



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

AGENDA: 2

Grounding the Work of the Community Advisory Council on Environmental Justice

**Community Advisory Council Retreat
September 14-15, 2023**

**John Bauters and Davina Hurt, Air District Board Leadership,
Dr. Philip Fine, Executive Director / APCO,
Robin Colin, Senior Advisor to the U.S. EPA Administrator for
Environmental Justice**

Presentation Outcomes



The Community Advisory Council (CAC) will:

- Receive welcoming remarks from Air District Board of Directors Leadership
- Gain greater insight into the work of the Air District
- Listen to a federal perspective on environmental justice
- Learn from each other's experience with air pollution

Presentation Outline



A. Organizational Level Setting:

- Welcoming remarks by Board of Directors Chair Bauters and Vice Chair Davina Hurt
- Air District Overview by Dr. Philip Fine, Executive Director / APCO

B. Team Building Discussion

C. Federal Perspective on Environmental Justice by Robin Collin, Senior Advisor to the U.S. EPA Administrator for Environmental Justice

Requested Action



- None — Informational Presentation

Organizational Level Setting



- Welcoming remarks by Board of Directors Chair Bauters and Vice Chair Davina Hurt
- Air District overview by Dr. Philip Fine, Executive Director/APCO

Team Building Discussion



- What air pollution problem exists in your neighborhood or the community you work with?

Federal Perspective on Environmental Justice



- Robin Collin, Senior Advisor to the U.S. EPA Administrator for Environmental Justice



Questions?



BAY AREA
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AGENDA: 3

Environmental Justice Action Planning

**Community Advisory Council Meeting
September 14-15, 2023**

**Vernice Miller-Travis, Executive Vice President
The Metropolitan Group
Latasha Washington, CAC Co-Chair**

Presentation Outcome



The Community Advisory Council (CAC) will:

- Receive a presentation on effective environmental justice strategies for community engagement with decision-makers
- Listen to an update from the Environmental Justice (EJ) Policy Ad Hoc Committee on the development of an EJ Action Plan
- Discuss the EJ Policy Ad Hoc Committee's Theory of Change activity's brainstorming results on the expected impact of an EJ Action Plan at the Air District

Presentation Outline



- The Metropolitan Group's role in the Air District's Environmental Justice (EJ) Policy and Action Plan development
- Diffusion of Innovation theory on changing agency cultures and practices
- The power and impact of community perspectives in creating EJ solutions
- Effective "soft power" strategies for EJ communities to work together with decision-making agencies for positive change
- EJ Action Plan project timeline and phases
- Key stakeholder input into the EJ Action Plan development
- The EJ Policy Ad Hoc Committee's Theory of Change activity's brainstorming results on the expected impact of an EJ Action Plan at the Air District

Presentation Requested Action



- None – Informational Presentation

Environmental Justice Perspectives from The Metropolitan Group



- **Metropolitan Group (MG)** is a social change agency supporting the Air District's Environmental Justice Action Plan project. MG provides strategic and creative services to amplify the power of voice of change agents in building a just and sustainable world.
- **Vernice Miller-Travis** leads MG's Environmental Justice Focus Area. She is one of the nation's pioneering and most respected thought leaders on environmental justice and the interplay of civil rights and environmental policy.

Environmental Justice Perspectives from The Metropolitan Group (cont.)



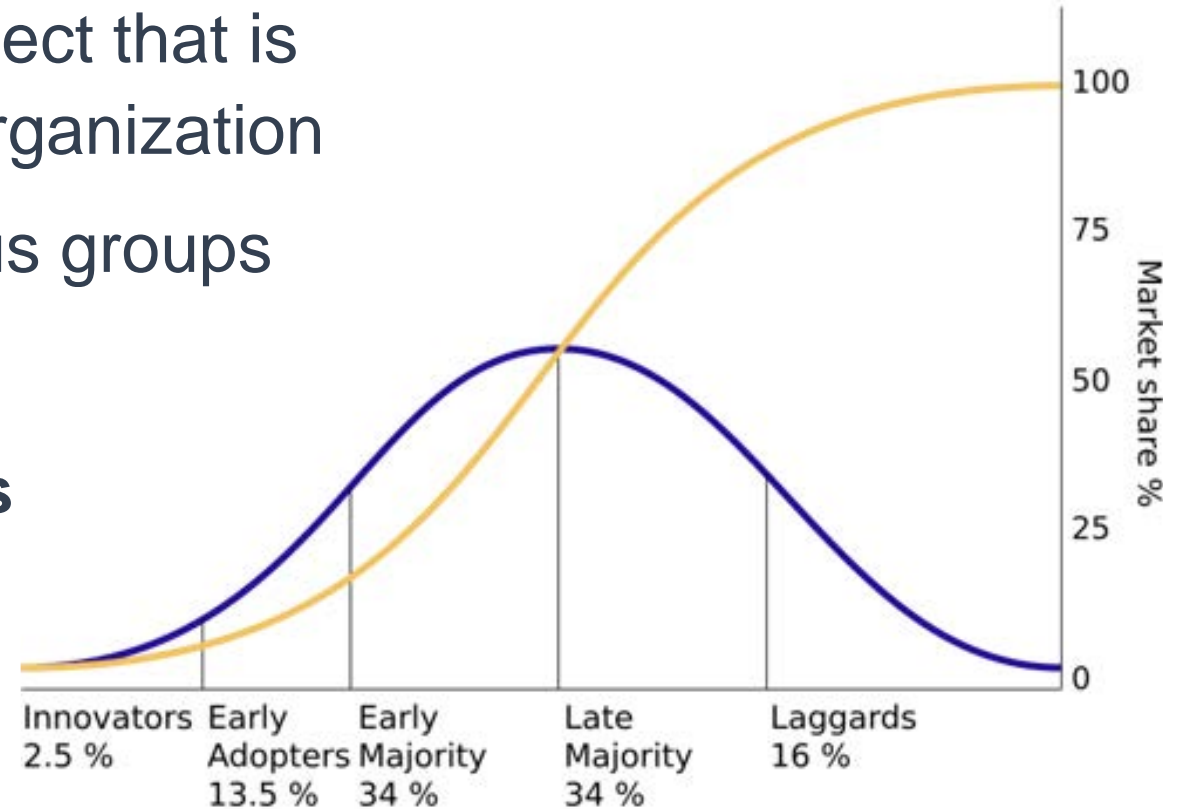
- **Key and timely opportunities for the CAC and the Air District:**
 - **National momentum on Environmental Justice (EJ)**
 - Air District can be a leader in EJ solutions.
 - CAC to offer key leadership and guidance on how to integrate EJ meaningfully and effectively into the work of the Air District.
 - **The Air District's forthcoming Strategic Planning:**
 - A key opportunity to align the agency's strategic goals with EJ and to institutionalize the changes communities are seeking.

How Agency Culture Change Happens

Theory: Diffusion of Ideas



- **Innovation** = Any idea, practice, or object that is perceived as new by an individual or organization
- **Blue bell curve** = the phases of various groups adopting an idea over time:
 - **Innovators (2.5%)**
 - **Early adopters (13.5%)** } **Champions**
 - **Early & late majority (34% each)**
 - **Laggards (16%)**



- **Yellow curve** = how the innovation spreads through an organization over time

Image Credit: Diffusion of innovations, Rogers Everett (1962), Public Domain, <https://commons.wikimedia.org/w/index.php?curid=18525407>, Free Press, London, NY, USA.

Positive Impact of Community on EJ Solutions



A quote from Dr. Phil Martien, Retired Director of Assessment, Inventory and Modeling (AIM) at the Air District:

“When I started my Ph.D. career, I had the health and science of air pollution on my mind. Through my work with the Air District and community representatives, I learned that to achieve clean air for all, you have to work on environmental justice.

When I started at the Air District in 1990, our focus was on regional air quality standards. Then, in 2004, the agency started our Community Air Risk Evaluation (CARE) program to look at areas where air pollution is worse...”

Positive Impact of Community on EJ Solutions



(Quote from Dr. Phil Martien continued)

(cont.)

“Through the CARE program, we brought people in who were representatives of the community. As I learned more about their lived experiences with environmental impacts from the community representatives and started applying my science background, it confirmed that yes, there are areas where air pollution is much worse and these patterns are tied to demographics.

These discussions with community representatives are where my training really happened ... in listening to them and in understanding the relationship between my science background and their lived experience. These individuals really helped us come together and develop a more mature look at disparate air quality impacts.”

EJ Community Case Study of "Soft Power"



Organizing Together for Effective Change



- North River sewage treatment plant moved to West Harlem from the originally planned site on the Upper West Side of Manhattan.
- It was designed and built to treat 180 mgd of raw sewage and wastewater for the entire west side of Manhattan – with no odor control systems.
- Research revealed that:
 - The West Harlem community had the highest national rates of exposure to PM 2.5, incidence of asthma, and premature death from asthma.
 - Other sources of pollution from multiple transportation, highway, and traffic routes that dissected the West Harlem community were the real source of the localized air pollution problems.

Organizing Together for Effective Change (cont.)



Outcomes:

- Won installation of odor controls system through a lawsuit (1994).
- Through a research study, learned that the asthma rates were related to other sources of air pollution and began to address those issues.
- Significantly reduced the PM 2.5, urban air toxics, and ground level ozone emissions over a ten to twenty year period.

WE ACT for Environmental Justice: Theory of Change



Schematic of WE ACT's Theory of Change:

How the organization contributes to Northern Manhattan becoming a Healthy Community through key short term, intermediate and long term outcomes

INPUTS:

What WE ACT invests:
funds, people
and materials



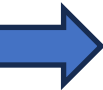
OUTPUTS:

WE ACT
programs,
activities and
products



SHORT-TERM OUTCOMES:

- WE ACT produces essential knowledge
- Key constituencies acquire relevant knowledge
- Key constituencies acquire relevant skills
- Key constituencies develop organizational capacities
- Key constituencies makes strategic alliances
- Key constituencies undertake effective organized actions



Content Credit: WE ACT for Environmental Justice (2010). Blueprint for Success. page 9.

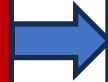
WE ACT for Environmental Justice: Theory of Change (cont.)



INTERMEDIATE OUTCOMES:

New or changed policies and practices that promote:

- Clean air quality
- Access to good food in schools
- Public Mobility
- Healthy Indoor Environments
- Waste Management
- Sustainable Land Use
- Open and Green Space
- Availability of Non-Toxic Products



LONG-TERM OUTCOMES:

The new or changed policies to which WE ACT contributed actually achieve their intended results, as manifested in new behaviors



**Northern
Manhattan
is a Healthy
Community**

The ultimate societal change to which WE ACT contributed

Facilitator Spotlight: Vernice Miller-Travis



Journey to Becoming an Effective Community Advocate

- The way you say something really matters in terms of how it is received. If your point is framed so that it is received well, you have a better chance of being heard and making a difference.
- Try to remember to respect each other's humanity and try to learn to distinguish between where someone works and what their values are.
- Get to know the decision-makers. Learn to identify their motivations and interests and build trust with them.

Facilitator Spotlight: Vernice Miller-Travis (cont.)



Journey to Becoming an Effective Community Advocate

- Build strategic alliances with other stakeholders and work together.
- Design your shared talking points to speak to the interests of the decision-makers.
- Ultimately, I decided that I wanted to be an effective leader in my community, not merely to win the argument with our regulators!



Discussion



15 min break

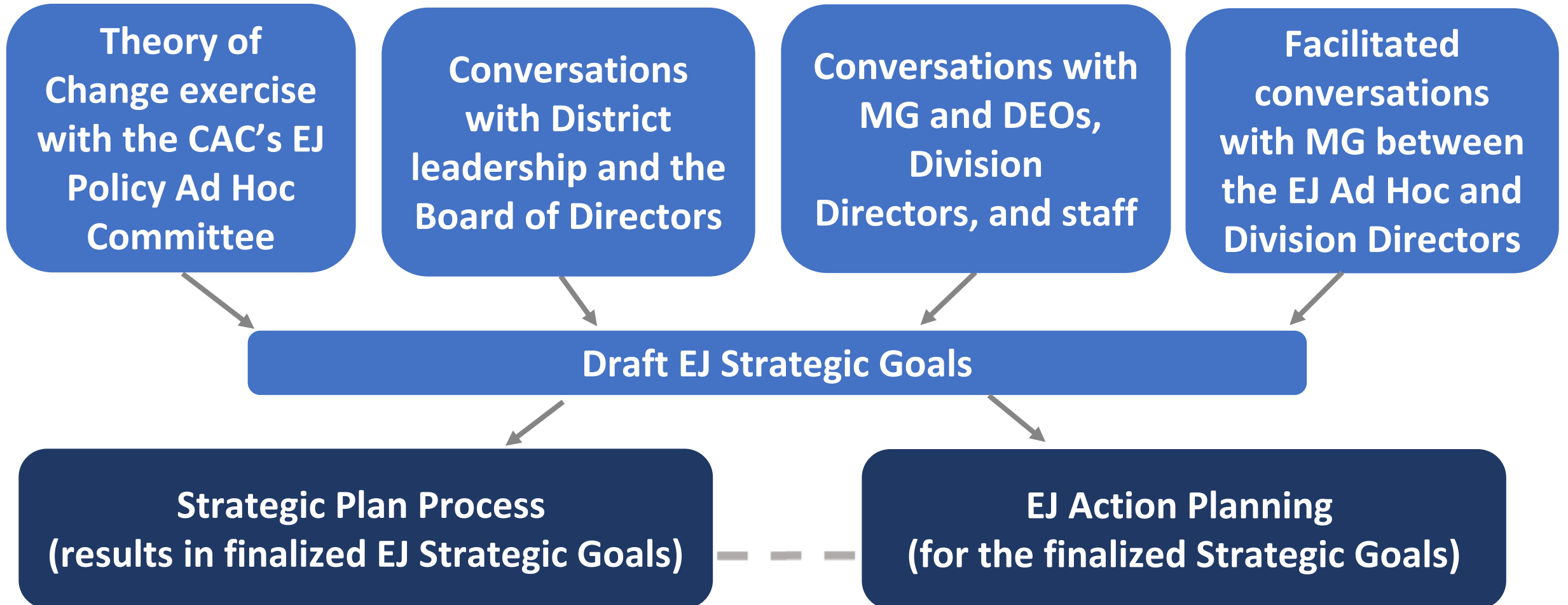
BAAQMD Environmental Justice (EJ) Action Plan: Development Process and Timeline



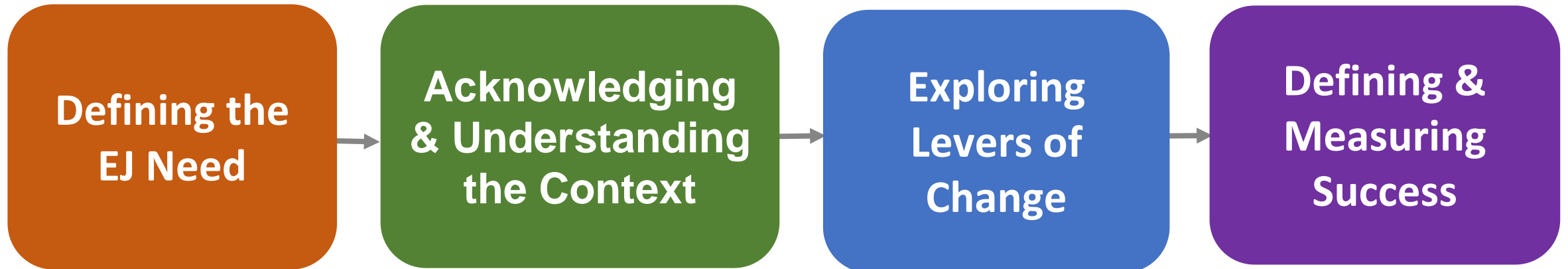
Development of the EJ Action Plan



Shared Learning



Structure of the Theory of Change Activity



1A. What is the Environmental Justice need?

1B. What impact could the EJ Action Plan have?

2. What are the barriers and opportunities that currently exist to implement an EJ Action Plan?

3. What is each key stakeholder group's role and contribution in developing the EJ Action Plan?

4. What metrics will let us know that we are making the changes we want to see?

Discussion on Pieces of the EJ Policy Ad Hoc Committee's Theory of Change



1. Review selected comments that resulted from the EJ Policy Ad Hoc's brainstorm of Question 1A: **What is the Environmental Justice need?**
2. Review all 13 comments that resulted from the brainstorm of Question 1B: **What impact could the EJ Action Plan have?**
3. Interactive activity – All CAC Members select the top 3 comments from Question 1B that resonate with their own desired impact of the EJ Action Plan.
4. Discussion – CAC Members may share additional desired impacts of the EJ Action Plan.



Theory of Change Results:

Question 1A – Selected Brainstorm Results

1A. What is the Environmental Justice need? (e.g., what is the problem to solve? what changes are we seeking?)

1. Atonement for past wrongs and Air District actions behind the words.
2. Equity means a reinvestment back to the people who have been neglected and disenfranchised. Equity should be defined through the community's eyes.
3. Making the data more community-friendly and understandable.
4. Accountability, transparency, inclusion, and accessibility for EJ communities in Air District practices.

Theory of Change Results:

Question 1B – All Brainstorm Results



1B. What specific impact could the EJ Action Plan (and Strategic Plan) have in addressing the need?

1. Regulations are enforced equitably to all stationary sources of pollution, regardless of neighborhood.
2. EJ Policy and Action Plan are adhered to in Air District practices and are recognized as documents that can change injustices.
3. Changes in permit requirements to prioritize fenceline communities.
4. More transparency in reporting out to communities and the CAC about Penalties, Enforcement and Compliance (i.e. tracking complaints, how they were addressed, clear report outs on why things remain pending, etc.).

Theory of Change Results:



Question 1B – All Brainstorm Results (cont.)

5. Allocate and invest resources for implementation to address EJ needs, as identified in the EJ Action Plan.
6. Funding for more meaningful and continuous community engagement, as part of the purpose of the CAC.
7. Culture of the agency needs to shift from working in Division silos to more internal communication and collaboration.
8. Community Engagement needs a genuine collaboration between AB617 Community Steering Committees (CSCs) and the CAC in order to have better understanding between Agency and Community.
9. Providing clarity and shared understanding about the Air District's authority, jurisdictions, decision-making processes, and priorities for resolving disproportionate impacts of air pollution.

Theory of Change Results:



Question 1B – All Brainstorm Results (cont.)

10. Verbal communication needs to adapt to the community. If Agency doesn't seek clarity with community, and if you don't have understanding, you can't have unity.
11. Culture change is key. District staff are diverse in experience with community engagement - from EJ activists to some engineers who may not have an EJ lens.
12. Hire more Air District staff with EJ skills, mindsets, and lived experience and have more persons of color in higher positions of leadership.
13. Capacity-building for all Board Members and Air District staff on EJ and equity.



Discussion



**BAY AREA
AIR QUALITY
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Environmental Justice Perspectives

**Community Advisory Council Retreat
September 14-15, 2023**

Randolph Belle, Community Advisory Council Meeting Facilitator

Presentation Outcomes



The Community Advisory Council (CAC) will:

- A. Learn from each other's experience to define equity by engaging in discussion

Presentation Outline



A. Team Building Discussion Question

Requested Action



- None — Informational Presentation



- **How do you define equity?**



Discussion



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Environmental Justice Perspectives: Local Perspective on Environmental Justice

Community Advisory Council Retreat
September 14-15, 2023

Marisol Cantú

3rd Generation Richmond Resident and Member of
the Richmond-North Richmond-San Pablo Area
AB617 Community Steering Committee

THE LISTENING PROJECT

A Community-Driven
Project of the Richmond Progressive
Alliance



The Listening Project
A Project of the RPA

COMING TO THIS WORK



- 3rd generation Richmond resident, a professor of English as a Second Language at Contra Costa College, and a strong a movement builder for racial justice.
- Living as a frontline community member and experiencing the health burdens
- Movement Building, Civic Engagement, Community Research, and Policy Advocacy
- Listening Project with Kevin G. Ruano Hernandez and other youth, and now an AB617 CSC member, and co-lead of fuel refining strategies

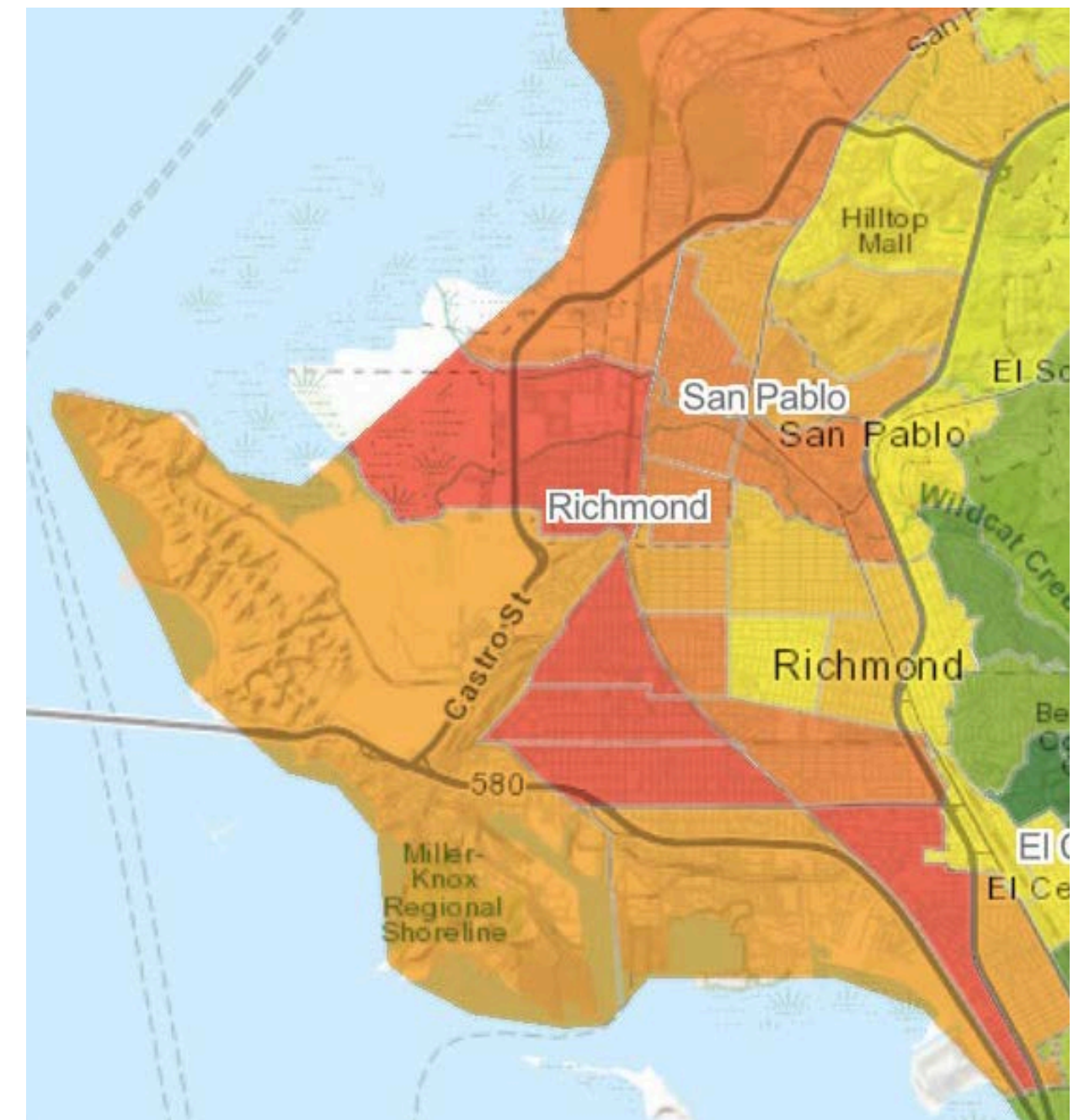
The Listening Project

A Project of the RPA

OUR WORK

The Richmond Progressive Alliance goal is to take political decision-making back from corporations and put power in the hands of the people. The RPA mobilizes people in support of progressive policies and candidates.

The goal of the Listening Project is to better understand and listen to the concerns and needs of Richmond communities that have historically suffered the greatest harm from generations of fossil fuel operations in our City.



The Listening Project
A Project of the RPA

OUR FRAMEWORK

LISTEN

To
UNDERSTAND
the needs of
the MOST
harmed by
fossil fuel
operations

EDUCATE

To DISPEL
myths created
by Chevron's
rhetoric that is
embedded in
our city

ENGAGE

To BUILD
relational
power and a
community-
driven
campaign

ACTIVATE

To MOBILIZE
the community
with a
campaign
towards a just
transition

The Listening Project
A Project of the RPA

OUR PROCESS

SURVEYS

Over 500
Richmond
residents took
a climate crisis
survey
translated into
3 languages

INTERVIEWS

35 of our
residents
signed up to
share their
stories and
thoughts
about the
climate crisis

FOCUS
GROUPS

50 of our
residents
signed up
Youth and
Intergeneratio
nal Listening
Sessions

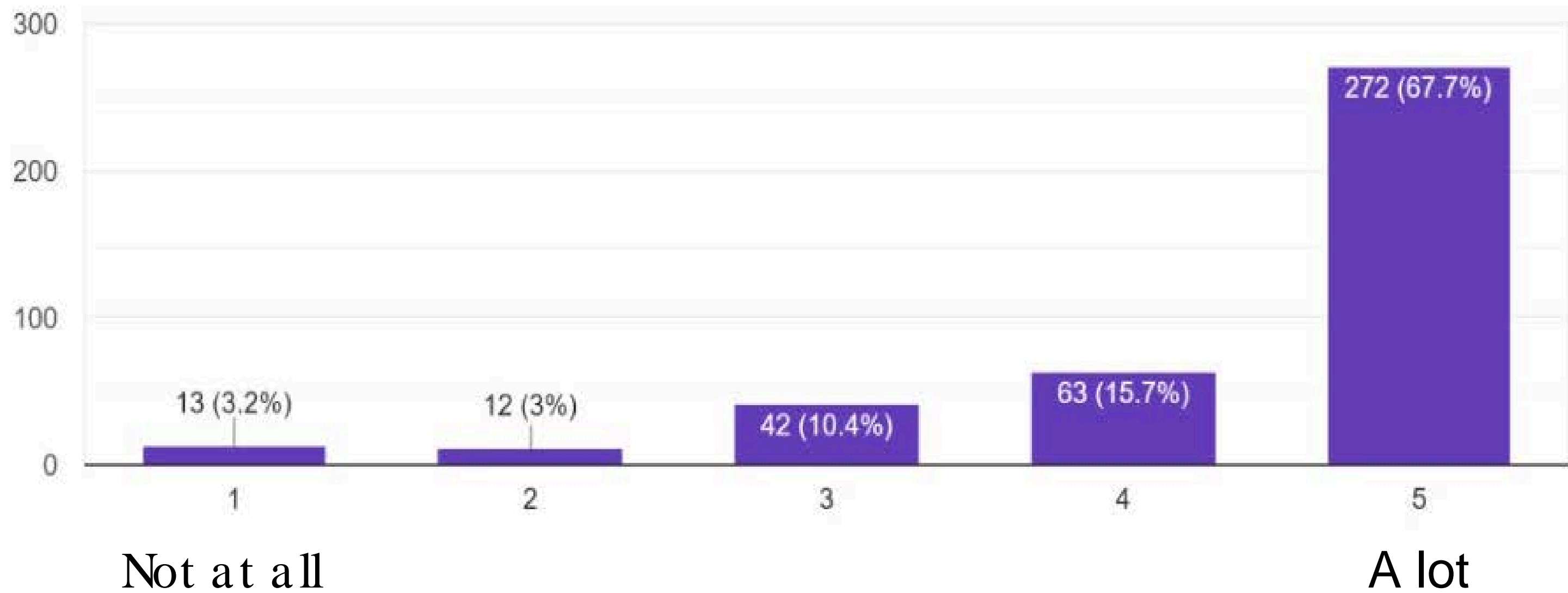
PODCAST

10 episode
podcast that
embedded our
communities'
voices for oral
history
documentation
and cultural
preservation

OUR SURVEY RESULTS

The Chevron refinery plays a large role in the climate crisis in Richmond.

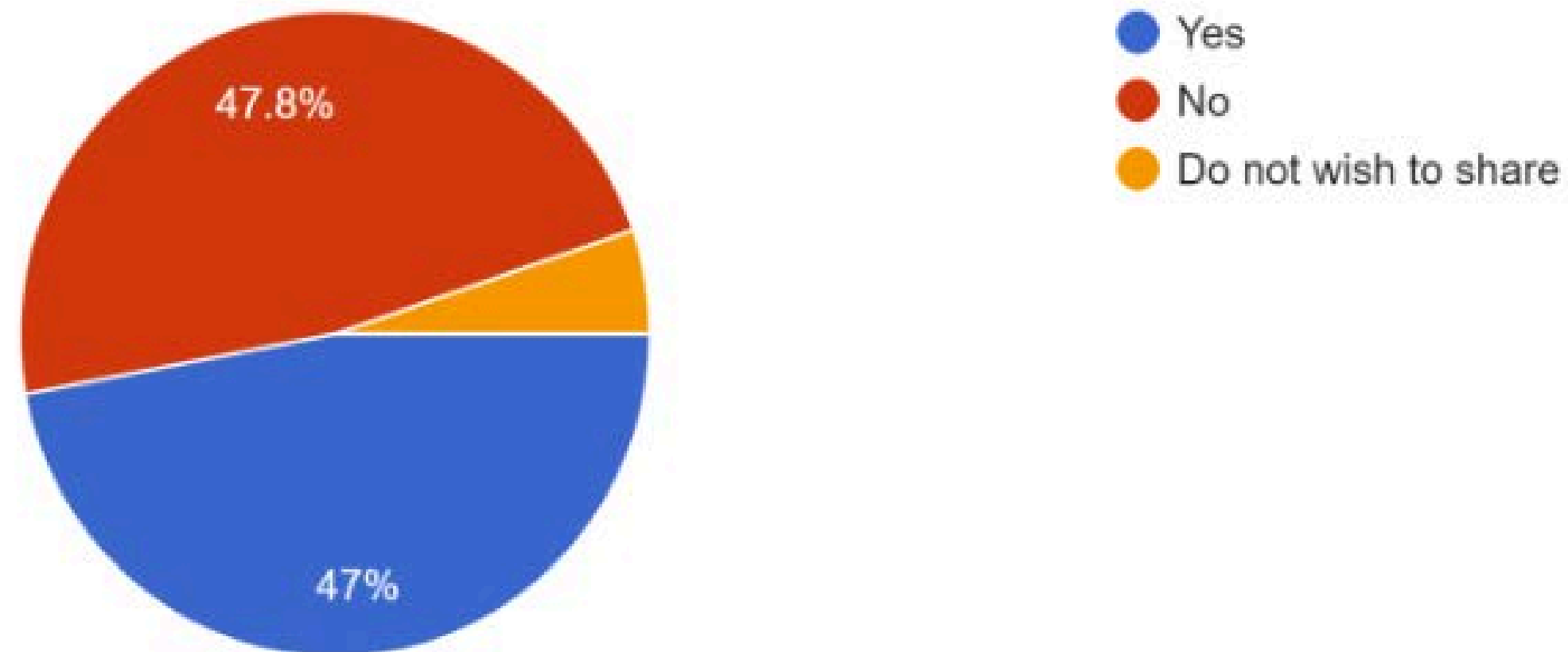
402 responses



OUR SURVEY RESULTS

Do you or your family within Richmond suffer from any chronic respiratory health conditions?
(Example: Asthma, lung cancer)

402 responses



PODCAST

OUR STORIES . OUR VOICES .

- Episode 1: Lay of the Land
- Episode 2: At Our Expense
- Episode 3: Chevron en la Comunidad
- Episode 4: Silent Killer
- Episode 5: Asthma Club
- Episode 6: Polluting Politics
- Episode 7: Buying Us Out
- Episode 8: Union Proud
- Episode 9: We Deserve Nothing Less
- Episode 10: Imagine

LISTENING ACTIVITY

OUTCOMES

- Surveyed over 500 community members (English and Spanish with translation Arabic + Laotian)
- Invested over \$2000 in direct compensation for participants
- Participated in or hosted 20 events
 - UT/RCR/Richmond Earth Day Celebration at Unity Park (~50 surveys collected)!
 - Collaborated with over 10 Richmond and Bay Area organizations for 9th Annual Anti-Chevron Day
- Created LP Curriculum and 10 podcast episodes
- Created Community Care System to bridge gap between workers and community, facilitating a system for donations by community members for striking workers.
- Hired a local Richmond artist to create a screen print for the Listening Project
- Sent a letter to BAAQMD + Elected Politicians at the County, State, Federal level calling for environmental protections and support of USW
- Co-authoring the Climate Futures Cumulative Impact Report
- Presented on our work for The Climate Center, Ca Air Resources Board, and BAAQMD Directors

OUR IMPACT

RICHMOND'S EARTH DAY



OUR IMPACT

THE CLIMATE CENTER- POLICY SUMMIT



OUR IMPACT

ANTI-CHEVRON DAY

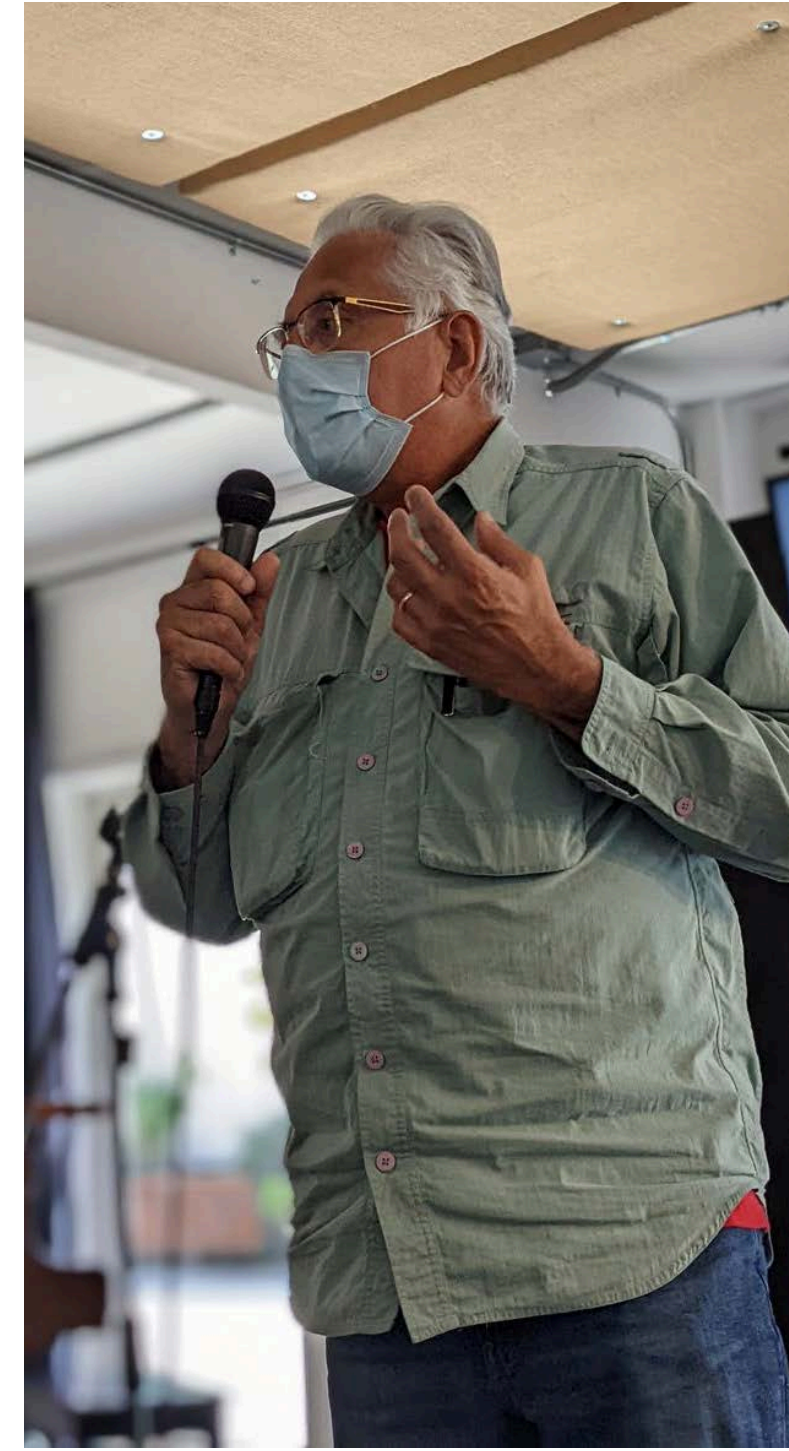


OUR IMPACT

RICHMOND KAYAKTIVISM BUILDING

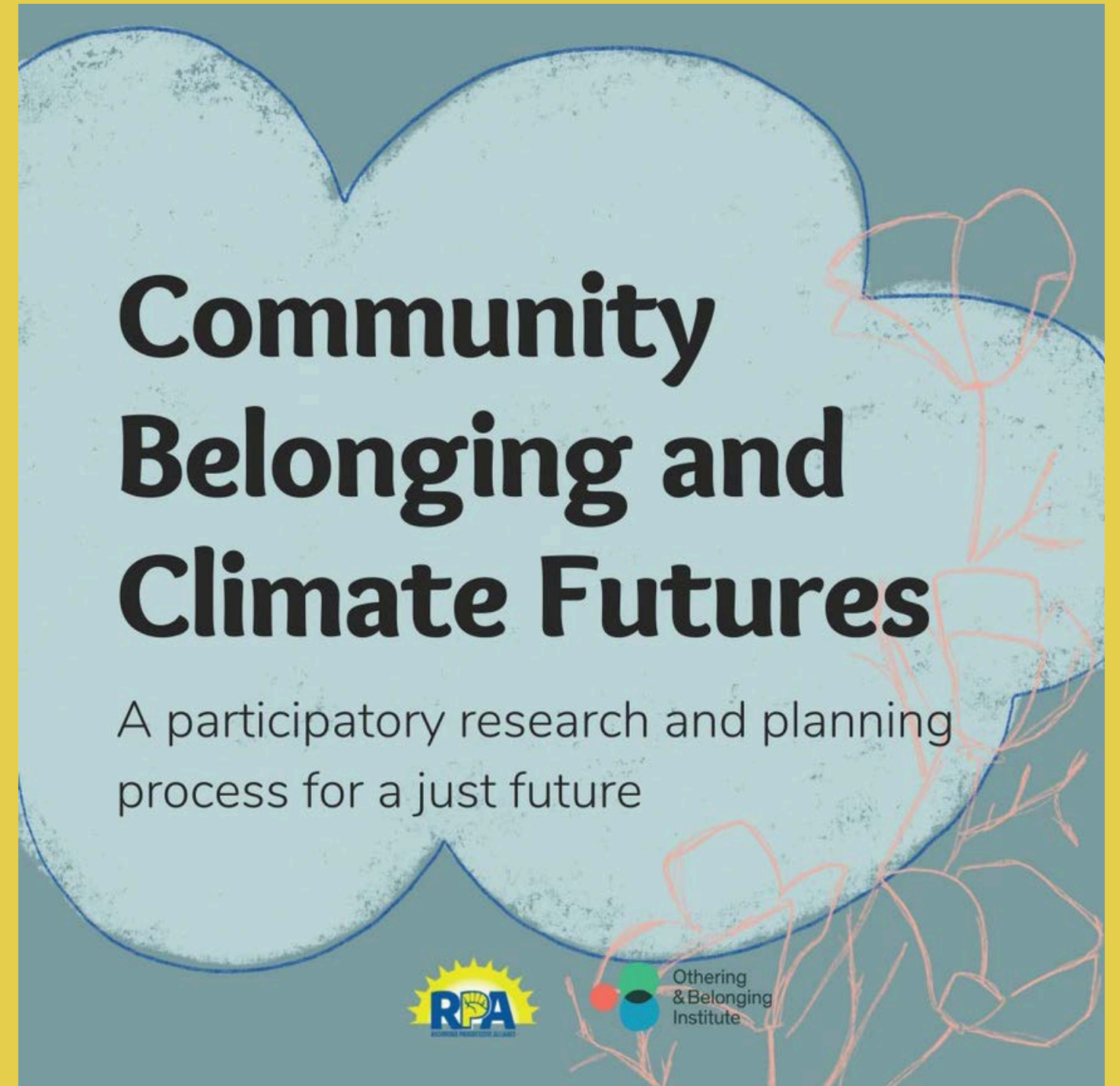
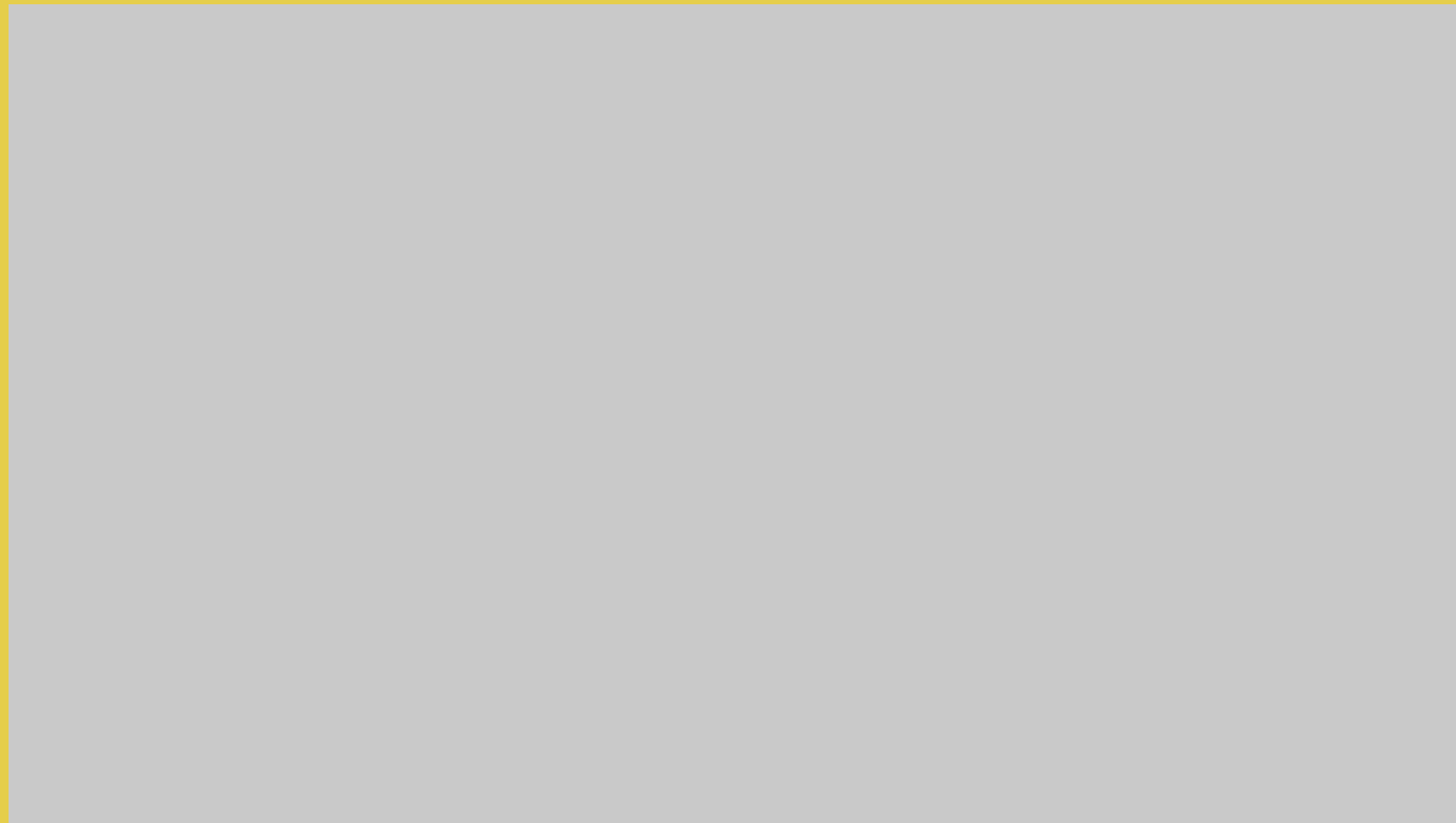


OUR CELEBRATION



OUR REPORT

WHO BELONGS IN FOSSIL FREE FUTURE?



The Listening Project
A Project of the RPA

ENGAGEMENT

Create an open door for the most harmed residents to engage in a Just Transition Campaign

AB 617-CERP

Community Emissions Reduction Plan
Fuel Refining, Storage, and Distribution

CERF

Community Economic Resilience Fund
Transformation from the Block to the Region

THANK YOU

Follow + Like + Subscribe

Website:

www.richmondlisteningproject.org

Email:

richmondlisteningproject@gmail.com

Socials:

@RichmondListeningProject

YouTube:

Richmond Progressive Alliance



Q U E S T I O N S ?



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

AGENDA: 7

Development of Community Advisory Council Goals and Work Plan

**Community Advisory Council Meeting
September 14-15, 2023**

**William Goodwin, Community Advisory Council Member
Belinda Lyons-Newman, Lyons-Newman Consulting**

Presentation Outcome



- The Community Advisory Council (CAC) will:
 - Receive an overview by the Work Plan Ad Hoc Committee of the work done to date and requests made by the CAC.
 - Receive an introduction to Lyons-Newman Consulting, and their staff.
 - Engage in the work plan development process designed to finalize the Work Plan.
 - Contribute to discussion about priority goals and actions for the CAC in the year ahead.

Presentation Outline



- A. Introduction and Groundwork
 - i. Welcome, expectations and ground rules, and overview of where we are, how we got here
 - ii. Lyons-Newman Consulting introductions
 - iii. Project objective and definition of key terms
- B. Discussion and Consensus Building on Priority Goals and Action Planning
 - i. Air District and Community Advisory Council Background
 - ii. Report on CAC survey responses on priority goals
 - iii. Priority goals and action planning
- C. Questions

Requested Action



- None—Informational Presentation

Expectations & Ground Rules



1. The first expectation is preparation: Come prepared for meetings and review all documents that the CAC will discuss.
2. Communication and language: Communicate with respect and be mindful of individual speaking time so that everyone has the opportunity to speak in meetings. Zoom meetings are publicly accessible, so CAC members are expected to conduct themselves accordingly.
3. Distractions: Avoid distractions and stay present. Active listening is imperative to ensure that members understand other people's viewpoints.
4. Timing: Respect time agreements and stay on topic.
5. Facilitation: The facilitator will intervene to keep the conversation on track and on time and will remind members of these ground rules as necessary.

CAC Work Plan



- The Work Plan Ad Hoc Committee created the initial draft of the Work Plan by gathering agenda items from community, Air District Staff, and the CAC
 - This resulted in a Work Plan focused on addressing compliance, enforcement, community engagement, and funding items
- The Ad Hoc concurrently created a Priority Rating Matrix to assist in rating the agenda items, which focused on prioritizing action items
- Each meeting agenda consists of two main agenda items with each item taking approximately one hour for discussion and Q&A

Revised Work Plan



- During the March 16, 2023 CAC Meeting, the CAC asked the Work Plan Ad Hoc Committee to include the following with each agenda item:
 - Goal
 - Benefiting counties
 - Specific benefits to the community
 - Other pertinent information (ex. Frequency, etc.)
 - Flexibility
- Since the March 16, 2023 CAC Meeting, the Work Plan Ad Hoc has provided updates to the CAC
- The Work Plan Ad Hoc Committee continues to meet on a bi-weekly basis to complete the requested edits

Developing an Updated Work Plan



- Work Plan Ad Hoc Committee opted to hire a consultant to support the development of the Work Plan
- Work Plan Ad Hoc Committee recommended to the Co-Chairs hiring Lyons-Newman Consulting Services
- The CAC Co-Chairs approved the Work Plan Ad Hoc Committee recommendation.

Lyons-Newman Consulting



Lyons-Newman
CONSULTING

Lyons-Newman Consulting provides equity-centered strategic planning, facilitation, and organizational development services to support nonprofit and public organizations to accelerate their impact and achieve their goals.



Belinda Lyons-Newman, MBA Principal

Belinda (she/her) is a senior nonprofit executive with more than three decades of experience in all aspects of nonprofit leadership.

She brings her business expertise, community organizing background, and strong commitment to equity and social justice into her work. As a skilled group facilitator, Belinda brings a broad range of tools and facilitation methods to her work with teams.



Erica Harrell
Consultant

Erica (she/her) is a versatile strategic thinker with a growth mindset. Her background includes experience in quantitative and qualitative analysis, project management, and research. She is proud to have led initiatives centering diversity, equity, inclusion, and belonging within and outside of the workplace and continues to make these efforts a top priority in her life.



Lyons-Newman Approach



- **Research:** Our work is informed by the latest academic research, publications, frameworks, and best practices from the nonprofit and private sectors.
- **Innovate:** We use design thinking tools and processes, when appropriate, to foster creativity, client-centered design, and innovation.
- **Collaborate:** Our approach is collaborative, client focused, and intent on building skills and capacity within your organization.

We are an anti-racist organization committed to furthering diversity, equity, inclusion, and accessibility in our work and in our partnerships.

Project Objective



Agree on goals for the Community Advisory Council in the year ahead, and provide priority activities to build a work plan of agenda items for future CAC meetings.

Definition of Terms



- Goal: A broad measurable and achievable outcome.
- Activity: A specific action taken toward achieving a goal or outcome

Background



Air District Mission

- The Air District aims to create a healthy breathing environment for every Bay Area resident while protecting and improving public health, air quality, and the global climate.

Background (cont.)



CAC Mission

- The CAC believes in protecting the fundamental right to clean air for all communities. We aim to provide access to meaningful community engagement and bring community priorities into focus at the Air District. We are committed to democratic decision making and achieving equitable solutions to the impacts of air pollution and the polluting economy. We prioritize solutions that can be applied to more than one community. We are dedicated to eliminating pollution threats both upstream and downstream, standing in solidarity, sharing power and resources, and listening to and amplifying voices from communities that are the most impacted and overburdened.

Background (cont.)



CAC Purpose

- To provide guidance to the Board of Directors on programs and policies that impact all communities, including overburdened communities within the Air District's jurisdiction. The CAC can make recommendations to the Air District on equity and environmental justice matters to improve air quality in all communities, prioritizing the most impacted communities. The CAC should aim to meaningfully engage impacted communities to represent and address stakeholders' interests. The CAC advises Air District leadership on community-related matters to advance an equity-forward policy agenda.

Background (cont.)



Overarching CAC Goals

- To provide representation on behalf of all communities, including overburdened communities to the Air District Board of Directors.
- To serve as a liaison between the community and the Air District Board of Directors and staff to influence decisions, policies, procedures, and processes to ensure equity, inclusion, civil rights, and environmental justice.

Goals and Actions Example



Goals:

1. Communities overburdened by air pollution receive benefits from the Air District's Community Benefit Fund.
 - A. Reduce air pollution and related health impacts through projects funded by the Air District's Community Benefit Fund.

Actions:

1. Learn about air pollution community needs, health impacts, and funding pathways.
2. The Community Benefit Fund Ad Hoc Committee creates a proposed plan for equitable disbursement of Community Benefit Fund.
3. Recommend to the Air District Board of Directors a plan to disburse the Community Benefit Fund.

Priority Goals



CAC Survey Responses About Priority Goals

Priority Goals & Action Planning



Activity



Questions?