



# BAY AREA AIR QUALITY MANAGEMENT DISTRICT

## National Association of Clean Air Agencies (NACAA)

Public Outreach Committee Conference Call

October 10, 2019

1:00 – 2:00 PT (4:00 – 5:00 ET)

### Tools and Strategies for Authentic Community Engagement

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#### Introduction

#### About the Air District and the Community Engagement Section

#### Building Blocks of Meaningful Community Engagement

- ❖ Having a plan helps!  
[Public Participation Plan](#)
- ❖ Agency and Board support is key
- ❖ Build and maintain relationships
  - Contact Management
  - Listening sessions
  - Attend meetings in the community
  - Meetings with Environmental Justice leaders
  - Reinvent public meetings
  - Become a trusted source of accurate and important information
  - Express gratitude, practice humility, communicate genuine concern, avoid defensiveness
  - Provide recognition for efforts in front of your Board/Leadership
  - Promote agency transparency
- ❖ Promote early, meaningful engagement (issue-specific and time-limited)
  - [Open Air Forum](#) (online civic engagement tool)
  - Stakeholder Working Groups
  - [Steering Committees](#)
  - Early engagement is best!
- ❖ Practice “Radical Hospitality”

- ❖ Provide funding for projects that advance agency and community goals
  - [James Cary Smith Grants](#)
  - School Community Grants
  - School filtration systems
  - [Capacity-building Grants](#)
  
- ❖ Consider developing a Youth Strategy
  - [YES Conference](#)
  - STAY Program
  - Scholarship program
  
- ❖ Build local coalitions of engaged agencies and residents to advance agency objectives
  - [Spare the Air Resource Teams](#)
  
- ❖ Recognize meaningful engagement takes time. It also results in better outcomes.
  
- ❖ Set realistic expectations
  
- ❖ Beware of the word “INPUT”
  
- ❖ Finally: Do what you say you’re going to do. It’s the only way to build trust over time.

Questions?