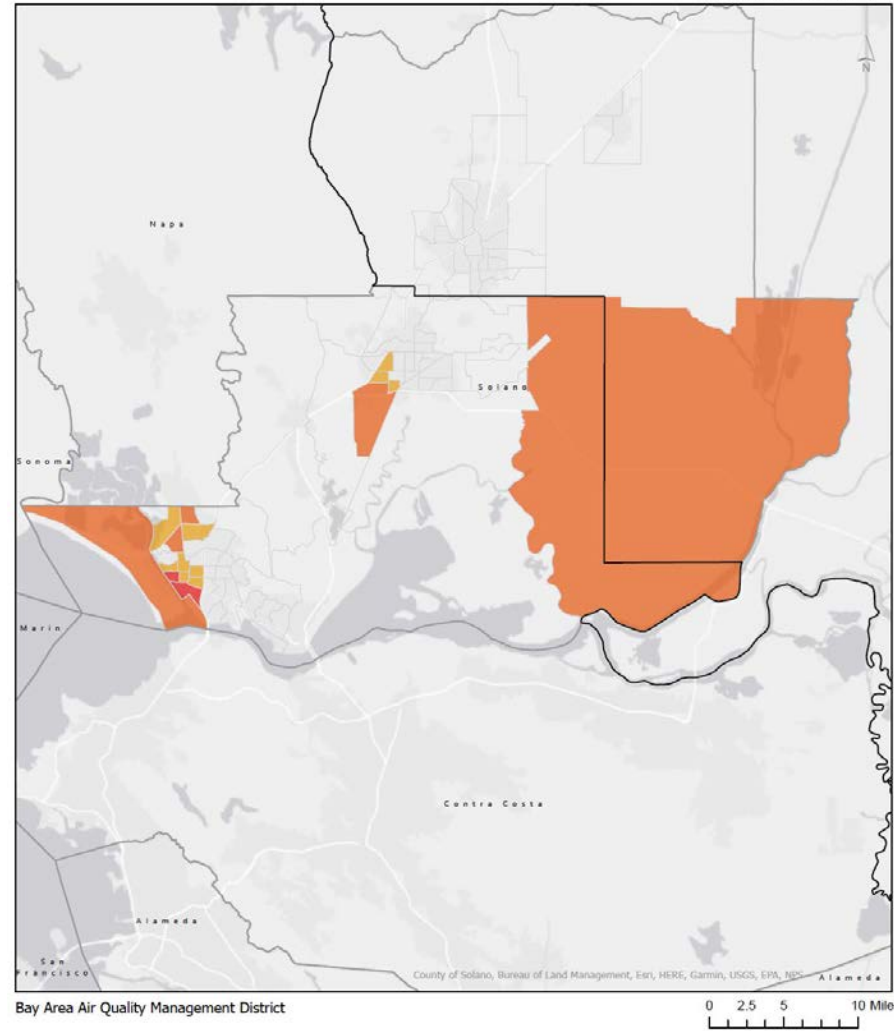


CalEnviroScreen Score Top 30% for census tracts within the BAAQMD jurisdiction.

# CalEnviroScreen 4.0: Solano



CalEnviroScreen  
Version 4.0  
Draft Results - Solano



# CAC Composition Options



County	Seats
Alameda	4 seats
Contra Costa County	4 seats
San Francisco	1 seat
Santa Clara	2 seats
San Mateo	1 seat
Solano	1 seat
At Large	2 seats
<b>TOTAL</b>	<b>15 seats</b>

# CalEnviroScreen 4.0: Census Tract Demographics



Race/Ethnicity	BAAQMD Jurisdiction	90 <sup>th</sup> + CES Percentile	80 <sup>th</sup> + CES Percentile	70 <sup>th</sup> + CES Percentile
African-American/Black	6.2%	25.3%	18.8%	12.8%
Asian-American	24.9%	14.7%	18.5%	20.0%
Native American	0.2%	0.3%	0.3%	0.3%
Hispanic/Latinx	22.6%	44.6%	39.6%	40.8%
Pacific Islander	0.5%	1.2%	1.2%	0.7%
White	41.1%	10.4%	17.4%	21.2%
Other	4.5%	3.6%	4.4%	4.1%
<b>Total Population</b>	<b>7,536,796</b>	<b>92,809</b>	<b>241,775</b>	<b>465,677</b>



# Proposed Timeline for Appointment



- **June:**
  - Meeting of the CEHJ (June 3, 2021)
  - Community Convening (June 23, 2021)
- **July:**
  - Discussion at CEHJ meeting (July 1, 2021)
  - Discussion at Board of Directors meeting (July 7, 2021)
- **July/August**
  - Recruitment underway
- **September:**
  - CEHJ/Community review applicants/determine slate of candidates
- **October:**
  - Review/potential confirmation of selected candidates by the full Board

# Input/Next Steps



- Air District staff seek further input from the Committee on the formation of the CAC, application cycle and potential selection of candidates



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AGENDA: 7

# Air District-Wide Equity Plan Update

**Community Equity, Health and Justice Committee Meeting**  
**July 1, 2021**

**Tim Williams**  
**Assistant Manager, DE&I**  
**[twilliams@baaqmd.gov](mailto:twilliams@baaqmd.gov)**

# Presentation Outcome



Provide a brief update on the Air District-wide Equity Plan Development

# Outline



Overview of Community Equity, Health, and Justice Committee Workplan



Information on Equity Consultant



Employee Equity Resource Team

# Presentation Requested Action



None; Informational only.

# Overview



To facilitate the efforts for the Community Equity, Health and Justice Committee workplan, the following agenda items were agreed by the Committee and staff to be taken up by the Committee during the two-year period:

- **Assembly Bill (AB) 617:** Ongoing and upcoming AB 617 policy and program development.
- **Community Advisory Council:** Formation of a Community Advisory Council that can provide guidance to the Board of Directors on policy issues impacting environmental justice communities.
- **Transparent and Equitable Funding Project:** A project to identify the current distribution of Air District resources in communities disproportionately impacted by air pollution.
- **Air District-wide Equity Plan:** Development of an Air District-wide Equity Plan to improve outcomes for employees, communities, and stakeholders by addressing inequities at a systemic level.

# Air District-wide Equity Plan



- The DE&I Office recently hired the Global Community Advancement Center (GCAC) after multiple consultant interviews were conducted and consultation with Sr. Deputy Executive Officer Eady and local environmental justice advocates. GCAC was selected to assist with the creation of the Air District-wide Equity Plan.
- GCAC, a United Nations affiliated, non-governmental organization, works to encourage the use of sustainable technologies and cooperative structures for successful social development and humanitarian projects in affected communities in the United States and around the world.



# Air District-wide Equity Plan (cont.)



- The overall Equity Plan development will be a collaborative process with staff, Community Equity, Health and Justice Committee Co-Chairs, and community environmental justice advocates.
- GCAC will work directly with Sr. Deputy Executive Officer Eady, the Office of Diversity, Equity and Inclusion and staff to document the Equity Plan.

# Initial GCAC Tasks



- **Employee Engagement** - Analyze diversity, equity and inclusion components of the 2020 employee assessment survey and provide recommendations. 86% employee participation.
- **Action Planning and Development** - Review current work across the Agency including appropriate health indicators, population indicators, and performance metrics. Provide recommendations for equitable outcomes.
- **Training** - Develop a Train the Trainer curriculum and methodology on critical race theory and anti-racism to be used for ongoing staff training.

# Equity Resource Team



- Established April 2021
- 15-member team of Air District staff from Divisions across the Agency
- **Mission:** To promote internal equity within the Air District and external equity within the Bay Area, with a focus on underrepresented Air District employees, and communities overburdened by air pollution.

# Equity Resource Team (cont.)



- Designed to assist the creation and support of the Equity Plan
- The group is currently identifying items to be included in the Equity Plan and supporting existing projects throughout the Agency to achieve equitable outcomes (e.g., Transparent and Equitable Funding Project, and Human Resources employee recruitment strategies).
- Team members are internal Equity Ambassadors and future staff Equity 101 Trainers.

# Feedback Requested/Prompt



Questions?



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AGENDA: 8

# Spare the Air Program Overview and Recommendations

Community Equity, Health and Justice Committee Meeting  
July 1, 2021

Kristine Roselius  
Communications Director  
[kroselius@baaqmd.gov](mailto:kroselius@baaqmd.gov)

Kristen Law  
Community Engagement  
[klaw@baaqmd.gov](mailto:klaw@baaqmd.gov)

# Presentation Outcome



Receive Committee input and feedback on the Spare the Air programs

# Presentation Outline



- Overview of Spare the Air program
- Spare the Air Alerts
- Overview of (sub)Spare the Air Programs
  - Spare the Air Employer Program
  - Spare the Air Resource Teams
  - Spare the Air Youth Program
- Program Recommendations
- Board Discussion



# Presentation Requested Action



- None; informational item

# Spare the Air Program Overview



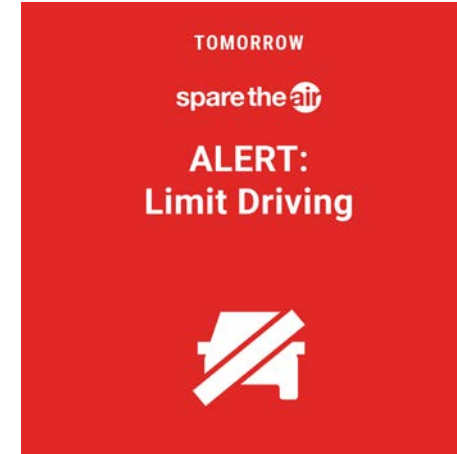
- Established in 1991
- Aims to protect public health and improve air quality
- Alert residents when air quality is forecasted to be unhealthy
- Encourage behavior change to reduce emissions
- Emphasis on reducing single occupancy vehicles during the summer and wood burning during the winter
- Program funded by Congestion Mitigation and Air Quality Improvement (CMAQ) and Transportation Fund for Clean Air (TFCA)



# Spare the Air Alerts



- Air District meteorologists forecast air pollution levels for the Bay Area
- If air quality is forecast to be unhealthy, a Spare the Air Alert will be called
- Ask the public to make clean air choices
- Encourage public to check the air quality status at [baaqmd.gov](http://baaqmd.gov) or [sparetheair.org](http://sparetheair.org)



AIR QUALITY	SAT	SUN	MON	TUE
NORTH BAY	VERY UNHEALTHY	UNHEALTHY	UNHEALTHY	MODERATE
COAST & CENTRAL BAY	VERY UNHEALTHY	UNHEALTHY	UNHEALTHY	MODERATE
INLAND EAST BAY	UNHEALTHY	UNHEALTHY	UNHEALTHY	MODERATE
SOUTH CENTRAL BAY	UNHEALTHY	UNHEALTHY	POOR	MODERATE
SANTA CLARA VALLEY	UNHEALTHY	UNHEALTHY	POOR	MODERATE

# Spare the Air Employer Program



- Voluntary program for Bay Area employers
- Emphasis on car-free commutes
- Free resources to support commute programs
- Over 2,000 participating employers



# Spare the Air Resource Teams



- Spare the Air Resource Teams began in 1991
- Nine Bay Area teams
  - Contra Costa County
  - Marin County
  - Napa County
  - San Mateo County
  - San Francisco County
  - Southern Alameda
  - Santa Clara County
  - Sonoma County
  - Tri-Valley
- Composed of business, civic and environmental groups
- Mission to improve local air quality
- Create and implement projects that reduce air pollution

# Resource Team Projects



- **Promote Bicycling**
  - **Bicycle Commuting Basics:** A webinar to support the rise of bicycling as a commute option
  - **Driver's Ed 2.0 Quiz:** Promote Bike-Friendly Driver safety throughout May
  - **Bike-Friendly Facilities Forum:** A discussion with speakers from City and County of San Francisco, SF Municipal Transportation Agency (MTA), SF Bicycle Coalition, LinkedIn

# Resource Team Projects (cont.)



- **Other Transportation Initiatives**
  - **24-Hour Commute Cycle:** “Building Equity and Flexibility into Commute Transportation Programs” webinar, in partnership with Association for Commuter Transportation (ACT), with speakers from Bay Area Council, LA World Airports and Tesla
  - **Marin Safe Routes to School’s Park and Walk:** An initiative to reduce pollution from idling cars during school pick up and drop off
  - **Idle Free Bay Area:** Campaigns to reduce idling in Napa, Contra Costa and Sonoma

# Spare the Air Youth Program



- Spare the Air Youth Program established in 2010
- Joint regional effort led by MTC and the Air District
- Program strives to educate, inspire and empower youth and families to walk, bicycle, carpool and take transit
- Approximately 1.5 million Bay Area residents under 18 years old
- Hosting Bay Area Summer Academy

**PRESENT**

## BAY AREA SUMMER ACADEMY

APPLY TO A NEW SUMMER ACADEMY ON TRANSPORTATION, HOUSING EQUITY & MORE

For Bay Area High Schoolers to learn about how our regional governments work and careers in public service

**July 8-29, 2021**  
Online Weekly Sessions

**Requirements:**

- Live in the Bay Area
- 16+ & completed 9th grade
- Attend six 1-hour online seminars
- Parent/guardian consent

Limited Slots - Apply by 4/25

<http://mtc.one/BayAreaSummerAcademy>



# Program Recommendations



- Employer Program outreach & engagement with minority & women-owned businesses
- Clipper Cards for youth in impacted communities
- Targeted events and multilingual outreach
- Implement active transportation projects & outreach
- Funding for e-bikes in impacted communities
- Refocus of Resource Team program scope

# Feedback Requested/Prompt



- Provide feedback on Spare the Air programs