

## Agenda

<b>Topic</b>	Community-Based Design Collaborative Meeting Internal Agenda
<b>Date, Time, Location</b>	March 25th, 10:30 am - 12:30 pm Zoom

### Attendees:

Partner	Name	Attended
Active SGV	Amy Wong	x
Central California Asthma Collaborative	Brianda Castro	x
Central California Asthma Collaborative	Maria Ruiz	
Climate First - Replacing Oil and Gas	Brooke Balthaser	x
Day One	Ashley Mercado	x
Central California Asthma Collaborative	Brianda Castro	x
Community Action Partnership of Kern County	Freddy Hernandez	x
	Vanessa M	x
Central Coast Climate Justice Network	Juan Lares	x
Ventura County Community Foundation	Michael Silacci	
	Sean Ferguson	x
Community Health Action Network	Cornelius Page (CJ) Jr.	x
SoCalREN	Elaina Lee	x
	Natalie Espinoza	x
	Owen Wise-Pierik	
	Ivana Dorin	x
	Meaghan Lavery	x
Los Angeles County	Lujuana Medina	
Los Angeles County	Tessa Charnofsky	x
ICF	Shelley Osborn	
California Public Utilities Commission	Gillian Weaver	x
California Public Utilities Commission	Pamela Rittelmeyer	x
California Public Utilities Commission	Ely Jacobson	

☐

Agenda

OR

☒

Notes

**Meeting Purpose:** Discuss and ensure adherence to ESJ Action Plan; develop plan for gathering program ideas

## Agenda

### I. Welcome & Recap From Last Meeting

#### A. Programs Parameters Questions

##### 1. Types of Program Services

- a) The presenters who explained their programs when we met last month are largely representative of the scale of the program ideas and proposals we anticipate
- b) We also reviewed various energy concepts and talked about some of the limitations of energy efficiency funding—listed here are some things that could be funded and several that cannot be funded. As noted, proposed program ideas must be centered around energy efficiency which means they can't support solar, battery, or EVs.

##### 2. Funding

- a) Proposed program ideas certainly don't have to be the same as the examples that were shared in terms of their structure; we don't want to stifle creativity or discourage anything bigger or smaller
- b) But many of the program types that we have pursued with partners in the past have been in the range of around \$100,000-\$200,000, if that's helpful to have a frame of reference
- c) Education, outreach, and implementation around energy efficiency form the core of the programs we work with and are able to support
- d) There is no dedicated funding for selected program proposals at this point
- e) Right now, we're working on building the framework, and then we have to submit a letter that recaps our experience and includes program proposals alongside the budget request
- f) That will take place in the fall, with funding anticipated in early 2026

##### 3. Program Ideas

- a) It's our hope that we get many program proposals from each of the regions you represent and collaboration is highly encouraged
- b) For example, if you and another organization in your community submit a joint proposal, we can expand our impact and include ideas beyond our collaborative
- c) You as a member of this collaborative can submit solo, but collaboration is highly encouraged

- d) You as a member of this collaborative do not have to submit an idea
  - e) An organization within your community can submit solo if desired
  - f) In our next meeting, we'll decide on a set of criteria against which the program proposals will be evaluated, so you all get to decide the most important factors that will help with the selection of proposals (and those will be included in the request for funding)
- 4. Ashley asked for a recap of the program parameters
  - a) Natalie: We did an overview of the types of programs in the last meeting, focusing on scale of the examples.
  - b) In the past, the ballpark for allowable programs has been 100-200k, but we are still working towards building the framework.
  - c) Submitting a letter in the fall to build out specifics of program costs
  - d) Encouraging collaboration across multiple organizations, but they can also submit solo
- 5. Tessa comments
  - a) Part of the reason the CPUC asked us to run this collaborative is to generate new ideas for programs that have yet to be considered
  - b) We want collaborative members to have creative and out-of-the-box ideas, but it does have to deal with energy efficiency
  - c) Certain program services may cost more than others - for example education vs technical support

II. Overview of Environmental & Social Justice Action Plan

III. Discussion: Gathering program ideas.

IV. Question 1: How can we leverage existing relationships and networks to encourage participation?

- A. Ashley: Partnerships with trusted organizations make sense because they're already developed and existing
- B. Brianda: Are there any other compensation opportunities for other CBOs?
  - 1. CCAC can leverage their networks but doesn't want to put too much strain on them
  - 2. Will leverage standing meetings to serve rural, high-needs communities and can leverage community steering committees where partnership and outreach opportunities exist
- C. Brooke: Partnering with community leaders, teachers, pastors, and other organizers
- D. Juan: CBO compensation is important, but bridging presentation to training so that support in project implementation is easier, and trying to find the value to the broader community beyond just the climate justice work that we're focused on

- E. Sean: Has had success going to public tabled events which seem to be the easiest way of circumventing putting more labor requirements on other people
  - 1. Sean collaborates with universities, which he could leverage to develop broader and more creative ideas
  - 2. Local community colleges and students would be a good source
  - 3. Currently sitting at a local university, and they have lots of workforce development events, and they're pretty well-attended
  - 4. Energy efficiency could be a bigger part of the marketing and messaging for these events
- F. Brianda: We need a central tool to collect all the ideas we have collected
  - 1. Maybe a google form and then a centralized place to gather information
- G. Ashley: I suggest using Survey Monkey instead because there are more analytics options
- H. Amy: We have lots of coalitions they are part of, and they are collaborating on various projects with other opportunities and building on past efforts that are community-wide (covid and LA fires community)
  - 1. We also need to ask ourselves, "Who is missing from the table?" Beyond existing partnerships and networks, we need to be asking who we haven't heard from
- I. Pastor CJ: Has relationships with pastors and finds a disconnect between speaking about ideas and how pastors can help or get involved - we need to come up with the cause identified and show them how they can help
- V. Question 2: What measures can we take to ensure the outreach is inclusive and allows for meaningful input from intended program participants?
  - A. Ashely: We need to remove barriers like asking for social security numbers
    - 1. We don't want to make people feel uneasy during this political climate
    - 2. Don't ask sensitive questions and remove barriers (For example, the direct-to-renter program only asks for the address for delivery and doesn't enter the home)
    - 3. Keep it simple, and don't cross any boundaries
  - B. Brooke: Ensure language accessibility, that timing is convenient for working families
    - 1. Ensuring that engagement is done in a manner that includes language accessibility, has multiple avenues for participation, and is done at a time that is convenient for working families.
  - C. Brianda: Give them enough time to understand the material
    - 1. Give literature that's accessible and make sure it's digestible content. (i.e. how this process works and why it's happening right now)

2. Acknowledge any past harms and state that this is a safe space and a way to move forward (For example: if presentations have historically been given in English to a Spanish-speaking audience, correct it)
- D. Amy: Create pathways for feedback throughout the process and build trust from the beginning
1. Forming community advisory committees with a select group of individuals from the community
  2. Pre/post surveys to gauge EE knowledge before and after participation in a program
  3. Collecting information and being open to making space for people to talk about the programs, like at workshops and tabling events
  4. It's always done in partnership with other stakeholders, usually facilities with others, including cities
- E. Brianda: Community advisory boards are beneficial; be sure not to be extractive and provide stipends
- F. Ashley: Primatotes for public health is a great example, not just CBOs but community members doing the outreach
- G. Brooke: Agree 100%! The community should have a role in decision-making and program governance
- H. Ashley: Utilize friendly marketing, use human language
1. Make energy human and make everything easily digestible. Use colors, not green, avoid greenwashing
- I. Juan: Consider what channels make sense for Hard To Reach communities and Spanish-speaking communities (ask what is used)
1. Streamline messaging and don't overexplain multiple steps, use bullet points
- J. Sean: What mechanisms would give us real-time data and feedback?
1. We need a variety of mechanisms to collect information and data, not just google surveys
  2. Heat maps and Likert scales should be used and reported back to those who participate
  3. Testimonials and stories matter as much as data
- K. Ashley: Testimonials matter because they better tell how much of an impact someone has on a program. (ex: mother refilling asthma inhaler less)
1. It better tells the story of "human impact" alongside data
- L. Brianda: It depends on what audience we're trying to capture
1. Some are too scared to raise their voices and share testimonials
  2. It's important to have different avenues to capture data and stories
  3. CCAC has a March 28 event where they can speak to CBDC if it makes sense for that date and event.

- M. Vanessa: For outreach, you always want to reach numerical targets, but it's also essential to bring friendly marketing and always be approachable and welcoming
1. Assurances that they will be taken care of and you won't waste their time or be dishonest
  2. CAPK gets complaints that customers waste time with forms for programs they can't take advantage of because of capacity
  3. Ask them what they're looking for, what hardships they have, where they're located, and how we can help
  4. Consider other programs to help them if yours can't (in addition to yours)
- N. Sean: The other aspect of outreach is reporting back out after outreach - if the community is giving meaningful input, what are they getting out of it?
1. We can't promise anything, but it's ideal to provide a product that's benefiting them shortly thereafter
- O. Pam : Can someone share details about the listening session that was mentioned?
1. I'm at CPUC, and I do not know about it
  2. Listening sessions with Bay Coalition will be taking place in multiple locations in the state (Brianda)

VI. Question 3: What are the best methods for collecting ideas? (Surveys, focus groups, community meetings, etc.)

- A. Ashley: Pop-ups are very effective
- B. DayOne has done them at farmers markets and has had significant interaction with lots of people
- C. Go to places people already frequent.
1. You can give them a little token, like a tote bag, for taking the time to talk to you
  2. It's more quantity than having a few people attend a dedicated workshop
- D. Ashley: The questions/prompts to people have to be humanized
1. What impacts them? DayOne has a kid zone, providing items to kids so adults can participate
- E. Sean: Getting someone who's done good survey design can be really important
1. Be warned of the pitfalls of surveys and use good design practices
  2. Use youth ambassadors to collect information, it helps them develop skills, it pays them and they're learning
  3. Most will be receptive to youth talking about topics and programs
- F. Brianda: CCAC goes back to past program participants to get their opinions and feedback
1. Currently implementing a program where they are swapping out gas stoves for induction in homes where someone has asthma
  2. They call them to discuss their experiences after

3. These people understand the importance of energy programs and the barriers/pitfalls that should not be repeated in future program design
- G. Brooke: Listening sessions have worked well for us (with stipends for participation)
- H. Pastor CJ: Door to door or phone banking, it's what they're currently doing and is effective
- I. Tessa: How many people do we think we need to talk to in order to get the information we need?
  1. Ashley: It depends on what you're developing/trying to answer
  2. A few pop-ups and existing spaces would probably be enough/be sustainable to get feedback
  3. With limited time and resources, leveraging existing partnerships and using simple surveys or visioning boards
  4. Vanessa: Sometimes you don't know what you're looking for until you get started with outreach
    - a) For CAPK, they started off by asking questions about hardships when signing up customers for assistance programs
    - b) Ask small questions and build up from there to build out bigger surveys
    - c) But be careful of questions that can be offensive; wording matters
    - d) Start with small questions during sign-ups.
  5. Ashley: It would be ideal to have something ready for Earth Day events
  6. Sean: It would be helpful to have consistent language for all collaborative members to use
  7. Ashley: Have a "pitch it to us" opportunity for community members to pitch their ideal energy program ideas
  8. Sean: Is supportive of that, could be a creative/competitive opportunity
  9. Ashley: Frame it in a competitive/game kind of way with certain parameters, and let the community participate in that unique way which allows for more creative ideas and isn't necessarily energy-led first

## VII. Question 4

- A. Sean: VCCF doesn't have energy expertise, so will need support
- B. Juan: Will bring up to network organizations first
- C. Brooke: Doing outreach in coalition/network spaces + community meetings/events; VC communities feeling a lot of fear about immigration right now, so that has been a challenge that CFROG has been navigating with outreach efforts, especially if telling folks to engage with a state agency
- D. Ashley: A one-pager may be useful about what we're doing, why, and the timeline; talk about funding and realistic expectations

- E. We can think about resources about things that are best to avoid given our sensitive political climate
- F. Freddy and Ashley: Will SoCalREN provide a survey? Can we provide raffled prizes?
  - 1. We will discuss possibilities.
- G. Ashley: Having an educational aspect will be helpful on the one-pager
- H. Freddy: If leveraging support from network partner Head Start, they're going to be focused on what can be provided now
  - 1. We need to be ready with what other/existing services are available right now on the back side of our one-pager
- I. Sean: Does SoCalREN have a social scientist to build this resource?
  - 1. For residential programs, having a diagram of the home and links to programs would be most helpful in a survey
- J. Freddy: For weatherization programs, some customers have been turned away