

YOUTH CLIMATE COMMISSION

STRATEGIC OUTREACH & ENGAGEMENT PLAN



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PURPOSE & OVERVIEW



LAND ACKNOWLEDGEMENT

The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants — past, present, and emerging — as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the

Fernandeño Tataviam Band of Mission Indians

Gabrielino Tongva Indians of California Tribal Council

Gabrieleno/Tongva San Gabriel Band of Mission Indians

Gabrieleño Band of Mission Indians – Kizh Nation

San Manuel Band of Mission Indians

San Fernando Band of Mission Indians

To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website at lanaic.lacounty.gov.

PURPOSE

In 2019 Youth Climate Leaders across the County advocated for a YCC, concerned with pollution in their neighborhoods, the health of their families, and global impacts. The Board of Supervisors (Board) championed their cause, adopting a motion to create the YCC.

On June 14, 2022, the Board formalized the Commission by adopting an Ordinance and the bylaws to establish the County's first YCC.

The YCC will strengthen the County's leadership in the areas of climate change mitigation and resilience by amplifying the perspectives and priorities of County youth, as it is they who will be most dramatically impacted over their lifetimes. We are seeking a total of 25 youth leaders who are passionate about climate change and have an interest in civic action that brings about change to their communities and their families.

The purpose of the Strategic Outreach & Engagement Plan is:

- To inform both the Chief Office of Sustainability and the Board of Supervisors about youth sustainability priorities by district.
- To recommend district priorities
- To outline the district youth coalitions vision, outreach strategies and accompanying goals this outreach.

This plan is a living document and will be reviewed and updated on an annual basis. This plan will evolve as we continue to collaborate with community partners, interested parties and decision-makers throughout Los Angeles County.

MISSION

YCC empowers youth and young adults to use their voices and agency to combat climate change in Los Angeles County.

VISION

For young people living in Los Angeles County to inform, recommend, and advise on County goals, plans, actions, and policies related to climate change mitigation and resilience.

GOALS

- Ensure youth leaders representative of the geographic and socioeconomic diversity of the region engage on climate change topics;
- Build the capacity of youth and young adults to be effective change agents
- More to come with your help!

THE STRATEGIC OUTREACH AND ENGAGEMENT PLAN

This Strategic Outreach and Engagement Plan will be used to guide community and stakeholder engagement, assess the climate priorities by district, help develop project concepts, to educate community members, develop relationships with residents and businesses, and ultimately create more involvement in the advancement of the LA County Sustainability Plan.

The Strategic Outreach & Engagement Plan is broken up in 3 components:

1. Vision for Success and Evaluation Criteria
2. Outreach & Engagement Strategies
3. Opportunities for Collaborative Efforts

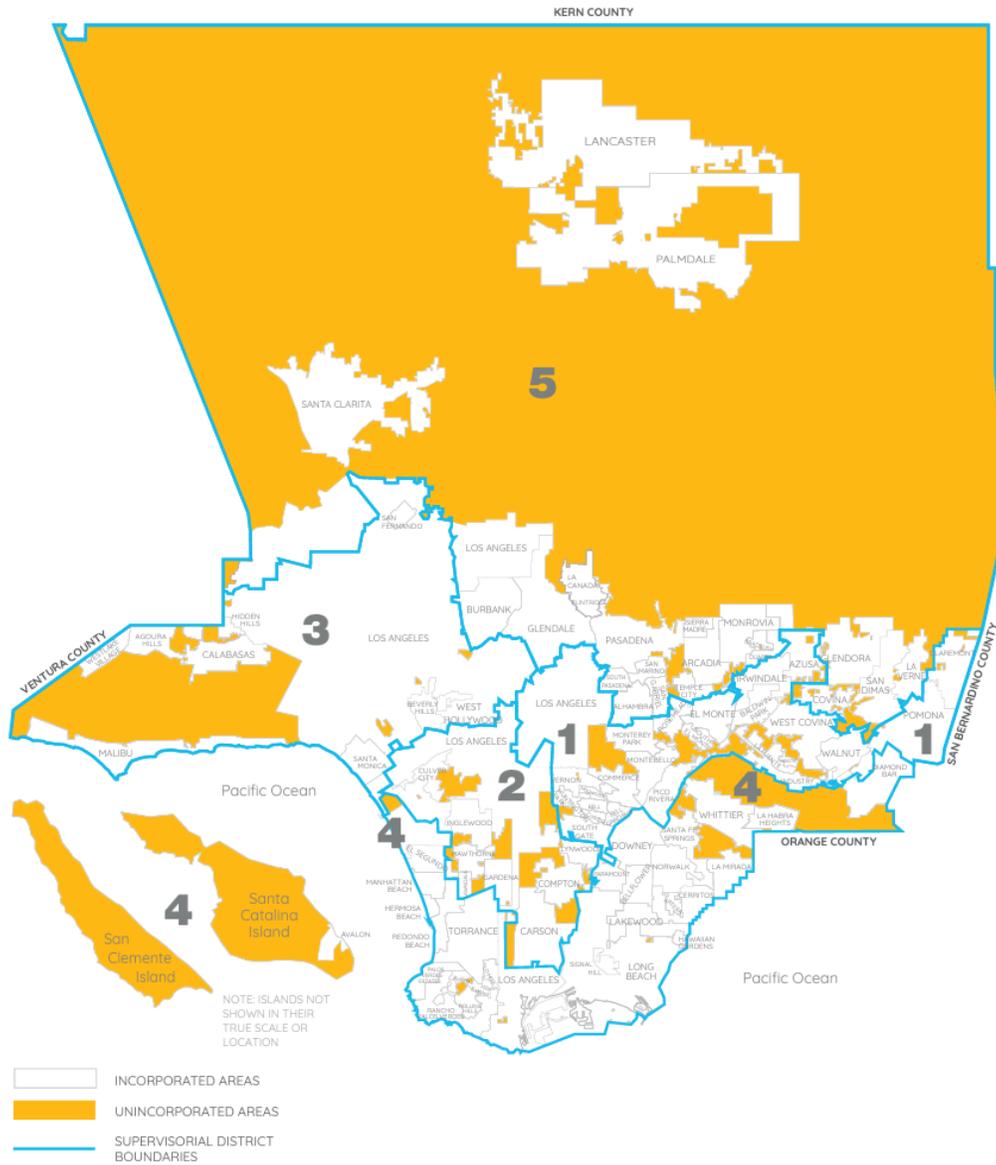
DEMOGRAPHICS

Understanding socioeconomic status, population size, and racial/ethnic make up of the districts and communities throughout LA county. It is important to understand how to best communicate and engage.

To better understand the demographic makeup of your district visit the U.S Census Bureau website www.census.gov



LA COUNTY AREA



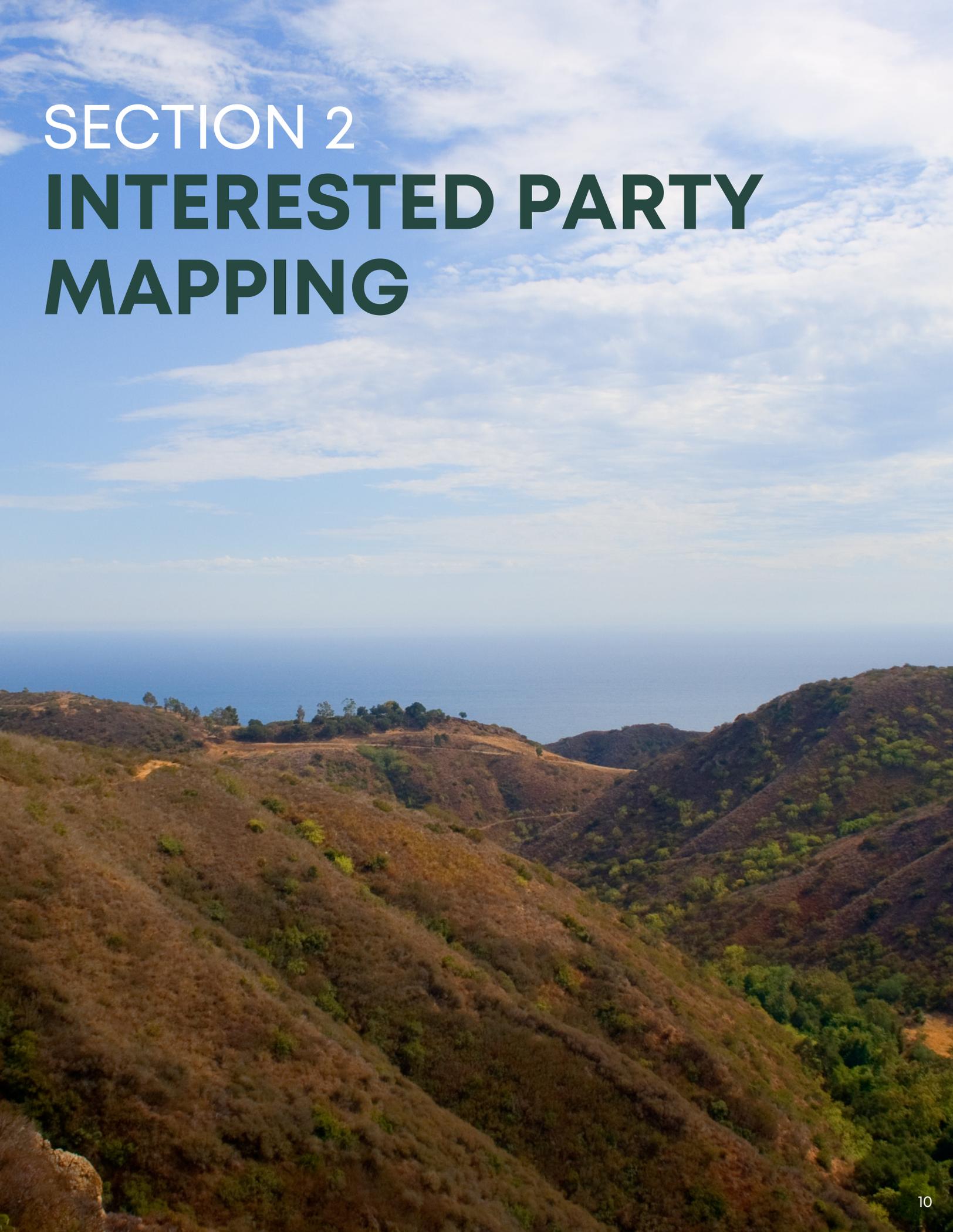
Just How Large Is Los Angeles County?

Los Angeles County is the most populous in the country, with an estimated 10.3 million residents as of 2018. The next most populous is Cook County in Illinois, which includes Chicago and has a population of 5.2 million.

To put that in perspective, 1 in 4 Californians and 1 in 33 Americans lives within Los Angeles County. If we were our own state, we would be the 10th most populous in the U.S., surpassing Michigan, New Jersey, and Virginia.

In terms of physical geography, Los Angeles County includes 4,084 square miles—roughly the size of Hawaii's Big Island and larger than Puerto Rico or Jamaica.

Our size and complexity mean that Los Angeles County faces unique governance challenges that exist nowhere else. At the same time, we have enormous opportunities to enact sustainability solutions at both the local and regional levels.



SECTION 2

INTERESTED PARTY MAPPING

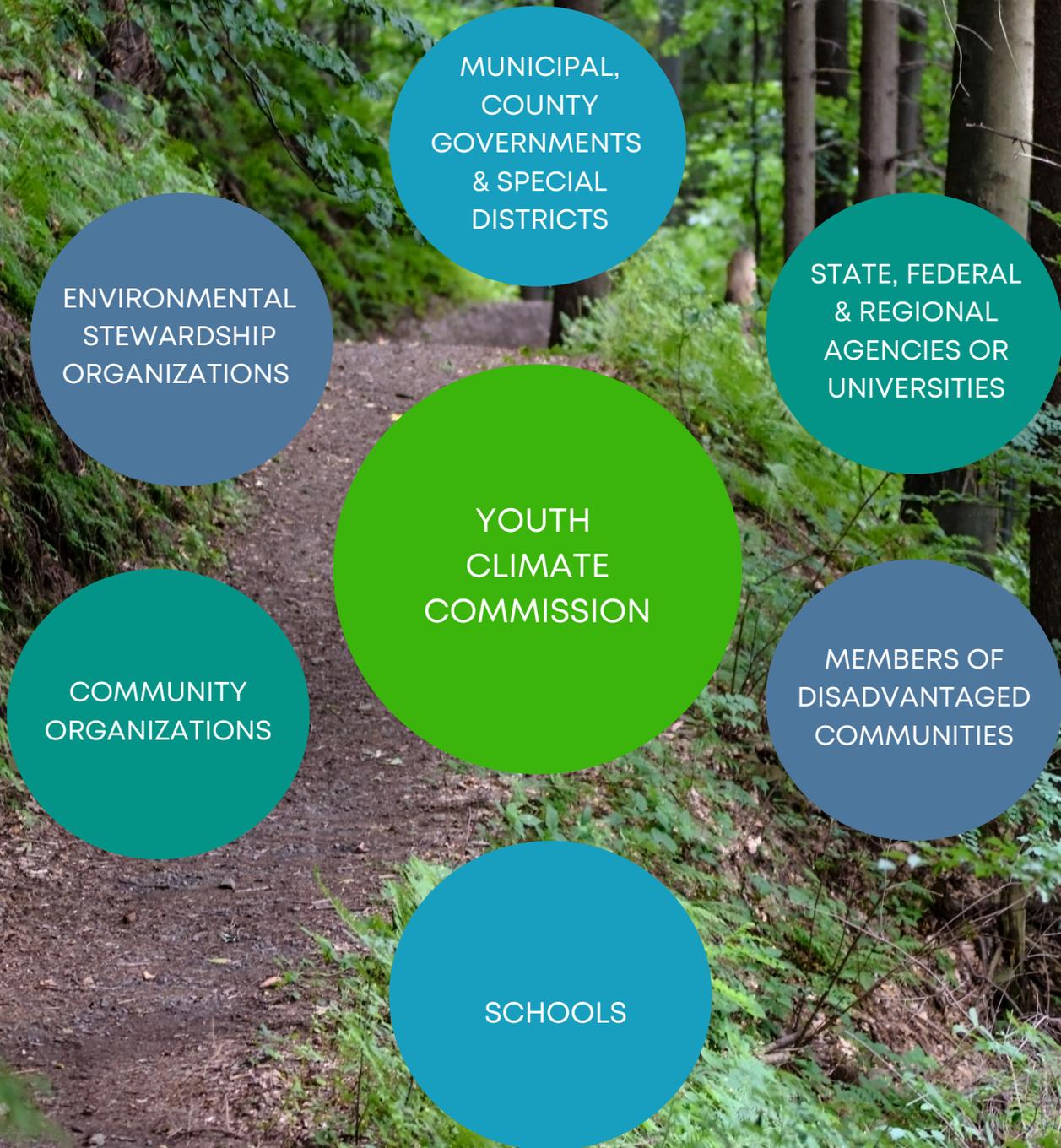
INTERESTED PARTIES

At the core of the duties and responsibilities of being a Youth Climate Commissioner is the ability to connect with communities and building inclusion and meaningful engagement in pursuit of advancing a sustainable LA County. Duties related to community engagement and outreach are listed below:

- Engage municipalities, community groups and youth stakeholders; Conduct community outreach to diverse communities, with an emphasis on disadvantaged communities;
- Provide leadership in community outreach efforts related to climate issues;
- Facilitate collaborative decision-making to develop and implement actions that best address community priorities
- Integrate community, municipality, and regional priorities through partnerships and extensive networks; and
- Organize public outreach events to educate Stakeholders

As the a commissioner emphasis should be placed on building, fostering and strengthening new and existing relationships to interested parties in your district area.

INTERESTED PARTIES CATEGORIES



DISADVANTAGED COMMUNITIES

Disadvantaged communities in California are specifically considered for investment of proceeds from the State's cap-and-trade program. These investments aim to improve public health, quality of life and economic opportunity in California's most burdened communities to reduce pollution that contributes to climate change.

Authorized by the California Global Warming Solutions Act of 2006 (AB 32), the cap-and-trade program is one of several strategies that California uses to reduce greenhouse gas emissions. The funds are used for programs that further reduce emissions of greenhouse gases.

In 2012, the Legislature passed Senate Bill 535 (de Leon), directing that 25% of the proceeds from the Greenhouse Gas Reduction Fund go to projects that provide a benefit to disadvantaged communities. The legislation gave the CalEPA responsibility for identifying those communities. In 2016, the Legislature passed AB 1550 (Gomez), which now requires that 25 percent of proceeds from the fund be spent on projects located in disadvantaged communities. Following a series of public workshops in February 2017, the CalEPA released its list of disadvantaged communities for the purpose of SB 535 in April 2017. To inform its decision, the CalEPA used the CalEnviroScreen 3.0 results.

<https://oehha.ca.gov/calenviroscreen>

SECTION 3

VISION FOR SUCCESS



YOUTH CLIMATE COMMISSIONER

The role of the Youth Climate Commissioner is to educate and build capacity in their representative district and to facilitate community and stakeholder engagement.

Specific duties include:

- Identify district eco partners
- Convene listening sessions with district youth
- Engage cities, community groups and youth stakeholders
- Conduct community outreach with an focus on disadvantaged communities;
- Provide leadership in community outreach efforts
- Facilitate collaborative decision-making to develop/implement actions that address community priorities
- Integrate community, city, and district priorities
- Organize public outreach events to educate Stakeholders
- Collaborate with all the Chief Sustainability Office and the YCC to help ensure consistency and inform each other of effective efforts, outreach, and communication approaches.

This Strategic Outreach and Engagement Plan is a key element of a commissioners work.

YOUTH CLIMATE COMMISSIONER TASKS

Task 1

Establish a District Youth Climate Commission

Task 2

Administer 100 surveys per commissioner

Task 3

Engage district eco partners and stakeholders

Task 4

Identification of District Youth Sustainability Priorities

Task 5

Connect Priorities to the OurCounty Sustainability Plan

Task 6

Share priorities with Chief Sustainability Office and BOS

Task 7

Collaborate with Commissions with similar goals

Task 8

Local Stakeholder Education

Task 9

YCC Collaboration

VISION FOR SUCCESS

To successfully undertake our Strategic Outreach and Engagement Plan (SEOP) will require critical reflection about the district you represent and its residents. Our primary goal is to ensure that the YCC has the highest possible impact on communities that need it the most, particularly those that have been historically underserved. It is key to ensure that development of educational materials are easy to understand and able to reach youth and diverse backgrounds.

PRIORITIES FOR OUTREACH & ENGAGEMENT

- Prioritize diverse and underserved communities;
- Capture the needs and priorities of youth residents;
- Ensure the CEO/BOS is aware of community preferences and input;
- Undertake all activities in culturally respectful ways;
- Encourages collaborative decision-making processes;
- at all times, reflect the goals of the YCC.

ADVERTISING OUTREACH & ENGAGEMENT

To track all activities, an internal Activity Tracker document will keep track of all details pertaining to our outreach efforts. Additionally, to ensure that the public is aware of our community outreach, a YCC calendar or activities is maintained by the Chief Sustainability Office and available at:
<https://ycc.lacounty.gov/>

TRACKING SUCCESS

To ensure that our vision for success is accomplished, we have developed 5 Focus Areas to ensure a strong and robust outreach and engagement component to our work. These Focus Areas can also be used as a guide for the YCC and District to evaluate the effectiveness of our efforts.

The 5 Focus Areas include:

- Engage stakeholders, municipalities, youth groups.
- Solicit input, connect with district youth, ask for technical assistance (TA).
- Ensure diverse perspectives are shared with the District Representative and Chief Sustainability Office.
- Identify and ensure the involvement of youth from disadvantaged & underrepresented communities.
- Educate about the OurCounty Sustainability Plan, ecological and community issues.

A close-up photograph of several thick, green, pointed leaves of an aloe vera plant. The leaves are arranged in a cluster, with some overlapping. The edges of the leaves are covered in small, sharp, reddish-brown spines. The background is a plain, light-colored surface.

SECTION 4

FOCUS AREAS FOR

ENGAGEMENT

OUTREACH & ENGAGEMENT FOCUS AREAS

To ensure our outreach and engagement efforts will accomplish our Vision for Success, we have develop 5 Focus Areas, listed below. In the following pages, we provide additional details our 5 Focus Areas, strategies to accomplish these, and their expected outcomes.

FOCUS AREAS

1

Engage stakeholders, municipalities and youth groups.

2

Solicit input and connect to technical assistance (TA) opportunities.

3

Ensure diverse perspectives are shared with the District and CSO.

4

Identify and ensure the involvement of youth from disadvantaged & underrepresented communities.

5

Identify educational programming about OurCounty Sustainability Plan, ecological & community issues.

QUALITY CONTROL PLAN & EVALUATION CRITERIA

To ensure efficacy of our services, we employ both process and outcome evaluation tools. Standard monitoring measures include: attendance sheets for events/meetings; meeting agendas and minutes; activity/presentation evaluations; activity summary forms; and documentation of the locations, dates, frequency, number of participants, and participant characteristics for presentations, resource booths, and meetings, trainings and other events.

Staff is experienced with documenting, monitoring and evaluating services. Oversight occurs monthly at internal meetings, led by consultant Christy Zamani, which allow the opportunity to provide feedback to commissioners about activities, obstacles and best practices. Additional internal evaluation occurs at monthly meetings, led by subject matter expert, Catalina Gonzalez , where work plan goals and important benchmarks are discussed.

Specific activities to be evaluated include: efficacy & relevance of presentations, efficacy of outreach/recruitment; and data collection and analysis. Evaluation Criteria vary depending on the strategy/activity. For example, for a presentation, our staff: collects sign-in sheet, files a copy of agenda / flyer and photographs the event to be used for media outreach.

FOCUS AREA

1

Engage youth stakeholders, municipalities and eco groups.

Activities	Purpose	Outputs
Develop detailed Interested Party Matrix with Current Contact Information	Guide and document engagement and follow-up activities.	Document with contact information and activity tracker
Attend Community Meetings, and Events in the district area	Conduct outreach about the OurCounty Sustainability Plan	Attend 2 Community Meetings; Share YCC goals
Engage with Interested Parties by Hosting Regular Meetings	Inform about the YCC, build relationships, increase collaboration.	Participate in 2 community events; Share YCC projects
Conduct Presentations About the YCC in your district	Increase public knowledge, build connections, engage partners	Hold 5 general information booths across LA County

FOCUS AREA

2

Solicit input and connect to technical assistance (TA).

Activities	Purpose	Outputs
Develop Simplified Technical Assistance Presentation	Provide commissioners with TA to support their efforts.	Attend 1 outreach event or progress meetings for each district
Develop Visual Infograph for Projects	Share with Interested Parties and youth community members.	Documents with summary of each District Coalition project
Maintain Regular Communication with Municipalities in your district	Increase collaboration, input, and opportunities.	Deliver YCC presentation; Informative documents
Host Pop-Up Events with Materials in your district	To increase public participation & input, connect the public to the YCC.	Attend 2 meetings; deliver YCC information when possible

FOCUS AREA

3

Ensure diverse perspectives are shared with the District and CEO

Activities	Purpose	Outputs
Engage with Eco /Youth focused CBO's in your district	Build relationships and increase participation in the YCC	Maintain log of all community feedback
Attend Youth Focused Organization Meetings and Events	Ensure diverse perspectives are shared with the District and YCC.	Attend 2 City Council and Supervisor meetings
Develop Relationships with Local Schools, Colleges and Universities	Increase participation of students in the YCC	Deliver or hold 5 presentation for students
Host Meetings with ASB's and Youth Groups in your district	Increase youth participation & input, solicit feedback, and connect to YCC.	Creation of YCC Monthly and End of Year Report

FOCUS AREA

4

Ensure participation by youth in disadvantaged communities.

Activities	Purpose	Outputs
Conduct Low-Tech Approach Activities (canvassing, tabling, disseminating flyers)	Reduce technological barriers to input and involvement.	Hold 80% of engagement and activities in/for underserved communities
Train Trusted Community Liaisons	Build community trust in the YCC.	Collaborate on 5 events/activities; Grow connections; Share best practices
Partner With Existing Community Resources	Leverage existing programs and reach diverse populations.	Ensure simple explanations of YCC; avoid high tech
Develop Materials Using Common and Appropriate Languages	To eliminate barriers associated with terminology & language	All document will be translated to Spanish and other languages

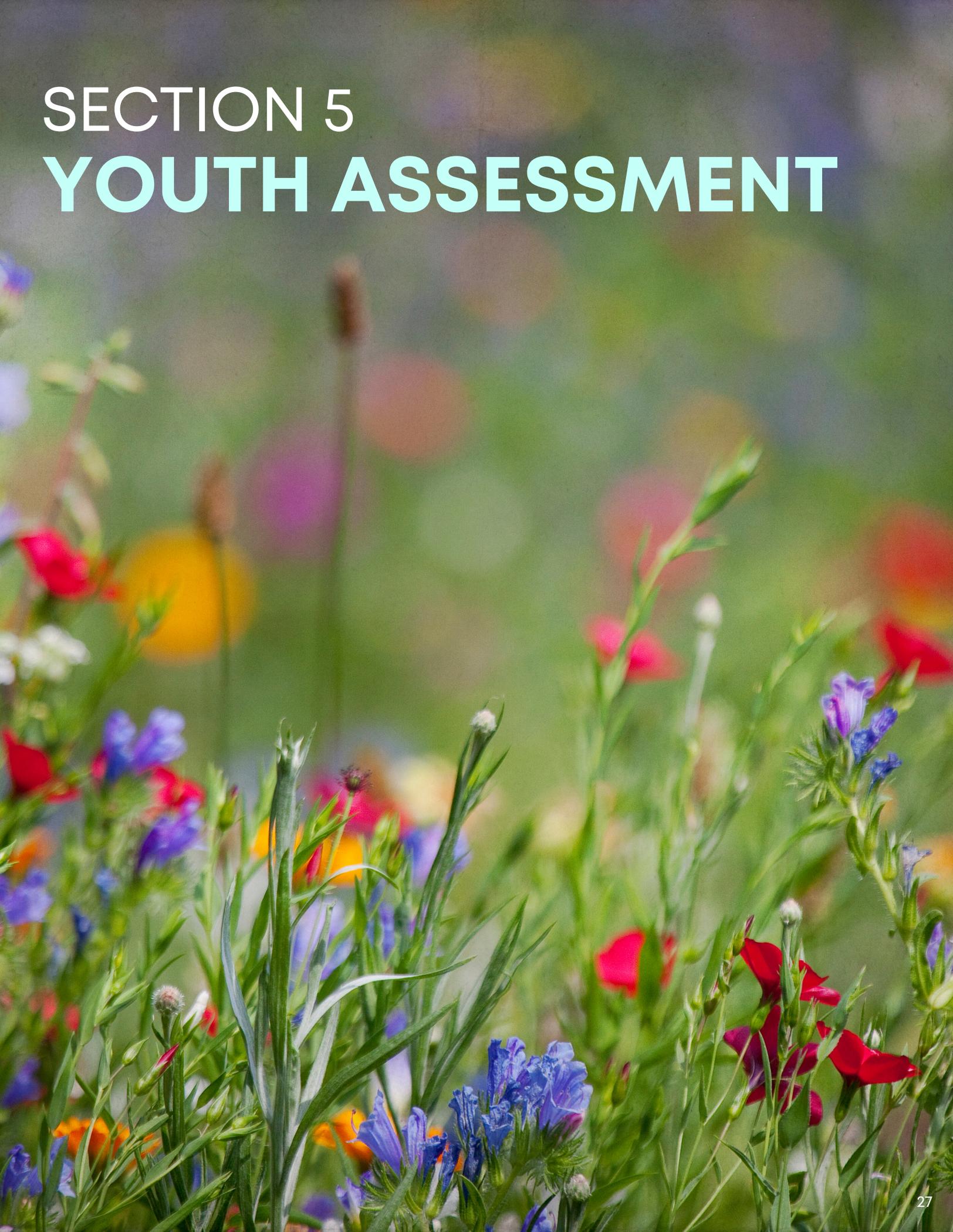
FOCUS AREA

5

Educate youth stakeholders about YCC and learn about local issues.

Activities	Purpose	Outputs
Develop YCC Community Issues Survey	To help determine baseline for educational needs.	Hold 5 Educational Presentations about YCC and related topics
Convene Monthly Youth District Coalition Meetings.	Learn about educational efforts and connect with the YCC and the CEO.	Hold 3 Nature focused gatherings walks, hikes, gardening, or bicycle tours
Meet with Representatives at Schools, Colleges and/or Vocational Training Programs	Understand the educational needs and to build relationships.	Develop 12 educational social media posts; Develop 6 entries for YCC Newsletter
Host Presentations at K-12 Schools in district area	Understand educational needs and build relationships.	Hold 3 collaborative activities

SECTION 5 YOUTH ASSESSMENT



I. The purpose of a youth assessment is to help answer:

What priorities and vision do youth in your district/community have for responding to climate change, and for equity and resilience?

How can youth and young adults participate and help mobilize local climate action in their district and across LA County?

II. Important steps:

1. Set clear goals:

- Learn about youth needs and priorities
- Inform Youth Climate Commission and LA County climate actions and initiatives
- Engage youth in each LA County District, identify impacts, vulnerabilities, and equity concerns specific to youth
- Inform strategies that can inform the work of county officials and departments and be implemented at the county and at the district level to that can help realize LA county's sustainability plan and make life in LA County better for youth and young adults.

2. Gather responses (Best practices in person and in other ways)

3. Summarize key findings

4. Share what you learned

5. Implement solutions

III. Understanding and Telling your Community's Story:

- **Demographics and Data:** What key characteristics about population and specific groups in your district/community tell a story about what it is like to be a young adult in your community? (List of available resources and where to find them)
- **Geography and Physical Environment:** District Maps, Neighborhoods, City boundaries, County boundary, Regional
- **Assets:** What are some community strengths you can tap into? Including culture, values, major events, achievements, celebrations.
- **Equity:** What equity issues do youth face in your community and how could they be made worse by climate change?
- **Relationship and Power Mapping:** Who are key groups, partners and champions who represent and/or serve youth?
- **Community Priorities and Solutions:** What efforts to understand or identify youth and climate priorities have there been in the past or are ongoing? What is your community doing to respond to climate change?
- **Stereotypes:** What are some misconceptions people might have about your community that are relevant?
- **Personal Story:** What is your personal story? How did you become interested in climate issues? How is it connected to the experiences of other youth in your community?

IV. Youth Assessment

Young people around the world and in Los Angeles County are being affected by climate change. More than adults, younger generations will be the most impacted by climate change and the effects of rising temperatures throughout their lives. There are a lot of important reasons to start taking local action today to build more sustainable and resilient communities, and helping to create a more livable planet.

How can youth in Los Angeles County take action on climate change?

Make your voice heard!

Take this [10] minute survey to tell the Youth Climate Commission about how climate change affects you and what actions you want to see in your community.

This survey is for youth and young adults 12-24 only, and it is anonymous.

Your response is important and will help to inform Los Angeles County goals and guide implementation of actions in response to climate change in your community.

DRAFT Youth Assessment Survey:

<https://acrobat.adobe.com/id/urn:aaid:sc:US:13e07fba-9834-4129-afae-d62a1a1f419d>

SECTION 6 COLLABORATIVE EFFORTS



IDENTIFYING OPPORTUNITIES FOR COLLABORATION

Collaboration with all other YCC Commissioners is essential in ensuring consistency, informing each other of effective efforts, sharing best practices for conducting outreach, and exchanging communication approaches, successes and challenges - equally important is collaboration with other programs, compliance groups and existing efforts related to sustainability.

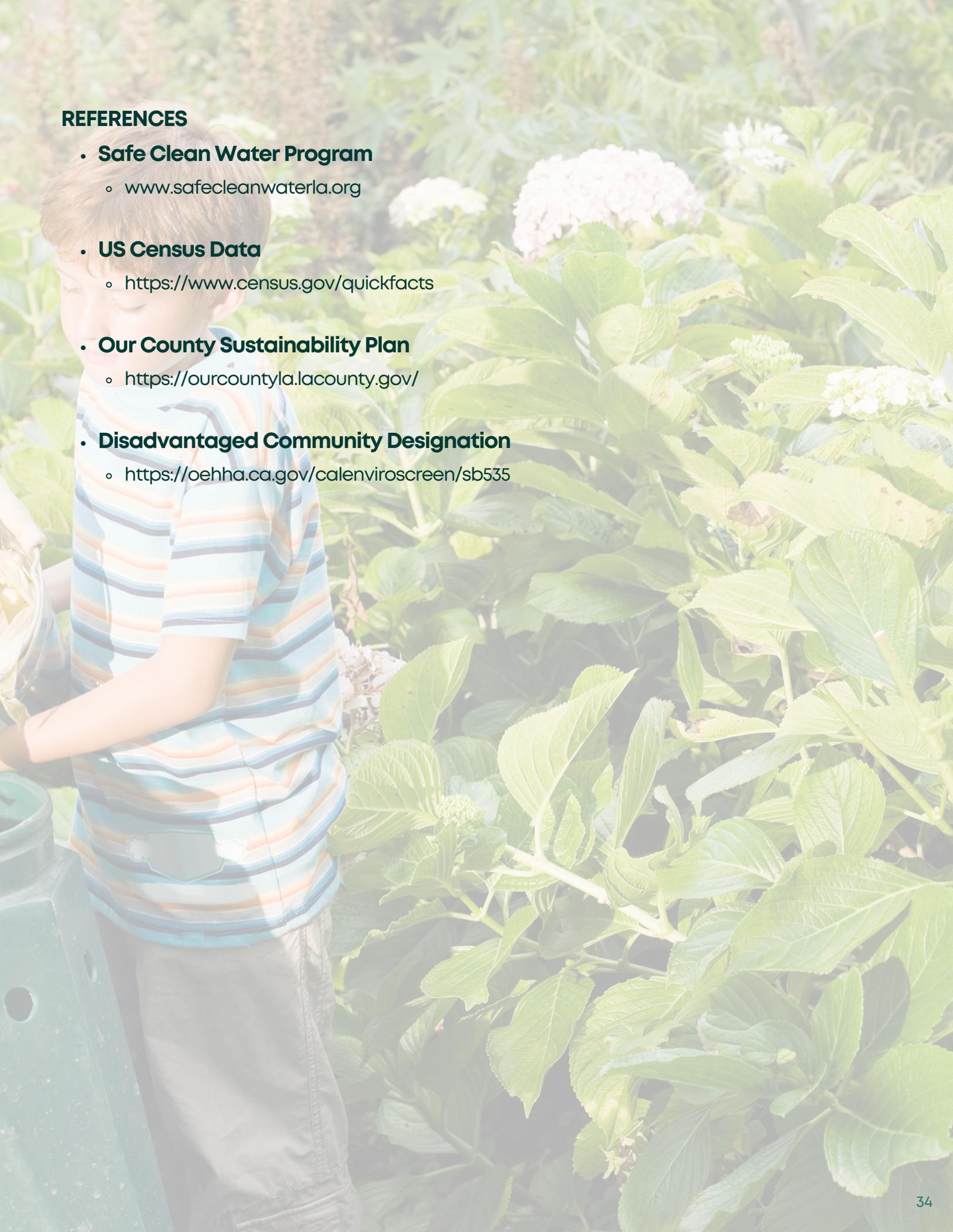


OUR COUNTY SUSTAINABILITY PLAN

OurCounty is a regional sustainability plan for Los Angeles County. The Board of Supervisors adopted the Final Plan on Tuesday, August 6, 2019. In a region as large and urbanized as Los Angeles County, many of the most pressing sustainability issues are best solved using a regional approach through collaboration across city and county boundaries. Our agency was integral in the development of the plan and helped facilitate stakeholder and community-based organization input. We will continue finding opportunities for collaboration in the implementation of the Plan and its 12 goals.



REFERENCES



REFERENCES

- **Safe Clean Water Program**
 - www.safeandcleanwaterla.org
- **US Census Data**
 - <https://www.census.gov/quickfacts>
- **Our County Sustainability Plan**
 - <https://ourcountyla.lacounty.gov/>
- **Disadvantaged Community Designation**
 - <https://oehha.ca.gov/calenviroscreen/sb535>