



Community Engagement Model Public Dialogue

January 16, 2025

Listening to Language Interpretation

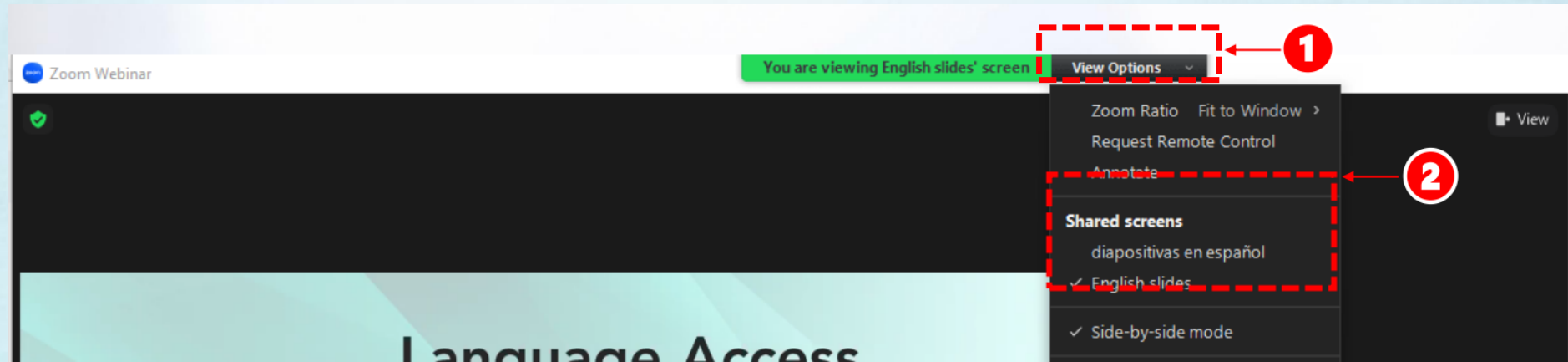
1. In your meeting/webinar controls, click **Interpretation**. (located at bottom of screen)
2. Click the language that you would like to hear. Options for this meeting are English and Spanish.
3. To only hear the interpreted language, click **Mute Original Audio**.



Meeting Logistics

Translating Visual

- At the top of the Zoom controls, click **View Options** (to the right of the green bar).
- Select “presentación en español” or “English slides”
- Technical difficulties? Let us know in the chat



Before We Get Started

- Please **mute** and **rename** yourself to have your First Name, Last Name (pronouns) and your affiliation:
 - To **rename**, click on the top right side of your picture/video

Example: **Jane Doe (she/her) - CARB**

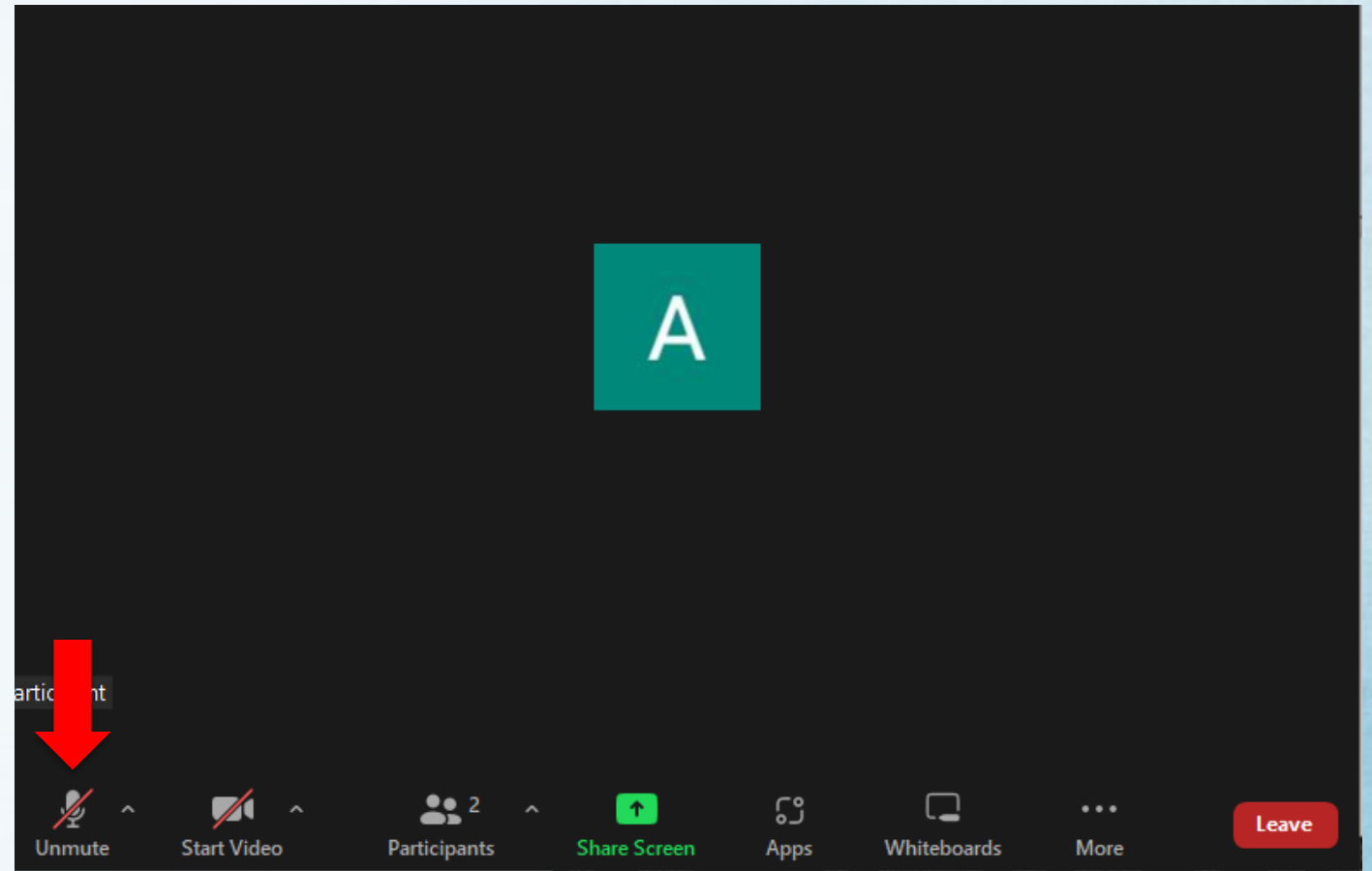
- Affiliations: Community Organization / Agency / Air District / Company / Resident / etc.
- **Need help?** Use the Chat function to request assistance

Zoom Orientation

Mute/Unmute

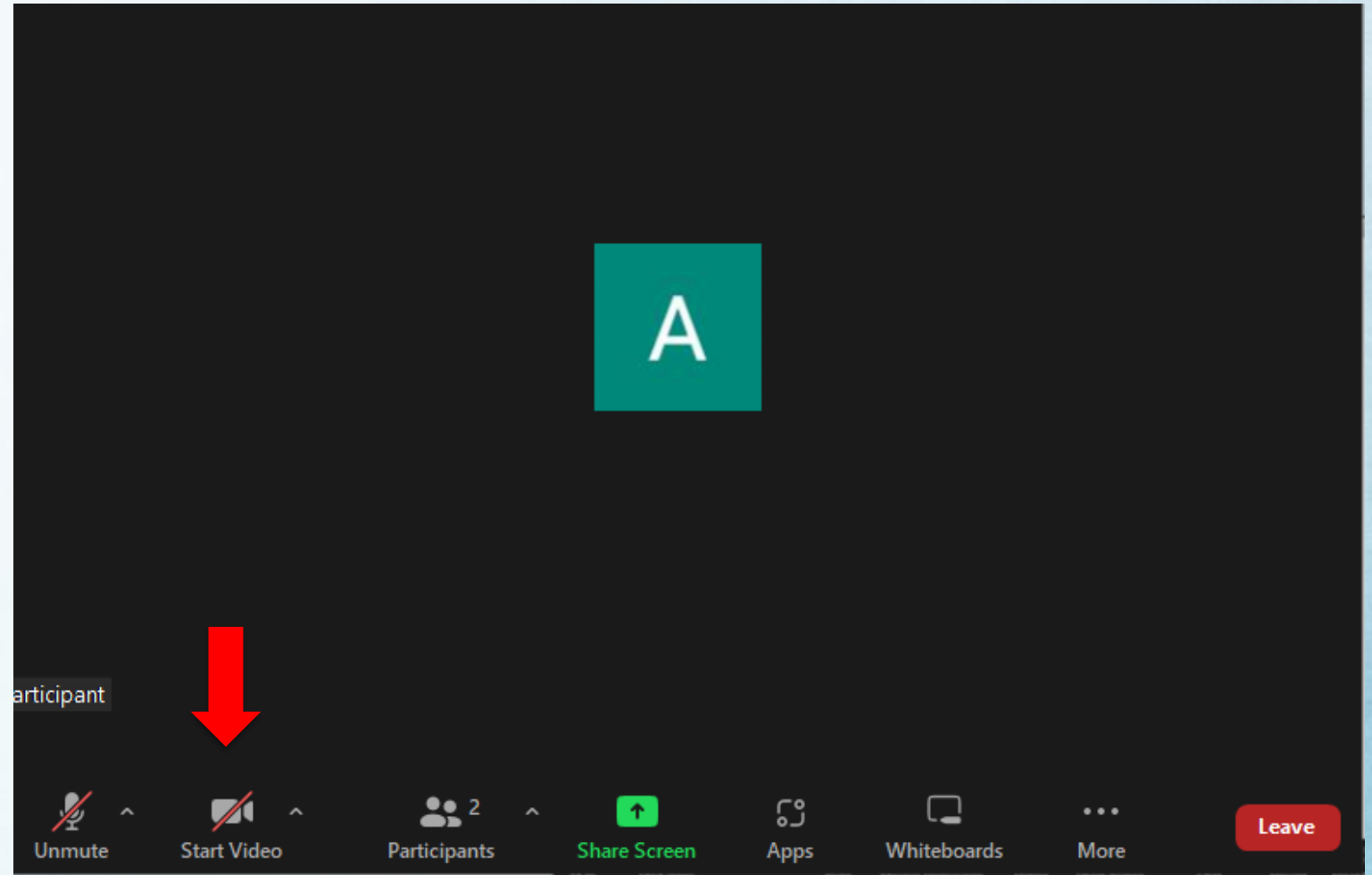
Please remain on mute when you are not speaking.

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



Video

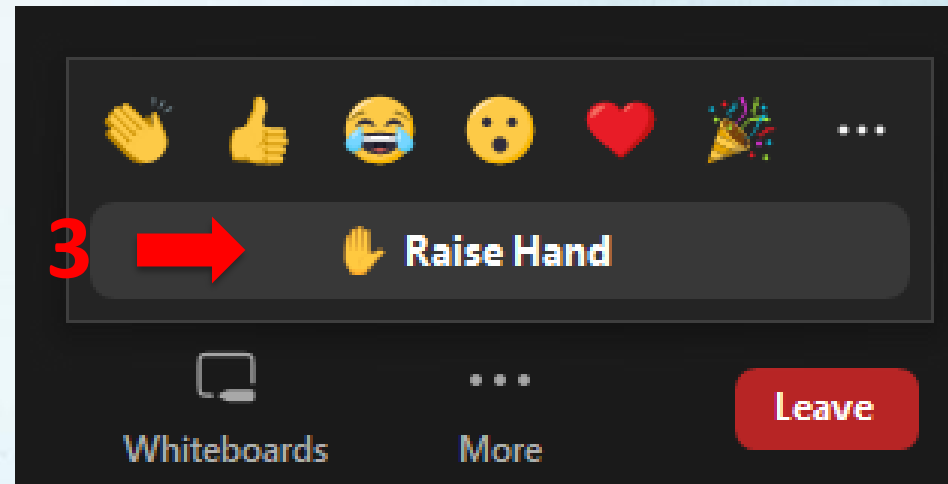
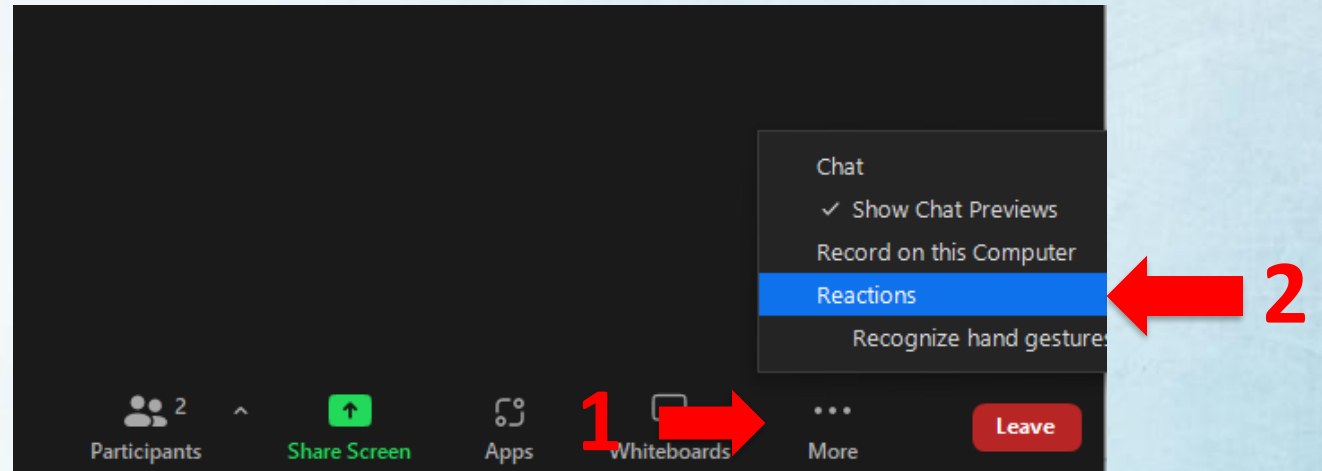
Click the camera icon at the bottom left of your screen to toggle your video on and off.



Raise Hand

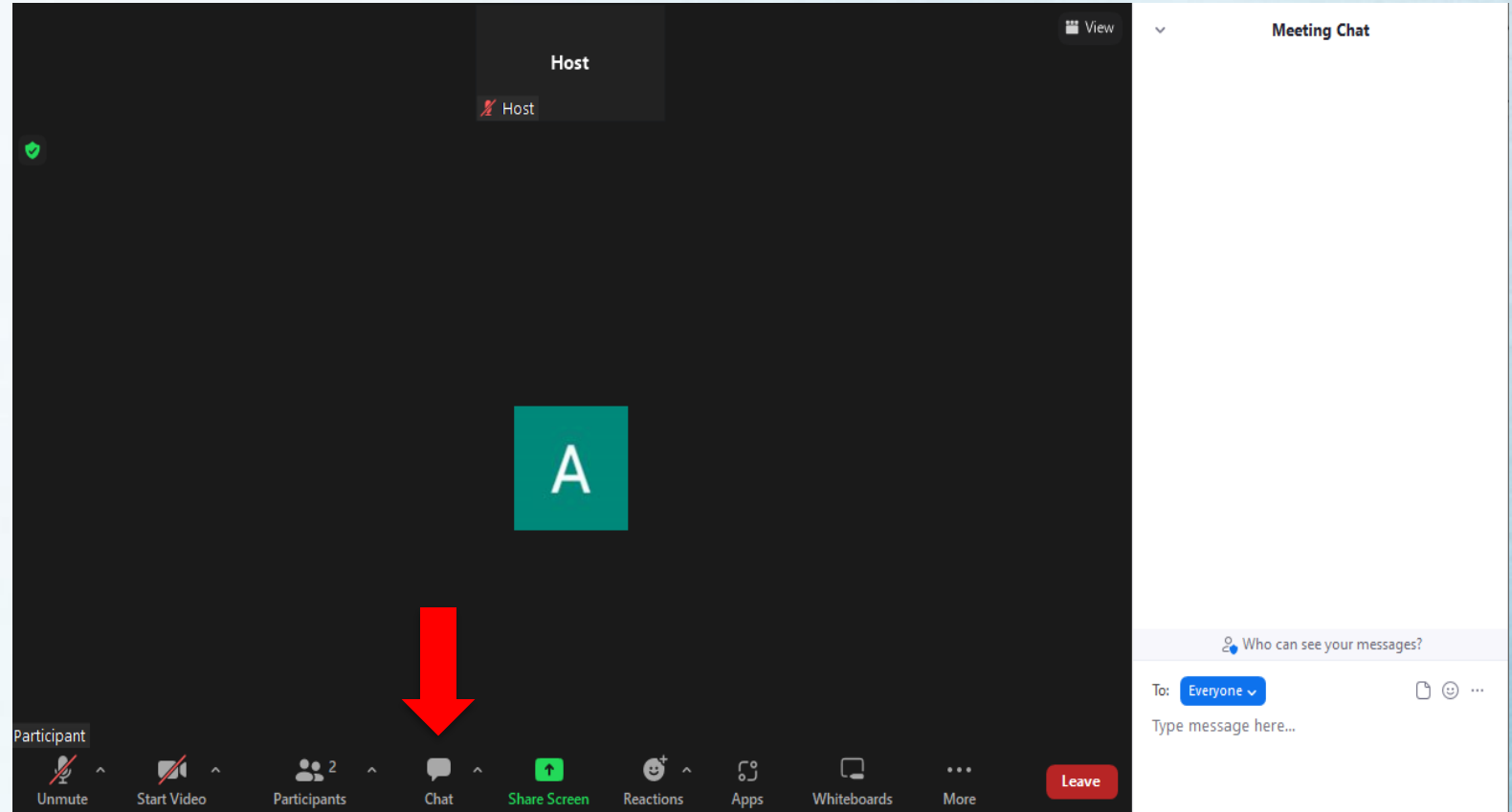
To be added to the speaking queue, please use **Raise Hand**

- Zoom: Click **Participants**, then **Raise Hand**.
- Phone: dial *9 We'll check in with the phone line periodically.



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.



Agenda

Welcome

Model Overview

Model Development

Comment Themes

Next Steps

Meeting Core Principles

Be respectful

Focus on the agenda

Keep equity central

Assume good intent

All ideas and points of view have value

Model Overview



Why did CARB Create a Community Engagement Model?

- **Develop** an agencywide community engagement model and training to help staff engage with communities
- **Collaborate** with diverse and hard to reach groups
- **Advance** racial equity

What is the Community Engagement Model?

- Introduces the principles of community outreach and engagement
- Deepens understanding of why community engagement is essential to CARB's work
- Helps develop, implement, and evaluate a community engagement plan



Introduction

The Model

- How to use the Model
- What it includes

Community Outreach and Engagement

- What it is
- Why it's important
- Key principles

History

- History of environmental injustice in California

Prepare and Plan



- Staff think through goals, resources, needs, audiences, and logistics before they start making specific plans.



- Staff start filling in the details of how they will reach out to and engage with communities.

Implement



Guidance and resources for:

- Creating event materials
- Translation and interpretation
- Event preparation, hosting, evaluation, and follow-up

Follow up and Evaluation



- Staff guidance
- Updating community members
- Building relationships



- Understand engagement impacts
- Lessons learned
- Improve future efforts



Model Development



How did CARB Develop the Model?



2022-2023



Staff draft initial Model



2023-2024



Community Expert feedback



2023-2024



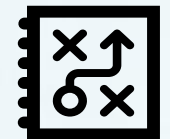
Public Dialogues



2024



Revise Model and report back



2025-on

Launch Model and train staff

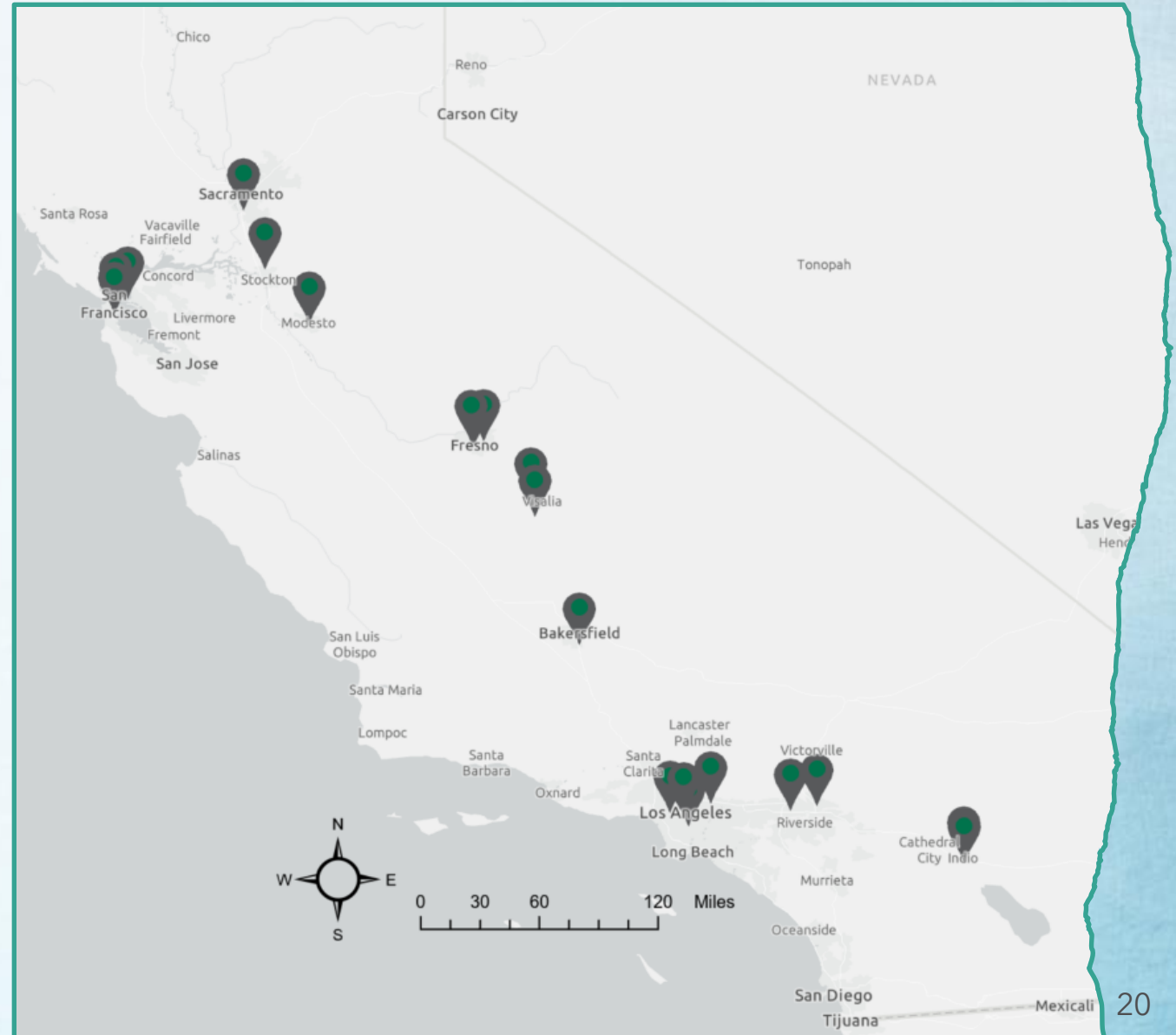


2027-on

Revise Model from lessons learned

Community Experts

- 19 community members from across the state
- In-depth feedback based on their professional, leadership, and life experiences
- 4 virtual meetings
 - Oct 2023
 - Nov 2023
 - March 2024
 - Oct 2024



Community Experts



Gustavo Aguirre Jr.



Jasmine Elisa
Beltran



Leonora Camner



Rev. Dr. Ambrose
Carroll



Alec Castellano



Carolina Correa



Lisa Flores



Richard Falcon



Lillian Garcia



Catalina Gonzales

Community Experts



Elena Hernandez



Athena Lue



Emily McCague



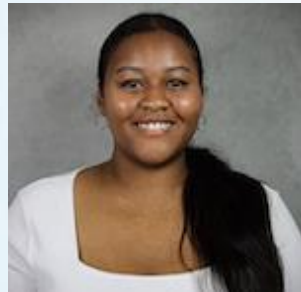
Maria Ridoutt
Orozco



Violeta
Sandoval



Vanessa Suarez



Ciarra Thrower

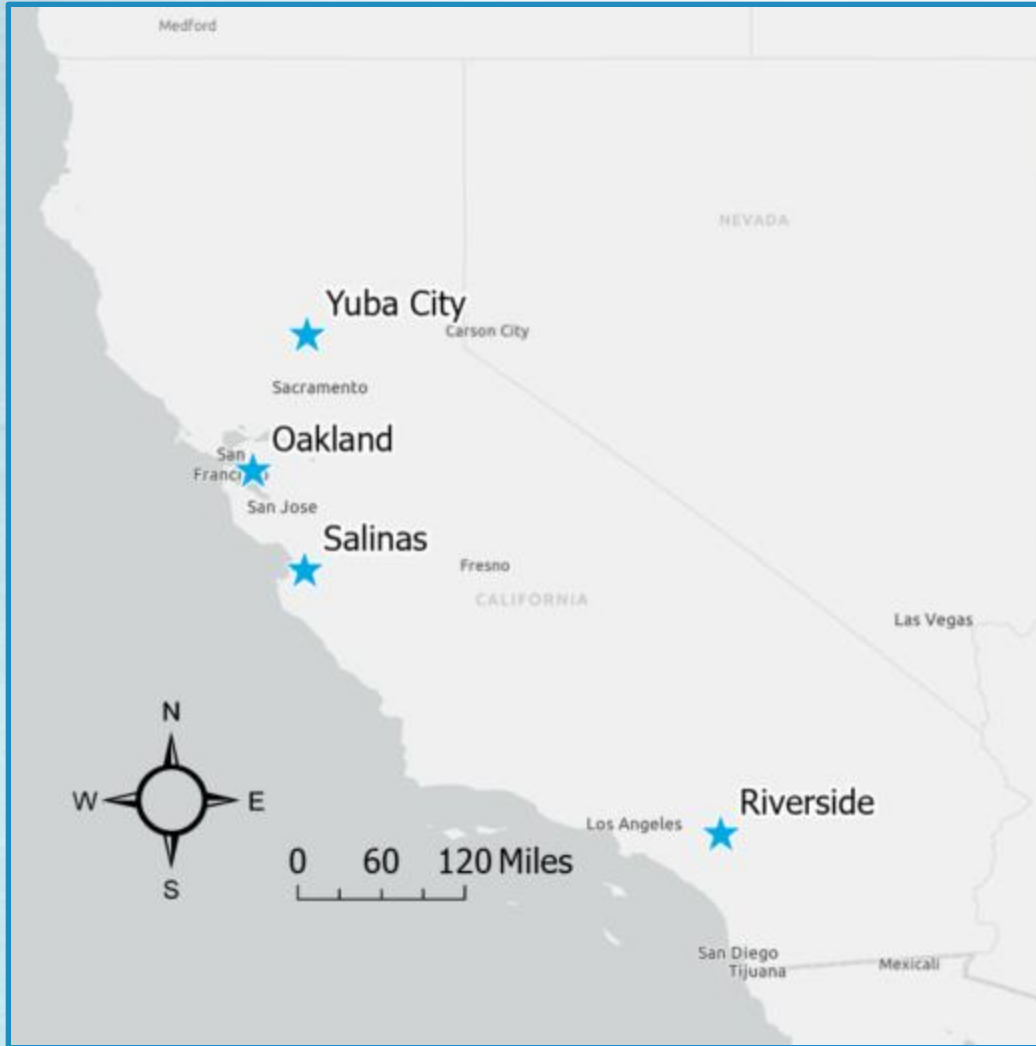


Esperanza Vielma



Heather Zappia

Public Dialogue Sessions



- Goal: Solicit public feedback
- Virtual Kickoff: January 2023
- In-person and virtual sessions:
 - Yuba City
 - Salinas
 - East Oakland
 - Riverside
 - 4 virtual sessions
- 300 attendees
- Virtual Follow-up: Today

Feedback on the Model

About
2,800
comments
received

1 Community Experts

(~19)



- ❖ Line edits
- ❖ Question responses
- ❖ General feedback

2

Community Dialogue Sessions

(9)



- ❖ General feedback

3

Public Docket



- ❖ General feedback
- ❖ Potential line edits

4

Phone & Email



- ❖ General feedback
- ❖ Potential line edits
- ❖ One-on-one virtual meetings

5

CARB Staff



- ❖ Targeted feedback from staff who have used the draft model or work with community

Applying the Feedback

Goal:

Share all comments and how they impacted the Model



Applying the Feedback

One of three things happened to a comment:



- 1 Incorporated into the Model.
- 2 Not incorporated into the Model **but** added to the recommendations document.
- 3 Not incorporated into the Model **and** rationale explained.

Questions?

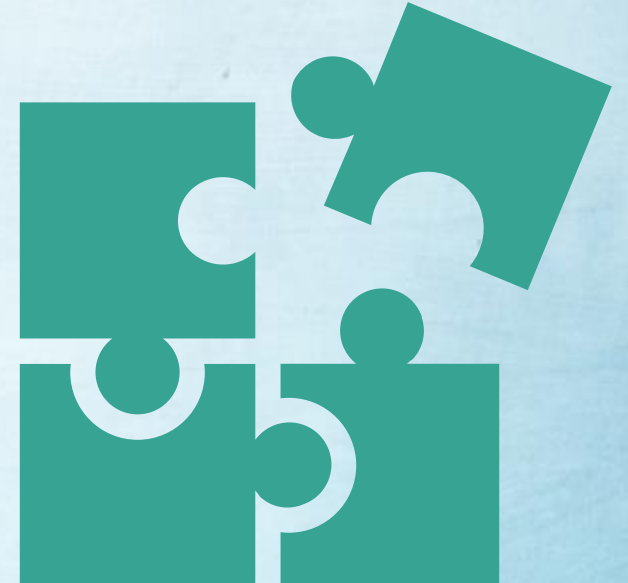
Model Overview

Community Experts

Public Dialogue Sessions

Applying the Feedback

Comment Themes



Comment Themes

Staff Skills

Promoting
Diversity, Equity,
and Inclusion

Improving
Engagement

Power Sharing

Evaluations

Model
Accessibility

Staff Skills

Comment

- Promote cultural competence
- Address:
 - Abuse & harassment
 - Conflict resolution
 - Training

Response

- Defined cultural competence & harassment
- Guidance on researching communities, non-violent communication & meeting agreements

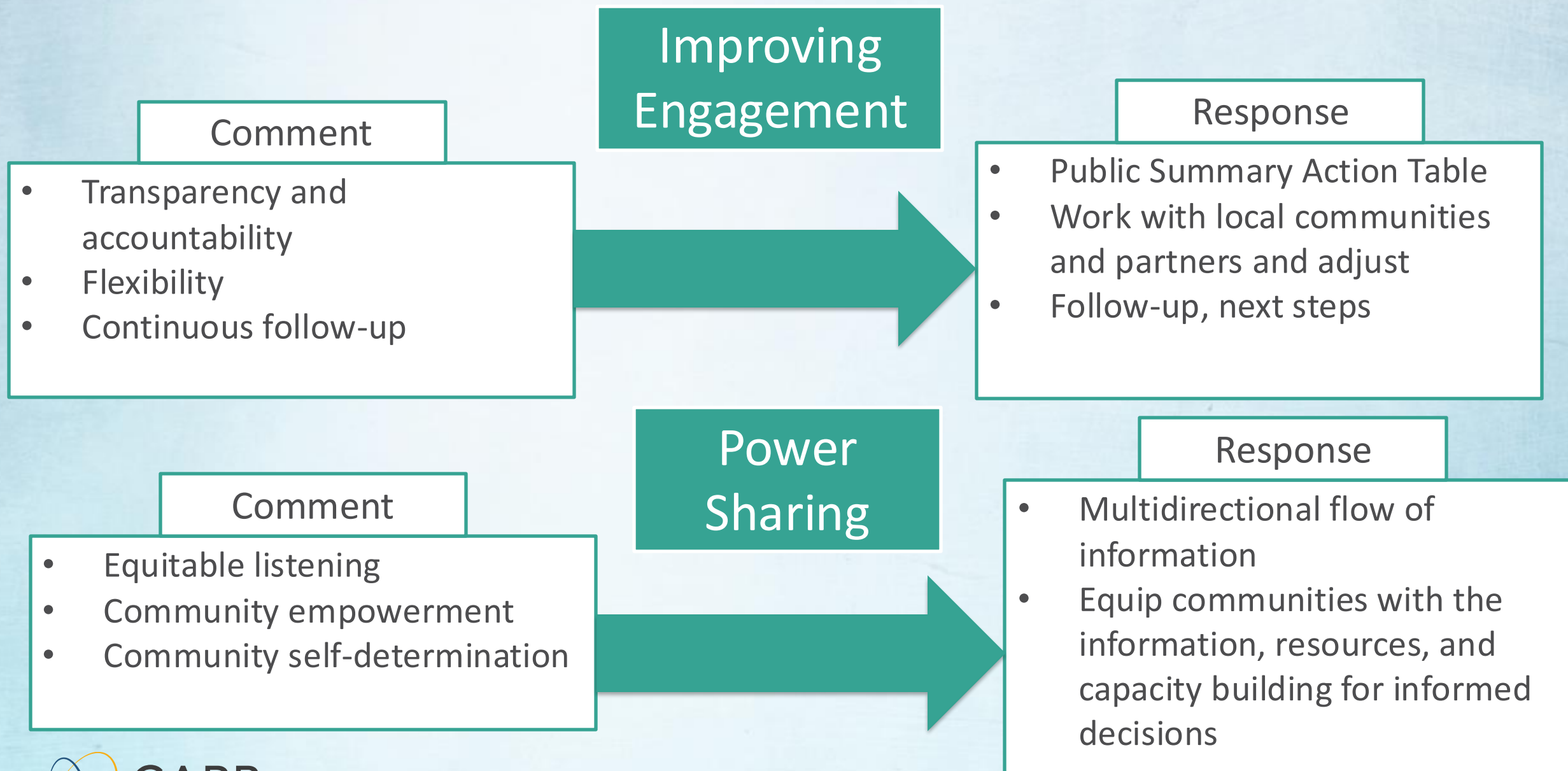
Promoting DE&I

Comment

- Community representation
- Include overburdened groups
- Diverse voices & experiences

Response

- How to reach and engage with the most impacted communities



Evaluations

Comment

- Clear metrics to evaluate efforts throughout all community engagement efforts

Response

- Event-specific evaluation
- Measurable goals, assessment approaches, and reporting mechanisms

Model Accessibility

Comment

- Model is too long
- Titles are confusing

Response

- Reference guide for CARB staff
- Model was revised to ease readability
- Model introduction improved
- Training and workbook

Recommendations



Adjust decision-making

- Influence decisions
- Engage early and often
- Access to Board and decision-makers



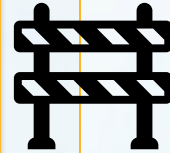
Improve engagement

- Ensure adequate time for engagement & airtime equity
- Improve: knowledge access, collaboration & evaluations
- Increase qualified staff



Increase transparency

- Show how engagement impacted decisions
- Modify ISOR/FSOR
- Post all materials online



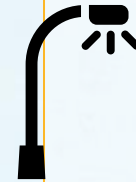
Remove barriers

- Stipends, childcare, food
- Translation, interpretation, plain language, ADA best practices
- Community hub
- Better facilitation



Tribes

- Create a tribal engagement model



Address harms & document equity efforts

- Acknowledge and address past harms
- Provide timeline of past and current efforts promoting equity

Questions?

Comment Themes

Additional Changes

Recommendations

Next steps



Next Steps

Transition Model to CARB's Office of Racial Equity (ORE)

- Office of Racial Equity will lead the implementation of the Model

Develop Internal Training on the Model

- Integrate training agencywide on the Model
- Evaluate and guide staff on their community engagement plans

Long-Term Goals

- Strengthen community partnerships
- Update the Model from staff and community members' input

Model Support and Resources

Model

Comment Summary: Comment themes and changes made

Comment Table: Every comment and CARB's response

Recommendations to Strengthen Community Relationships: Long-term changes and resources

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

Would You Like to Stay Updated?

- Survey



<https://forms.office.com/g/bXkZKEWtvk?origin=IprLink>

- CommunityEngagement@arb.ca.gov