Plan, Implement, and Close: A Race and Equity Focused Community Engagement Model (PIC Model) Introductory Meeting

January 19, 2023

Listening to Language Interpretation

1. In your meeting/webinar controls, click **Interpretation**. (located at bottom of screen)

2. Click the language that you would like to hear. Options for this meeting are English and Spanish.

3. To only hear the interpreted language, click **Mute Original Audio**.

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Before We Get Started

- Please **mute** and **rename** yourself to have your First Name, Last Name, and your affiliation:

  - To **rename**, click on the top right side of your picture/video

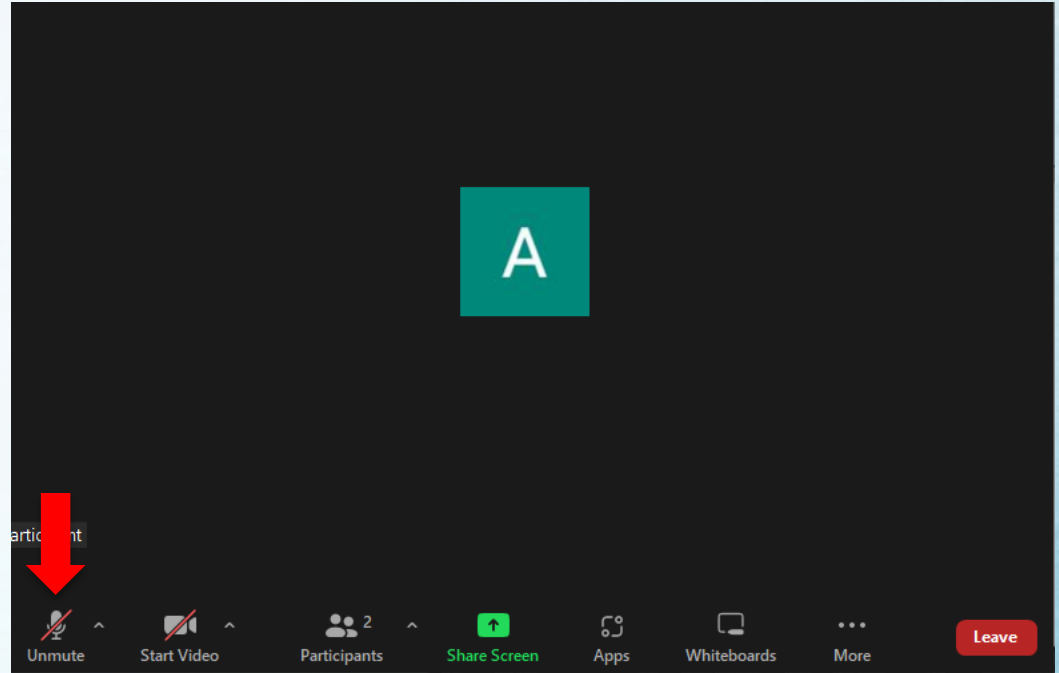   Example: **Jane Doe - CARB**

  - Affiliations: Community Organization / Agency / Air District / Company / Resident / etc.

- **Need help?** Use the Chat function to request assistance
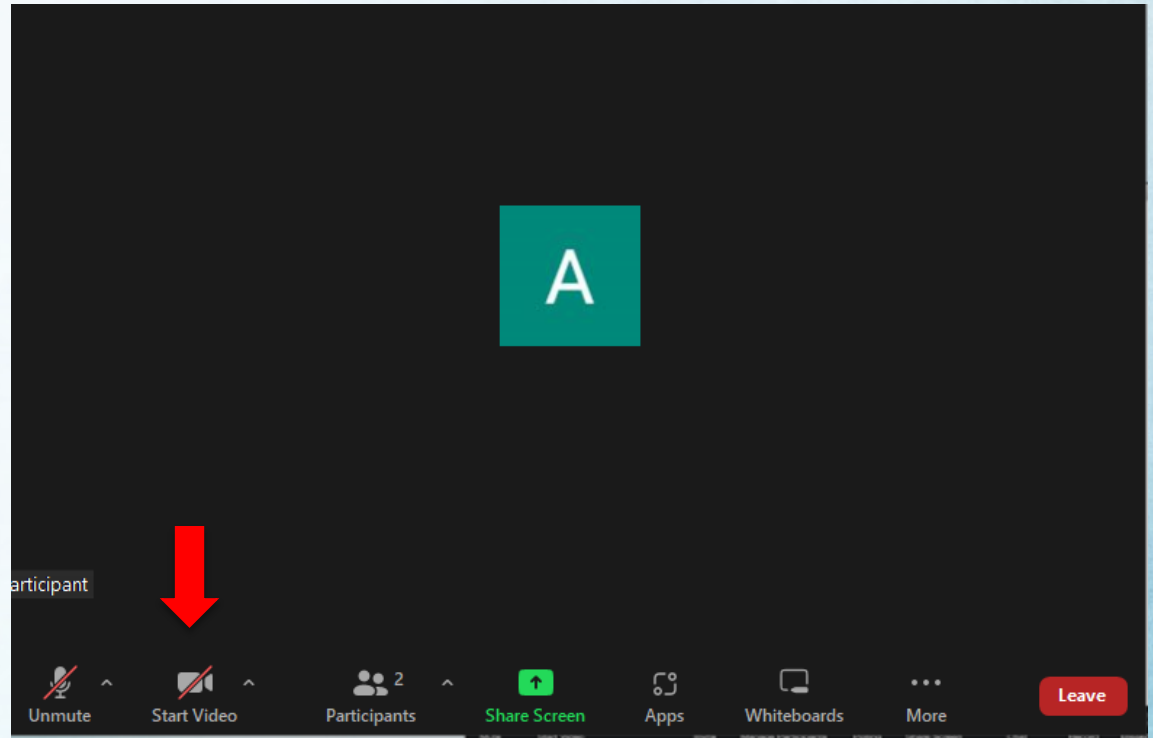
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Zoom Orientation

Mute/Unmute

Please remain on mute when you are not speaking.

- Zoom: **Mute/Unmute** button at the bottom left
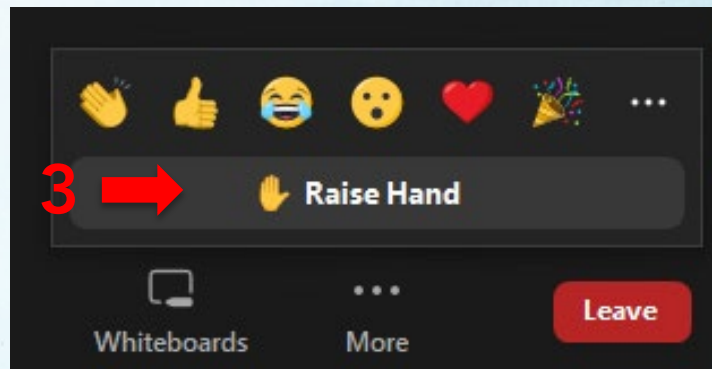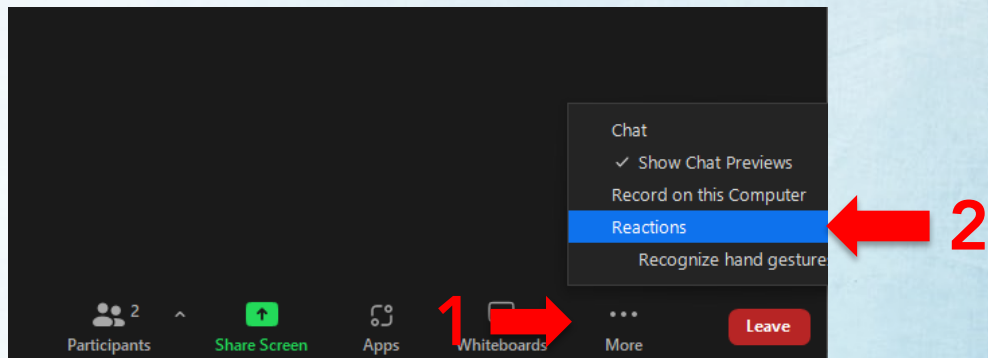
- Phone: Dial ***6** to mute/unmute

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Video

Click the camera icon at the bottom left of your screen to toggle your video on and off.
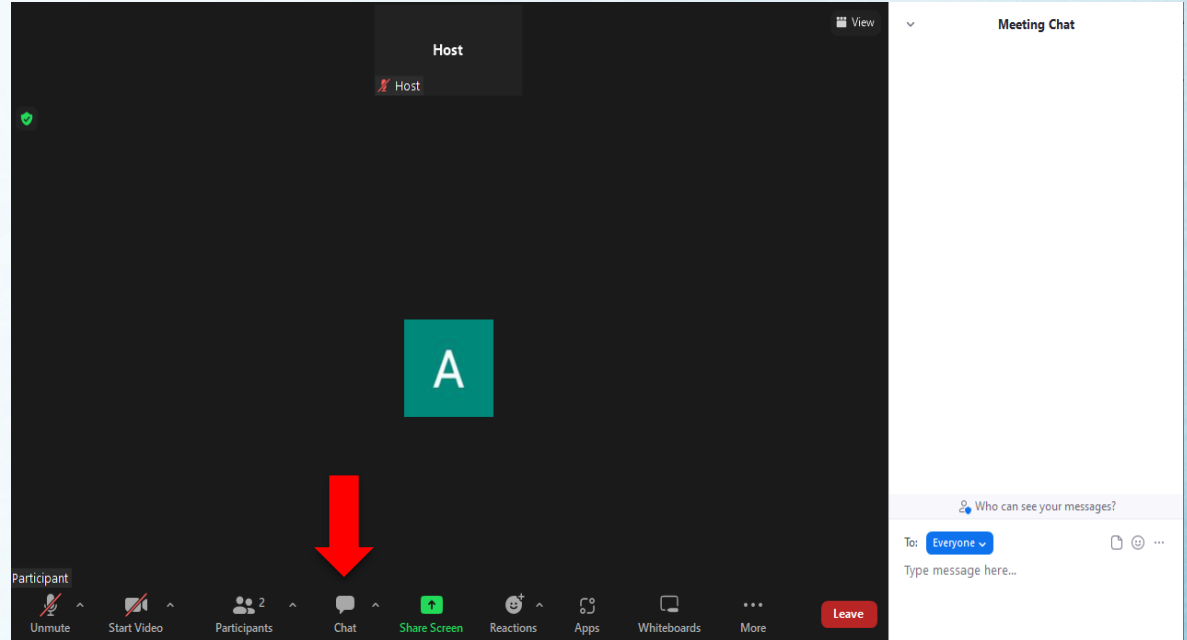

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Raise Hand

To be added to the speaking queue, please use **Raise Hand**

- Zoom: Click **Participants**, then **Raise Hand**.

- Phone: dial *9 We'll check in with the phone line periodically.

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Chat

- Click on the **chat** icon near the center bottom of your screen.

- Choose "private" chat to chat with the Host or Co-host

- Private chats are archived.

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Zoom Polling

- When a poll is launched, it will pop up on your screen

- Select your answers and click submit when done

- You can open and minimize the poll by clicking the poll icon found at the bottom of your screen or in the "More" menu

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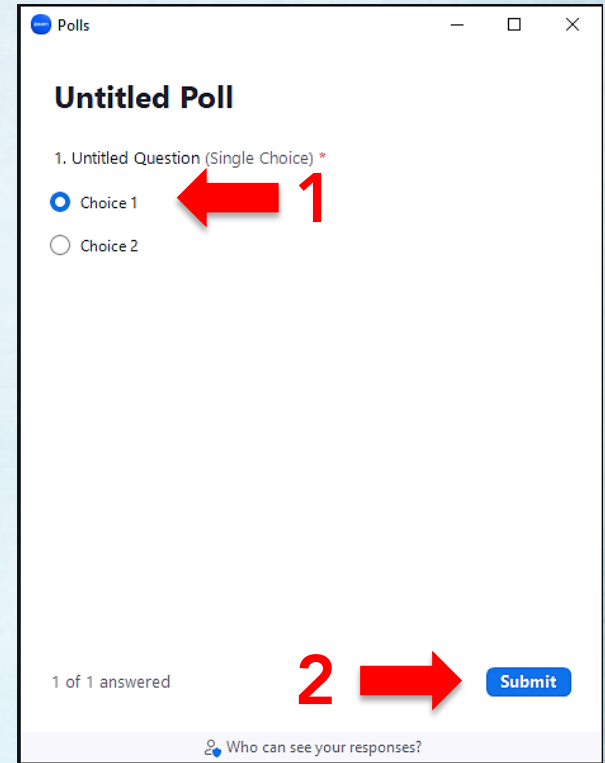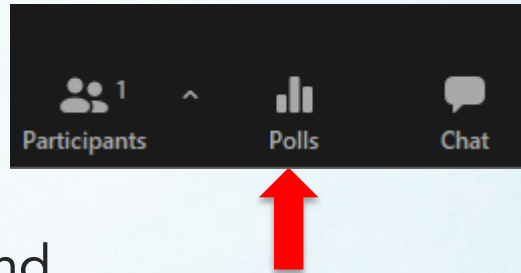
Meeting Guidelines

- Be present
- Be respectful
- Take space, make space
- Listen to understand
- All ideas and points of view have value
- Honor time overall
- Keep equity in mind when helping to strategize solutions to the barriers surrounding community engagement
    - Equity recognizes that advantages and barriers exist, and that, as a result we do not start from the same place

Question

What region of California is your community located in?

- ☐ Northern
- ☐ Central
- ☐ Coastal
- ☐ Southern
- ☐ Statewide

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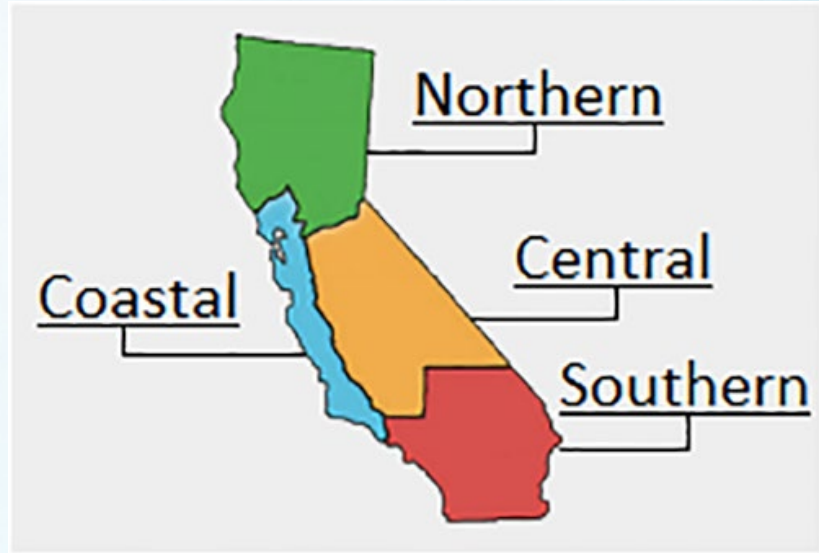
Question

Which entity best represents you?

- ❑ Individual - attending as an interested resident
- ❑ Community-based organization
- ❑ Faith-based organization
- ❑ Local or regional government
- ❑ Nongovernment or nonprofit organization

- ❑ State government
- ❑ School district or local education agency
- ❑ Air district
- ❑ Tribal government
- ❑ Other

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Question

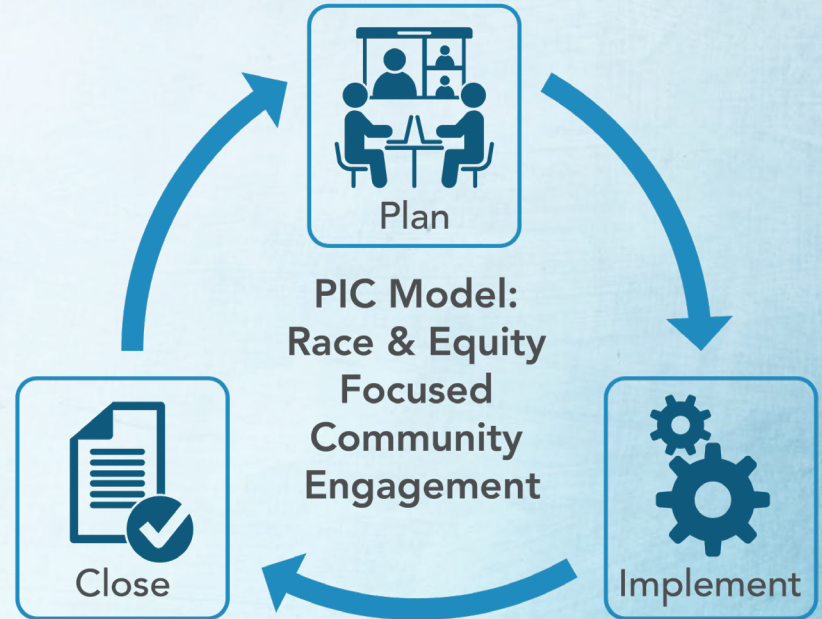In general, what time works best for future public meetings?
(Select all that apply)

- ❏ Morning
- ❏ Afternoon
- ❏ Evening

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Outline

Plan, Implement, and Close: A Race and Equity Focused Community Engagement Model (PIC Model)

➢ Background

➢ PIC Model Overview

➢ Community Experts:
Call for Interest

➢ Community Meetings

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PROCESS
MEANINGFUL ENGAGEMENT

⟷

OUTCOME
FAIR TREATMENT

How we interact and engage **[PLAN and IMPLEMENT]** with those who have a stake in the decisions we make, particularly those who will be most impacted.

Following up to let stakeholders know what we are doing with what we've learned makes engagement more meaningful. **[CLOSE]**

What we do with what we learn from engagement PLUS what we know or learn on our own . . .

How what we learn influences or informs the policy or regulatory decision(s) we make or the programs we design—to be more just and equitable.
[Racial Equity Assessment Lens]

"What's the point of more outreach if the decisions are the same?"
- Dr. Henry Clark, West County Toxics Coalition, USEPA EJ Teach-In, March 6, 2014

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Background

- ➤ **Advance** implementation of Resolution 20-33, "A Commitment to Racial Equity and Social Justice"

- ➤ **Address** CARB staff requests for guidance on community engagement

- ➤ **Align** CARB's approach to community engagement

- ➤ **Establish** why community engagement is critical for all CARB actions

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CARB Actions to Implement Board Resolution 20-33

Racial Equity Assessment Lens (REAL)

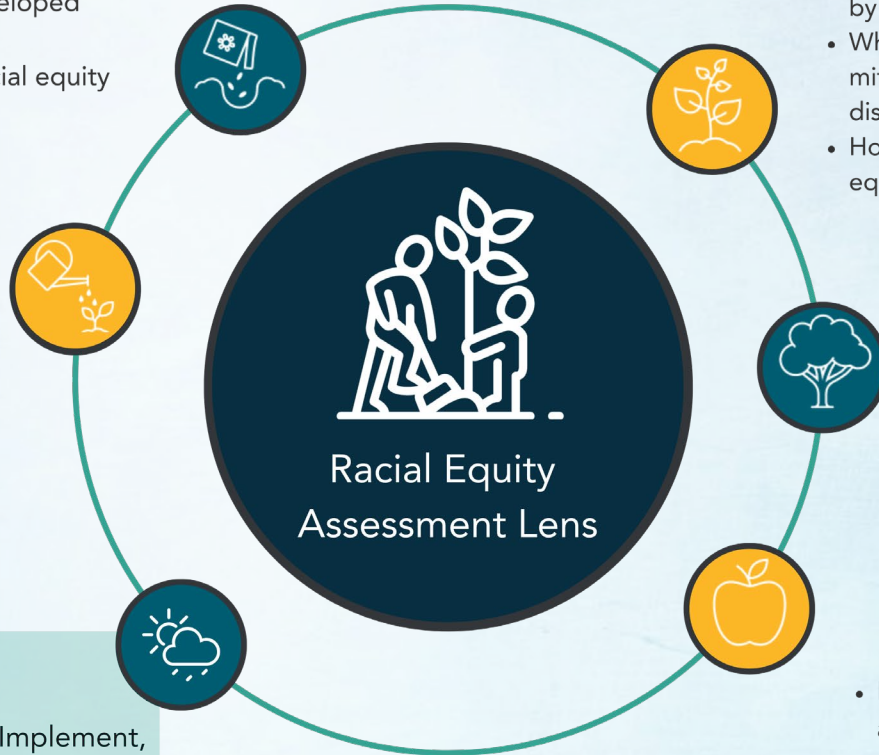Community Engagement Model (PIC)

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Proposal

- What decision or action will be developed and/or presented to the Board?
- Does the proposal have specific racial equity goals, concerns, or considerations?

Analysis and Strategies

- Who benefits from or who will be burdened by the proposal?
- What strategies are being considered to mitigate unintended consequences and disparate impacts?
- How have alternatives been assessed for equity impacts?

Data

- What are the data underlying this proposal? What data is missing and how will we get it?
- What qualitative data should be collected?
- How does the data help us understand the root cause(s) of the inequity we are trying to address?

Implementation

- What is the plan for implementation?
- How will the plan ensure intended outcomes are achieved and align with racial equity goals?

Racial Equity Assessment Lens

Community Engagement

REAL instructs staff to use the Plan, Implement, Close model in developing a community engagement plan.

Accountability

- How will the proposal outcomes and equity goals identified be tracked, evaluated and communicated to impacted communities and the public?

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PIC Model Overview

PIC Model: Race & Equity Focused Community Engagement

Plan → Implement → Close
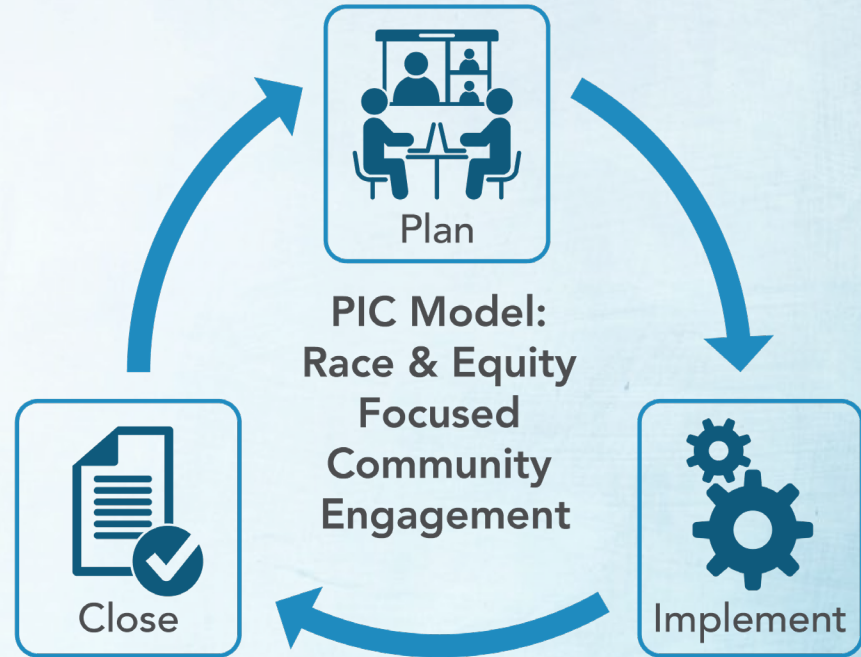
PIC Model Goals

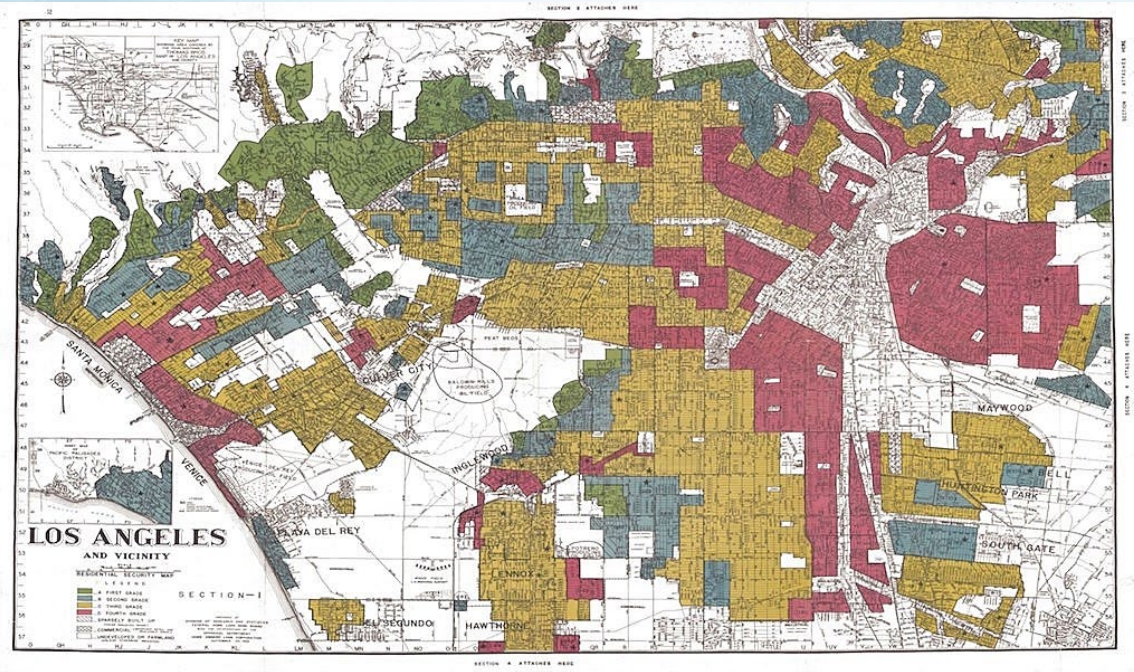➤ **Develop** an agencywide community engagement model and training to equip staff with *tools, knowledge, and confidence* to effectively engage with communities

➤ **Collaborate** with diverse and hard to reach stakeholders as they relate to the development and implementation of CARB actions

➤ **Evaluate** and **evolve** the PIC Model based on feedback, to best meet staff and community needs

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Narrative - Purpose

American Panorama. Mapping Inequality: Redlining in New Deal America 1935-1940.
Segregation in the City of Angels: A 1939 Map of Housing Inequality in L.A. Ryan Reft in KCET's Lost LA:
Coded Geographies.

- Acknowledges actions that have disproportionally impacted communities (e.g., redlining)

- Background on why community engagement is critical to CARB's work

- Historical context on why the PIC Model is being developed and implemented
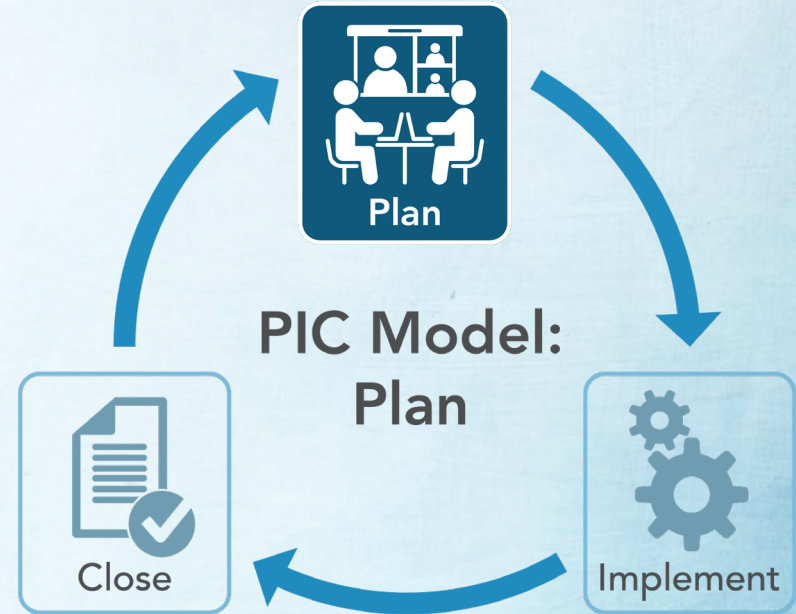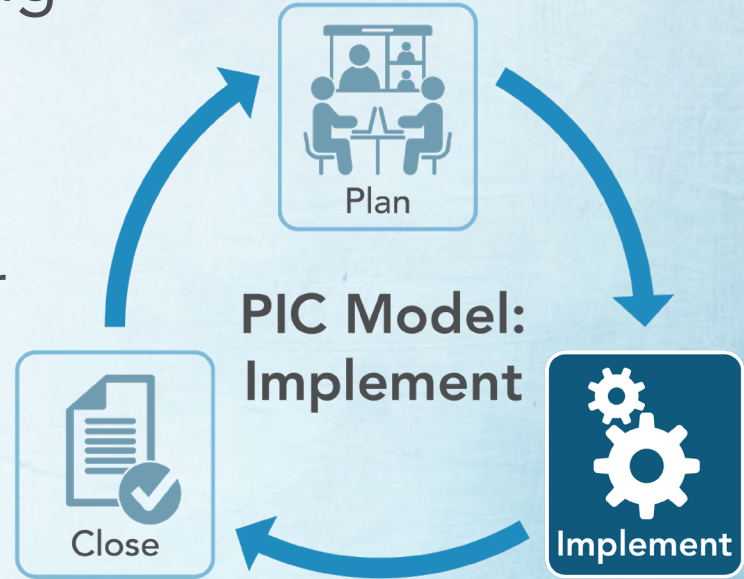
Plan Template - Purpose

- Guide for staff to plan effective community engagement
  - Set clear goals and objectives
  - Identify stakeholders and level of engagement to be conducted
  - Use data to assess racial and social equity
  - Plan engagement strategies
  - Assess logistics and accessibility needs

PIC Model: Plan

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Implement Template - Purpose

- Guide staff through implementing the outreach and engagement efforts
  - Use appropriate strategies to increase community stakeholder participation
  - Organize approach before, during, and after an event
  - Practical resources and contacts

PIC Model: Implement

Plan

Close

Implement

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Close Template - Purpose

- Ensure CARB staff "closes" the loop with stakeholders
  - How their feedback influenced the CARB action
  - Potential next steps
- Inform improvements to future external and internal community engagement efforts

PIC Model: Close

Plan → Implement → Close
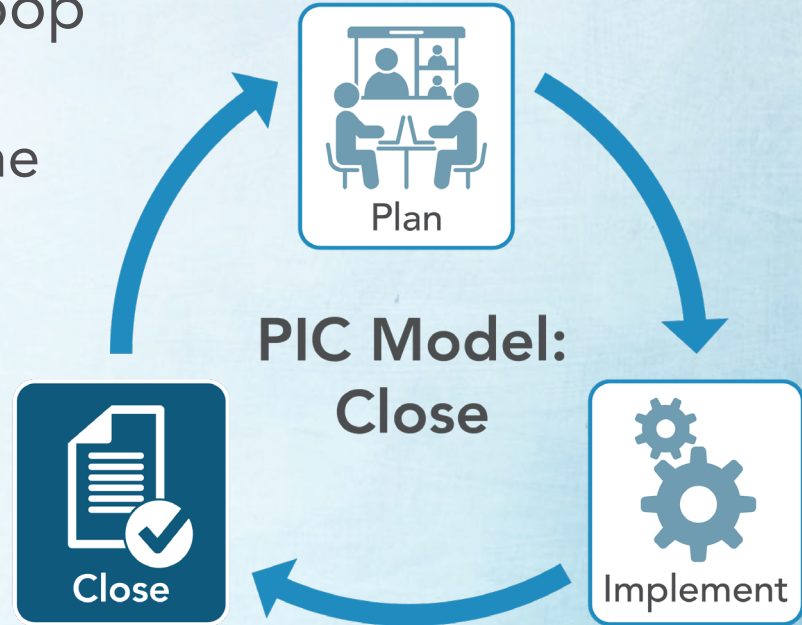
Questions: Community Engagement at CARB

- *Poll: On a scale of 1-5 (1 = very poorly, 5 = very well) how well do you think CARB currently engages with community stakeholders across CA?*

- How do CARB actions impact you and your community?

- From your experience, do you have specific examples of what good community engagement looks like?

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5-minute Break

PIC Model: Race & Equity Focused Community Engagement

Plan → Implement → Close → (cycle)
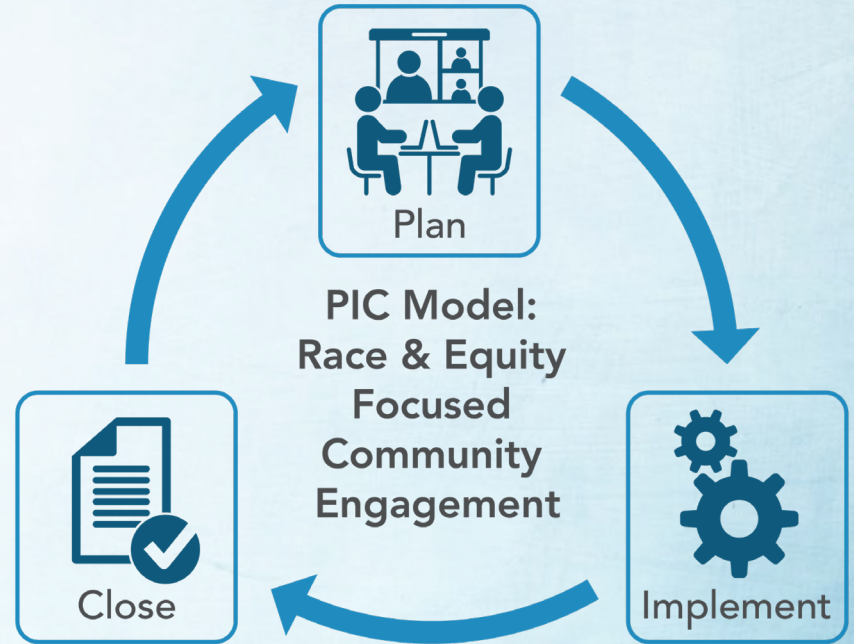
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Ground Truthing the PIC Model

Ground Truthing: Purpose

- CARB will develop an initial PIC Model draft for review through a ground truthing process
  - Open public meetings to build and improve model with community stakeholders' voices and lived experience
  - Contract with community stakeholders for their expertise

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Ground Truthing Process: Community Expert and Community Meetings

Community Expert Workgroup

- Goal: co-create PIC Model with those that have in-depth knowledge of community engagement
- Must apply, submit a statement of interest, and resume to be considered
- Contracted for time and expertise
- Must attend four virtual meetings to build model with CARB team (with prep time to review materials)

Community Meetings

- Goal: receive valuable feedback from any CA resident interested in developing the PIC Model
- Not contracted, open to everyone
- Six in-person, interactive meetings in communities across CA (3 Northern, 3 Southern)
- One virtual meeting to reach areas not covered in-person

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Ground Truthing:
Who Should Apply as a Community Expert?

✓ Must have a vision for CARB to improve community engagement and be willing to share that vision

✓ Have at least two years of community engagement experience

- ✓ Lived experienced, worked on campaigns, engaged residents and multiple stakeholders, worked in coalitions, participated in the community (e.g., PTA)

✓ Have experience with CARB or other government agencies

Note: Accepting applications through 5 PM PST on March 16, 2023, at communityengagement@arb.ca.gov.

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Questions on Preliminary Ground Truthing Process

- **In what ways would you like to be involved with the PIC Model?**

    A. Be on email list to receive updates
    B. Attend one or multiple community meetings
    C. Be a contracted community expert
    D. Submit written comments or questions
    E. Other

- **What activities should staff utilize to facilitate interactive, productive meetings during community meetings?**

    A. Breakout groups to discuss specific portions of the PIC Model
    B. Concise presentation on the PIC Model
    C. Topic specific posters participants can write ideas on
    D. Other

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Questions on Preliminary Ground Truthing Process

- How can CARB staff reach diverse and hard to reach community stakeholders?

- In addition to Spanish, what languages should CARB staff translate the PIC Model and materials into to reach a diverse set of community stakeholders?

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Ground Truthing: Next Steps

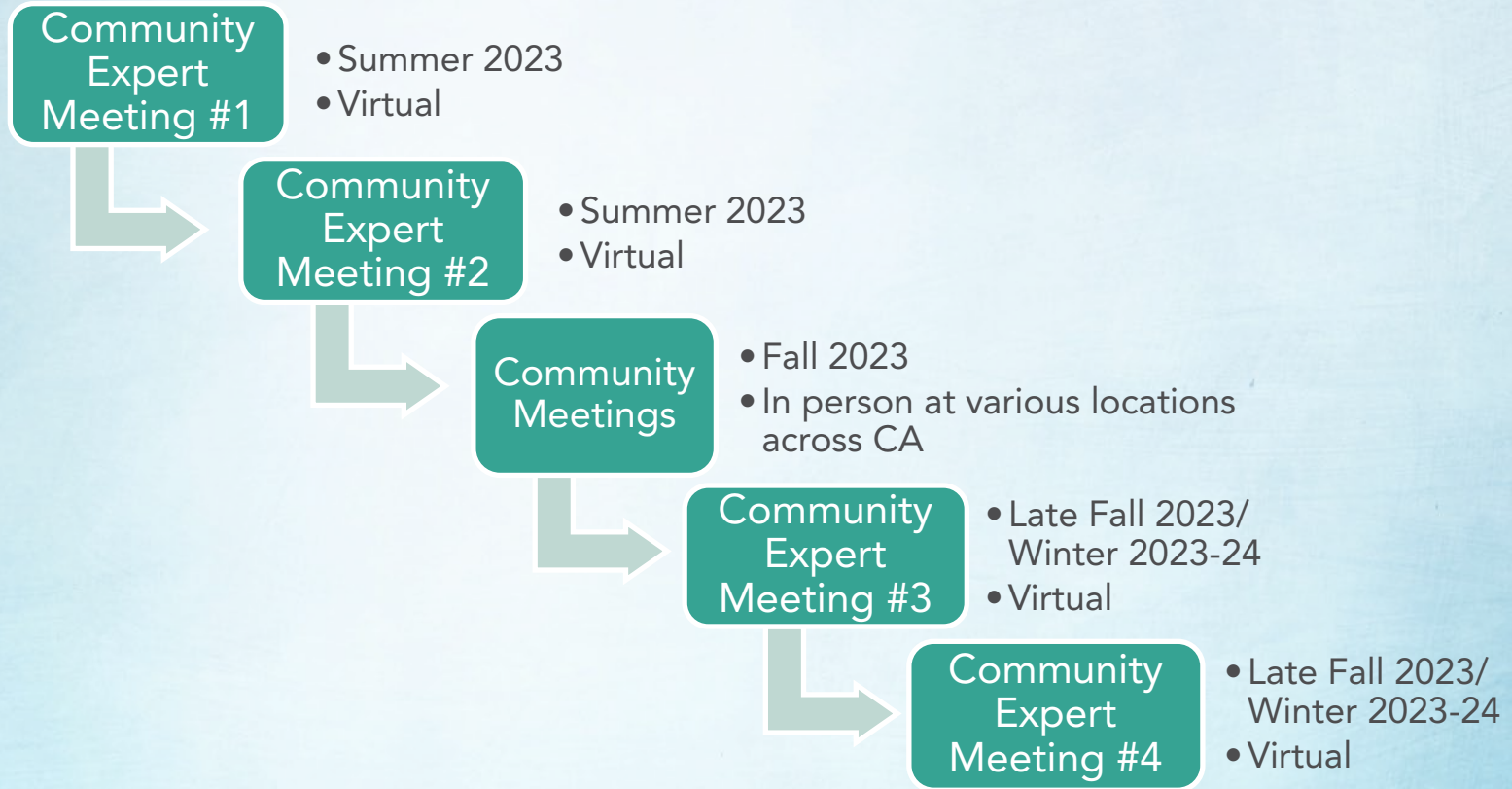**Solicitation to Contract with Community Experts Released**

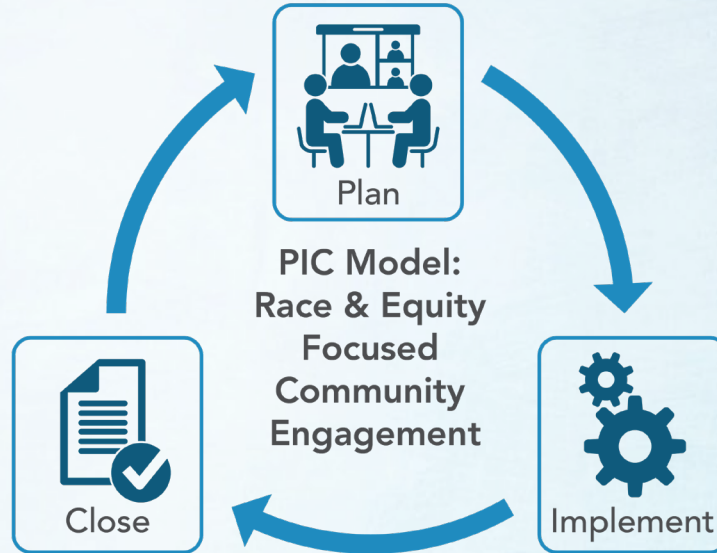**Interested Community Experts Submit Application Packet**

Community Experts Selected

Meetings with Community Experts

Community Meetings with All Interested Parties

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Ground Truthing: Proposed Timeline

Community Expert Meeting #1
- Summer 2023
- Virtual

Community Expert Meeting #2
- Summer 2023
- Virtual

Community Meetings
- Fall 2023
- In person at various locations across CA

Community Expert Meeting #3
- Late Fall 2023/ Winter 2023-24
- Virtual

Community Expert Meeting #4
- Late Fall 2023/ Winter 2023-24
- Virtual

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Discussion

PIC Model: Race & Equity Focused Community Engagement

Plan · Implement · Close

Email: communityengagement@arb.ca.gov

Website: https://ww2.arb.ca.gov/community-engagement-model

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