

Breakout notes: EJ Implementation Structure
ACHCC EJ Bucket Meeting 10, October 20, 2022

The Challenge: Develop a stable, sustainable structure or body for EJ implementation

Questions to consider:

- What ideas do you have for the structure of the implementation body?
- Who is involved?
- How often does body meet?
- Who organizes and facilitates meetings? (lead: Planning)
- What encourages accountability of various actors, agencies, departments?
- How are County actors encouraged to participate? How are non-County actors encouraged to participate? What would make this body worthwhile for you and your agency?
- How is community involved, engaged, and informed?
- Is there a website? Social media? Who manages them? (lead: Planning)
- Are there regular report outs to MACs, Unincorporated Service, Planning Commission, BOS? What's the timeline? (lead: Planning)

Group 1 breakout discussion notes:

- It's refreshing that the state is requiring talk about implementation, timelines, etc, so plans don't sit on a shelf
- EJ element has so many overlaps with work of probation – timely discussion as we think about how to better engage in our own work
- "EJ Implementation" needs to be in title of group
- At minimum, EJ Implementation body to include responsible actors (those who do the work), and independent actors like CBOs and other community groups. County not aggressive in structural change. If MEV is at the table, for example, they can do their own advocacy to drive measures forward. Community groups could act independently to advocate.
- Supervisors' offices or CAO are best placed to bring group together—needs a higher-level blessing to help people show up with hope for actual implementation
- Sup Miley is willing to host first meeting to bring relevant parties together. Meet monthly or more frequently to get organized at first
- How to ensure/encourage community participation in implementation?: MACs (report-out, getting info), MEV. No specific community TAC yet, but consider how to do this for future
- Consider community compensation (monetary or other incentives) for participation in EJ implementation
- Establish a website/landing page for EJ and broader unincorporated engagement: where can people go to get info about County acronyms, unincorporated programs and services—including a mechanism for community to share feedback about upcoming projects, etc?
- Unincorporated Services webpage: can this be leveraged/transformed for unincorporated-wide communication, including EJ element implementation?
- May need working groups for specific subject matter areas—how will this be staffed (should become clear with draft EJ element prioritization)
- What encourages actors to participate? Self interest: how does the EJ element help to further goals of actors within their agencies?

- Engagement in urban unincorporated area is a priority for REACH. How do we continue to have young people grow into keeping that as a priority, too? Internship and leadership opportunities encourage young people at REACH to participate in these types of external efforts, representing REACH. Compensate young people for their time and create a structure—that's what REACH has seen work. Youth Advisory Council—want to hear from Hayward's body to see how they do the work
- EJ Implementation body needs to be in relationship with independent leadership groups that are not bound to the County – think about how to engage advocacy groups
- High level of disenfranchisement in Southern CV and other priority communities– any way to include interested residents is really important. People don't feel included or involved, feel like their voices don't matter. We're on the edge of a change, but not there yet.
- Youth and teacher engagement in EJ implementation are important
- Think about engaging a Youth Advisory Council, internship program with EJ implementation—take advantage of their presence on social media, they know so much through social media, earlier than the rest of us. Do a better job of engaging youth where they are
- TVHC thinking of starting an English training – gets us thinking about how to engage community differently. Some ideas: reach out through schools, similar to Promotora model but focused on English-speaking youth. Fruitful to engage youth now as youth awareness is growing (16+ for TVHC program) – focus on leadership skills building, community outreach
- Promotora participation could be expanded to include more participants with some shifts to training model/time commitment
- ARPA money up for workforce investment – outreach in unincorporated is so weak, Promotoras is such a good idea, who not create a coop of paid outreach workers, geographically-assigned – aggregate needs in unincorporated areas — attach this to EJ community engagement work
- Years of disenfranchisement have made community hesitant to participate in public processes– importance of looking long term, look to Hayward and other areas with active implementation programming that responds to community needs – education about unincorporated area

Group 2 breakout discussion notes:

- Accountability is maybe the most important part – part of that has to be some sort of reporting(?) to CAO or the board, to make sure that whatever's coming out of the group goes to the folks in power. Something standing that gets the Board's ear, to make sure people get heard.
- Agrees! Priority area groups are urban unincorporated, so can we go to the CAO instead of the unincorporated services committee? Someone needs to oversee these. There needs to be a process for involving residents in the most impacted parts.
- Easier to get dept heads to do some things, they have accountability. When we write board letters, you have to explain how things align with X Policy – how do we ensure that actions happening in priority areas are held accountable to the EJ plan?
- A due-diligence with local stakeholders, a required amount of communication before we move forward.
- Oakland has a required engagement process; I like this idea.

- What do you do when there's no political will or push back? When a MAC doesn't want to do the things they need to do? How do we get past this?
- County staff get the necessary persuasive info to do the persuading! Also try different ways to get to the same places
- In terms of getting residents/My Eden Voice represented – is it better to have folks attend meetings? Prefer getting a report, having people update My Eden Voice in their own meetings
- Project-based definitely makes sense as a way of convening people. Coming together to write a grant, for example, makes a lot of sense for convening people. Doing the work to create buy-in to the process. Creates a foundation through the group commitment
- What's the enforcement mechanism? If the agency hasn't done any of their stuff?
- It's more about political accountability; the community is the body that can tell government we didn't do things!
- How much of this plan is going to be items we can check off, and how much of this is process related? How can we be prescriptive over the process we use to get to goals, rather than prescriptive towards the goals of the element?
- Frustrated by existing engagement processes; how can individuals be more holistically engaged with what's happening in their community?
- Block captains, nitty gritty community engagement – it's tough stuff.
- We need to pay people to get the word out!
- Individual self-interest is a motivating factor – how do we communicate with the public about how this work relates to them and their interests?

Breakout debrief discussion:

- Nobody is talking to each other—unincorporated service providers aren't engaging each other, unless there's some kind of permanent coordinating body, they never will. How do we rearrange system so public engagement happens when needed – argument for Office of Unincorporated Services – overcommunication is better than under-communication. There should be a body in charge of communication to unincorporated communities
- County should/needs to take accountability and formal apology of disinvestment with City of Hayward for Institutional racism and actions for Russell City. which also influenced Black and Latino influx to unincorporated – many moved to Kelly Hill.
- Why was Fairview not included in this process? – Fairview census tracts did not meet criteria for mandatory inclusion; acknowledging that census data don't tell the whole story, Fairview MAC was invited to participate, but they declined and encouraged the County to focus EJ efforts on the identified low-income census tracts.
- It's important to discuss the process by which community engagement happens—as a standard, specify a much earlier engagement process as a project gets started. Have community meetings that don't just happen at the end of a project – focus on PROCESS of getting to solution can help us be more successful reaching out to community, build trust, heal from trauma, get critical community input on projects before they move forward
- Dealing with historical and current racism here – dealing with inequitable distribution of power. Legitimate that we do things to fund outreach and organizing so there's a group of folks embedded in community, paid for the work, to connect issues and county processes to community; ground processes in realities of neighborhood. What is mechanism, relationship by which community is informed how/what this impacts them? How are community needs centered in this process?

- Suggest a permanent group of outreach workers to do hyper-local Promotora-type paid work - centering community, specific relationships and geographic areas
- Hyper-local, participation needs to be based in self-interest. How do the EJ Pillars play out hyper locally to ensure those most impacted are in the room, can they weigh in on metrics
- Small Town Happy Hour around school district re-organization, paying for childcare, learning about community -- example of community-based gatherings meant to increase awareness, engagement, and ownership over public processes
- Does EJ Element or County have direct planning and actions towards addressing gentrification? Also acknowledge and apologize for direct actions leading to lower life expectancy and health inequities