

San Mateo County 21 Elements

The graphic is a circular composition centered around a large, stylized tree. The tree's canopy is filled with 21 circular icons, each connected to the center by a line. These icons represent various environmental and social issues, including:

- Right to Breathe:** A person holding a sign that says "RIGHT TO BREATHE".
- News Refinery Shut Down:** A newspaper clipping that says "NEWS REFINERY SHUT DOWN".
- Esté terreno no está en venta:** A sign that says "ESTÉ TERRENO NO ESTÁ EN VENTA".
- No more potholes in our neighborhood:** A sign that says "NO MORE POTHOLES IN OUR NEIGHBORHOOD".
- Let's keep our water clean:** A sign that says "LET'S KEEP OUR WATER CLEAN".
- Let's keep our air clean:** A sign that says "LET'S KEEP OUR AIR CLEAN".
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The background features a large sun on the right, a full moon on the left, and a landscape with a river, a forest, and a city skyline. The overall theme is environmental justice and sustainability.

Environmental Justice in Community Planning and Development

Training Session #2 - November 14, 2022

Beth Altshuler Muñoz
& Jeanette Pantoja

Agenda

Welcome

Session #1 Recap

SB 1000 Overview

EJ Scoping

EJ Data

EJ Goals and Policies

EJ Engagement

Closing



Mon, July 11 - EJ Training #1

Fri, July 15 - Baby Amira arrives 3 weeks early

Maternity leave starts early

Mon, July 18 - Original date for Training #2

Sun, October 23 - Amira goes to the hospital for RSV

Mon, October 24 - Training #2 - Take two

TODAY! Mon, November 14 - Training #2 - Take three!

Small Group Icebreaker

Within your groups of 2-3 people, take turns answering the following questions:

Reflect on the resident engagement phrase *"Nothing about us without us"*.

What are some examples where this could relate to environmental justice issues that connect to city decisions/actions?

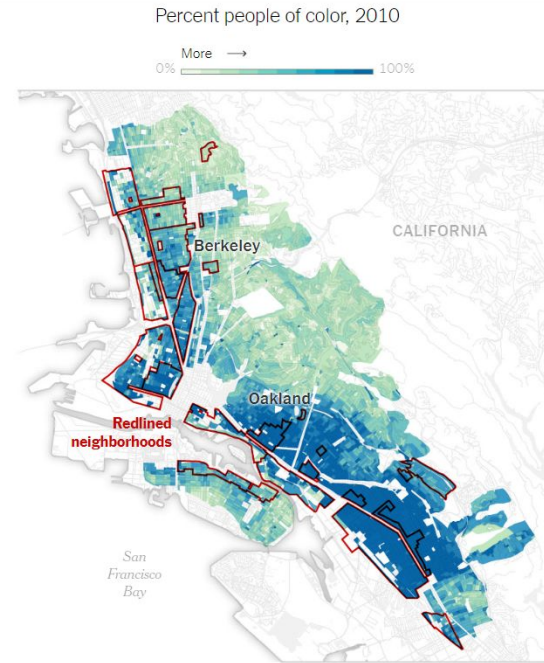
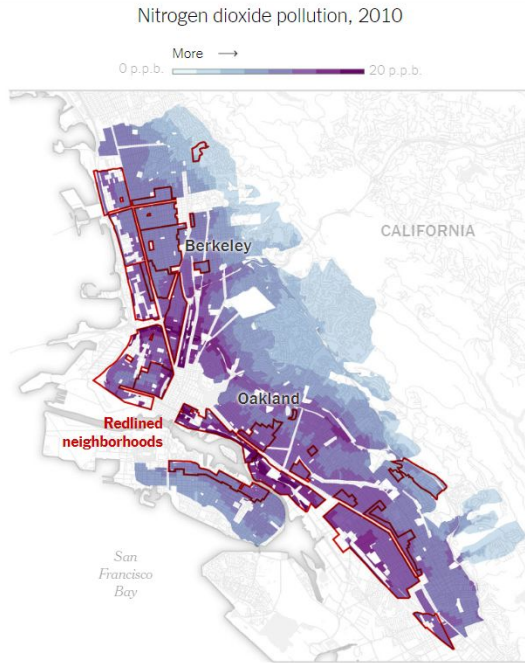
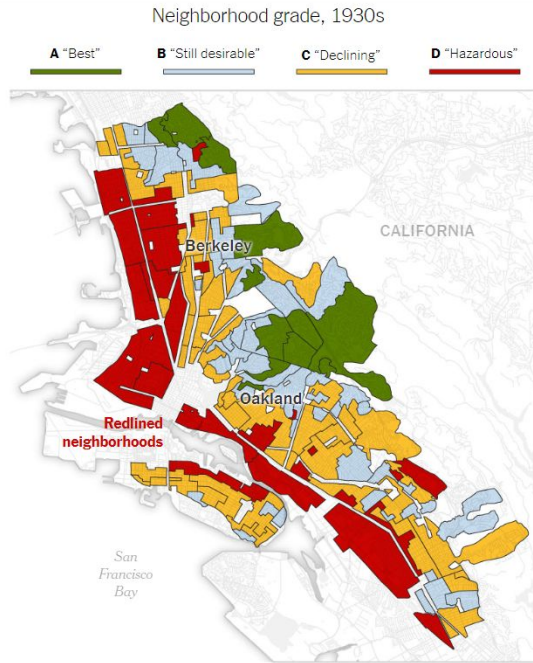
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yourself:**

Name, City/Agency/Org



Session 1 Review

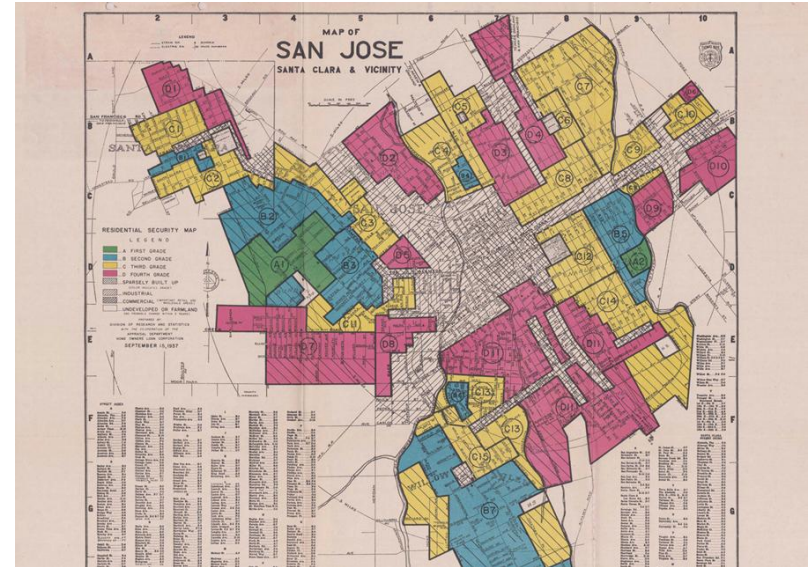
Low-income residents and communities of color experience the greatest burdens and related health effects from pollution and natural disasters.



Discriminatory government policies and disinvestment contributed to environmental inequities that persist today.

These practices include:

- **Zoning** for industrial uses and exclusionary residential zoning
- **Redlining** and **racial covenants**
- Reliance on **complaint based enforcement** of environmental and labor laws
- **Weak workplace protections** for jobs primarily held by people of color
- **Barriers to public engagement**



Environmental Justice Definitions

Environmental justice means

...the fair treatment **and meaningful involvement** of people of all races, cultures, incomes and national origins with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.
(Gov. Code, § 65040.12)

.....The basic right of people to live, work, go to school, play, and pray in a healthy and clean environment.
(CEJA)

17 Principles of Environmental Justice

*Drafted + adopted at the 1991
First National People of Color
Environmental Leadership Summit.*

<https://www.ejnet.org/ej/principles.pdf>

The Principles of Environmental Justice (EJ)

1) **Environmental Justice** affirms the sacredness of Mother Earth, ecological unity and the interdependence of all species, and the right to be free from ecological destruction.

2) **Environmental Justice** demands that public policy be based on mutual respect and justice for all peoples, free from any form of discrimination or bias.

3) **Environmental Justice** mandates the right to ethical, balanced and responsible uses of land and renewable resources in the interest of a sustainable planet for humans and other living things.

4) **Environmental Justice** calls for universal protection from nuclear testing, extraction, production and disposal of toxic/hazardous wastes and poisons and nuclear testing that threaten the fundamental right to clean air, land, water, and food.

5) **Environmental Justice** affirms the fundamental right to political, economic, cultural and environmental self-determination of all peoples.

6) **Environmental Justice** demands the cessation of the production of all toxins, hazardous wastes, and radioactive materials, and that all past and current producers be held strictly accountable to the people for detoxification and the containment at the point of production.

7) **Environmental Justice** demands the right to participate as equal partners at every level of decision-making, including needs assessment, planning, implementation, enforcement and evaluation.

8) **Environmental Justice** affirms the right of all workers to a safe and healthy work environment without being forced to choose between an unsafe livelihood and unemployment. It also affirms the right of those who work at home to be free from environmental hazards.

9) **Environmental Justice** protects the right of victims of environmental injustice to receive full compensation and reparations for damages as well as quality health care.

10) **Environmental Justice** considers governmental acts of environmental injustice a violation of international law, the Universal Declaration On Human Rights, and the United Nations Convention on Genocide.

11) **Environmental Justice** must recognize a special legal and natural relationship of Native Peoples to the U.S. government through treaties, agreements, compacts, and covenants affirming sovereignty and self-determination.

12) **Environmental Justice** affirms the need for urban and rural ecological policies to clean up and rebuild our cities and rural areas in balance with nature, honoring the cultural integrity of all our communities, and provided fair access for all to the full range of resources.

13) **Environmental Justice** calls for the strict enforcement of principles of informed consent, and a halt to the testing of experimental reproductive and medical procedures and vaccinations on people of color.

14) **Environmental Justice** opposes the destructive operations of multi-national corporations.

15) **Environmental Justice** opposes military occupation, repression and exploitation of lands, peoples and cultures, and other life forms.

16) **Environmental Justice** calls for the education of present and future generations which emphasizes social and environmental issues, based on our experience and an appreciation of our diverse cultural perspectives.

17) **Environmental Justice** requires that we, as individuals, make personal and consumer choices to consume as little of Mother Earth's resources and to produce as little waste as possible; and make the conscious decision to challenge and reprioritize our lifestyles to ensure the health of the natural world for present and future generations.

More info on environmental justice and environmental racism can be found online at www.ejnet.org/ej/

Delegates to the First National People of Color Environmental Leadership Summit held on October 24-27, 1991, in Washington DC, drafted and adopted these 17 principles of Environmental Justice. Since then, the Principles have served as a defining document for the growing grassroots movement for environmental justice.

SB 1000 Overview

Planning for Environmental Justice can....

- ❑ Promote trust and more meaningful engagement
- ❑ Promote healthy and vibrant communities
- ❑ Demonstrate commitment to rectifying historic injustices and preventing new harms
- ❑ Position a city or county for EJ-based funding sources
(federal Justice40 funding + state funding)

Incorporating EJ into Planning Beyond SB 1000

- Health and Wellness Elements
- Health in All Policies work
- Climate Action Plans
- Compliance with anti-discrimination laws (e.g., Fair Housing Act)
- Truck route and parking planning
- Industrial Lands Policies
- Conditional Use Permit Requirements
- Considering health risks, environmental data, and unintended consequences when approving new developments and policies

SB 1000: Planning for Healthy Communities Act (Leyva)

- Signed into law in 2016
- Catalyzed by EJ Elements in National City and Jurupa Valley
- Result of extensive organizing, including by Center for Community Action and Environmental Justice (CCA EJ) and CEJA
- Requirements reflect EJ movement shift to more holistic approach to health and the environment



Photo credit: Adrianna Covarrubias

SB 1000: Environmental Justice in General Plans

Under SB 1000, cities and counties are required to **adopt an Environmental Justice element, or integrate EJ-related policies, objectives, and goals throughout their General Plan.**

Purpose:

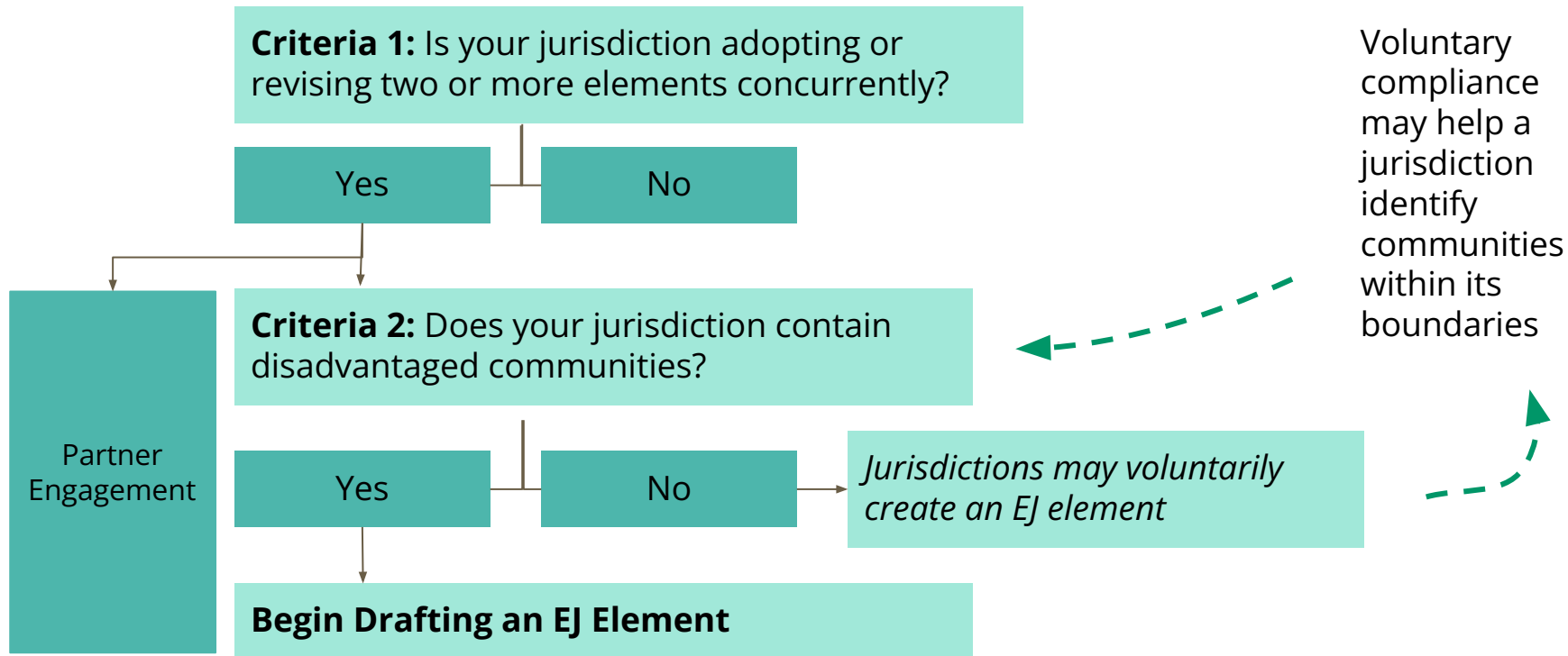
- Facilitate transparency and public engagement in local governments' planning and decision making processes,
- Reduce harmful pollutants (and their associated health risks) in environmental justice communities
- Promote equitable access to health-inducing benefits

SB 1000 Required Topics

The EJ Element or integrated EJ policies **must reduce the unique or compounded health risks in disadvantaged communities** by addressing *at minimum* the following topics:

- Pollution Exposure
- Public Facilities
- Food Access
- Safe and Sanitary Homes
- Physical Activity
- Additional Unique or Compounded Health Risks
- Civic Engagement
- Improvements and Programs to Address the Needs of Disadvantaged Communities

Who needs to prepare an EJ Element?



Definitions

Disadvantaged Community: An area identified by the California Environmental Protection Agency pursuant to Section 39711 of the Health and Safety Code or an area that is a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation.

Alternative terms:

- EJ Community
- Under Resourced Community
- Historically marginalized Community
- Communities of Concern
- Frontline Communities

Ask residents/CBOs about their preferred term.

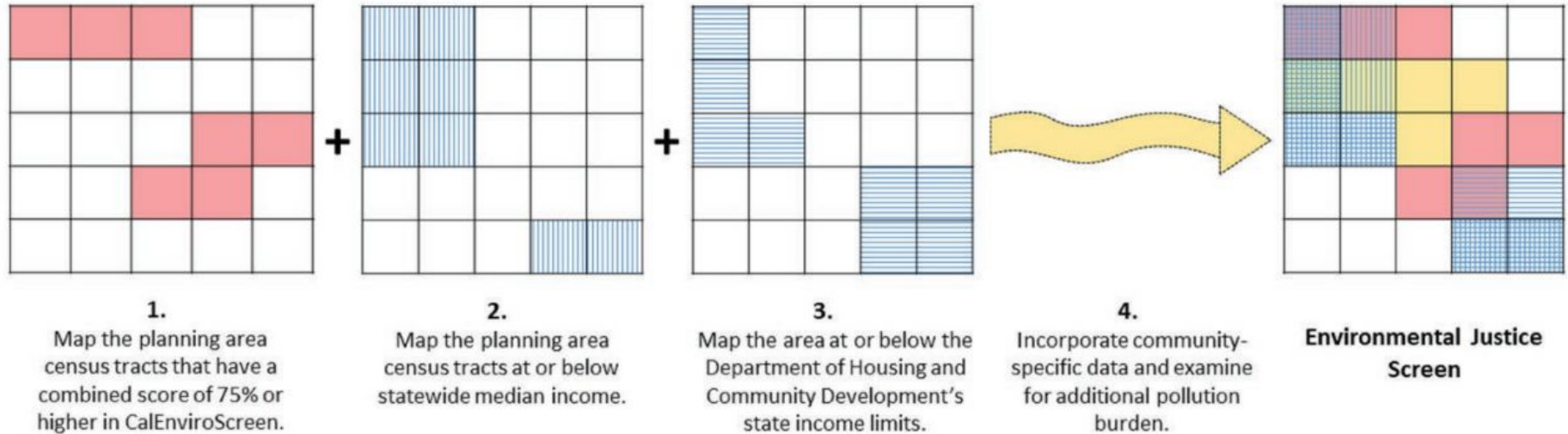
SB 1000 Disadvantaged Community Definition

- 1) An **area identified by the California Environmental Protection Agency** pursuant to Section 39711 of the Health and Safety Code

OR

- 2) an area that is a **low-income area that is disproportionately affected by environmental pollution** and other hazards that can lead to negative health effects, exposure, or environmental degradation.

OPR expects that cities and counties will engage community and consult multiple data sources (beyond EnviroScreen) to identify disadvantaged communities.



OPR Guidelines Recommended Screening Process

EJ Element Planning Process

ENGAGE

Identify community members and stakeholders

Outline avenues for engagement and shared decision making

RESEARCH

Identify disadvantaged communities

Document existing conditions and known EJ issues

DEVELOP

Develop EJ Goals, Policies, and Objectives

- Review Existing Policies and Programs
- Conduct a partner and program analysis
- Update and/or Draft New Policies
- Assess Tradeoffs

ADOPT

Adopt the EJ Element or integrated goals, objectives, and policies

Ongoing Community Engagement: Steering/advisory committees, public meetings, tours, workshops, focus groups, pop-ups

EJ Element Scoping

Broad RFP/Scoping Considerations

1. Assess Impact

- How will this project be supportive, neutral, or harmful for local and regional racial inequities?

2. Equity at every step

- Specify scope tasks that could improve the project's equitable outcomes – including building local capacity of CBOs, residents, and staff

3. Can a local CBO / group from the impacted community do this work without an external consultant?

- If not, can they prime with consultant technical support?
- If you don't already have local relationships, include budget to hire them after project starts

4. CBO contributions beyond engagement

- CBOs should have a strong role in all pieces of the work → not just engagement, but also the data and policy pieces

5. Engaging other stakeholders

- How can the scope support community members and city staff in having productive problem solving conversations with polluters and other regulatory agencies?

Case Study: Salinas Alisal Vibrancy Plan

Community partners helped craft RFP language and scoped the project alongside City staff

Proposal reviewers included community representatives

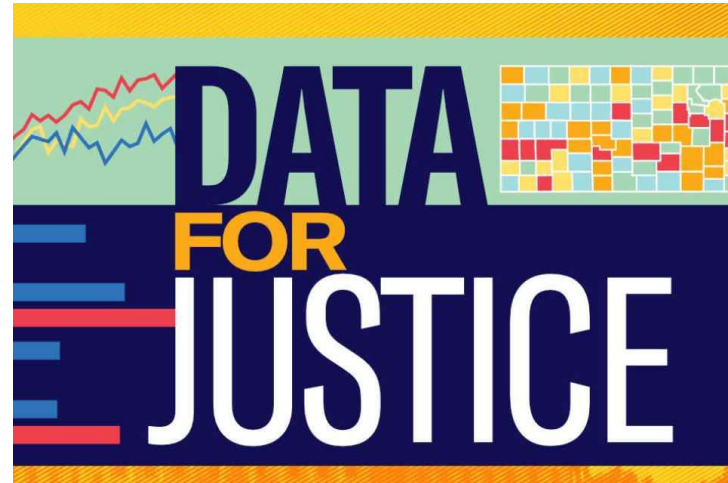
Public community workshop to interview top two teams (bilingual presentations + Q+A + community voting)

Environmental Justice Data

“Measure what you want
to move”

Context for Data Collection, Analysis, and Distribution

- Extractive data collection practices are the norm
 - Data collected on BIPOC and low-income residents has been (and continues to be) used to marginalize these communities
 - Local knowledge is often overlooked or undervalued

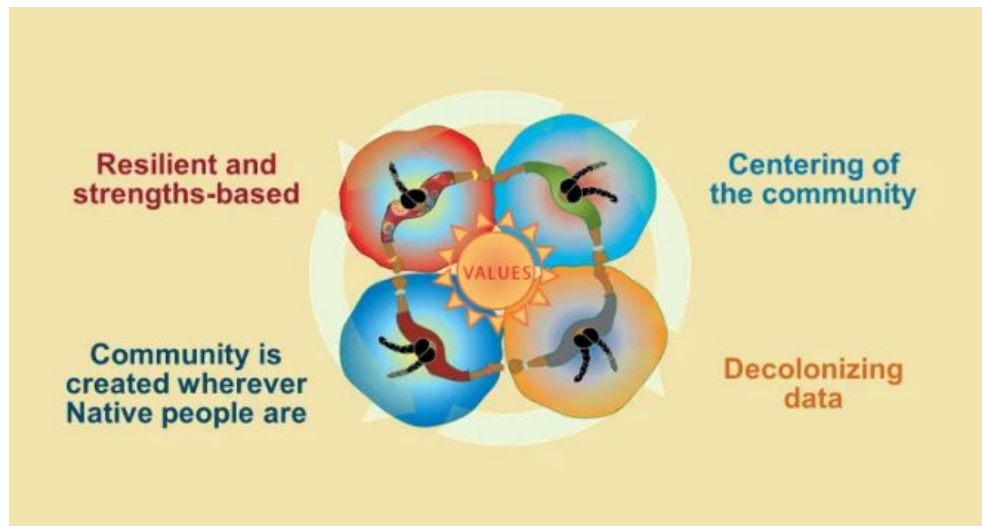


Background Resources: <https://datacapitalism.d4bl.org/#Chapter1-link>

[In order to understand the brutality of American capitalism, you have to start on the plantation](#) (Matthew Desmond, 1619 Project).

Practices for applying an equity lens to data

- Involve community in all aspects of data collection and sense-making
 - Consider data literacy capacity building
- Safeguard participants' privacy
- Share what you find
 - make the data available to CBOs, students, and other depts/agencies



Core values of the [Indigenous Evaluation Framework](#) developed by Urban Indian Health Institute.

Indicator Guidelines

1. Policy-relevant

2. Include a comparison number (*county, state, established standard, etc.*)

3. Measure inequities between populations and places (*e.g., disaggregate by race*)

4. Explore relationships / correlations between different topics

5. Measure change over time (past to current)

6 Document where we're at now to track progress

7. Consider context when selecting indicators and cut points (*e.g., rural vs. suburban vs. urban*)

8. Document root/ contributing causes to inequities

9. Document assets and weaknesses

Upstream and Downstream Variables

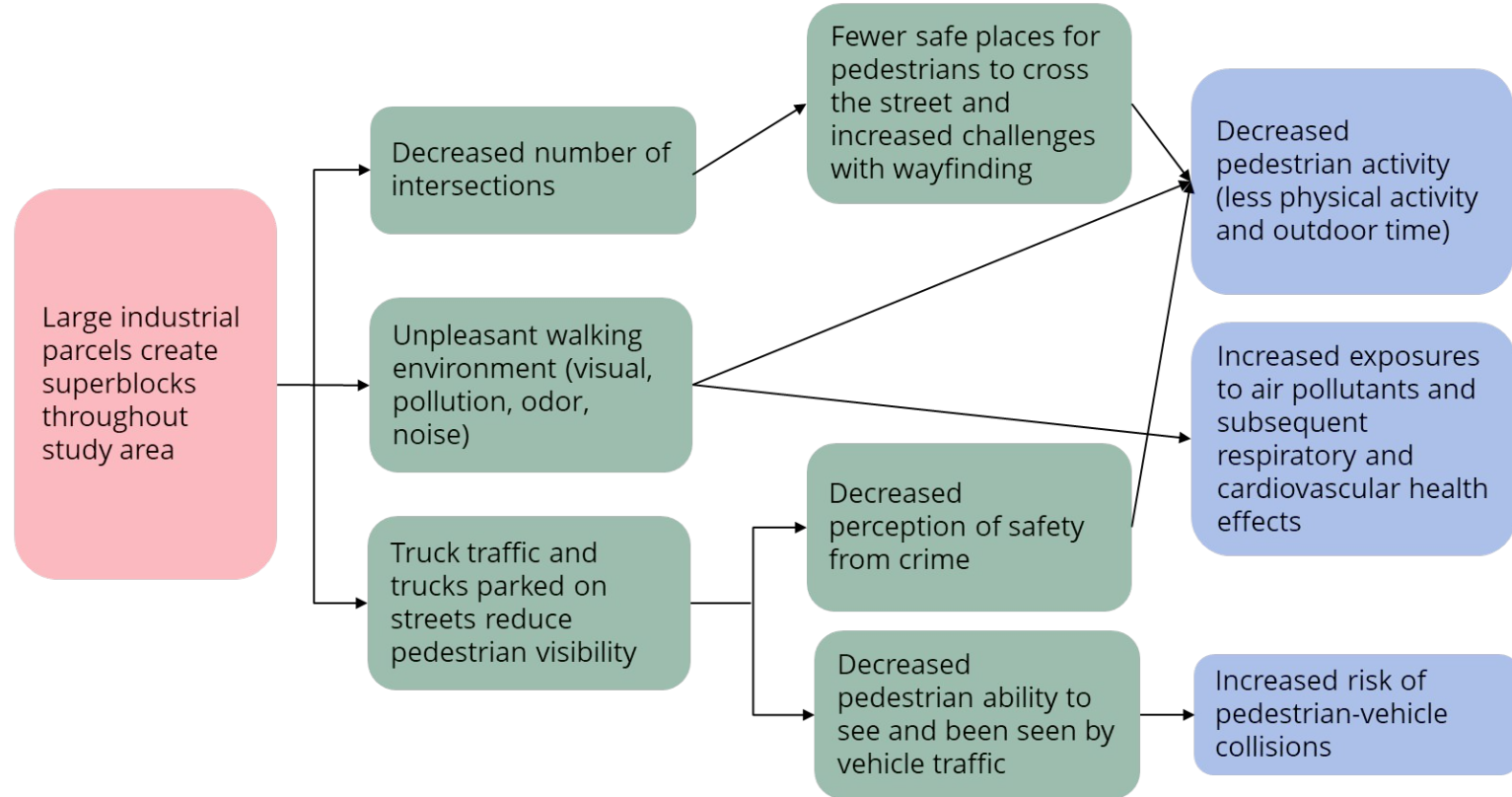
DOWNSTREAM Individual Level Outcomes	MIDSTREAM Individual or Group Behaviors	UPSTREAM Community Conditions (resiliency or risk factor)
Asthma ER Visits Asthma Diagnosis	Live with a family member who smokes indoors	# of poor air quality days Mold in home
High School Graduation Rates Truancy Rate	School culture and resources available to students Experienced teachers	Suspension policies School funding
Pedestrian / bicyclist injuries from car collisions	% of people who walk or bike to work or school	% of streets with: <ul style="list-style-type: none">• bike lanes; sidewalks; speed limits > 25 mph
Diabetes and Obesity Rates Eats 5 servings of fruits and vegetables per day	% of population who live within 1/2 mile of a supermarket Supermarkets /10,000 people	Zoning and financial incentives to support healthy food retail

How Industrial Land Uses Impact Walkability

Source Activities

Mediating Impacts

Community Impacts



How At-Grade Railroad Crossings Can Impact the Community

Source Activities

Railroad lines and spurs that carry goods to and from the Port cross through commercial and residential streets in the study area necessitating numerous at-grade railroad crossings

Mediating Impacts

Traffic delays due to long wait times at railroad crossings

Frustration for pedestrians, cyclists, and drivers

Delay for emergency vehicles (ambulance, police, fire engine)

Higher risk of stroller or bicycle wheels getting stuck in tracks and increased pedestrian injuries

Lack of safety/ warning devices at many crossings

Increased risk of bike, pedestrian, or vehicle collision with moving train

Numerous trains passing through study area at all times of the day and night

Increased noise and vibration experienced at homes, schools, and businesses

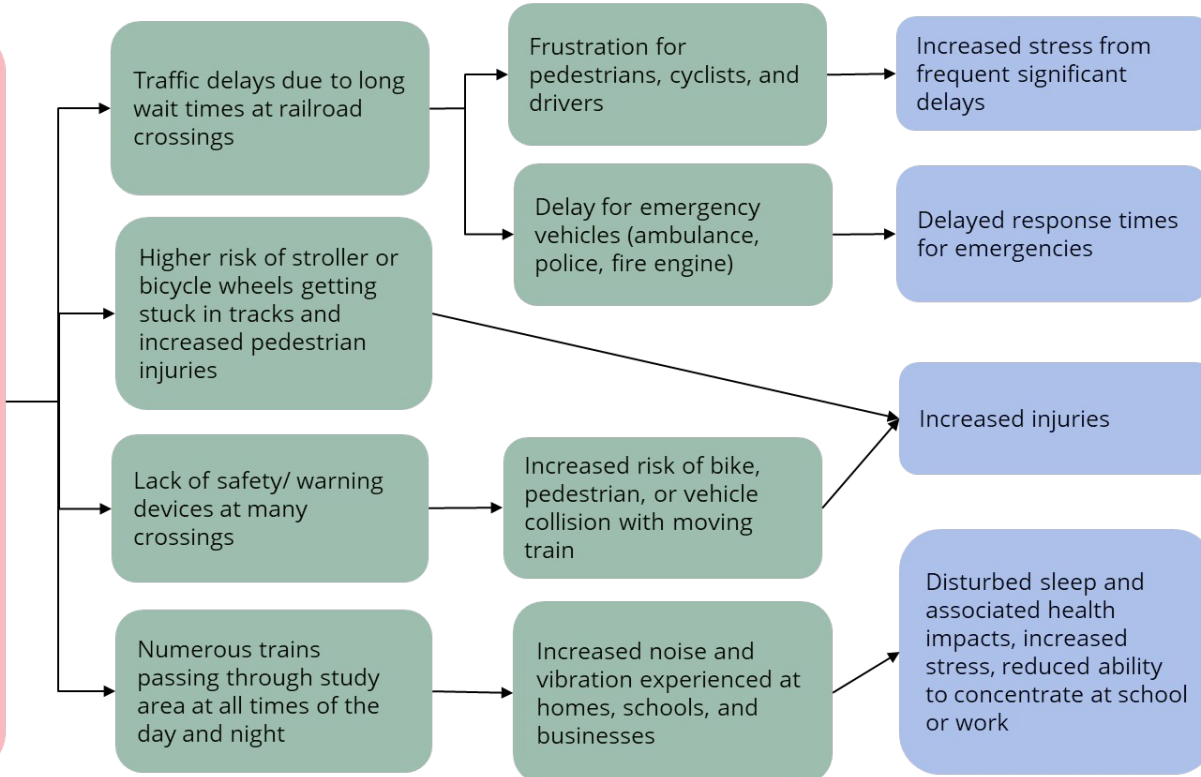
Community Impacts

Increased stress from frequent significant delays

Delayed response times for emergencies

Increased injuries

Disturbed sleep and associated health impacts, increased stress, reduced ability to concentrate at school or work



Community EJ Issue = Water Quality

Stormwater runoff
*(untreated contaminants
like motor oil, animal
waste, pesticides, and
sometimes sewage)*

Groundwater
contamination *(from
underwater storage tanks
and agriculture
chemicals)*

Chemical exposure

Bacterial exposure

Impacted
waterways for
natural habitat

Impacted
waterways for
recreation

Endocrine system
disruption

Infectious disease

Impacts to SMC
ecosystem

Reduced opportunities
for swimming (exercise)
and fishing (local food)

Community EJ Issue = Lower-Income Residents Near Busy Roadways

Lower-income housing
located adjacent to 101
and other busy roadways

Volume of busy roadways

Truck routes

*Air quality near roads at
schools and housing*

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Lower-income housing
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*Air quality near roads at
schools and housing*

Noise impacts

Hearing loss, sleep disruption,
stress levels

Walkability,
bikeability, and
collisions

Decreased physical activity
Increased injuries and deaths

Increase air
pollution

Asthma and other respiratory
issues, poor indoor air quality /
dusty home

Social-historical
segregation

Decreased generational wealth,
disruption of community cohesion

Auto oriented retail
→ increased
preference for big
box stores

Money leaves the community →
under-resourced

Precedent: MetroWest Climate Equity Project

Community liaison engagement in survey development, collection, and analysis

- Recruited liaisons in partnership with Framingham ESOL program, Natick for Black Lives, local college, and other orgs
- Received payment, training in exchange for support developing survey tool, collecting responses, and analyzing results
- Trusted, well connected residents more effective than mailers, web outreach

The screenshot shows the MetroWest Daily News website. At the top, there is a 'SUBSCRIBE NOW' button for '\$1 for 6 Months'. The navigation bar includes links for News, Sports, Entertainment, Lifestyle, Opinion, USA TODAY, Obituaries, E-Edition, and Legals. The article is in the 'NEWS' section and is titled 'What's needed to fight climate change? Equity project liaisons aim to find out' by Lillian Eden. It was published on May 20, 2022, at 4:56 a.m. ET and updated at 12:23 p.m. ET. The article text begins with 'For Roxanna de la Rosa, talking to local residents about climate change is really exciting — and she does it whenever she has a chance in both English and Spanish, the latter of which is her first language.' It continues with 'One might see her volunteering for, or talking about the so-called MetroWest Climate Equity Project at the grocery store, laundromat or even as she gets her nails done.' The final sentence reads 'She's part of a team of community climate liaisons, tasked by the municipalities of Framingham, Ashland and Natick to encourage residents to spend 10 minutes'.

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NEWS

What's needed to fight climate change? Equity project liaisons aim to find out

 **Lillian Eden**
MetroWest Daily News

Published 4:56 a.m. ET May 20, 2022 | Updated 12:23 p.m. ET May 20, 2022

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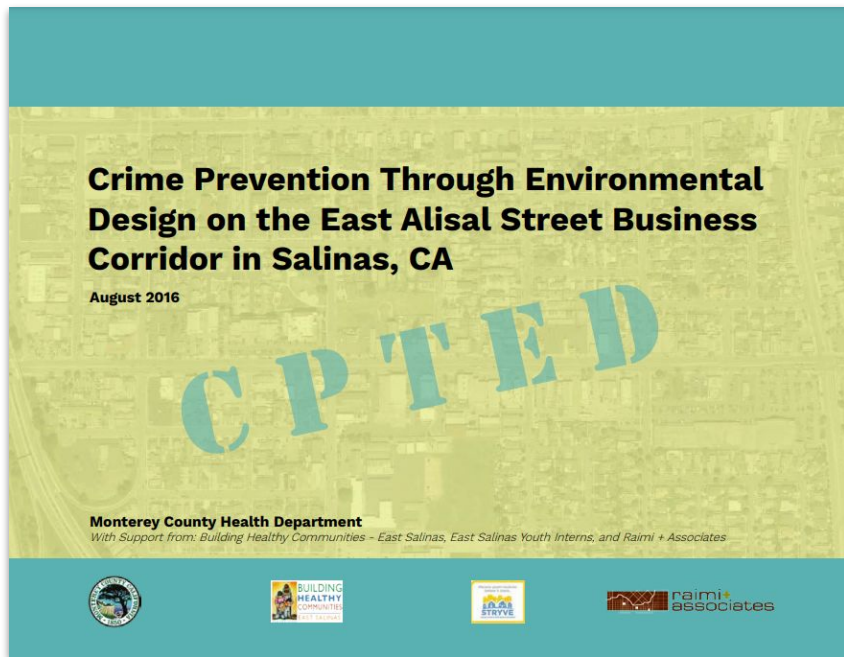
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She's part of a team of community climate liaisons, tasked by the municipalities of Framingham, Ashland and Natick to encourage residents to spend 10 minutes

Precedent: East Alisal CPTED Project

Paid and trained youth interns, surveys, walk audits



Access the report:

<https://www.co.monterey.ca.us/home/showdocument?id=26308>

You have an amazing public health department!

Check out Get Healthy San Mateo County

<https://www.gethealthysmc.org/>

Get Healthy
SANTA MATEO COUNTY

Building Healthy, Equitable Communities

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About

Key Priorities

Data

Success Stories

Latest News

Find Funding

DATA

Demographic Data

Healthy Housing Data

Healthy Neighborhoods Data

Healthy Schools Data

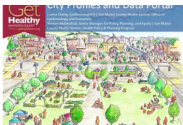
Healthy Economy Data

Healthy Cities SMC


Youth Need Data

Health Data

Get Healthy
SANTA MATEO COUNTY



City Profiles & Data Portal 2.0 Webinar (Recording)



See all 10 Key Components for Building Healthy Communities

Data

Explore the following resources for interactive data graphics, key findings, methodologies, limitations, and references.

For a complete list of indicators, view the [Get Healthy San Mateo County Data Indicators](#).

Demographic Data

It is important to know who lives in our community to understand how to best meet the diverse needs in San Mateo County.

READ MORE

Healthy Housing Data

Stable and affordable housing protects health and provides the ability to engage in healthy opportunities.

READ MORE

Healthy Neighborhoods Data

Complete neighborhoods make it easy for residents to be healthy every day in their communities.

READ MORE

Healthy Schools Data

High-quality education creates pathways to better health.

READ MORE

Healthy Economy Data

A strong local economy builds household financial security for all and

Planning for Health Toolkit

Take me to the toolkit: [Healthy Transportation](#) [Healthy Economy](#) [Healthy Schools](#) [Healthy Food System](#) [Healthy Housing](#) [Community Engagement](#)

[Purpose of Toolkit](#) [How to Use the Toolkit](#) [Background](#)

Purpose of Toolkit

The Planning for Health Toolkit is to support local planning or policy processes interested in identifying and implementing opportunities to advance equitable policies that improve community health.



Healthy Transportation

By ensuring safe, affordable and accessible transportation options such as walking, biking and taking transit, healthy communities can create opportunities for everyday physical activity for all ages.



Healthy Housing

Stable and affordable housing protects health and provides the ability to engage in healthy opportunities.



Healthy Schools

Educational attainment is a key factor in determining lifelong health. Differences in access to education begin early in life.



Healthy Economy

Stable employment, adequate income, and benefits can help build financial stability and improve overall health and well-being.



Healthy Food System

Making it easier for people to access healthy food and beverages includes having affordable, fresh, local, and culturally appropriate foods at grocery stores and farmers markets.



Community Engagement

Health Policy and Planning supports meaningful, transparent and inclusive public participation of residents that are most impacted by the decisions at stake in planning and policy processes.

Types of Data for Environmental Justice Planning

Many types of data are relevant for EJ planning. [OPR EJ Element Guidelines](#) provide suggestions for each of the required topics:

National & Statewide Data Sets

- Demographics
- Socioeconomic Characteristics
- Health Outcomes and Behaviors
- Environmental Exposures
- Built Environment Characteristics

Local Data Sources

- Code Enforcement Violations
- Assessor's Parcel Data
- Community Health Needs Assessments
- Homelessness Point in Time Counts
- Location, use, and quality of public facilities
- Business Licenses
- Water Districts
- Air Districts
- MPOs

Environmental Justice Goals and Policies

SB 1000 Required Topics

The EJ Element or integrated EJ policies must address *at minimum* the following topics:

- Pollution Exposure
- Public Facilities
- Food Access
- Safe and Sanitary Homes
- Physical Activity
- Additional Unique or Compounded Health Risks
- Civic Engagement
- Improvements and Programs to Address the Needs of Disadvantaged Communities

Ask for help! Planners can't be experts in everything.

Topic	Stakeholders (beyond impacted residents)
Pollution exposure	Health Dept Asthma Program, EJ Groups, Industrial businesses, EJ Groups, BAAQMD, CalEPA
Public Facilities	Park and Rec., Libraries
Food Access	San Mateo County Food System Alliance, Food Assistance Programs (WIC, CalFresh), Urban Ag Groups, County Ag Commissioner, Food banks, Food retailers, Restaurant and Ag workers
Safe and Sanitary Homes	Asthma programs, code enforcement, housing advocates, civil rights attorneys
Physical Activity	Bike and transit coalitions, Parks and Rec Dept, YMCAs
Additional Unique or Compounded Health Risks	Public Health Department, Non-profit health clinics, EJ Groups
Civic Engagement	CBOs with strong resident bases, parent groups, schools administrators, youth groups
Improvements & Programs to Address the Needs of Disadvantaged Communities	All of the above

Control

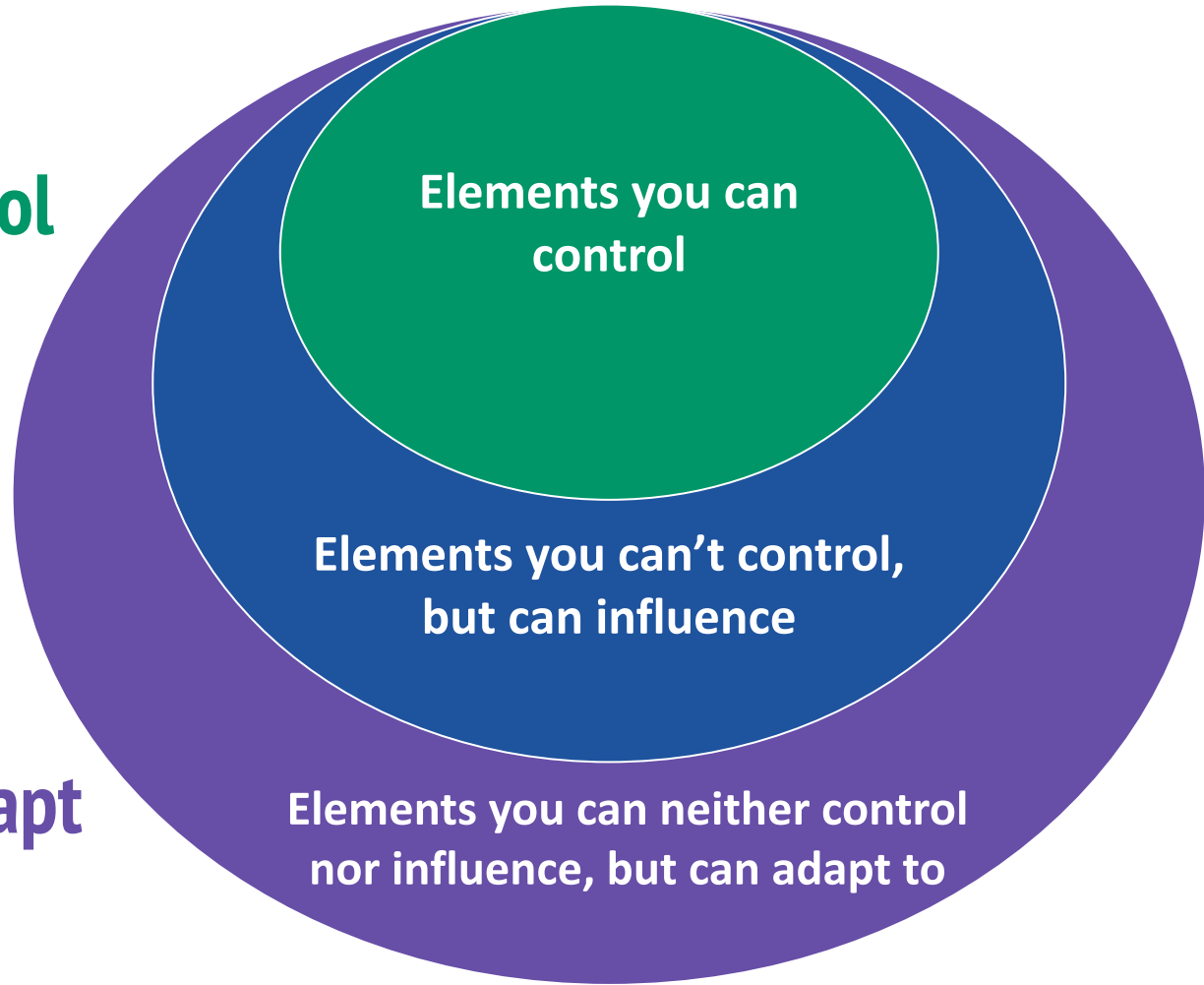
Elements you can
control

Influence

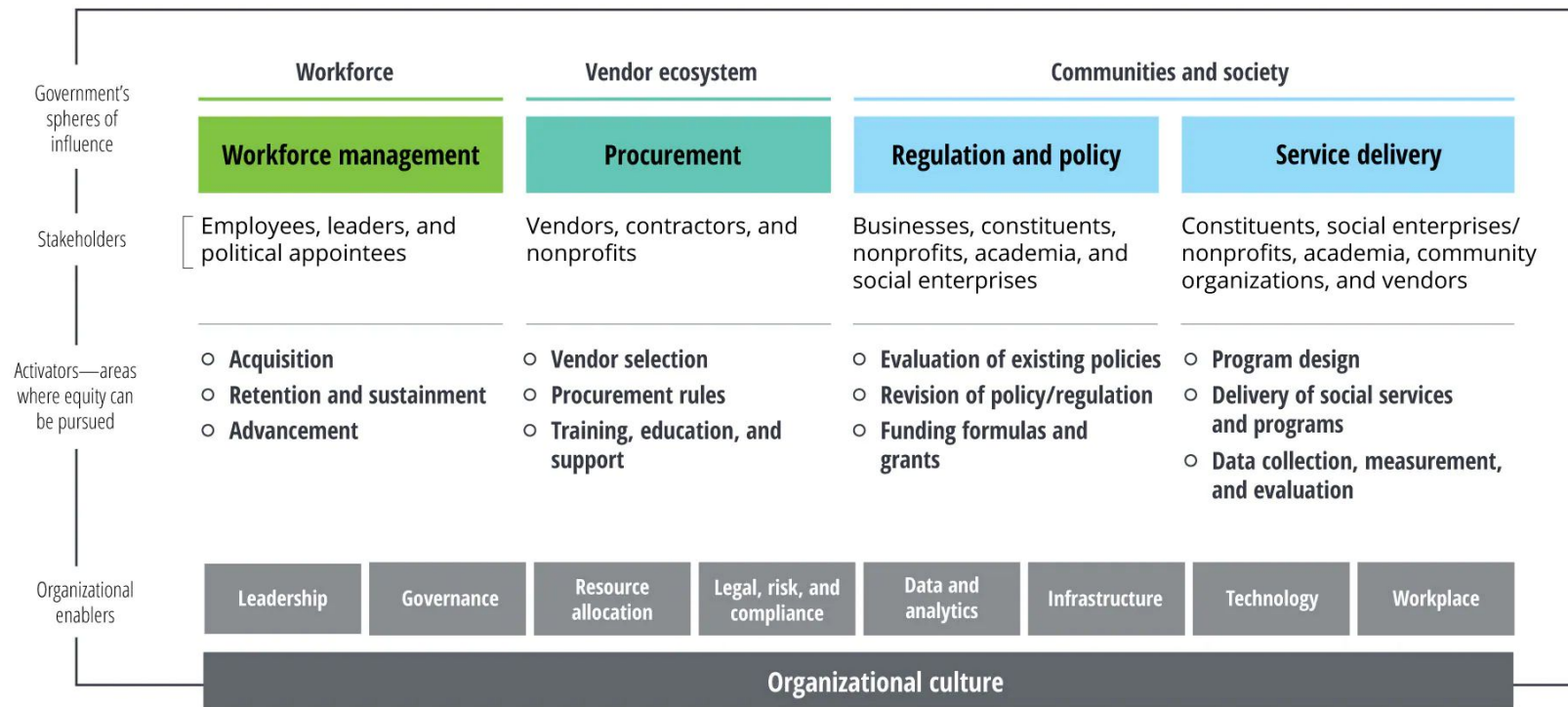
Elements you can't control,
but can influence

Adapt

Elements you can neither control
nor influence, but can adapt to



Equity Activation Model for the Public Sector



Note: The Deloitte government equity activation model has been adapted for application in the public sector from the equity activation model—a systems-based view for how businesses can activate equity within and outside of their own organizations, as explained in *The Equity Imperative*.

Source: Joanne Stephane et al., *The equity imperative*, Deloitte, February 2021.

Types of Equity

PROCEDURAL

- Create processes that are transparent, fair, and inclusive in developing and implementing any program, plan, or policy
- Ensure that all people are treated openly and fairly
- Increase the civic engagement opportunities of communities that are disproportionately impacted by climate change

DISTRIBUTIONAL

- Fairly distribute resources, benefits, and burdens
- Prioritize resources for communities that experience the greatest inequities, disproportionate impacts, and have the greatest unmet needs

STRUCTURAL

- Make a commitment to correct past harms and prevent future unintended consequences
- Address the underlying structural and institutional systems that are the root causes of social and racial inequities

Apply an Equity Lens to Policy Writing & Prioritization

Establish evaluation prioritization / evaluation criteria with community members

Use notes from all community interactions to write draft policies and actions

Assess equity implications for different policy alternatives (expand positive impacts / reduce adverse impacts)

Use demographic / EJ data to inform implementation actions

Be visionary and bold, but ensure sustainability and viability of proposals

Types of EJ Policies

Reduce hazards/negative environmental conditions	Reduce exposure of the “sensitive receptors” (resident)	Repair past harms that created today’s inequities
Mitigate hazards at the source	Increase health-promoting conditions and programs	Set the framework for future development / operations to be healthy and equitable

ALL while thinking about the geographic distribution of these hazards and amenities

	Overall Health and Well-Being	Comments
	1. GOAL: A physical, social, and civic environment that supports residents' health, well-being, and equity.	
	1.1. Health in All Policies. Consider, and when appropriate incorporate, public health in all city policies and operations across all cities departments.	
	1.1.1. Health Impacts in Staff Reports. Create and train staff to use a protocol with objective criteria that helps to assess and disclose the health co-benefits and impacts of new construction and capital improvement projects. Results should be included in City Council and Planning Commission staff reports. When appropriate, seek review assistance from the Riverside County Department of Public Health.	
	1.1.2. Healthy Budget Items. Create a process and criteria to prioritize funding and capital improvement projects to improve health equity and leverage other funding sources to improve the health of Coachella residents, especially items that may contribute to a long-term reduction in social services and/or health care demand and costs. A potential approach could include: Train department leadership on health equity Encourage each department to identify one or more health objectives for their annual budget Ensure budget items leverage opportunities to improve health co-benefits	
	1.2. Monitoring and Evaluation. Work with the County Public Health Department and community groups to monitor trends of the City's health and wellness conditions and outcomes.	
	1.2.1. Community Oversight. Expand the role of an existing commission or partner with a local organization to advise the Council on the implementation of the Community Health and Wellness Element and other health-related issues.	
	1.3. Health Equity. Identify and address health inequities within Coachella and between Coachella and the County on a regular basis and strive to facilitate a high quality of life for all residents.	
	1.4. Workplace Wellness. Enhance the health and well-being of City employees through workplace wellness programs and policies to increase employee productivity, improve morale, decrease incidence of accidents and injuries, and decrease medical costs and aspire to become a model healthy organization for other cities in the region.	
	1.4.1. Workplace Wellness Team. Identify a workplace wellness team to assess employee health needs and implement workplace wellness programs,	

Community EJ Issue = Water Quality

Stormwater runoff
*(untreated contaminants
like motor oil, animal
waste, pesticides, and
sometimes sewage)*

Groundwater
contamination *(from
underwater storage tanks
and agriculture
chemicals)*

Chemical exposure

Bacterial exposure

Impacted
waterways for
natural habitat

Impacted
waterways for
recreation

Endocrine (hormone)
system disruption

Infectious disease

Impacts to SMC
ecosystem

Reduced opportunities
for swimming (exercise)
and fishing (local food)

Community EJ Issue = Lower-Income Residents Near Busy Roadways

Lower-income housing
located adjacent to 101
and other busy roadways

Volume of busy roadways
Truck routes

*Air quality near roads at
schools and housing*

Noise impacts

Hearing loss, sleep disruption,
stress levels

Walkability,
bikeability, and
collisions

Decreased physical activity
Increased injuries and deaths

Increase air
pollution

Asthma and other respiratory
issues, poor indoor air quality /
dusty home

Social-historical
segregation

Decreased generational wealth,
disruption of community cohesion

Auto oriented retail
→ increased
preference for big
box stores

Money leaves the community →
under-resourced

Environmental Justice Engagement

“Communities move at
the speed of trust.”

- **Heather McTeer Toney**
Vice President, Community Engagement
Environmental Defense Fund

Community Engagement Principles

1

Inclusion

4

Connection

2

Consistency

5

Respect

3

Reciprocity

Inclusion



- **Tailor engagement opportunities** for youth, older adults, and people who speak English less than very well
- **Select venues that are neutral, safe, and accessible** (e.g. near transit)
- **Consider time, childcare, and food** at community meetings.
- **Provide high quality translation and interpretation services** in locally-spoken language(s)

Consistency

- **Integrate community input from the beginning** of the plan's development, not at the end
- **Create opportunities for engagement reflection and evaluation** throughout the process
- **Reflect community members' ideas and feedback** in the final plan
- **Start planning pathways for implementation and long-term engagement** from the outset



Reciprocity



- **Compensate participants fairly** for their time and contributions (e.g. food, stipends, information)
- **Look for low hanging fruit that can be implemented during the process** to demonstrate commitment to change and impact of community solutions

Connection

- **Dedicate sufficient funding and staff time for outreach** before and during events
- **Create space for participants to speak and interact** with one another and with planners
- **Integrate arts and culture** to foster belonging and shared identity



Respect

- **Do not overpromise.** Be transparent about your resources and limitations.
- **Integrate different ways of creating knowledge and pre-existing community plans/feedback** into your planning



Spectrum of Engagement & Example Tactics Methods

	INFORM	CONSULT	INVOLVE	COLLABORATE	DEFER TO
Engagement Goals	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into process and inform planning	Ensure community capacity to play a leadership role in decision-making	Foster democratic participation and equity through community driven decision making.
Message to Community	<i>We will keep you informed</i>	<i>We care what you think</i>	<i>You are making us think, (and therefore act) differently about the issue</i>	<i>Your leadership and expertise are critical to how we address the issue</i>	<i>It's time to unlock collective power and capacity for transformative solutions.</i>

Adapted from [The Spectrum of Community Engagement to Ownership](#) by Facilitating Power

Spectrum of Engagement & Example Tactics Methods

	INFORM	CONSULT	INVOLVE	COLLABORATE	DEFER TO
Activities	Fact sheets Open Houses Presentations Billboards Videos	Public comment Focus Groups Community Forums Surveys	Community organizing & advocacy House meetings Interactive workshops Polling Community Forums	MOUs with CBOs Community organizing Citizen advisory committees	Community-driven planning Consensus building Participatory action research Participatory budgeting

Adapted from [The Spectrum of Community Engagement to Ownership](#) by Facilitating Power

Partnering with CBOs

- Engage in RFP process/project scoping
- Adequately compensate CBOs and community residents
- Collectively outline avenues for engagement and shared decision making
- Leverage the capacity they've already built in community (create leadership roles for CBO involved residents)
- During the planning process, identify and/or develop resources for continued CBO implementation leadership
- Be open to rescoping project tasks and revising timelines

Example Projects: Keep Cool Somerville initiative.

Two phase project:

- 1) Discovery and strategy toolkit development through surveys, interviews, photovoice, advisory committee
- 2) Mini grants for community-led heat solutions supported by advisory committee and CBO-led action teams

Learn more about the project:
<https://www.mapc.org/resource-library/keep-cool-somerville/>



Bent/Haus Mistery Machine: a public cooling art installation

Other groups to engage

- Businesses
 - (especially ones related to the food system, industrial uses, and freight/transportation/distribution)
- Bay Area Air Quality Management District
- CalEPA
- Mid-Peninsula and Coastsides Water Districts
- CalTrans
- Local transportation (SamTrans, Caltrain, etc.)
- Parks and Recreation (local and regional)
- San Mateo County Sustainability and Public Health Departments
- OTHERS?

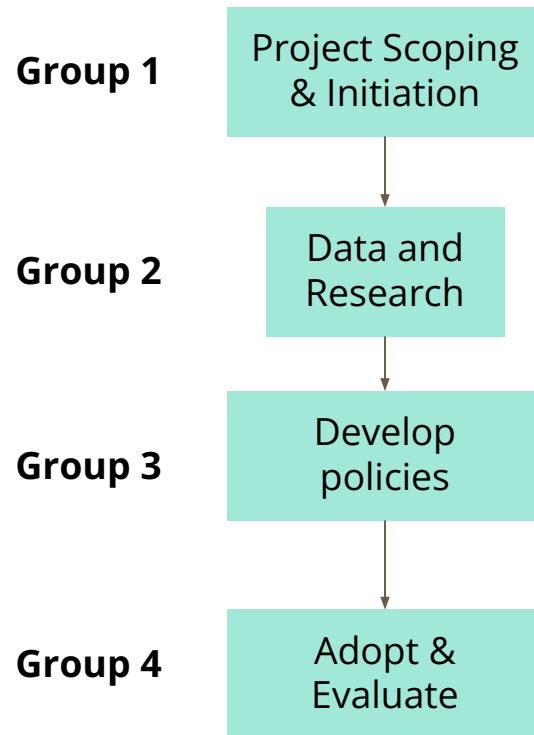
Activity: Your Turn! Mapping the engagement

In breakout groups, **discuss your engagement approach for each part of the EJ planning process** by working together to answer the questions in your group's assigned slide.

Choose a scribe and reporter.

Link to Activity Slides:

<https://docs.google.com/presentation/d/1pRb9gGsMvThyy6YLbQTX68Lfks6vR1bAvb-7rF2PxtM/edit?usp=sharing>



Closing

- Questions / Comments
- Resources folder overview/reminder
- TA Opportunity

Thank you!
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