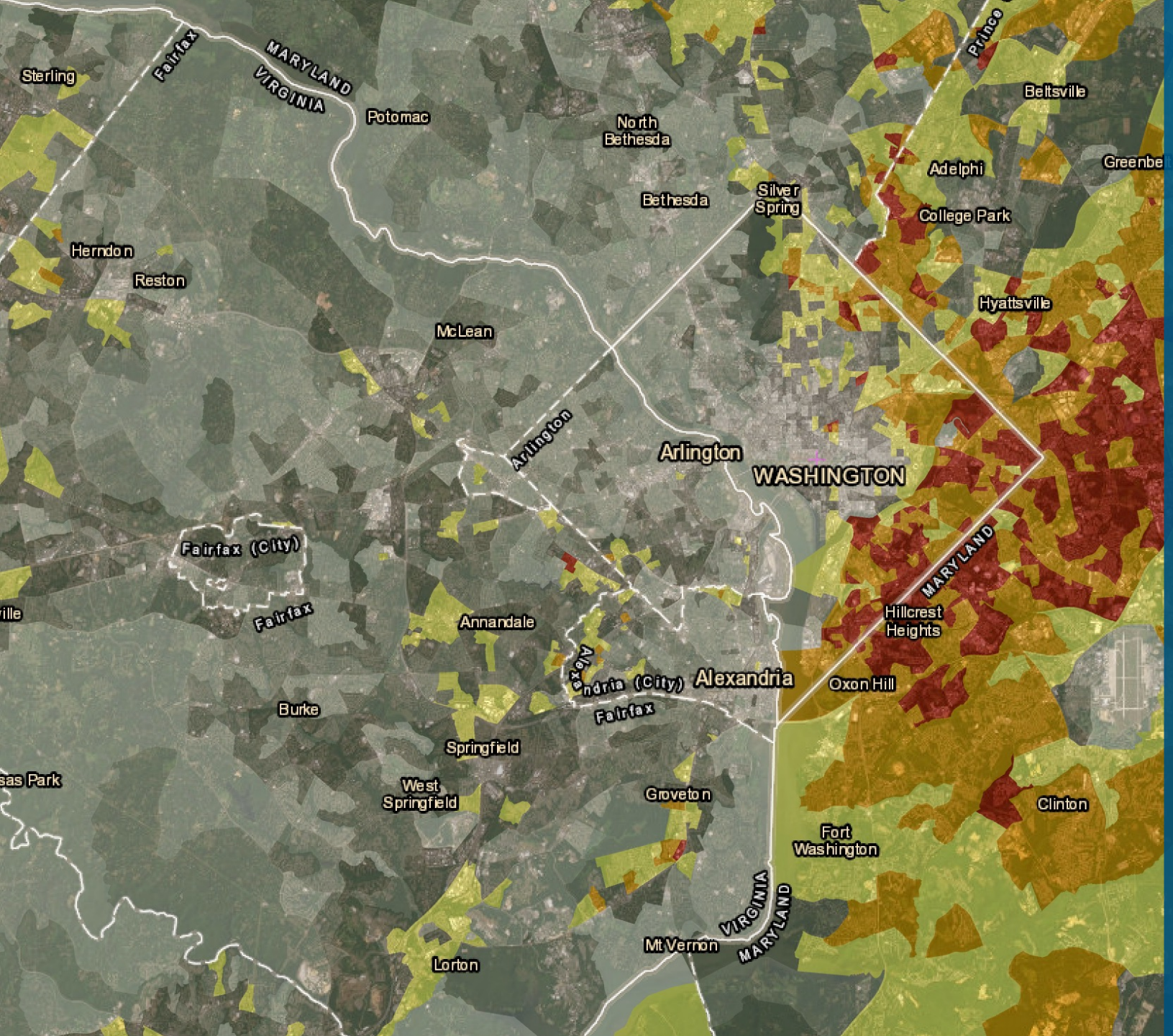



# Engaging Stakeholders for a Cleaner Tomorrow: Collaborative Approaches in MWAQC Action Plan Development

**Speaker:** Equitable Cities LLC

**Meeting:** MWCOG Environmental Justice Subcommittee Meeting

**Date:** July 10, 2024

**Time:** 12:30 PM – 2:00 PM

**Location:** Virtual Meeting

# Project Overview and Goals

Develop an Action Plan to assist members on how to consider equity when implementing air quality polices, projects, and programs.

## Stakeholder Engagement Goals

Form partnerships, solicit feedback, and gather input

Understand stakeholder groups' priorities, goals, potential concerns, and recommendations for integration of feedback into the Action Plan.

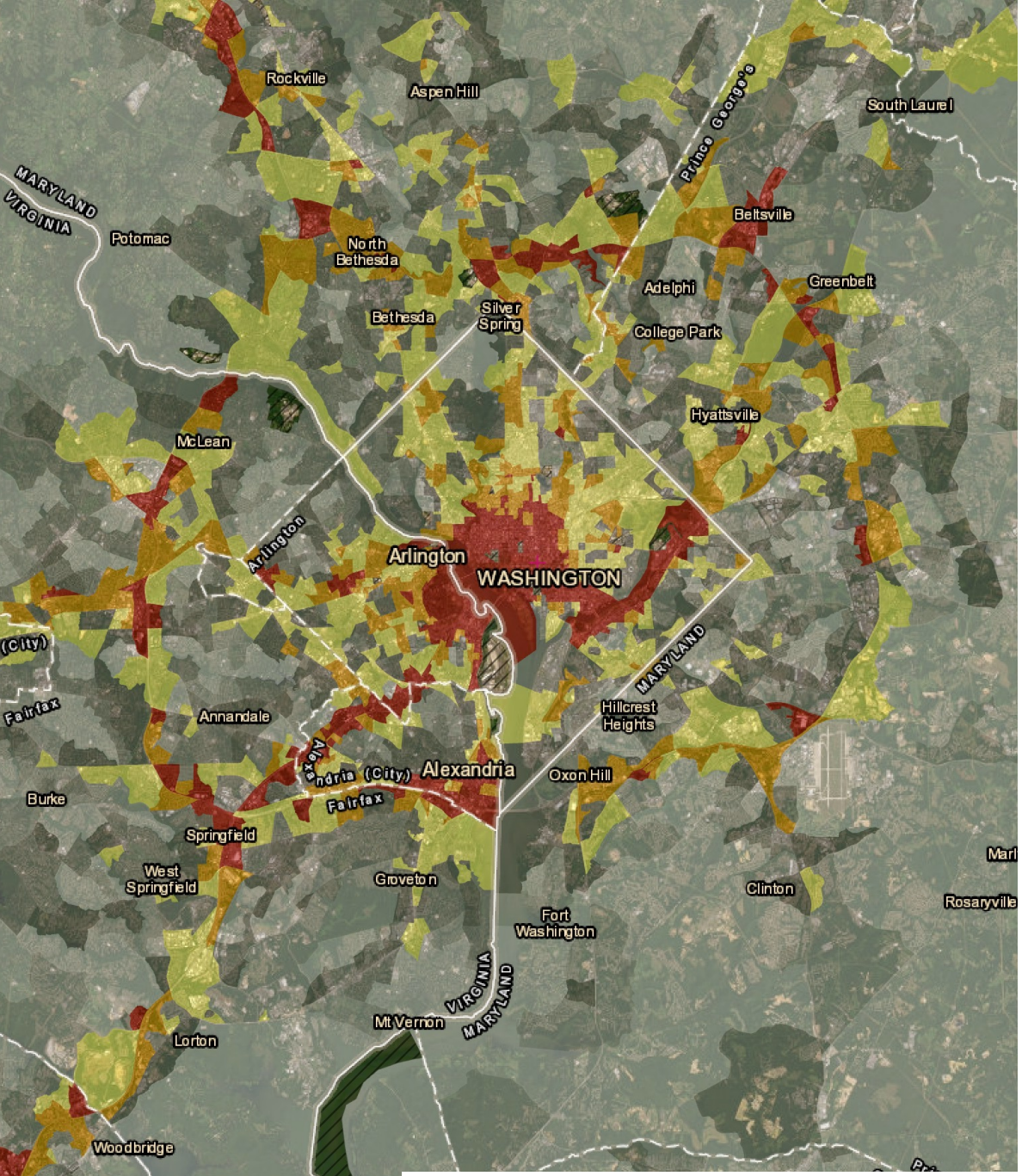
## Action Plan Goals

Develop tiered priorities and action steps for achieving the goals, recommended performance metrics, and guidance for effectively tackling EJ-related issues in alignment with the MWAQC and EJ subcommittee.

# Draft Stakeholder Engagement Approach

Center Public
Voices in Planning

# Step 1: Selection of EJScreen as a key data source to identify underserved communities and locations most impacted by adverse air conditions




Traffic Proximity Pollution Mapping

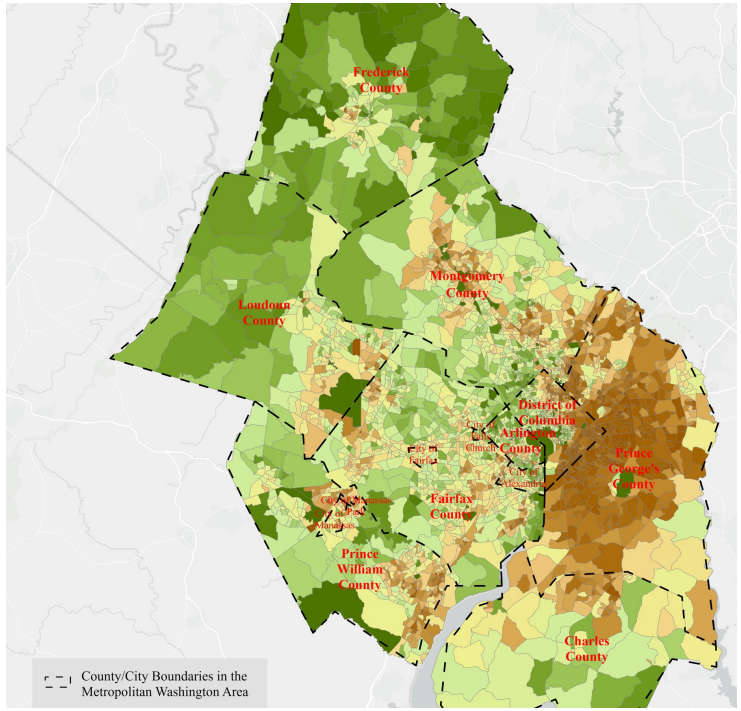
# EJScreen and Engagement

## TECHNICAL JUSTIFICATION AS AN OUTREACH TOOL

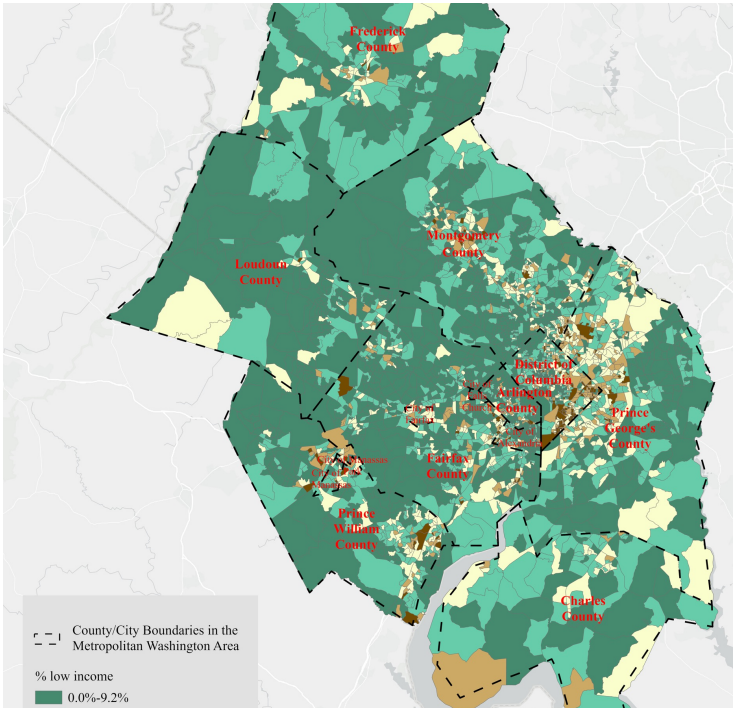
- Insightful tool for identifying underserved communities impacted by air pollution
- It includes detailed air quality indicators such as PM2.5, diesel particulate matter, air toxics cancer risks, etc.
- It helps pinpoint areas where vulnerable populations face greater environmental health risks
- It highlights health disparities such as asthma, which is a population health condition most impacted by air quality
- It's robust mapping and visualization capabilities allow for effective spatial analysis

# EJScreen Socioeconomic Indicator Mapping

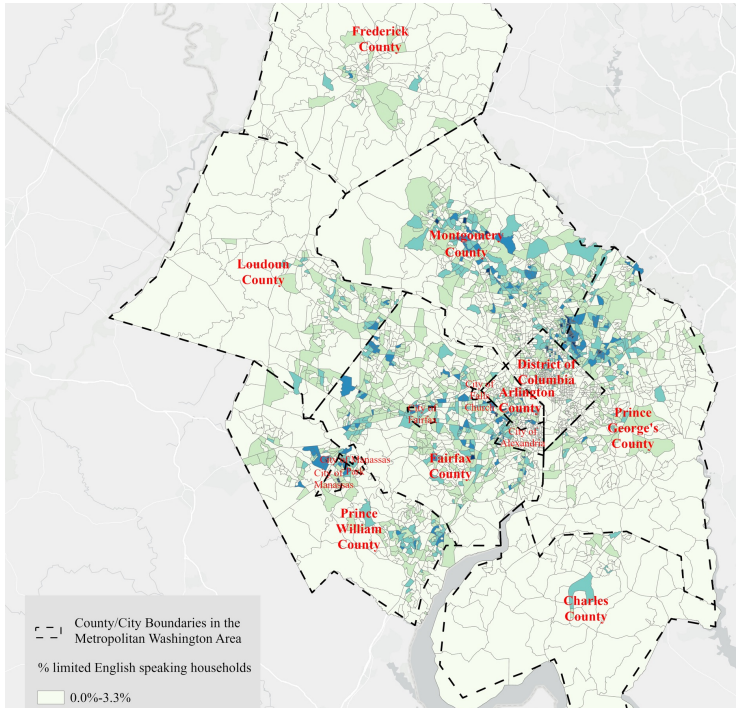
**People of Color**




**Low-Income**

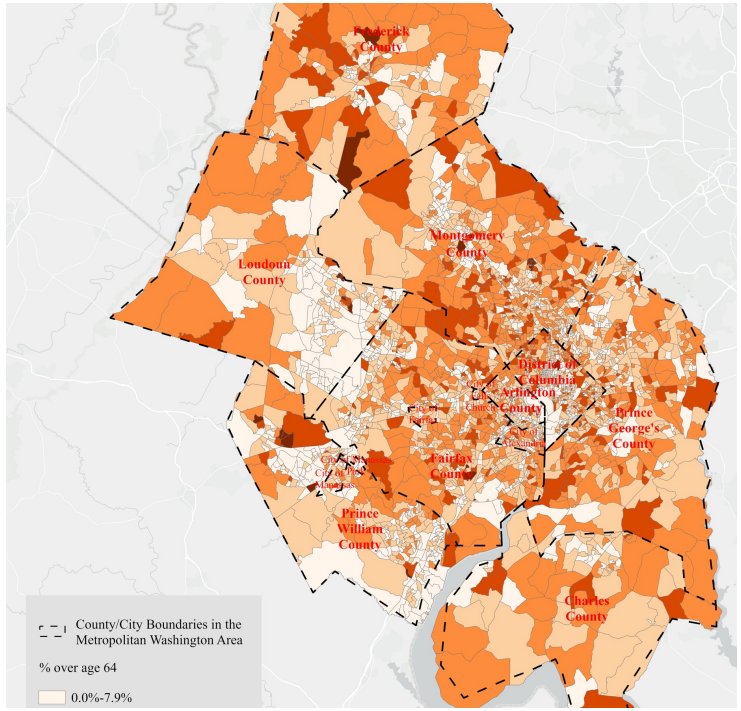


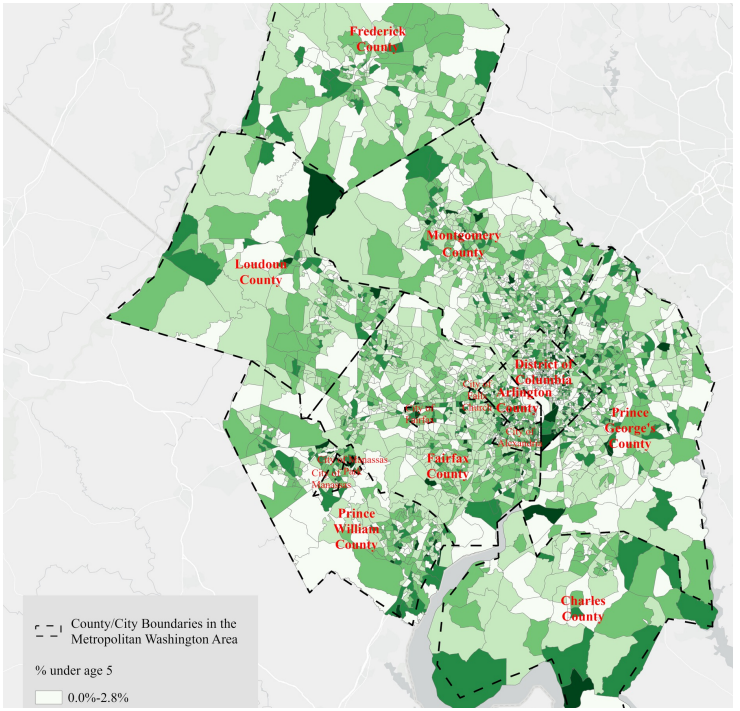

**Limited English Speaking**

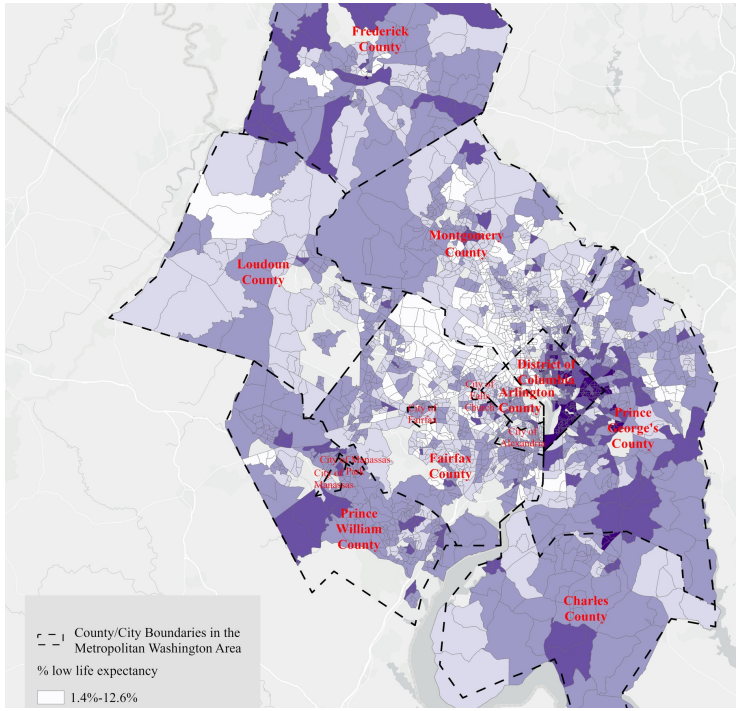


# Socioeconomic Indicators

| Over Age 64 | Under Age 5 | Low Life Expectancy |
|---|---|---|



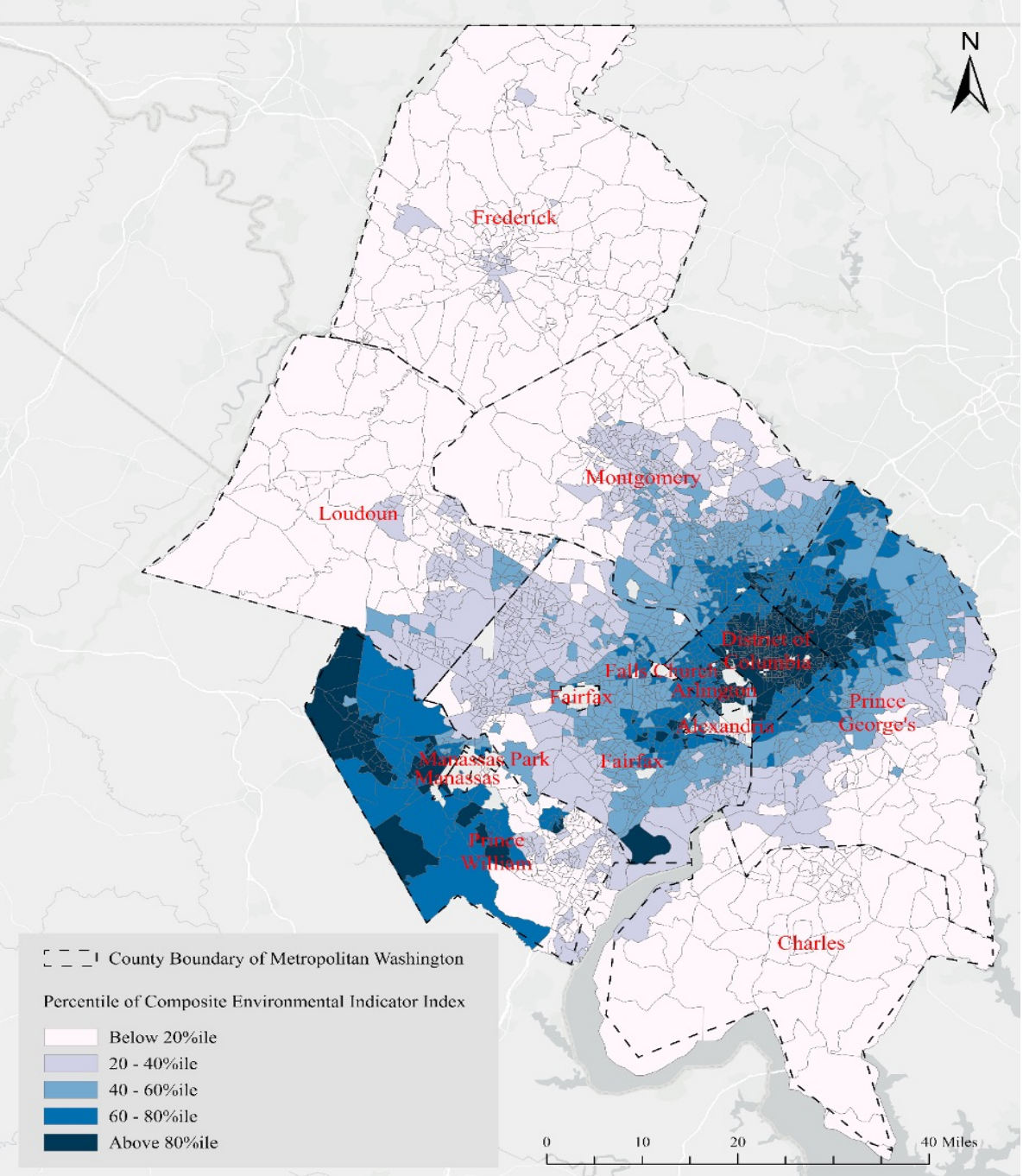



# Step 2: Leverage the power of EJScreen to create a new composite indicator index, highlighting areas and populations most impacted by adverse air conditions

# EJScreen Composite Index

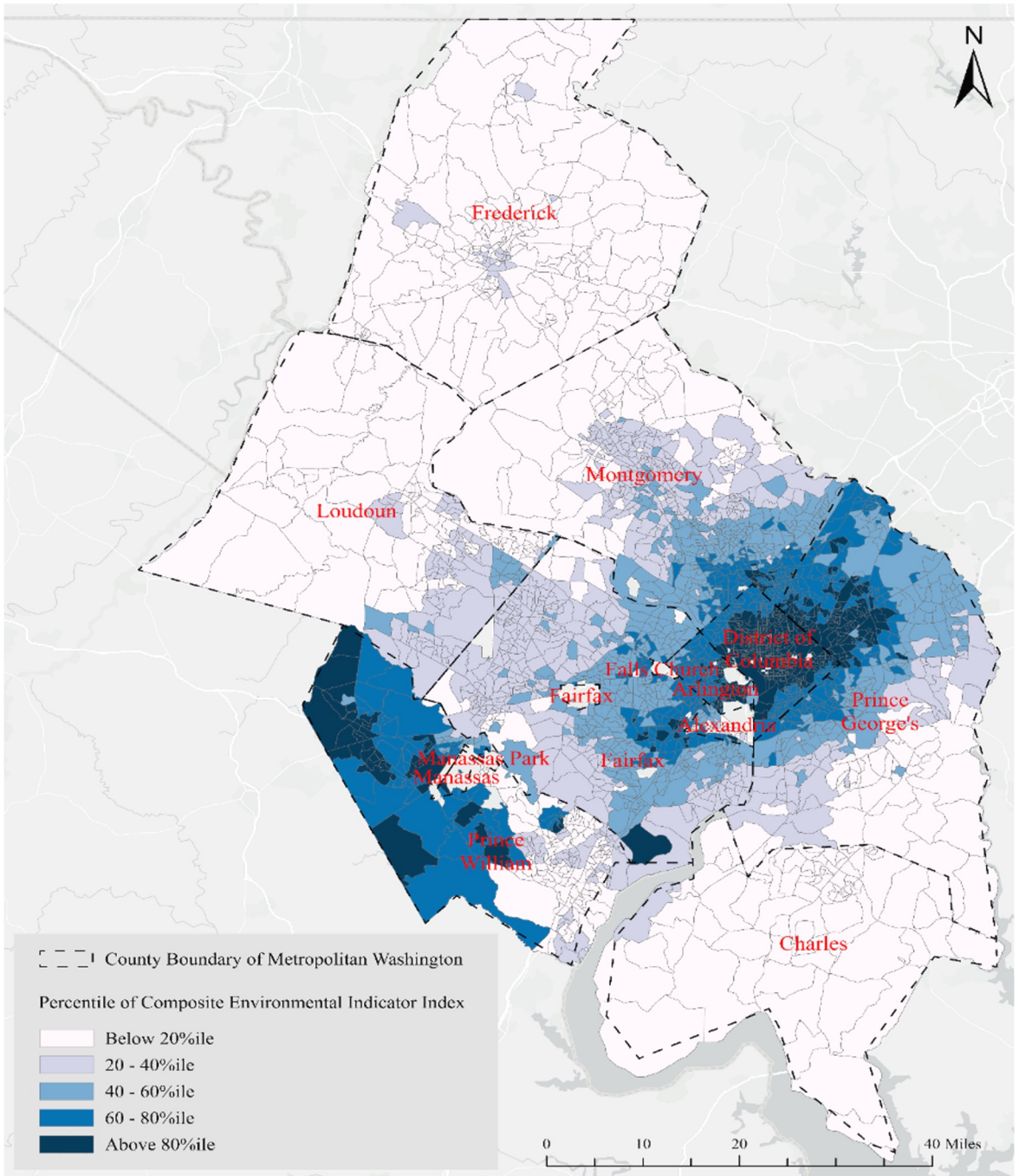
## ENVIRONMENTAL INDICATORS

- Particulate Matter (PM2.5)
- Ozone
- Diesel
- Air Toxics Cancer Risk
- Air toxics Respiratory HI
- Toxic Releases to Air
- Traffic Proximity

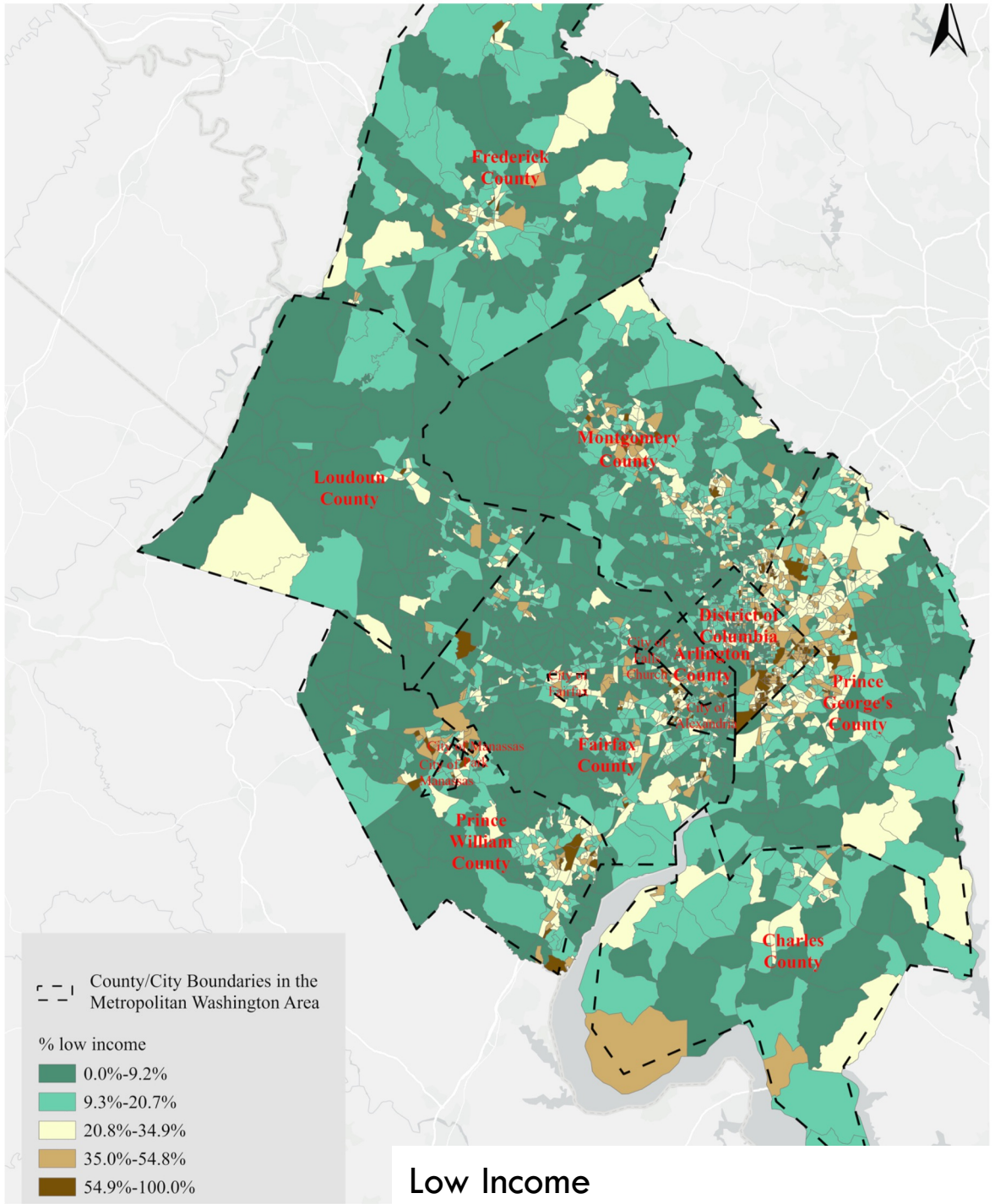



New Composite Indicator Index

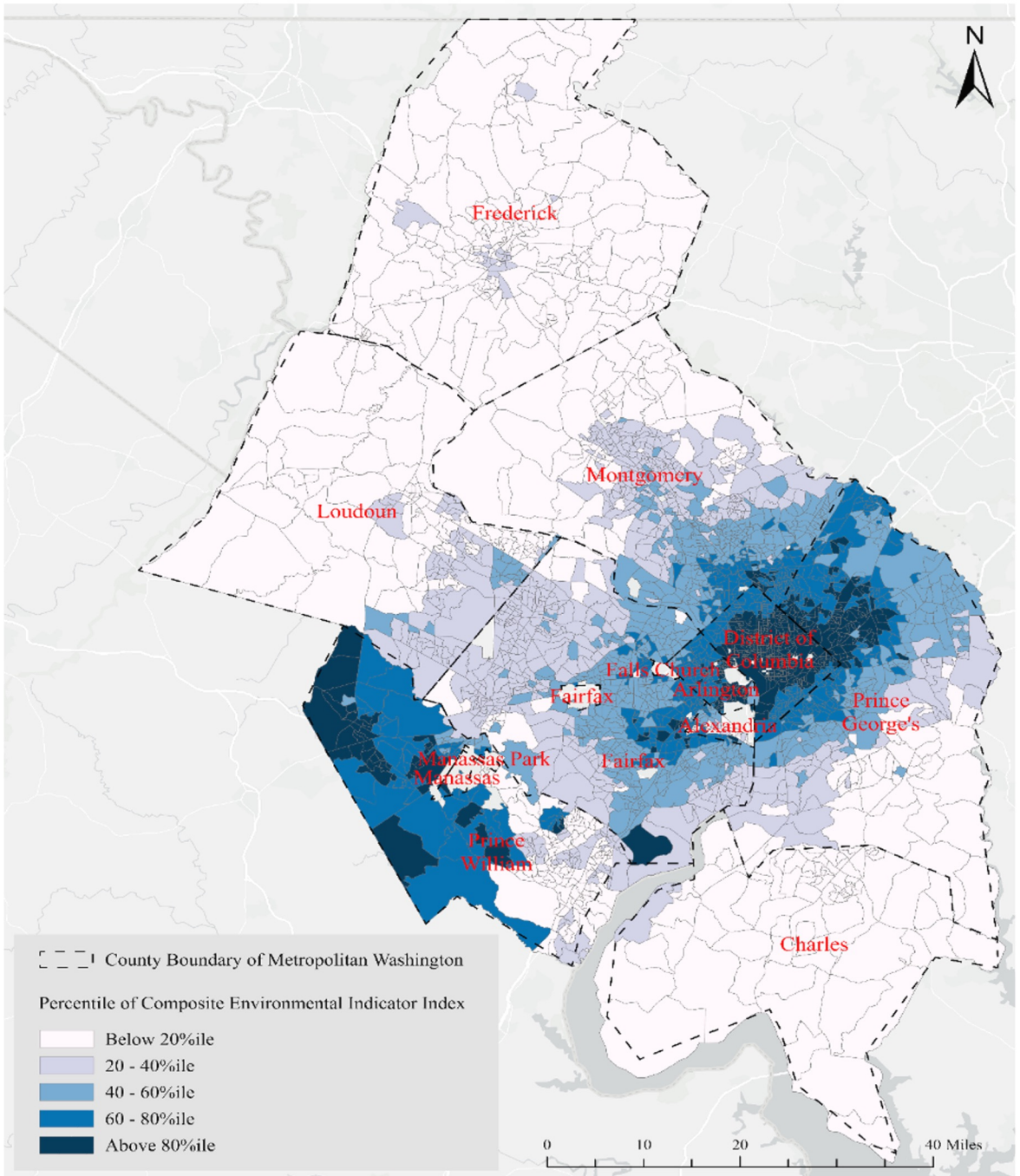
Source: https://www.epa.gov/ejscreen/download-ejscreen-da



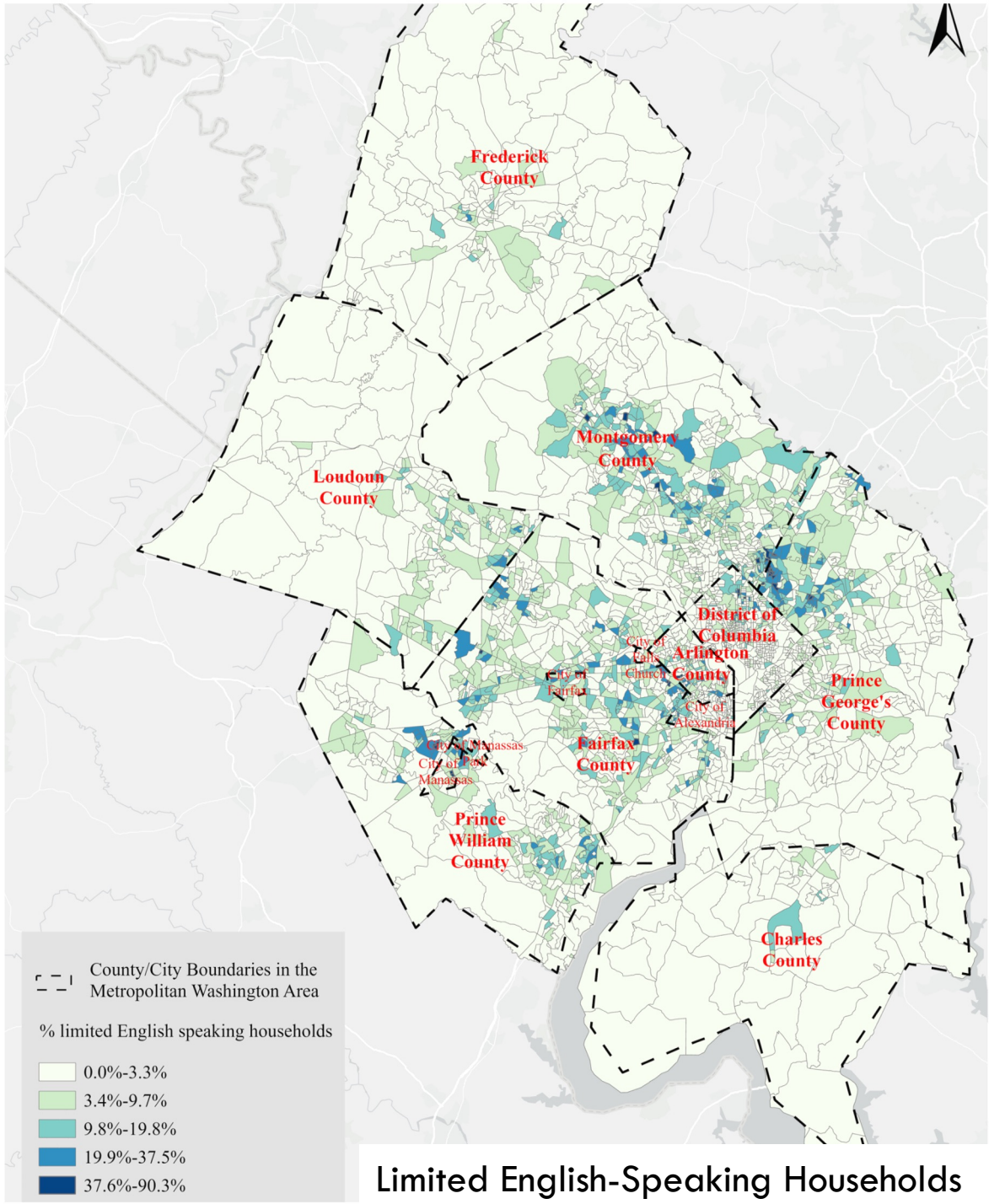

New Composite Indicator Index



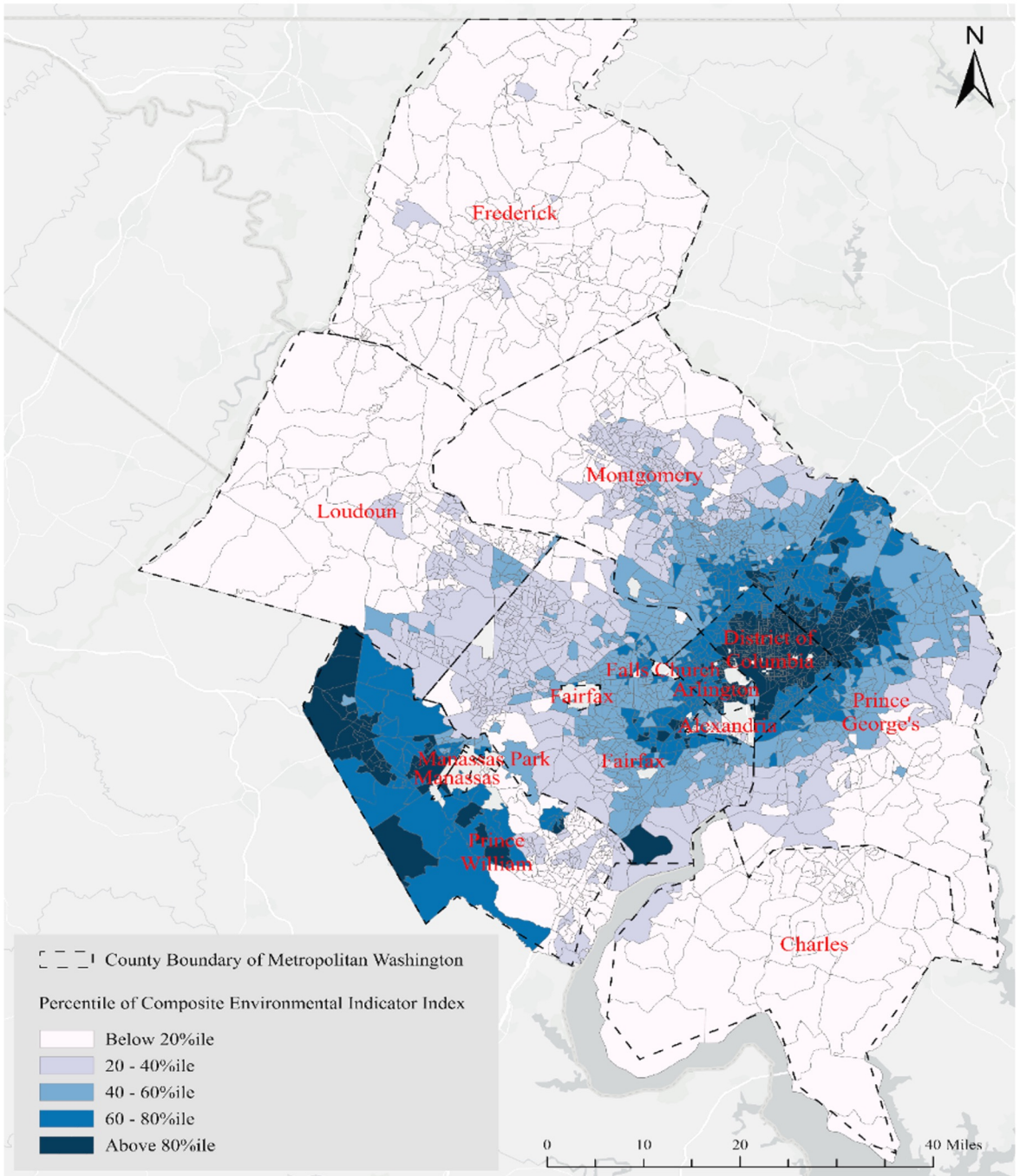

Low Income



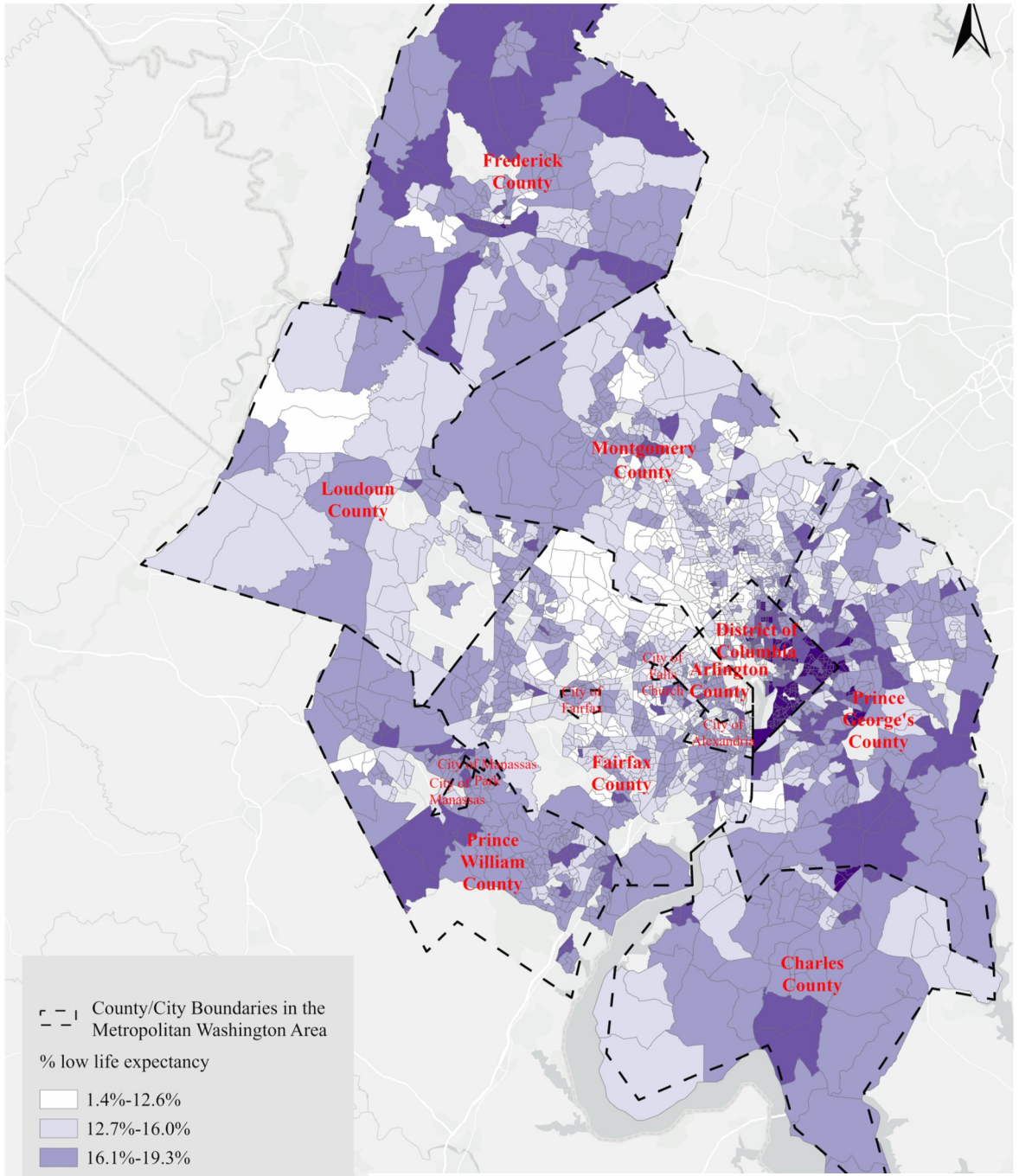

New Composite Indicator Index



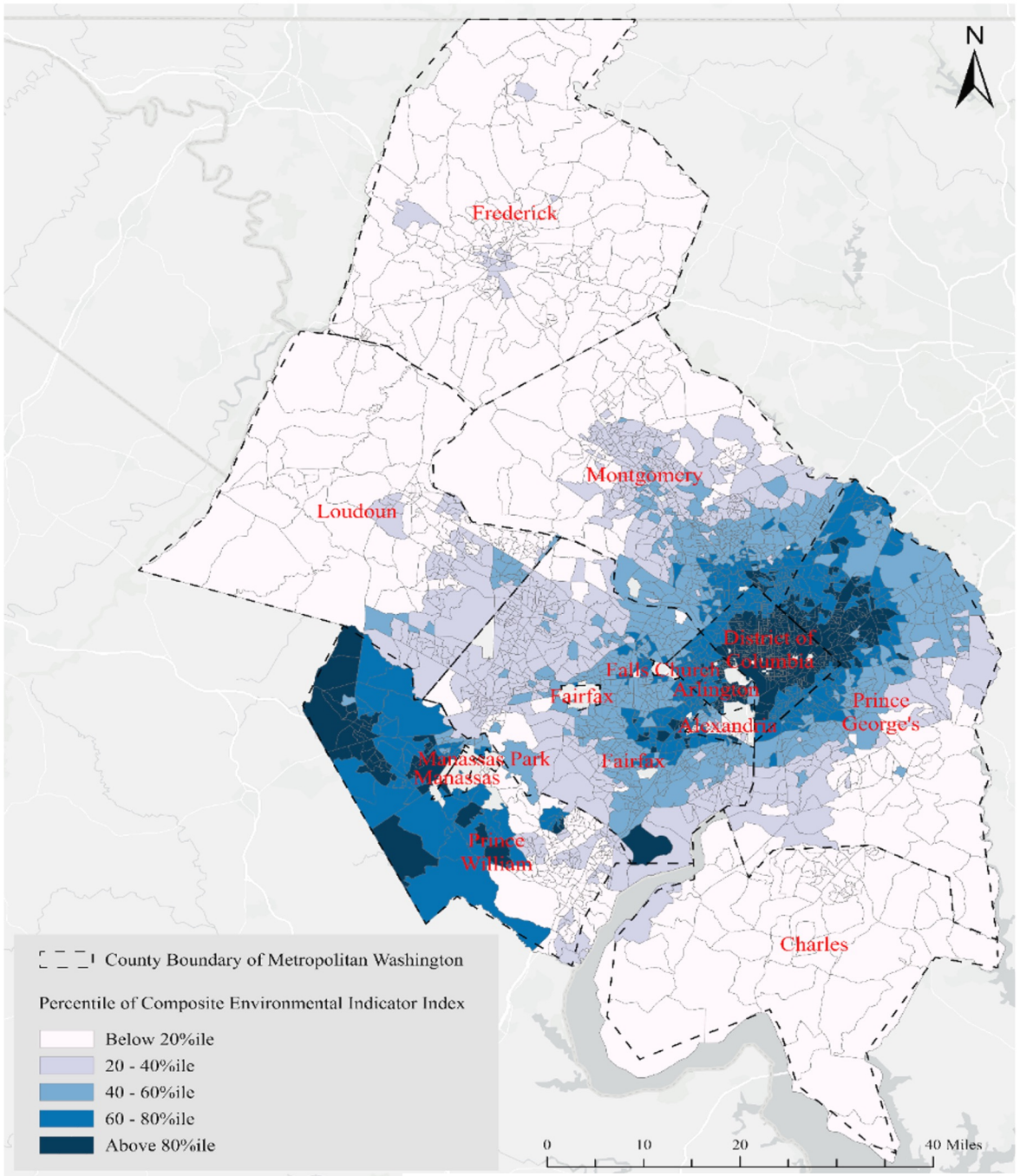

Limited English-Speaking Households



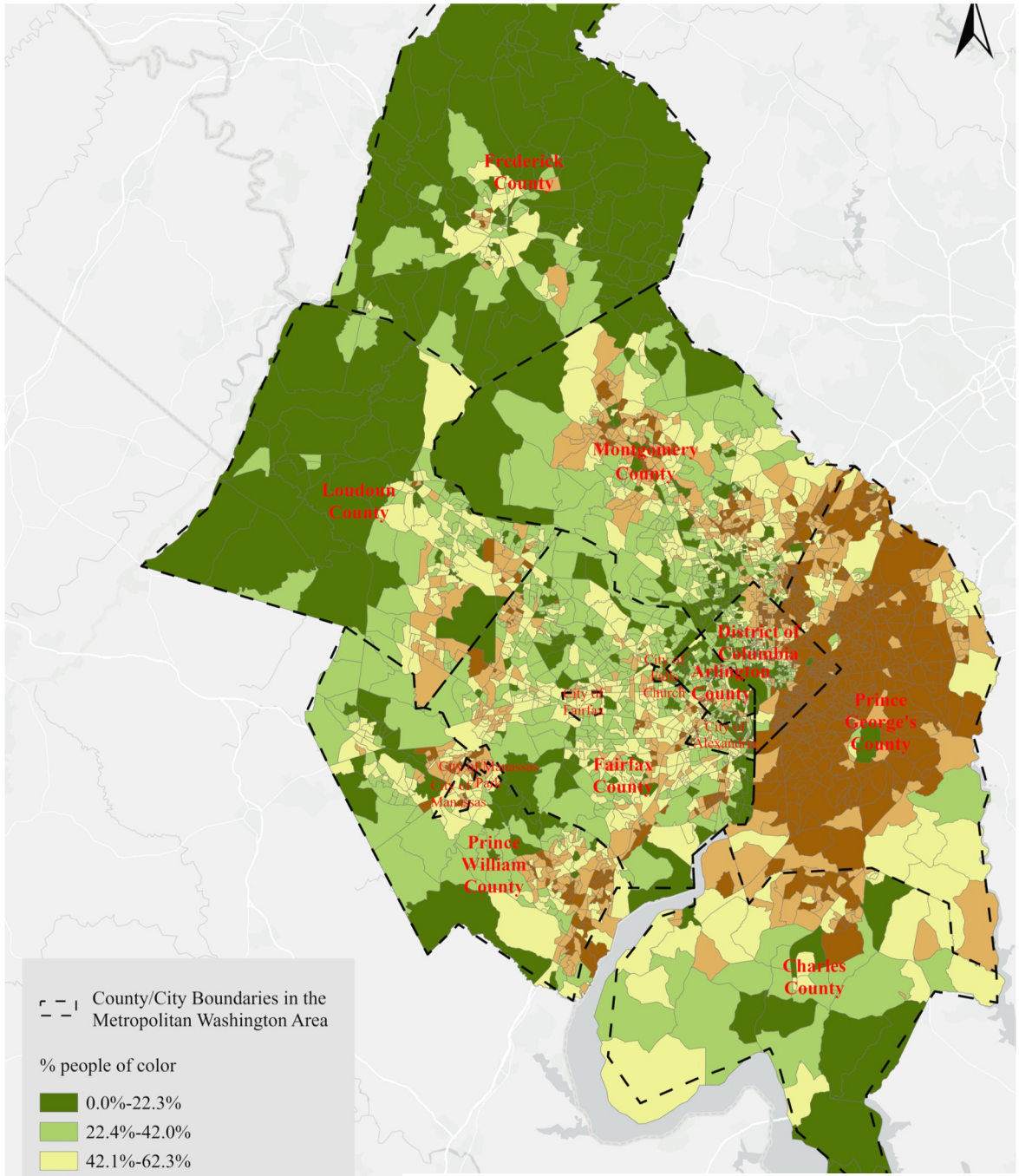

New Composite Indicator Index




Low Life Expectancy

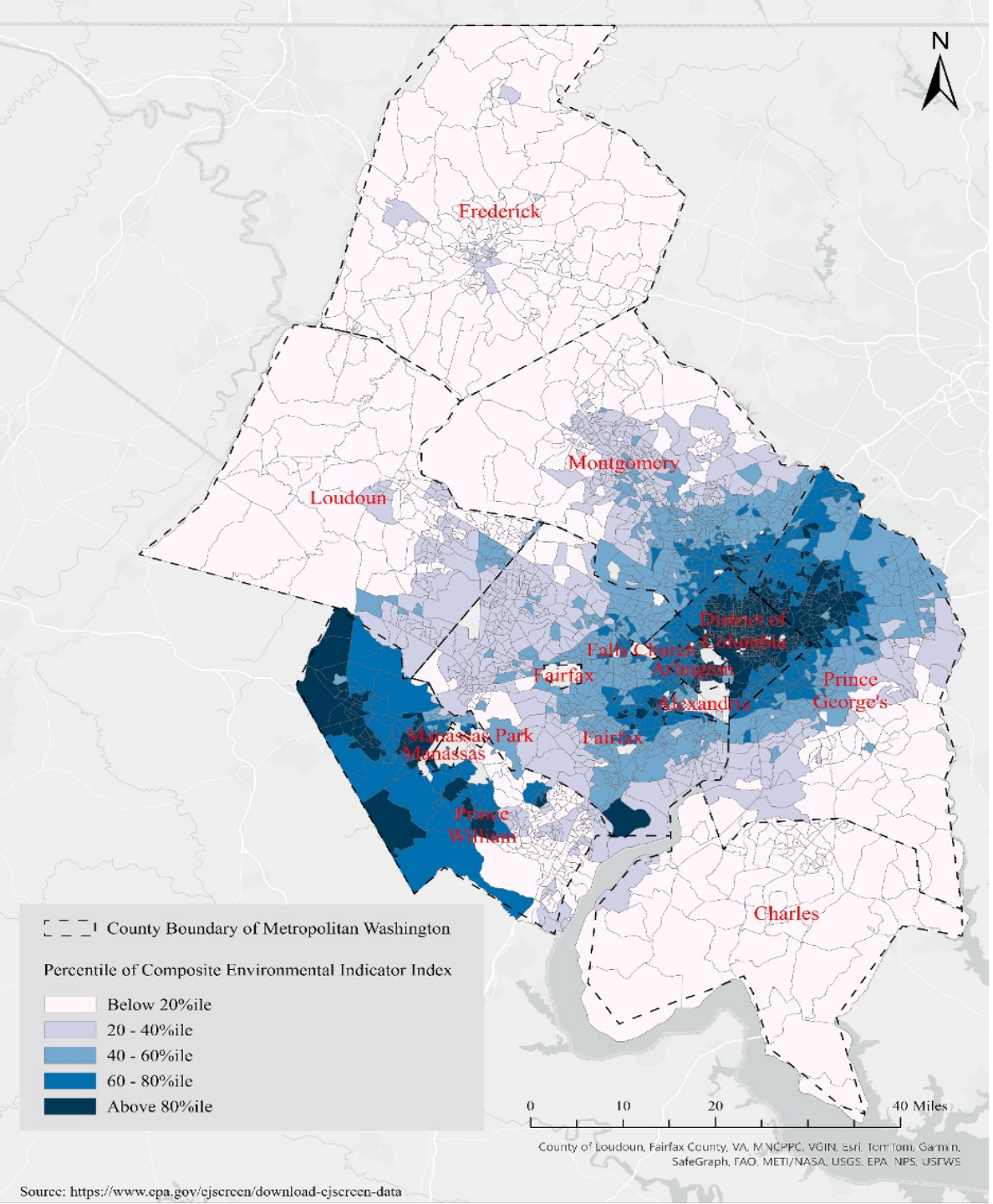



New Composite Indicator Index




People of Color

# Step 3: Create a draft equitable and inclusive stakeholder engagement plan for phases 1 and 2

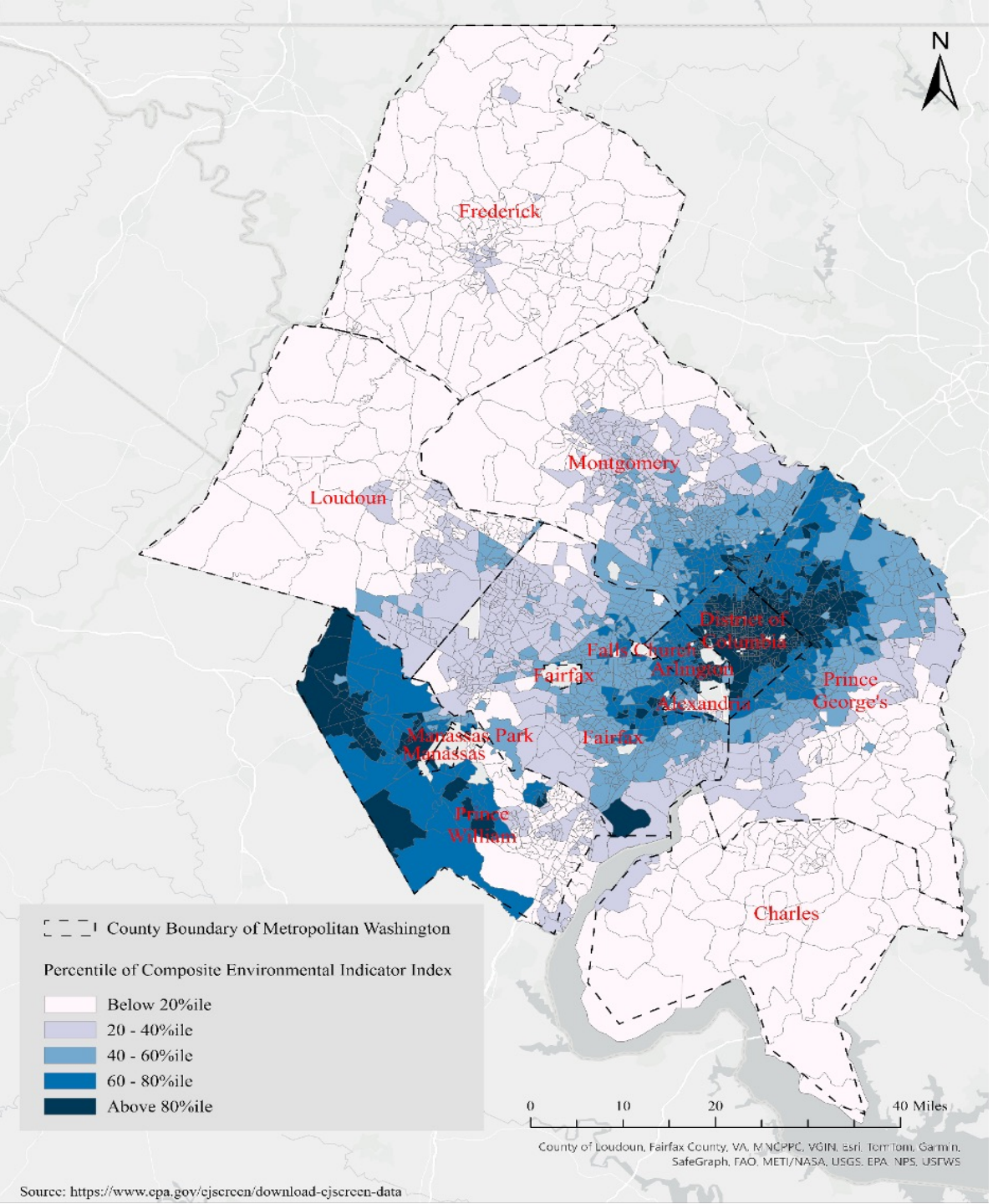



# Public Engagement Strategy

## WHERE WILL THESE VIRTUAL LISTENING SESSIONS BE HELD?

### Phase 1: *Pre-Draft* Action Plan Development

1. **Virtual Meetings by County/County Clusters (4 Meetings)**
    1. **Cluster 1: Prince George's County & District of Columbia**
        1. High impact areas shown in dark blue.
    2. **Cluster 2: Fairfax County & Arlington County**
        1. Notable impact in certain areas.
    3. **Cluster 3: Montgomery County**
        1. Moderate to high impact areas.
    4. **Cluster 4: Prince William County & Manassas Park**
        1. Significant impact areas.
2. **Metro-wide Public Meeting (1 Meeting)**
    1. Open to all residents across the Metropolitan Washington area to ensure broad representation and input.



Source: https://www.epa.gov/ejscreen/download-ejscreen-data

# Public Engagement Strategy

## WHERE WILL THESE VIRTUAL LISTENING SESSIONS BE HELD?

**Phase 2:** *Post-Draft* Action Plan Development

1. **Virtual Meetings by County/County Clusters (4 Meetings)**
    1. **Cluster 1: Prince George's County & District of Columbia**
        1. High impact areas shown in dark blue.
    2. **Cluster 2: Fairfax County & Arlington County**
        1. Notable impact in certain areas.
    3. **Cluster 3: Montgomery County**
        1. Moderate to high impact areas.
    4. **Cluster 4: Prince William County & Manassas Park**
        1. Significant impact areas.
2. **Metro-wide Public Meeting (1 Meeting)**
    1. Open to all residents across the Metropolitan Washington area to ensure broad representation and input.

# Public Engagement Strategy

## WHY HOST MEETINGS IN THE SAME LOCATIONS?

1. Consistency in Engagement
2. Continuity of Input
3. Efficiency and Effectiveness
4. Enhanced Community Buy-in
5. Validation of Preliminary Feedback
6. Empowerment and Ownership
7. Enhanced Outreach and Inclusivity

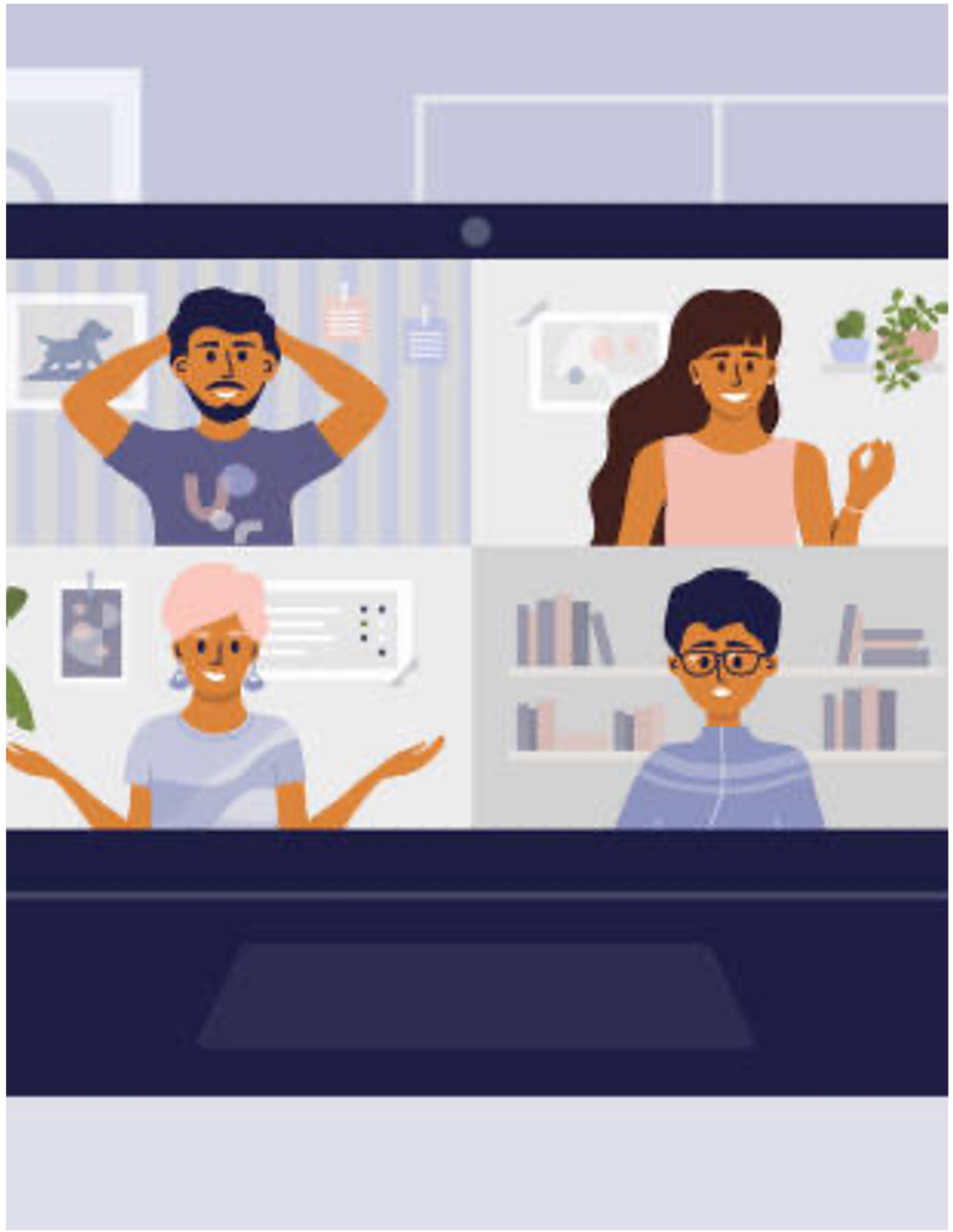
# Step 4: Outline the key implementation steps in notifying and maintaining continuous engagement with stakeholders

# Public Engagement Strategy

**WHAT ARE THE CORE COMPONENTS OF OUR IMPLEMENTATION PLAN?**

## Implementation Steps – Core Components

1. Identify Community Partners
2. Develop Outreach Materials
3. Facilitate Virtual Access
4. Implement a Structured Feedback Mechanism
5. Maintain Continuous Communication



# Public Engagement Strategy

**HOW WILL GET STAKEHOLDERS TO ATTEND THESE MEETINGS?**

- **Email Invitations**
  - Targeted Emails
  - Follow-Up Emails
- **Community Partner Engagement**
  - Partnerships with Local Organizations
  - Joint Announcements
- **Social Media and Online Promotion**
  - Social Media Campaign
  - Event Pages
- **Media and Press Releases**
  - Press Releases
- **Website**

# Step 5: Highlight the structure of the virtual listening sessions with stakeholders, along with draft agendas for both phases of engagement

# Public Engagement Strategy

## WHAT WILL BE THE FORMAT/STRUCTURE OF THESE MEETINGS?

1. Each of the 5 virtual listening sessions will take place via Zoom
    1. Will provide a help desk or hotline for technical support
    2. Maximize language accessibility features
    3. Include provisions for those without reliable internet access
    4. Provide opportunities for dial-in options
    5. Record every session and post them on the team's website
2. Participants will have to register in advance of the listening session
    1. A survey will ascertain participants' demographics, zip code, interest and familiarity with EJ, and so on.
3. All meetings will be facilitated by members of the project team
4. All meetings will last 90 minutes

# Public Engagement Strategy

**HERE'S A DRAFT LISTENING SESSION AGENDA FOR PHASE 1**

**Draft Agenda for Phase 1**

- Welcome and Introduction (10 minutes)
- Background Presentation on EJ and Air Quality
- Break Room Instructions
- Breakout Room Discussion
- Report Out from Breakout Rooms
- Q/A and Open Discussion
- Next Steps and Closing Remarks
- ***Each meeting will last 90 minutes***

# Phase 1: Key Questions

**QUESTIONS TO BE ASKED IN EACH BREAKOUT ROOM**

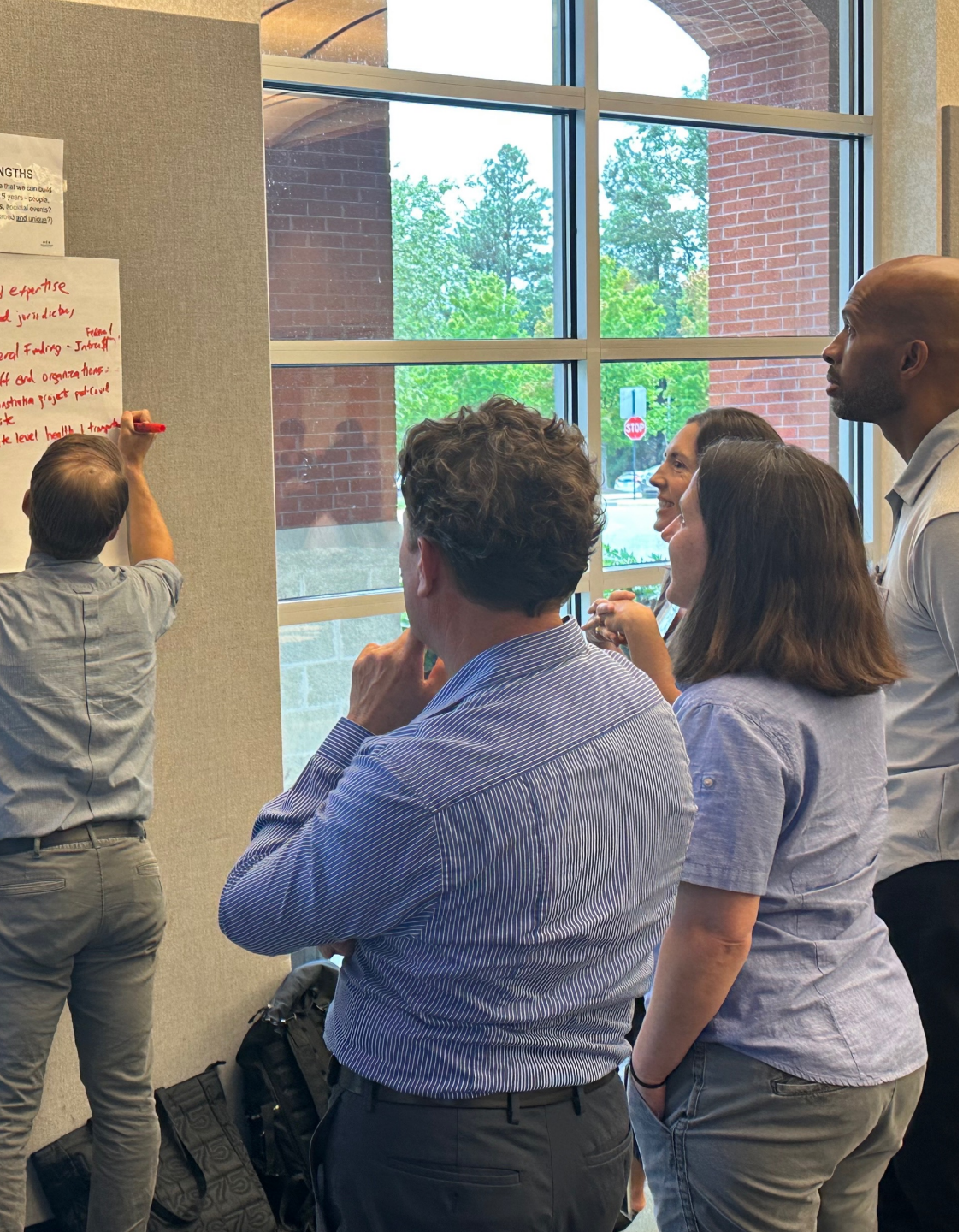
- **Community Breakout Room(s)**
  - What are your primary concerns related to air quality in your community?
  - How do you think the Action Plan can address these concerns?
  - What are your priorities for improving air quality?
- **Key Stakeholder Breakout Room(s)**
  - What goals should the Action Plan prioritize?
  - What potential challenges do you foresee in implementing the Action Plan?
  - How can we ensure the plan addresses equity and justice effectively?

# Public Engagement Strategy

**HERE'S A DRAFT LISTENING SESSION AGENDA FOR PHASE 2**

**Draft Agenda for Phase 2**

- Welcome and Introduction
- Summary of Findings from Phase 1
- Presentation of Draft Action Plan
- Breakout Room Instructions
- Breakout Room Discussion
- Report Out from Breakout Rooms
- Q/A and Open Discussion
- Next Steps and Closing Remarks
- ***Each meeting will last 90 minutes***



# Phase 2: Key Questions

**QUESTIONS TO BE ASKED IN EACH BREAKOUT ROOM**

- **Community Breakout Room(s)**
  - Do you feel the draft Action Plan addresses your primary concerns?
  - What aspects of the plan do you think are most effective?
  - Are there any areas where you feel the plan could be improved?
- **Key Stakeholder Breakout Room(s)**
  - Does the draft Action Plan align with the goals you identified in Phase 1?
  - What potential challenges do you foresee with the proposed strategies?
  - How can we enhance the plan to better address equity and justice?

# Step 6: Share the method(s) of communication being considered to present the stakeholder engagement plan to the public for feedback

# Public Engagement Strategy

## WHAT METHOD OF COMMUNICATION ARE WE USING TO PRESENT THE STAKEHOLDER ENGAGEMENT PLAN TO THE PUBLIC TO GATHER FEEDBACK BEFORE EXECUTION?

### Public Comment Period during EJ Subcommittee Meeting or ACPAC Meeting

We will allocate a segment of the agenda in an upcoming Environmental Justice (EJ) Subcommittee meeting or the Air and Climate Public Advisory Committee (ACPAC) meeting for presenting the stakeholder engagement plan and inviting public comments.

This approach leverages existing meetings with engaged stakeholders, ensuring that feedback is received from individuals who are already interested and involved in air quality and environmental justice issues.

As such, we plan to announce the public comment period in advance through our communication channels, including emails, social media, and the MWAQC website.

# Step 7: Solicit feedback on the the proposed engagement plan from stakeholders and the public at large during upcoming meetings such as this EJ Subcommittee Meeting

# Stakeholder and Public Feedback

- **Outreach Effectiveness:** Do you have suggestions for improving our outreach strategy to ensure broader participation?
- **Communication Channels:** Are there specific communication channels or platforms we should utilize to spread the word about the listening sessions?
- **Community Partnerships:** Can you recommend any community organizations or leaders we should collaborate with to help promote the listening sessions and encourage participation?
- **Reporting and Transparency:** How would you like to be informed about the outcomes and findings from the listening sessions?
- **Your Role:** What role might you be willing to play in support of advancing these sessions?

# Questions?

Center Public
Voices in Planning

# Thank You!

I am

Because

WE are