



CAPITAL REGION
CLIMATE READINESS
COLLABORATIVE

Community Priorities Report

Capital Region Urban Heat Island Mitigation Project



Local
Government
Commission

Leaders for Livable Communities

SACRAMENTO METROPOLITAN



AIR QUALITY
MANAGEMENT DISTRICT

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INTRODUCTION

Communities across the Capital Region (SACOG six-county region) are increasingly vulnerable to rising temperatures and extending heat waves, due in part to the urban heat island (UHI) effect. Exposure to excessive heat not only threatens public health, quality of life, worker productivity, and economic vitality, but also degrades the already deteriorating transportation infrastructure such as roads and train tracks. Underserved and under-resourced communities are especially burdened by the UHI effect, and often have less flexibility to respond to disruptions to transit systems.

To better understand the exposures and potential cooling solutions to excessive heat across the region, the Sacramento Metropolitan Air Quality Management District (SMAQMD) and the Local Government Commission (LGC) developed the Regional Heat Pollution Reduction Plan (Plan), which identifies and prioritizes UHI mitigation measures for the transportation sector.

SMAQMD and LGC engaged residents and community leaders to provide input on heat-related transportation concerns, priorities for UHI mitigation strategies, and how local jurisdictions can better serve community members living in Sacramento, Yolo, Placer, Sutter, Yuba, and El Dorado counties.

The Capital Region Climate Readiness Collaborative (CRC) is a regional network of local and regional agencies, non-profit organizations, and businesses working to advance climate mitigation and adaptation efforts. CRC provided critical support to the project's community engagement activities through donations of prize incentives and tabling materials.

The following report provides an overview of the community engagement process, summarizes the community input used to inform the Plan's recommendations, and highlights the heat-related transportation vulnerabilities across the region.

METHODOLOGY

The following section provides a summary of the community engagement process to gather feedback on heat experiences, transportation choices, and interest in heat mitigation measures. Before conducting outreach, the project team developed a community engagement plan and conducted a literature review of community engagement approaches and best practices. Both documents can be found in the Appendix D. The project team then conducted listening sessions with community leaders, organized youth engagement activities, and developed and disseminated a regional community survey to gather input.

Listening Sessions

In the first quarter of 2019, the project team conducted 12 phone interviews with community leaders who represent schools, advocacy groups, neighborhood associations, and other community-based organizations (CBOs) within the Capital Region. Individuals were selected based on suggestions by the Capital Region UHI Project Technical Advisory Committee, online research, and recommendations by the community leaders themselves.

During each listening session, the project team asked the following questions:

- Can you start by telling me about your organization's current priorities?

- Does your organization engage directly with community members? And if so, can you tell us how and high-level information on the demographics of community members engaged?
- What are you hearing (either directly from community members or CBOs that your organization engages with) in terms of community needs, concerns, and priorities? Note that these may differ from your own organization's priorities.
- Are you hearing any community concerns or needs related to increasing temperatures and/or extreme heat? If so, what are you hearing?
- Are you hearing any community concerns or needs related to transportation/mobility? If so, what are you hearing?
- As part of this project, we are seeking to go to existing community events to engage with the public rather than organizing our own workshops. Do you know of any community events that you would recommend us having on our radar?
- Do you have any other comments you would like to share with us at this time?

A summary of the listening sessions can be found in the Results section of this report.

Youth Engagement

In partnership with Elkhorn Village Elementary School in West Sacramento, the project team organized an art contest for 4th grade students to raise youth awareness of urban mobility, sustainability, and climate change. Over the course of a month, students were given the opportunity to design a neighborhood scene that highlighted active and zero emission transportation, sustainability, or their favorite gathering place. The winning design was printed on canvas tote bags that were donated by Sacramento Clean Cities Coalition, then used as one of the grand prizes for the survey prize wheel (described below).



Figure 1. Youth Art Contest Flyer

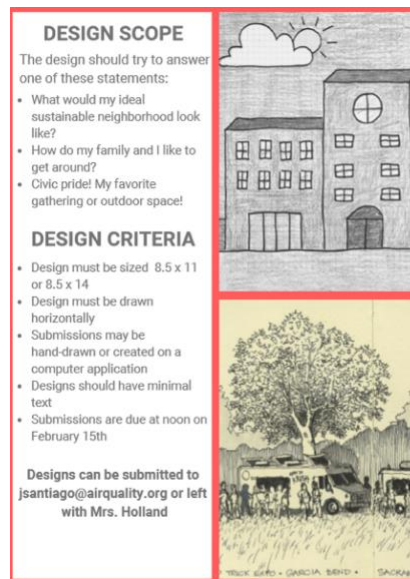


Figure 2. Final Tote Bag Design

As part of a follow-up visit to the school in April 2018, the project team provided a presentation on climate change, zero-emissions and active transportation, and urban heat islands to the students. Following the presentation and a game of climate change bingo, the 4th graders were asked to reflect on what they had learned through drawings or a brief paragraph. Their reflections demonstrated thoughtful considerations of the subject matter and described personal experiences with the UHI effect. The

students were also given a tour of a battery-electric Nissan Leaf and a hydrogen fuel cell Hyundai Nexu. In May, a similar but higher level presentation was conducted at River City High School in West Sacramento.

Additionally in June 2019, the project team also engaged with students at a data science class at the Natomas Charter School in Sacramento. As part of a class project, the students tested for correlations using the community priorities survey data results and presented their findings (described below in the Results section) to LGC and SMAQMD staff.

Community Priorities Survey

The project team conducted an anonymous survey to gather input from residents across the six counties to directly inform the Regional Heat Pollution Reduction Plan. The survey was conducted online through SurveyMonkey and in person via events and community fairs. To maximize participation from hard-to-reach communities, the survey was translated into eight languages (Chinese, Spanish, Arabic, Farsi, Hmong, Punjabi, Russian, and Vietnamese) based on American Community Survey data on languages spoken in the region. Translations were provided by a professional agency and the Southeast Asian Assistance Center, a local community-based organization. The survey's 18 questions asked respondents about their experiences with extreme heat, regional priorities, and transportation- and heat-related improvements and incentives at the neighborhood level. The Community Survey (in English) can be found in Appendix A.

The survey was shared online and disseminated in person at existing community events from January through June of 2019. In total, the project team attended 20 events across the Capital Region, and were unable to attend two events that were cancelled due to rain and other external circumstances. A summary of community events attended by the project team can be found in Appendix B.

Although the initial engagement approach focused on conducting workshops to engage communities across the region, the literature review and listening sessions revealed the need to go directly to communities to maximize access and public participation, and avoid burdening residents with additional, single-issue meetings to attend. As such, the project team leveraged existing events open to the entire community and partnered with trusted community-based organizations to disseminate the survey.

The project team provided various incentives for community members to complete the survey both online and in-person, including opportunities to win \$50 or \$200 Visa gift cards. In addition to the gift card raffles, the project team used a prize wheel during community events to give survey respondents a chance to win snacks, candy, small eco-prizes such as reusable bamboo straws and reusable produce bags, and locally donated prizes such as complimentary passes to the Crocker Art Museum and Pipeworks Climbing and Fitness. Both the Visa gift cards and small eco-prizes were donated by CRC.



Figure 3. Staff tabling at the Annual Spring Fling and Community Egg Hunt at Freedom Park in North Highlands, CA.

To extend our reach across various demographics, the project team designed the following posters that were translated into several languages including Spanish, Mandarin, Russian, Vietnamese, and Punjabi. The posters were displayed when tabling at community events and shared with various community dashboards (i.e., in libraries, coffee shops, and grocery stores) across the region.



Figure 4. Promotional Posters for the Regional Community Survey

To widen the survey’s online exposure, the project team also conducted targeted social media outreach through CRC and additional partners, including members of the Technical Advisory Committee and community-based organizations identified through the project team’s network and online research.

RESULTS

Listening Sessions

The project team interviewed representatives from the following organizations: 350Sacramento, Oak Park Sol (Alchemist Development Corporation), Cool Davis, WALKSacramento, SACOG, Community Resource Project, El Dorado Community Foundation, Sacramento City Unified School District, Sutter County Community Action Agency, Del Paso Growers Alliance, and Southeast Asian Assistance Center. The full listening session summary can be found in Appendix C.

Figure 5 below shows a summary of priorities and concerns highlighted by each organization during the listening sessions. Public transit and affordable housing were the most frequently mentioned community priorities, followed by (in no particular order) tree canopy and maintenance, walking, healthy food access, jobs, and equity. Climate change, biking, and green space were mentioned the least during listening sessions.

INTERVIEW PRIORITIES

ORGANIZATION	TREE CANOPY & MAINTENANCE	AFFORDABLE HOUSING	BIKING	WALKING	PUBLIC TRANSIT	CHANGING CLIMATE	GREEN SPACE	HEALTHY FOOD ACCESS	JOBS	EQUITY
SACRAMENTO 350										
OAK PARK SOL										
COOL DAVIS										
WALK SACRAMENTO										
SACRAMENTO AREA COUNCIL OF GOVERNMENTS										
COMMUNITY RESOURCE PROJECT										
EL DORADO COMMUNITY FOUNDATION										
SAC CITY SCHOOL DISTRICT										
SUTTER COUNTY COMMUNITY ACTION AGENCY										
DEL PASO GROWERS ALLIANCE										
SOUTHEAST ASIAN ASSISTANCE CENTER										

Figure 5. Summary of Community Priorities Highlighted During Listening Sessions

Concerns Related to Heat

When asked about community concerns related to increasing temperatures or extreme heat, organizations shared a wide range of responses. Some called heat a huge concern for their community,

and others made a connection between heat, increased wildfires, and impaired air quality. Cool Davis noted that fewer residents participated in outdoor activities on days with high heat and poor air quality, and the Sacramento City School District echoed El Dorado Community Foundation’s observation of the lack of shade trees, noting that shade is a priority request from their campuses. The Del Paso Growers Association also emphasized the importance of shade trees that serve the Del Paso Heights/North Sacramento area, noting a lack of prioritization of trees by landlords due to high maintenance costs.

Some organizations, including the Sutter County Community Action Agency and the Southeast Asian Assistance Center, had not heard any concerns about extreme heat or increasing temperatures. SACOG and WALKSacramento stated that they had not heard about heat concerns directly, but both mentioned the importance of shade and tree canopy. According to WALKSacramento, individuals in underserved areas are hyper-aware of their lack of access to tree canopy or inviting urban spaces that are cooler throughout the year.

Concerns Related to Transportation

When asked about transportation, many organizations highlighted the lack of access to public transit. For example, Oak Park Sol mentioned the cutback of bus services as the biggest transportation concern in the Oak Park area and surrounding neighborhoods. Similarly, Community Resource Project noted the limited frequency of bus service and the lack of optimal bus routing or bus stops in the South Sacramento area. The Del Paso Growers Alliance mentioned that the lack of benches and shelters make bus stops less hospitable and more difficult for residents to utilize public transit. In communities with more robust transit systems such as Davis, public transportation was still highlighted as a concern. Cool Davis reported that fewer non-university students used public transit and the challenge of a large number of commuters driving to Sacramento.

In the Placerville area, the El Dorado Community Foundation observed the underutilization of public transit, with sometimes as few as two customers riding a public bus. They are exploring alternatives such as microtransit or a contract with Lyft or Uber. The Sutter County Community Action Agency also heard from residents that there was a lack of transportation access. In comparison, the nearby urban centers of Yuba City and Marysville are well served with bike paths, making active transportation more popular for those communities.

A few organizations mentioned the need for alternative modes of transportation, including electric vehicle car share and shared bikes and scooters. El Dorado Community Foundation mentioned a study from South Lake Tahoe that found shared bikes and scooters were successful in encouraging mode shift from cars to active transportation and emphasized Placerville’s effort to make the town more bike-friendly. The Foundation also mentioned a larger project called the “Epic Trail,” which would extend a bike corridor along a former rail corridor from Davis to Pacific House in El Dorado County to Tahoe.

Community Priority Survey Results

The project team received a total of 1,648 survey responses. There was a large number of responses in English (n=1,588), followed by Spanish (n=28), Russian (n=21), Farsi (n=8), and Mandarin (Simplified) (n=3). Twenty-six responses came from outside of the six-county region or had invalid county labels. Almost a third of survey responses – at least 540 – came from in-person events such as community fairs, demonstrating the effectiveness and importance of going to the community directly. This enabled the project team to obtain feedback from a broad range of community members from across the region, rather than only individuals with the time and interest to take an online environmental survey. The real

number of in-person responses is likely higher, as some participants chose to access the online survey on their mobile phones rather than completing the paper survey.

Demographics

Survey respondents were asked to provide demographic information at the end of the survey to help the project team better understand responses and the effectiveness of outreach efforts. The goal was to reach a diverse and representative population within the region. All demographic questions, aside from zip code of residence and workplace, were optional, and respondents could select “Prefer not to say”; thus, the number of responses for these questions do not match the total number of survey responses.

Age

As shown in Figure 6 to the right, respondents were widely distributed across age groups. The most widely represented group was the 25-34 year age group (n=321), followed by the 35-44 year age group (n=313), and the 55-64 year age group (n=252).

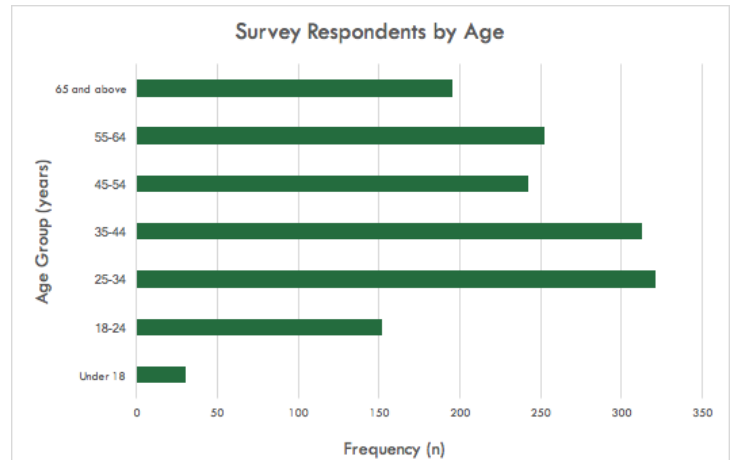


Figure 6. Survey respondents by Age.

Race

The following dot map illustrates the survey respondents by race across the region. The majority of respondents identified as white or Caucasian (n=898), followed by Hispanic (n=172) and Asian. The “Other” category encompasses respondents who selected multiple races or chose not to respond.

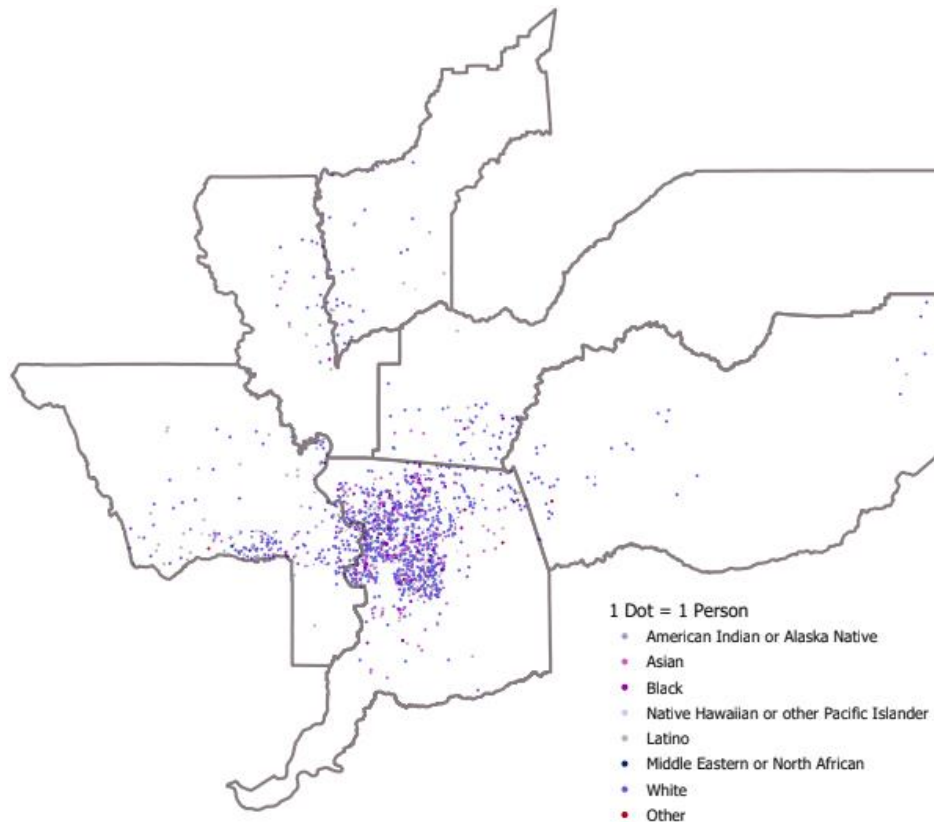


Figure 7. Dot map illustration of survey respondents by race and geography.

Household Income

Respondents were asked about total household income before taxes in 2017. The majority of respondents reported that they were in the highest income bracket of \$100,000 or more (n=487), followed by the lowest income bracket of \$40,000 or less (n=327). The three middle ranges had a similar number of responses, ranging between 173 and 177. Note that responses do not capture the number of people in each household, and that over 200 people chose to not respond. According to SACOG, the median household income in the region was approximately \$62,000 in 2015.

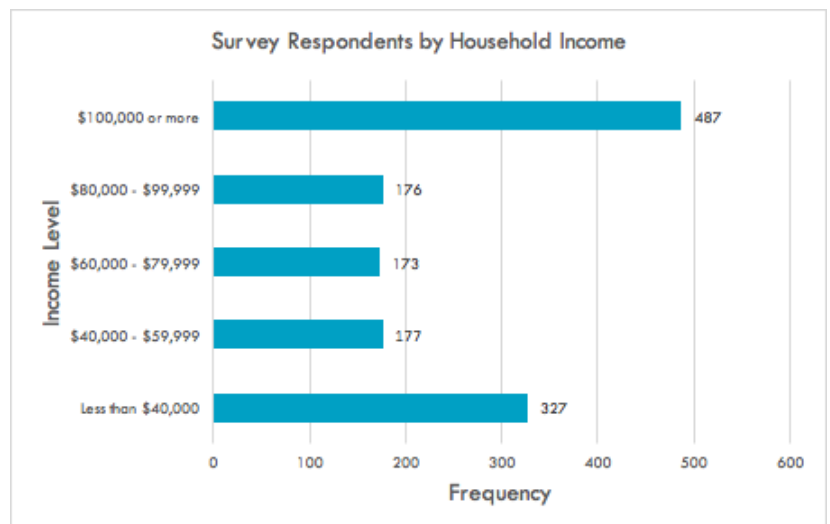
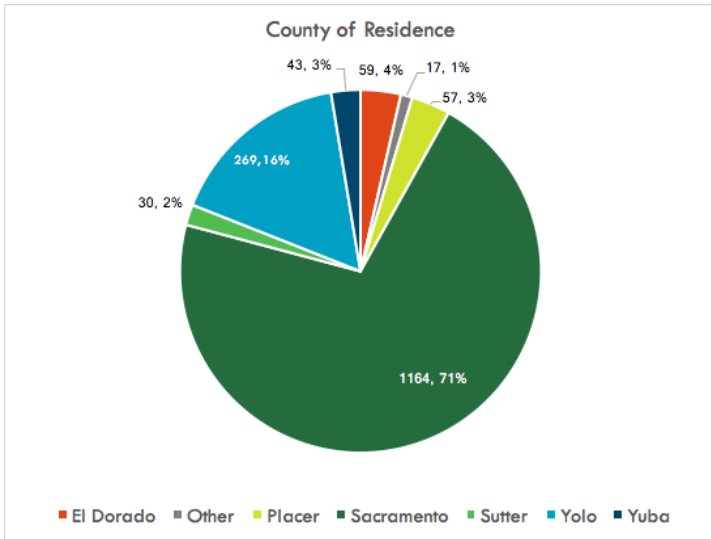


Figure 8. Survey respondents by household income.

County of Residence and Employment

Respondents were asked to share the zip codes where they reside and work. Figures 9 and 10 below provide a comparison of results by county, and show that the majority of respondents indicated that they

both work and reside in Sacramento County, followed by Yolo County. The “Other” category includes respondents who live in San Joaquin, Napa, Solano, Calaveras, Stanislaus, or Humboldt County, or did not leave a response. Those that lived outside the six-county region often worked within the region (e.g., multiple respondents indicated that they live in San Joaquin County and work in Sacramento).



Figures 9. Survey respondents by county of residence.

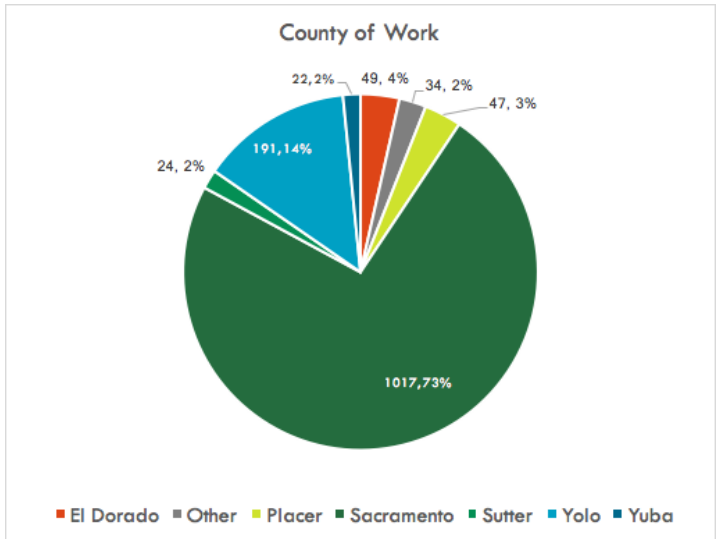


Figure 10. Survey respondents by county of employment.

Housing Status

As shown in Figure 11 below, the majority of respondents indicated that they were homeowners (n=997), followed by renters (n=534). Other housing arrangements included living with family (n=58), and at less than 1% each, two respondents indicated that they were experiencing homelessness, four indicated that they live in mobile homes, seven were students, and 11 indicated other. In the region overall, homeowners make up 60% of the population and renters 40%, with a range from 51% homeowners in Yolo County to 76% in El Dorado County, according to American Community Survey 2018 data.

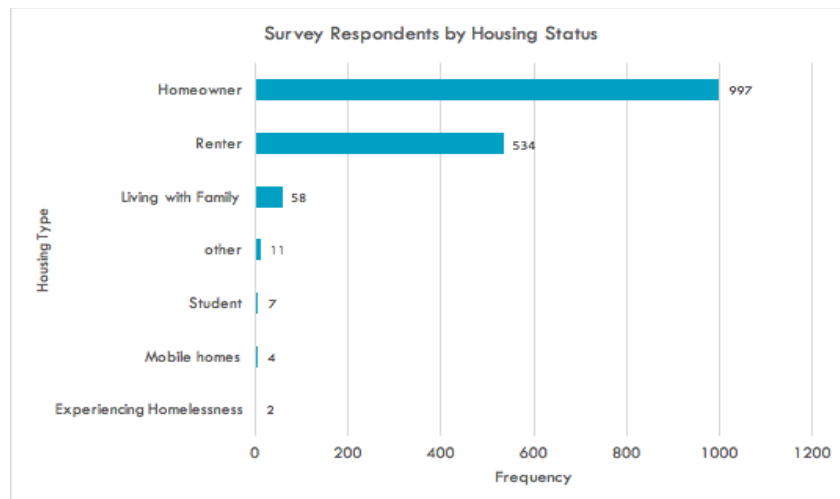


Figure 11. Survey respondents by housing status.

Transportation Modes

Respondents were asked to select their two main modes of transportation for both daily activities and commuting. Across the Capital Region, driving alone was the predominant choice for many residents for daily activities. This preference was strongest in Sutter County (93%) and weakest in Sacramento and Yolo County, where 52% and 46% of respondents, respectively, reported driving alone as one of their main modes of transportation.

Respondents who carpooled for everyday activities were marginally higher in Yuba (10%) and Placer (9%) than other counties, such as Sacramento and Yolo (both 6%). Walking and biking had the highest percentages in Yolo County (18% and 19%) and Sacramento County (18% and 13%).

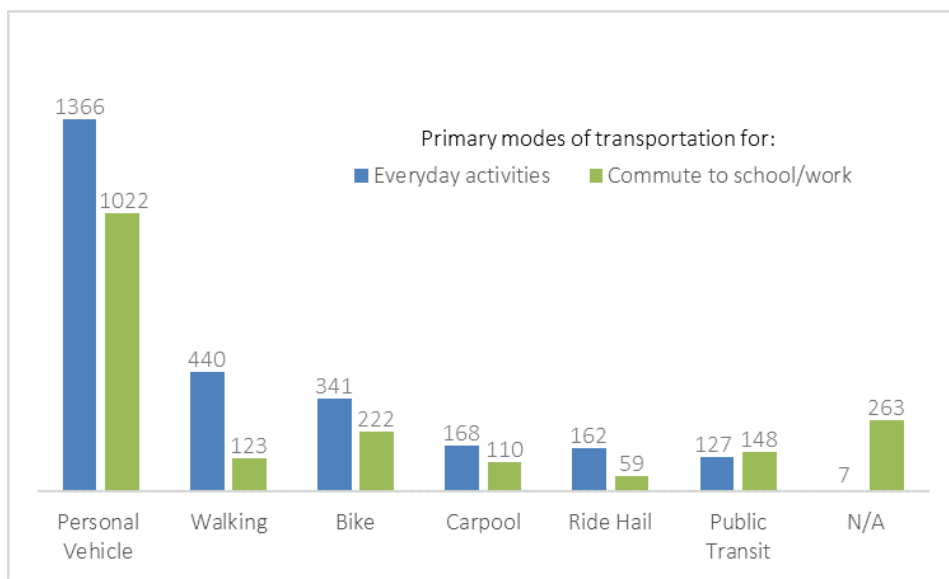


Figure 12. Survey respondents by mode of transportation.

For commuting, this analysis included respondents living and/or working in the Sacramento Region, including those who commuted from outside the region as well as those commuting to neighboring counties. Driving alone was once again the predominant choice of survey respondents across all counties. More surprising is the relatively low rate of carpooling and transit usage.

Transit use was the highest for respondents working in Sutter (13%), Sacramento (9%), and counties outside the Sacramento Region (10%). Bicycle commuting was highest for respondents working in El Dorado (12%), Sacramento (15%), and Yolo (15%).

Cooling Access

Survey response data shows a disparity in cooling access between homeowners and renters, as well as across different counties. Residents in El Dorado County, which has been historically cooler due to its higher elevation, were more likely to lack any kind of air-conditioning, regardless of housing status.

About 28% of homeowners (n=43) in El Dorado lacked air-conditioning at home, compared to less than 5% in the other counties, while 50% of renters (n=14) reported relying only on fans or nothing at all. The cooling disparity was true for renters throughout the region, but particularly so in Placer and Yolo County. Renters were also more likely to rely on window air-conditioning units, which are less effective at cooling and more energy-intensive, thus likely to place an energy burden on residents. This includes renters in Sacramento County (30%, n=379) and Yolo County (22%, n=96).

Respondents with other housing statuses, such as those living with family or experiencing homelessness, were also more likely to lack cooling access and have only window units or no cooling, though the sample size here was typically smaller.

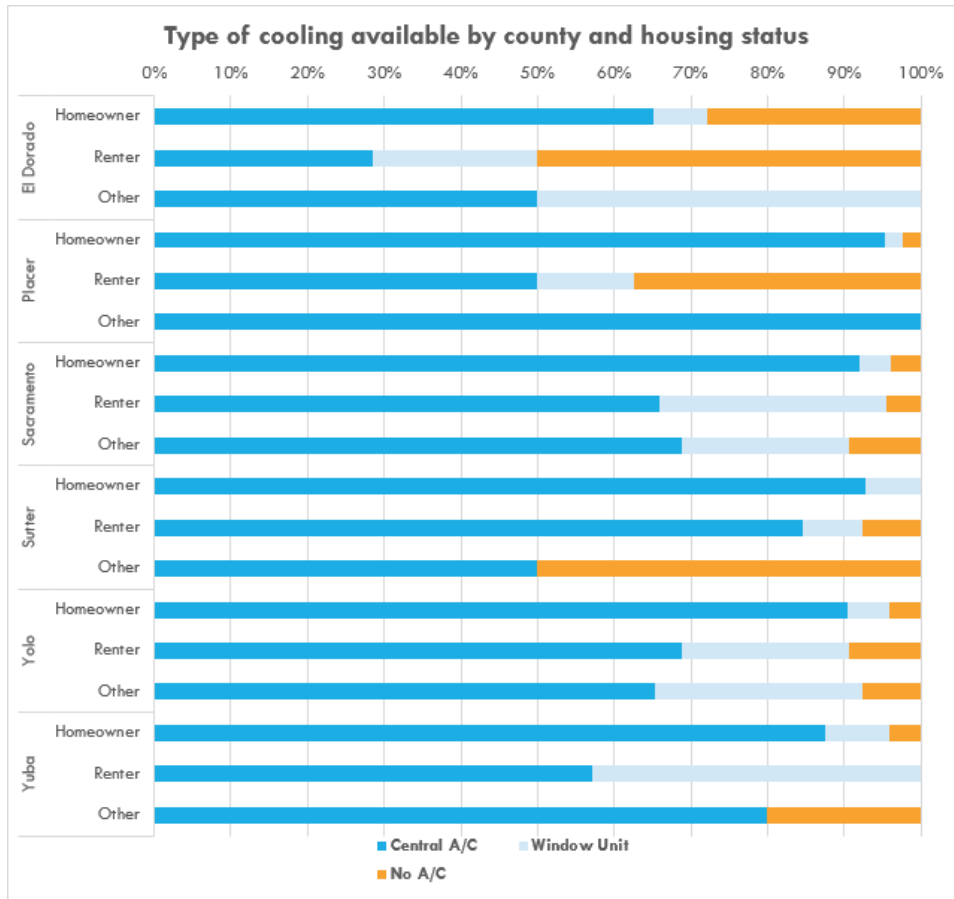


Figure 13. Cooling access by county and housing status.

Heat Exposure

Respondents were asked where they experienced the most discomfort or stress due to heat in the past summer. The majority of respondents, regardless of county of residence, experienced the most discomfort or stress due to hotter temperatures during outdoor activities. Delving deeper into the demographic data, however, reveals more complexities. About 44% of respondents with no cooling at home, 50% of those with only a fan, and 36% of those with window air-conditioning units said they experienced the most heat-related discomfort at home, compared to just 15% of those with central air-conditioning. A third of respondents with household incomes under \$40,000 reported feeling the most discomfort at home, compared to 12% of those with household incomes over \$100,000.

Conversely, 37% of those reporting the greatest discomfort during outdoor activities came from households with incomes over \$100,000 compared to 14% from households earning \$40,000 or less. Of those who felt no discomfort due to heat at all, about 60% were respondents earning \$60,000 and up, above the region’s median income. Just 6% of those earning \$40,000 or less said they felt no heat impacts, compared to 14% of those earning over \$100,000. Race was another factor: higher percentages of American and Alaskan Native (36%), Latinx (26%), Asian (27%), and Middle Eastern or North African (44%) respondents reported feeling the heat stress at home, compared to white or Caucasian respondents (19%). Black or African-American respondents were also more likely to report feeling heat-related discomfort during the commute (15%) and at work (19%) compared to White or Caucasian people (6% and 12%, respectively).

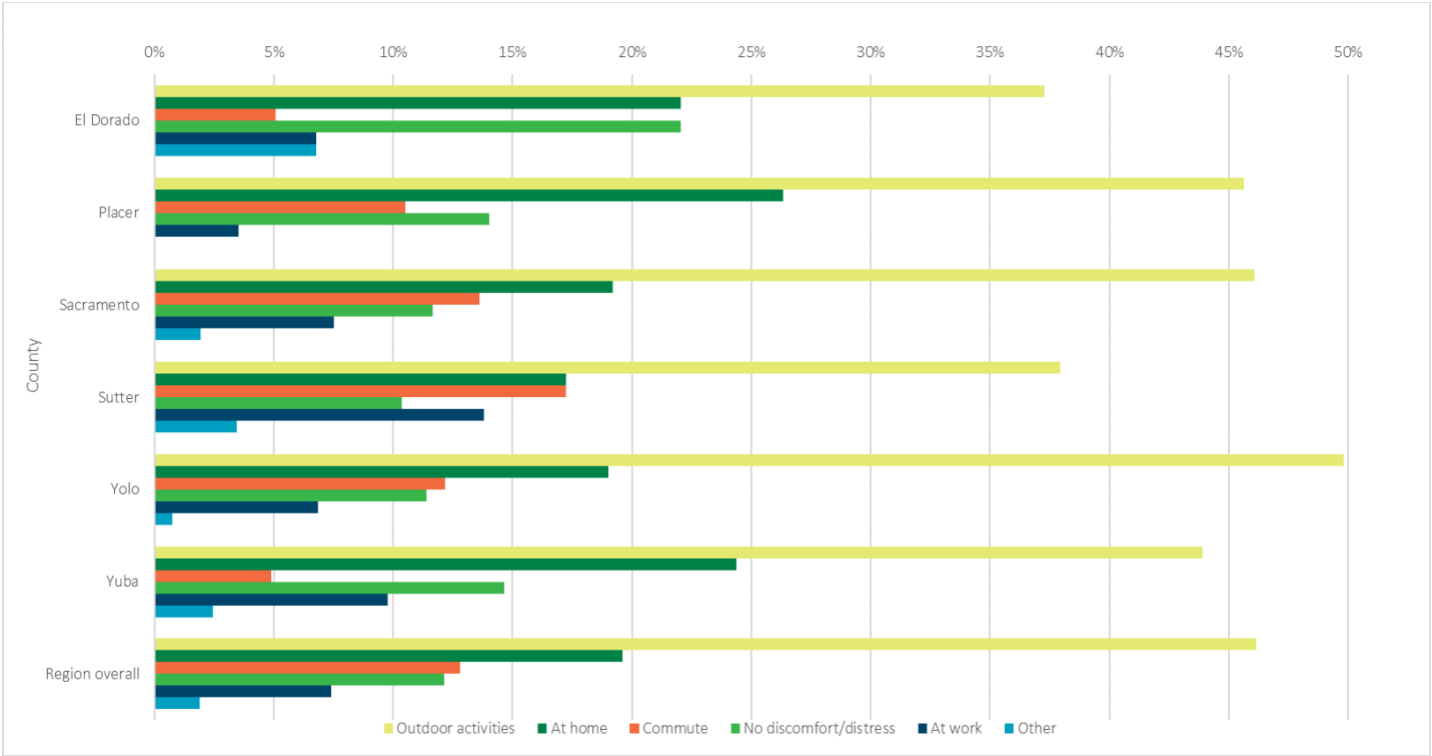


Figure 14. Heat exposure by county.

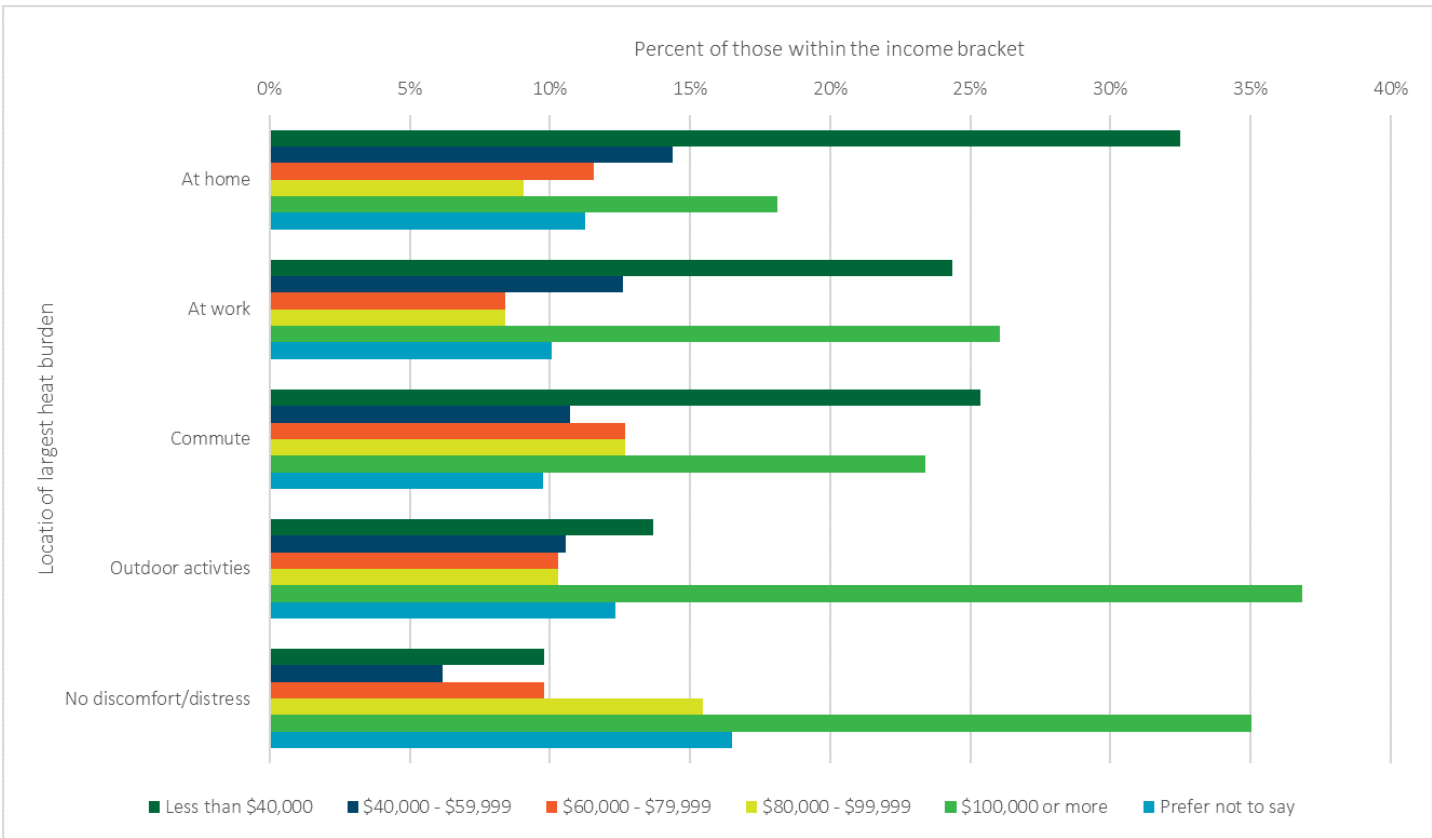


Figure 15. Heat exposure by income level.

Regional Priorities

Linear decomposition statistical methods were able to remove some of the variability of the dataset to draw conclusions about correlations between demographic groups and their priorities for the region. Among the survey respondents, certain demographic groups are overrepresented (Sacramento County residents, city dwellers, those from households making more than \$80,000, homeowners) and others are grossly underrepresented (rural poor, Asian populations, people experiencing homelessness, young people) which makes it difficult to extrapolate concrete conclusions about all of the sub-populations, but a few relationships present themselves with notable confidence.

The under 18 and 18-24 populations are correlated with an interest in developing more open space for recreation in the region. [Research](#) shows adolescents and young adults use and value green spaces differently from adults. Young people appreciate green spaces as a community space and for tranquility. Developing recreation space in the region could look like reviving existing green spaces, like parks, playgrounds, and community gardens, or creating entirely new temporary or permanent spaces. This could also look like preserving or restoring open spaces and wildlands, which have the potential to become parks or reserves with public access, protecting them from development and urbanization. Social value mapping combined with quantitative data are a great way to identify the best locations for new recreation spaces.

The 18-24 population is slightly correlated with prioritizing the creation of more commercial space for businesses like job centers, shopping, restaurants, and indoor recreation. Traditional brick and mortar spaces are failing across the country, suggesting that planners should encourage shared infrastructure like innovation districts and co-working spaces. The region's planners should also carefully consider site selections of commercial spaces to ensure its ability to be accessed by diverse groups of people via public and active transportation.

Asian and, to a lesser extent, Latinx populations are correlated with interest in preserving agricultural lands to be used for crops and grazing livestock in the region. Not only is preserving land for agriculture an economic investment, but it can also sequester carbon, provide flood protection, and buffer against (sub)urbanization.

Latinx populations are correlated with an interest to preserve land for wild animals and plants. Habitat conservation is a top priority among all income brackets. This outcome is surprising because wildlife is often left out of the political conversations about the environment, which focus on humans and human health. Public lands with diverse habitat options provide a potential opportunity for wildlife to find a place where they can survive as the climate changes. The Capital Region is nestled within a biodiversity hotspot, harboring a high diversity of bird, plant, and mammal species unique to the area, making wildlife habitat a crucial consideration.

To humans, public lands provide valuable ecosystem services. Healthy ecosystems can provide natural resources like water. They not only mitigate the effects of climate change, like droughts and floods, they also store carbon to offset anthropogenic emissions that contribute towards the problem. To protect wildlife, urban and suburban sprawl must be limited to prevent encroachment and destruction of the habitats wildlife need to survive. Biodiversity can also be integrated into urban development agendas; it is one of the United Nations Sustainable Development Goals. Even areas in urban environments, like parks and greenways, can be an asset for wildlife. Well-maintained native trees and vegetation are crucial for a wide range of organisms.

The population of 35-44 year olds and homeowners are correlated with an interest in community centers. As 35-44 is the age at which many people have young children in their households, this suggests that community centers are a priority for parents. Community centers in Sacramento offer programming and resources to people of all ages, but most of their efforts are focused on children, teens, and seniors. Community centers are associated with [keeping children safe](#) and [promoting community health](#).

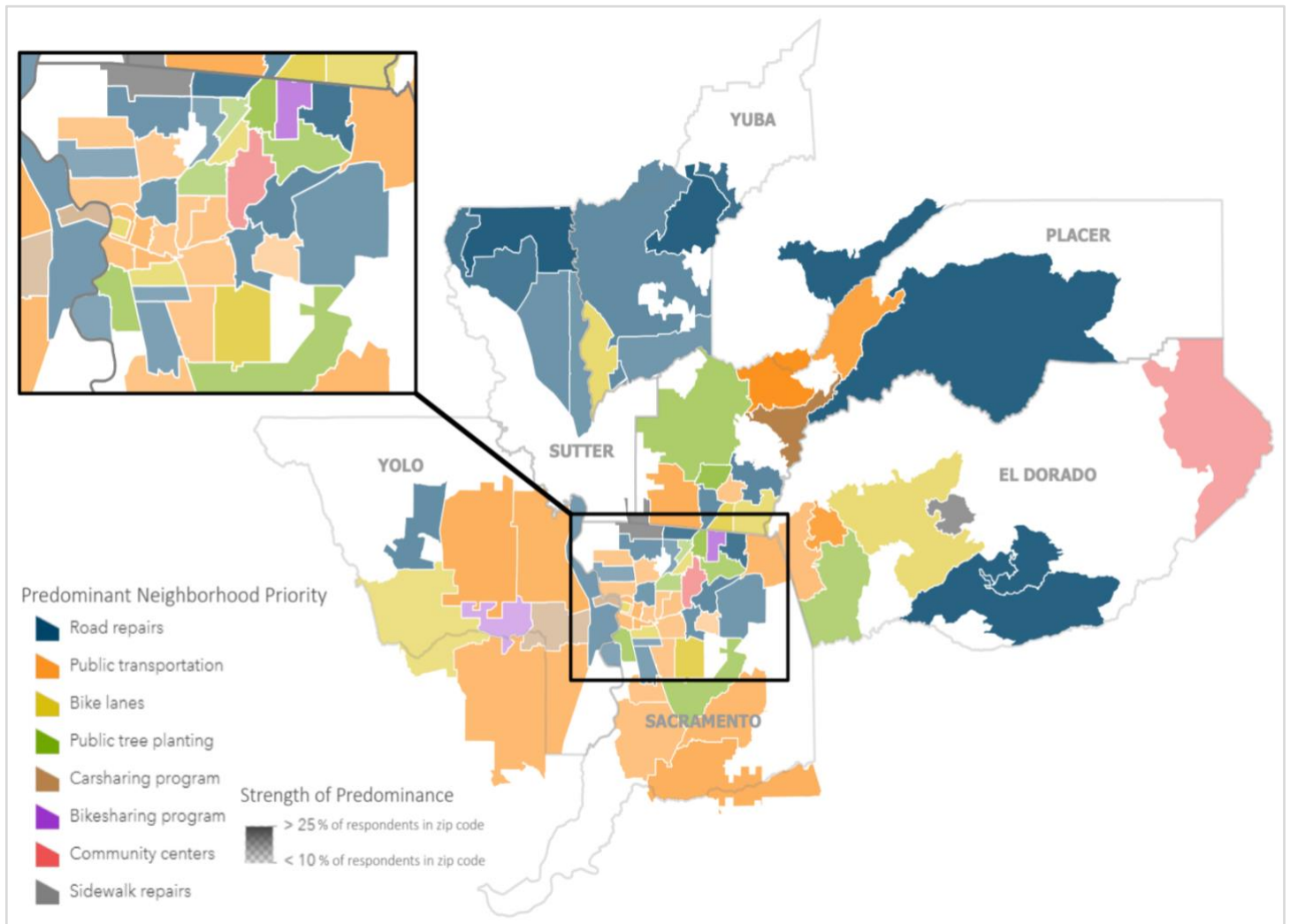


Figure 16. Transportation priorities based on survey respondent location.

In Sacramento County, public transportation was the top priority, with over a third of respondents ranking it first. Public transportation was also the leading priority for respondents from Placer and Yolo County, and ranked second in El Dorado and Yuba. Other elements of active transportation and complete streets that ranked highly were bike lanes (top three in El Dorado, Yolo, and Sacramento), public tree planting (top three in Sacramento, Placer, and Sutter), and sidewalk repairs (Yuba and Sutter County). Conversely, shared mobility programs were deemed the least important across all counties. Repairing roads was the top priority for respondents from El Dorado, Yuba, and Sutter County, and also appeared in the top three for Yolo and Placer County.

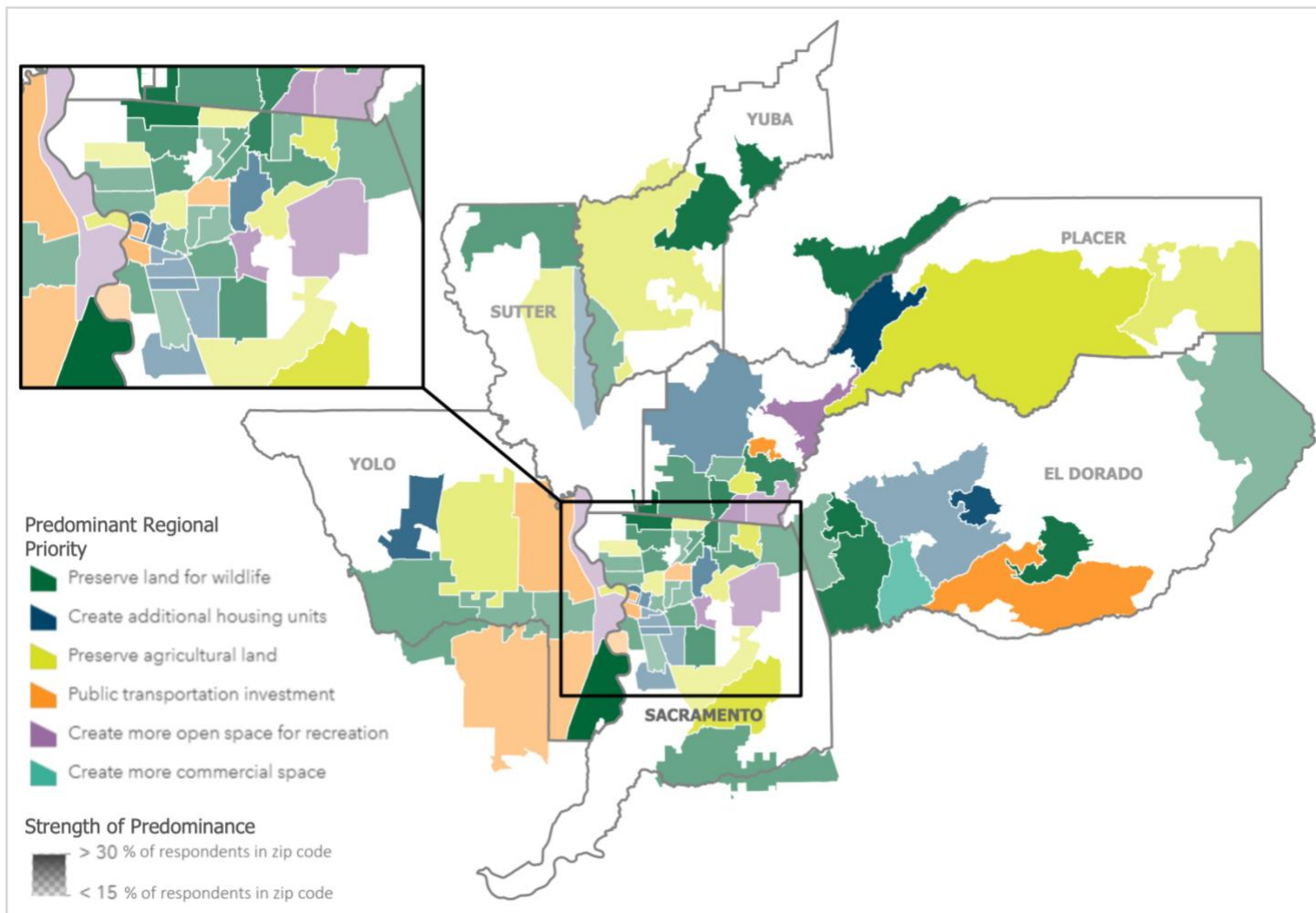


Figure 17. Regional priorities based on survey respondent location.

Neighborhood and regional priorities are highly dependent on location as seen in Figures 18 and 19. Overall, preserving land for animals and plants emerged as the top priority in all counties. Creating additional housing units was a close second for respondents from Sacramento and El Dorado County. In addition, Placer, El Dorado, Sutter, and Yuba County all ranked preserving agricultural lands and creating more open space for recreation highly. Creating more commercial space was the lowest priority for respondents from all counties except for Yuba. Opinions were more divided on public transportation and transit-oriented development, which was a high priority in Sacramento and Yolo but not in El Dorado, Yuba, and Sutter County.

Heat Burden

As temperatures rise in the Sacramento region, more people are experiencing the lifestyle and health burdens associated with higher temperatures. In this section, we will explore which factors influence the heat burden surveyed individuals experienced.

Survey respondents were asked to indicate where they experienced the most amount of stress due to high temperatures during summer 2018. Respondents were given the following options to choose from: at home, at work, during my commute, during outdoor activities, and never feeling discomfort or distress due to heat. Respondents were also given an “other” option, though it was rarely utilized.

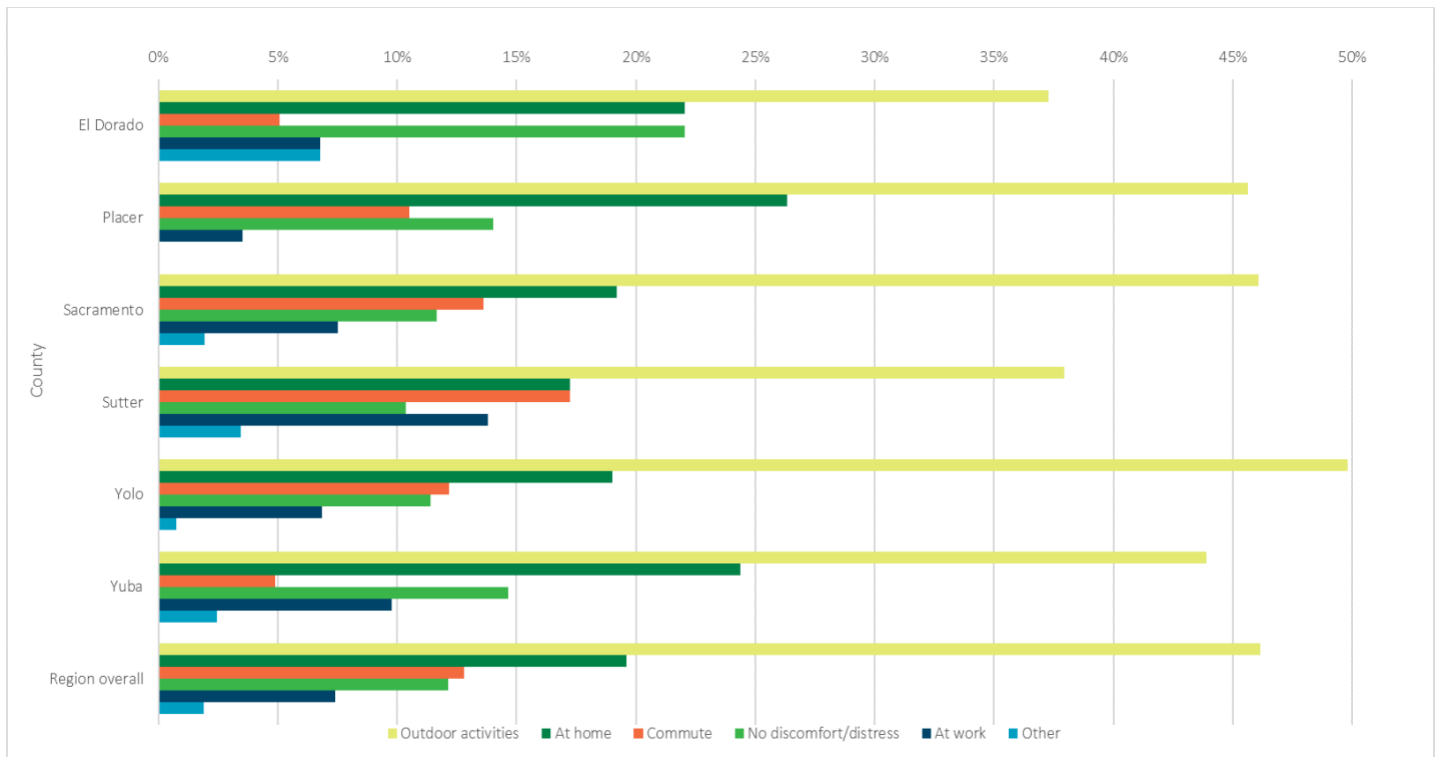


Figure 18. Level of discomfort reported by survey respondents due to high temperatures during summer 2018 based on location of residence and county.

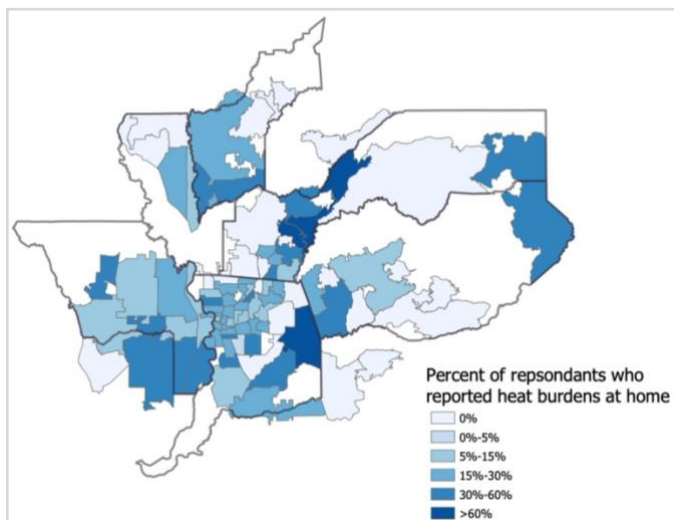


Figure 19. Survey respondents reporting heat burdens at home.

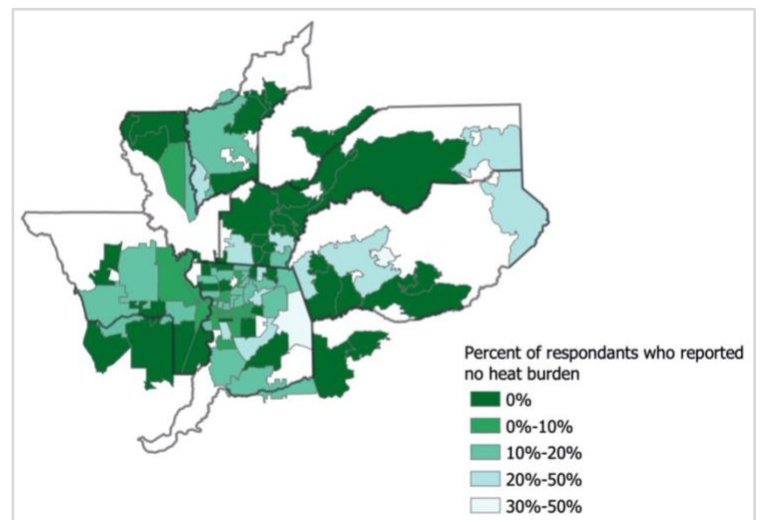


Figure 20. Survey respondents reporting no heat burden at home.

Heat exposure and experience is largely related to one's surroundings. Concrete, brick, metal and other anthropogenic building materials absorb heat, causing surface temperatures to exceed ambient temperatures and warming the surrounding ambient air, especially when such materials are exposed to direct sunlight.

Figures 19 and 20 above, as well as Figure 21 below, demonstrate how experienced heat burdens present spatially depending on the level of urbanization.

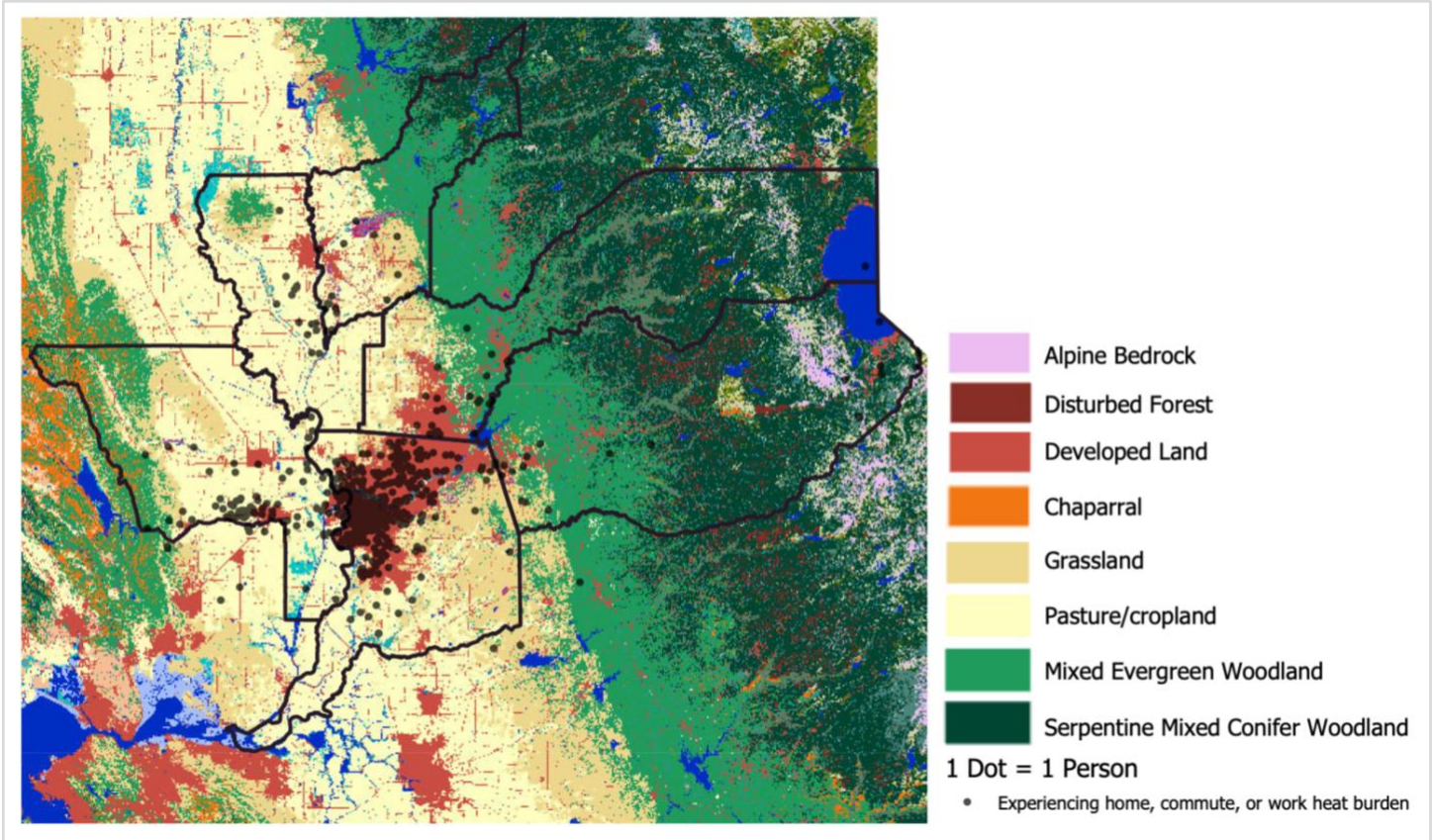


Figure 21. Experienced home heat burdens maps closely onto areas of concentrated development. Land cover layer from USGS.

The age groups 25-34, 45-54, and over 65 are correlated with experiencing heat burdens at home. Again, examining dominant lifestyles of the 25-34 age group may help explain this correlation. Younger adults are more likely to live in urbanized areas with extensive, high albedo built environments that exacerbate high temperatures during times of extreme heat. According to the survey, younger people, in particular 18-24 and 25-34 year olds are far more likely to be renters and low-income, which means they are more likely to be in residences that lack A/C.

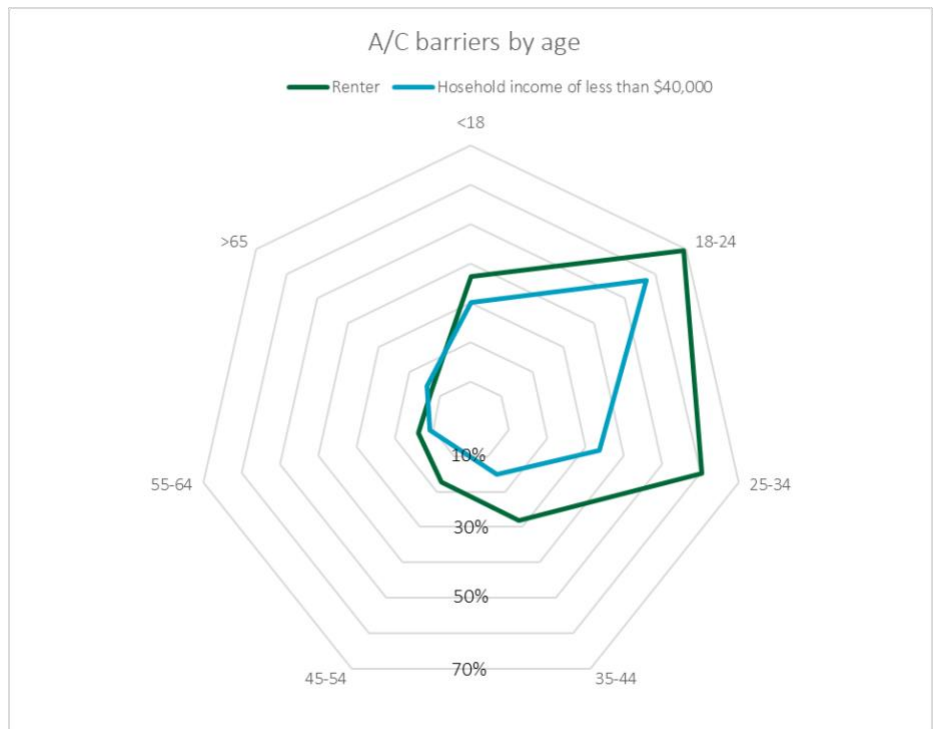


Figure 22. Lack of air conditioning availability by age for renters and households with less than \$40,000 in income.

As the human body ages, it gradually loses some of its ability to adequately cope with heat. This sensitivity to heat is one reason why elderly people disproportionately suffer from heat-related illnesses and death. This is also likely why the over-65 age group, and some of the people in the 45-54 age group, are correlated with experiencing heat burdens at home. In addition to increased heat sensitivity, elderly people are more likely to be retired and often have less access to transportation, which means they are unable to leave their homes to find cooler options during heatwaves and times of heat stress.

Outdoor heat burdens are correlated with those who reported taking transit, walking, or biking within the past year. Roads and sidewalks absorb and radiate heat, subjecting those nearby to increased heat burdens. This demonstrates the importance of providing shade and/or shelters for transit stations, as well as shade trees, cool pavements, and/or benches for sidewalks and bike lanes. This is also a critical equity issue, as residents reliant upon active or public transportation are more likely to be low-income.

Interestingly, the data does not indicate a statistically significant correlation between heat burdens and income brackets. This suggests that location has a larger influence on heat experience than income. Although income and location are often correlated, the Sacramento region has geographic disparities within the experience of poverty, ranging from rural property owners, to urban renters, to people without any home. The data also fails to indicate a significant correlation between heat burdens and access to air conditioning. The Sacramento region has historically had hot summers, which means most houses and apartments have access to either window A/C units or central A/C. The discrepancy between access to A/C and use is likely due to the cost of electricity. Those who need to avoid high electricity bills often are forced to opt out of A/C use, even during times of extreme heat.

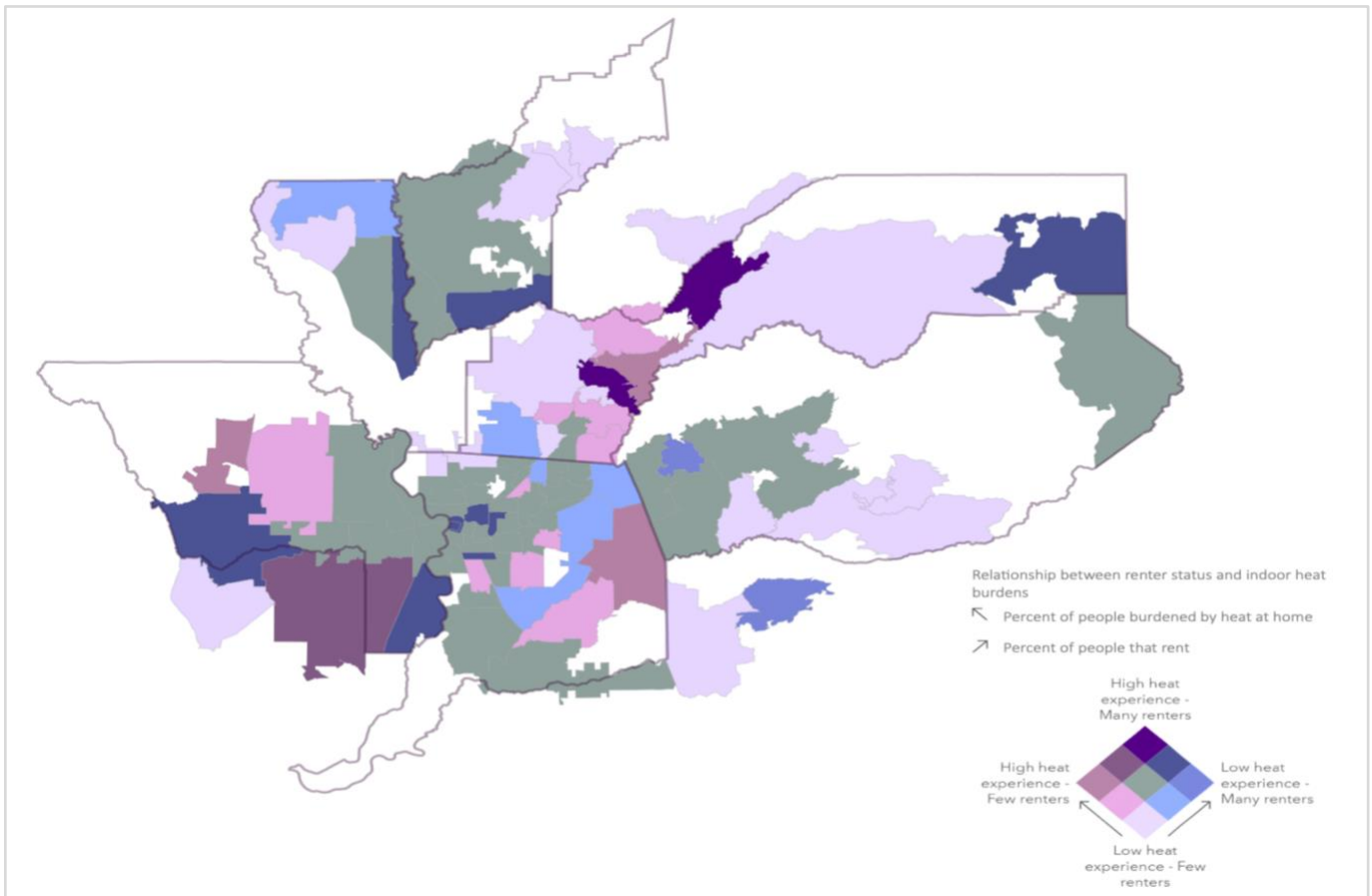


Figure 23. Relationship between renter status and indoor heat burdens.

Figure 23 above shows another logical assumption that home heat burdens are correlated with renter status. The darker purple colors indicate this trend. While it does occur in some areas, most places see no significant relationship between heat experience and renter status. However, areas that exhibit both high heat burdens and high percentages of renters should be prioritized for safe and affordable housing development and cooling measures.

Transportation

Both transportation type and access shape the quality of life for the people of the Sacramento Region. As is true of most American cities, driving is the most common means of transportation: 84.2% of survey respondents drive a personal vehicle for their everyday activities and 78.4% drive a personal vehicle for their work or school commute.

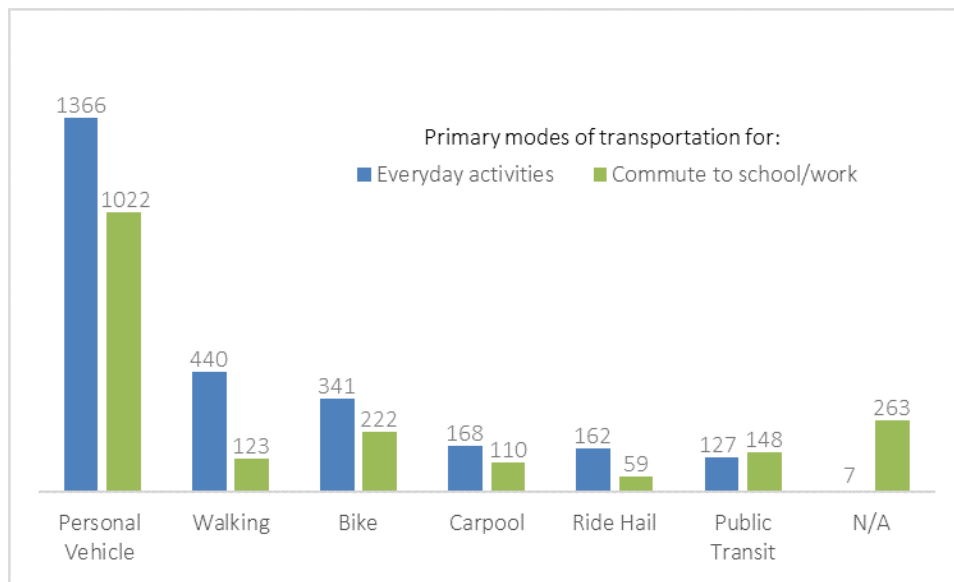


Figure 24. Primary transportation modes reported by survey respondents.

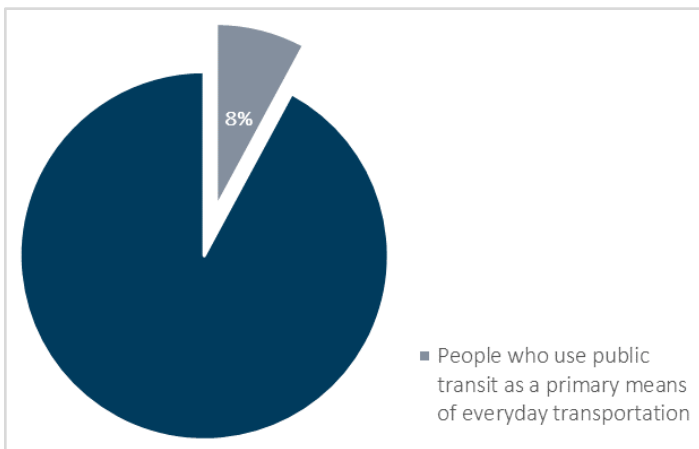


Figure 25. Respondents using transit as their primary mode.

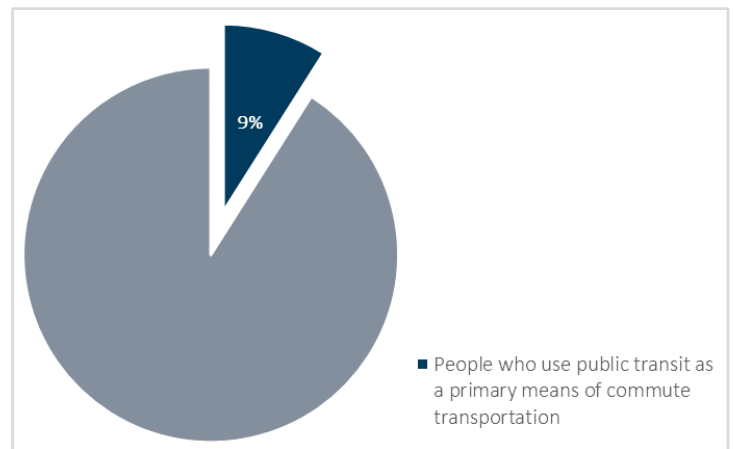


Figure 26. Respondents using transit for commuting.

As Figure 25 and 26 demonstrate, only a small percentage of survey respondents utilize public transportation, a sign that there are significant opportunities to improve existing transit systems and services to better serve residents throughout the region.

Survey respondents were asked to select transit improvements that would make them more likely to use transit. Respondents used the “other” option to express interest in utilizing public and active transportation and recount the barriers that prevent them from doing so.

Most respondents agree that the government should help build public transportation that better serves the region. According to one survey taker, “Other than the commuter buses and possibly Tahoe (not sure), public transportation is very underutilized in El Dorado County. [...] If we want to reduce travel by people who live in rural areas, we need to figure out how to offer incentives to do so, such as offering group trips to certain destinations (like shopping), so people could drive to a rural hub and travel together from there, or incentives for people to use the commuter bus or ride-share if they work in Sacramento.”

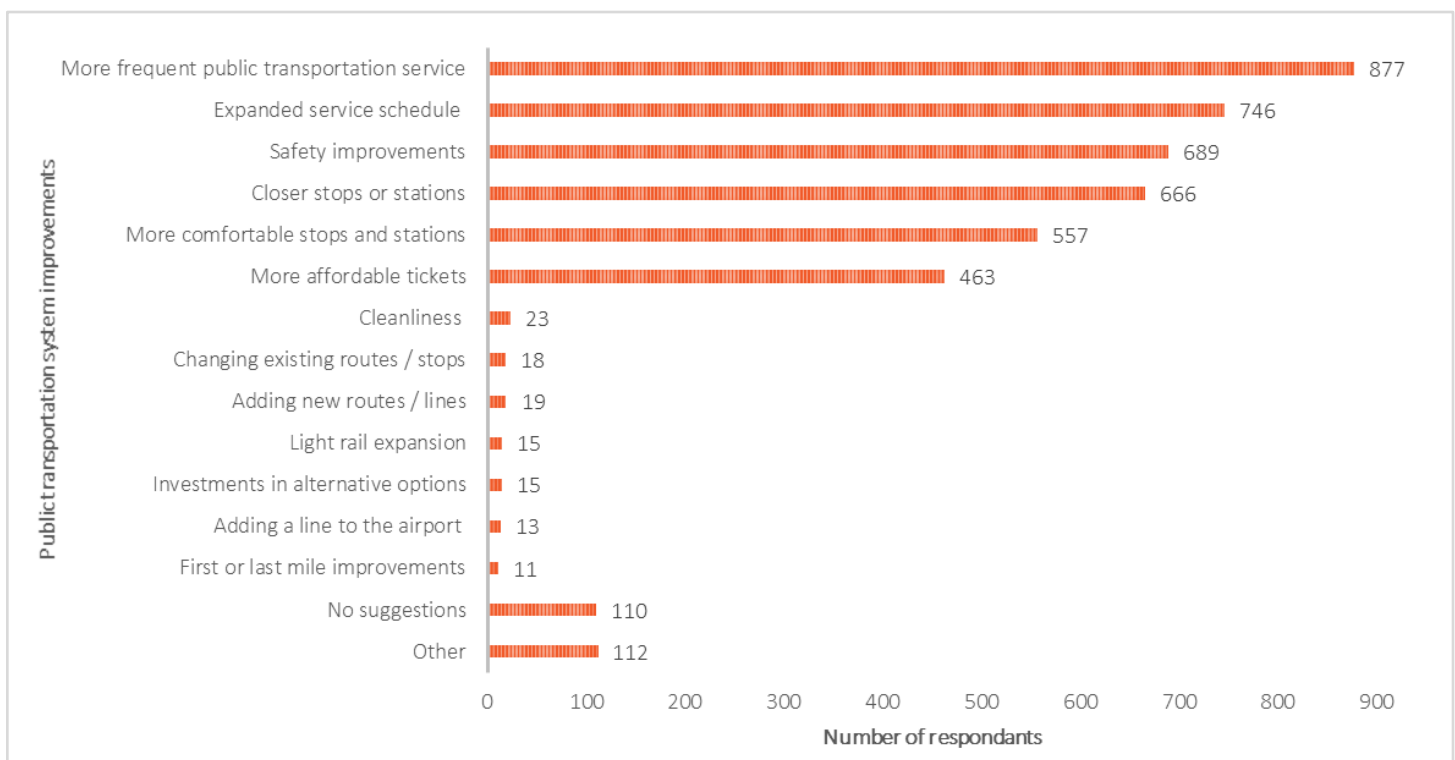


Figure 27. Transportation priorities for the region.

According to another, “It is cheaper and quicker for me to drive my car everyday than use public transportation, added with young kids and a full time job, climate change priorities take a back seat when confronted with a transit system that costs more money and takes more time to get me to my destination than driving.” From these quotes, it can be seen that people prioritize improvements and innovations in public transportation that can make it comparable to driving in terms of cost and convenience, and serve the travel patterns of rural communities.

Utilizing transit for everyday travel is correlated with an interest in transit safety improvements and light rail expansion. People who carpool for everyday travel and use transit to commute are more likely to identify infrequent public transportation service as a usability barrier. There are no correlations between

car use or active transportation and public transportation improvements, but it is clearly a priority for communities (see Figure 27).

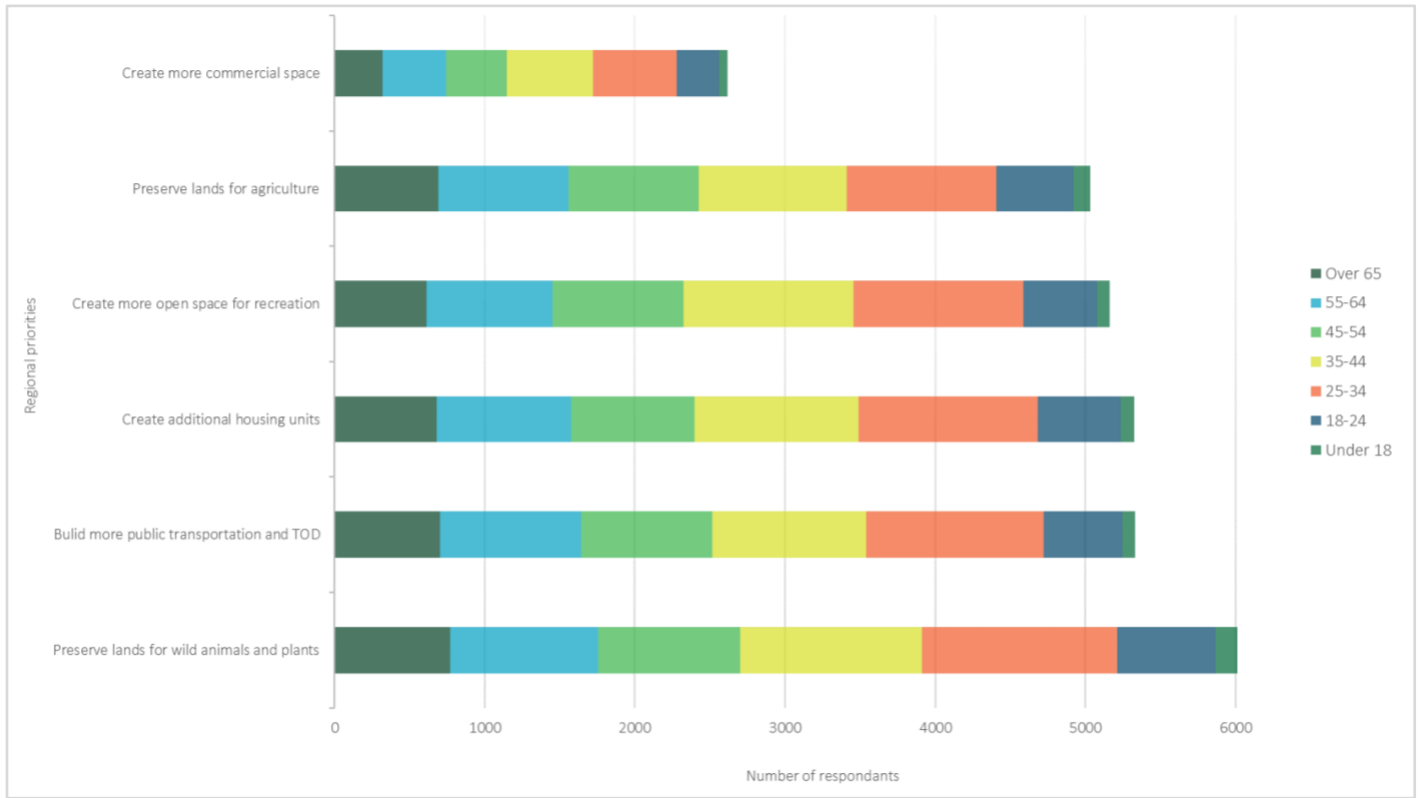


Figure 28. Regional priorities based on age, showing public transportation investments ranked second as a top priority.

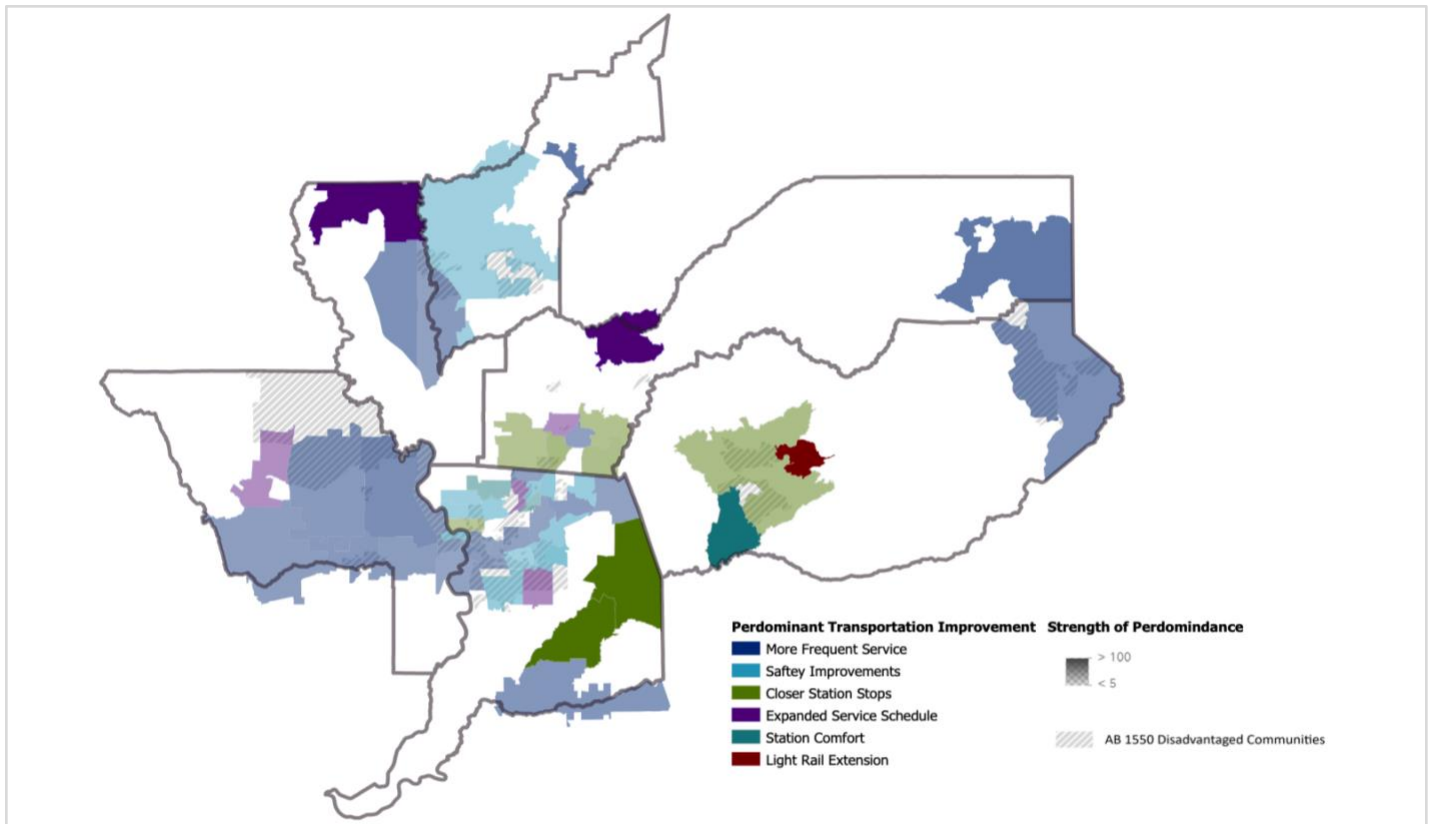


Figure 29. Predominant transportation priorities based on zip codes.

Figure 29 above shows predominant transportation priorities in the surveyed zip codes. AB 1550 and CalEnviroScreen 3.0 disadvantaged communities are denoted with light grey cross hatching. Since these communities have historically been left out of the city and transportation planning process, even in their own communities, their priorities and opinions should be given more weight.

Public transportation is a fundamental public good. People of all ages, ethnicities, and incomes benefit from functional public transit but to underserved communities, public transit is immensely valuable: it connects people to opportunities and places of meaningful employment which has cascading economic effects. Public transit can easily become a source of inequities. Disparities and failures in transit systems, services, and decision-making processes disproportionately adversely impact underserved communities. Among the survey respondents it holds true that public transportation is heavily utilized by historically marginalized populations in the Sacramento Region (see Figure 30).

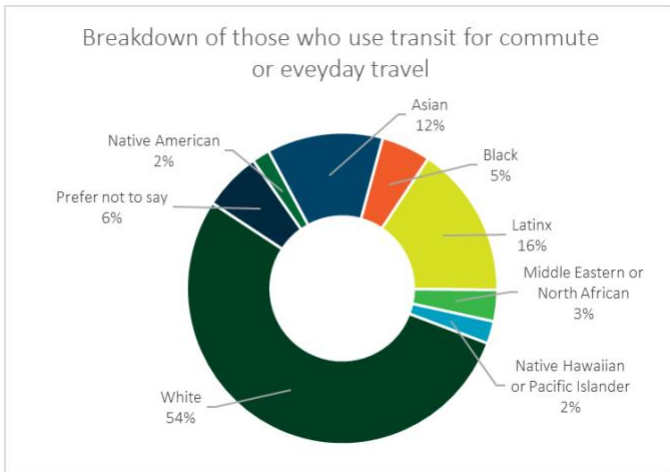


Figure 30. Respondents using transit to commute by race.

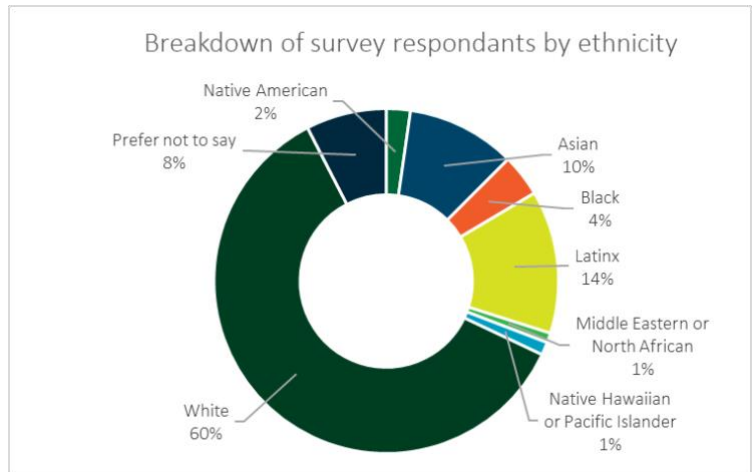


Figure 31. Survey respondents by ethnicity.

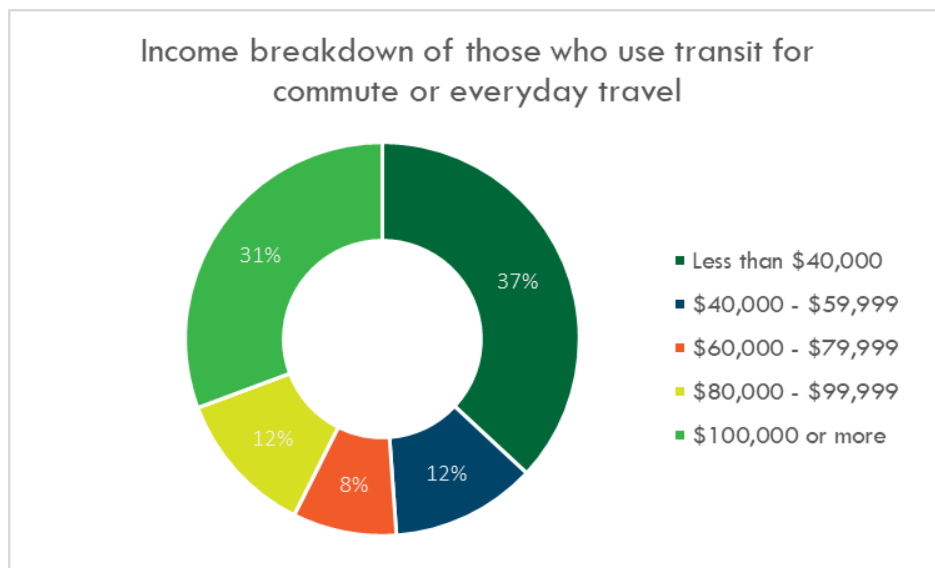


Figure 32. Respondents using transit to commute or everyday travel by income level.

Figures 30-32 demonstrate that lower-income individuals and people of color utilize public transportation the most. As such, it is particularly important for transit agencies and local governments to engage lower-income residents and communities of color when making transit decisions and investments.

Issues of equity were raised in the short answer responses. Survey respondents noted the lack of accessibility for the elderly and those with physical disabilities, with a focus on the lack of sidewalks in areas near bus/light rail stops. Many commented on the lack of scheduling and route information at stops, a significant barrier for those who don't have access to or feel comfortable with the internet. Others mentioned the convoluted nature of transit web pages.

According to the National Center for Education Statistics, [20% of Americans read below a fifth-grade level](#), suggesting many people may feel intimidated or frustrated when navigating complicated webpages to find information about public transit.

Based on survey results, nearly 40% of those who utilize transportation for everyday activities see the lack of shading and comfortable bus stops as barriers. Survey respondents also commented on the lack of

shading and benches at transit stops which, again, may be a significant barrier for those who have physical disabilities, pregnant women, and the elderly.

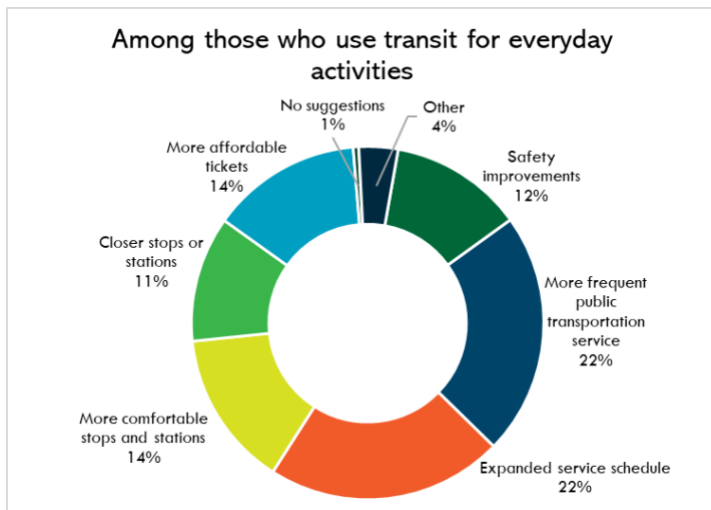


Figure 33. Barriers reported by respondents who use transit for everyday activities.

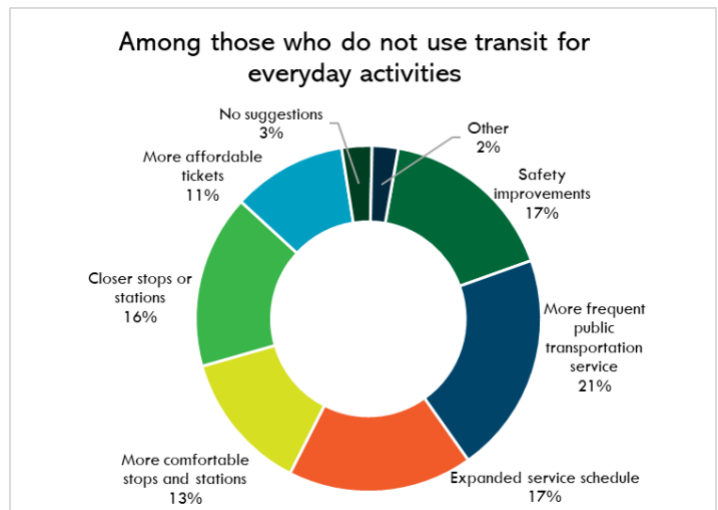


Figure 34. Barriers reported by respondents who do not use transit for everyday activities.

Between those who utilize transportation and those who do not, there is a slight discrepancy between transit improvement priorities (see Figures 33 and 34). Due to the survey limitations, it's difficult to make empirical conclusions about the psychological barriers of transit use, but the dataset does suggest targeting misperceptions of transit is important for addressing issues of low-ridership. Among those who do not use transit, a higher percentage of respondents (17%) were likely to report safety improvements as a priority, compared to those who do use transit (12%).

The discrepancies between transit users and non-users indicate a perception-reality differential, suggesting that perceptions of safety play a conspicuous role in individual transit use independent of the objective attributes of the regional transportation system.

The survey suggests irrational factors, often times with no justification, can influence the decisions to take transit or not, and this phenomena is echoed in the literature. One study in Los Angeles concluded addressing the misconceptions about transit would have more of a ridership pay-off than infrastructure investments.

Concern About Climate Change

Interestingly, as shown in Figure 35 below, in the Sacramento region, many of the rural areas are very concerned about climate change. However, more surveys were collected in Sacramento County, making it a better representation of rural opinions than El Dorado and Placer Counties, which saw a relatively small number of responses. It may be that more environmentally minded people from El Dorado and Placer County were interested in taking the survey, thus leading to an over-representation of people concerned about climate change

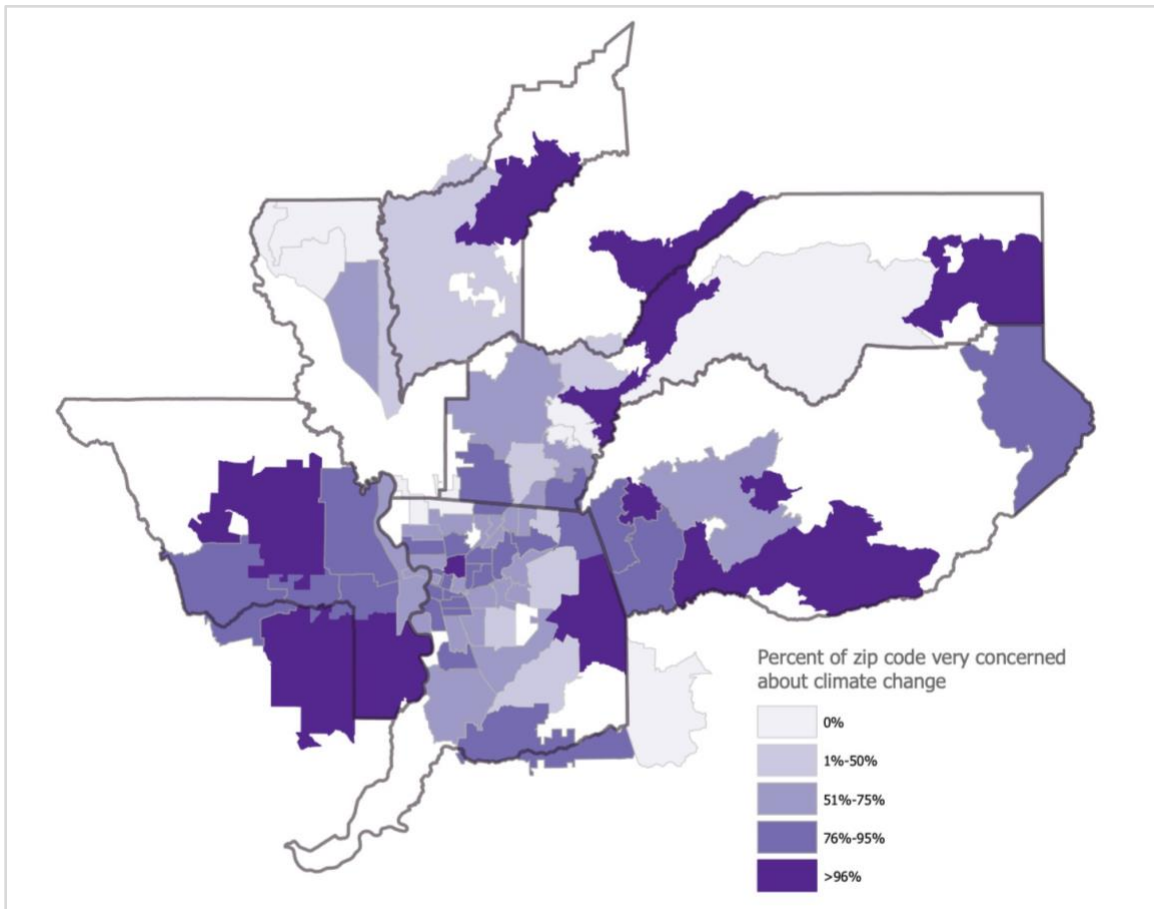


Figure 35. Percentage of survey respondents who reported that they are very concerned about climate change.

Likely driven by the increasing severity of the climate crisis, individuals in the Sacramento region are largely concerned about the state of the climate. 75% of the people surveyed indicated it very important to address air quality issues and reduce greenhouse gas emissions. Only 8% of the people surveyed expressed no concern for air quality issues and reducing greenhouse gas emissions. However, there was one major failure in the survey design: not asking individuals to differentiate between concern for anthropogenic climate change, as some people do still claim that climate change is a natural phenomenon.

Survey takers were asked to describe their level of concern about air quality and greenhouse gas emissions as either very concerned, somewhat concerned or not concerned. They were also given a write-in option. A handful of people used the “other” category to differentiate their concerns for air quality and lack of concern for climate change. Others took the opportunity to express their fervent disbelief in climate change and air quality issues more generally. Most people, however, used the space to express the need for urgent, equitable climate action.

As shown in Figure 36 below, El Dorado County has the highest rate of people very concerned about air quality and greenhouse gas reduction. El Dorado has a low population density (approximately 111 people per square mile), yet still exceeded Sacramento County (1,597 people per square mile), and Yolo County (217 people per square mile) in concern about climate change. While it is a rural county, residents are on average more affluent than both Sacramento and Yolo County; the median income of El Dorado is more than \$10,000 higher than the median income of Yolo and Sacramento County.

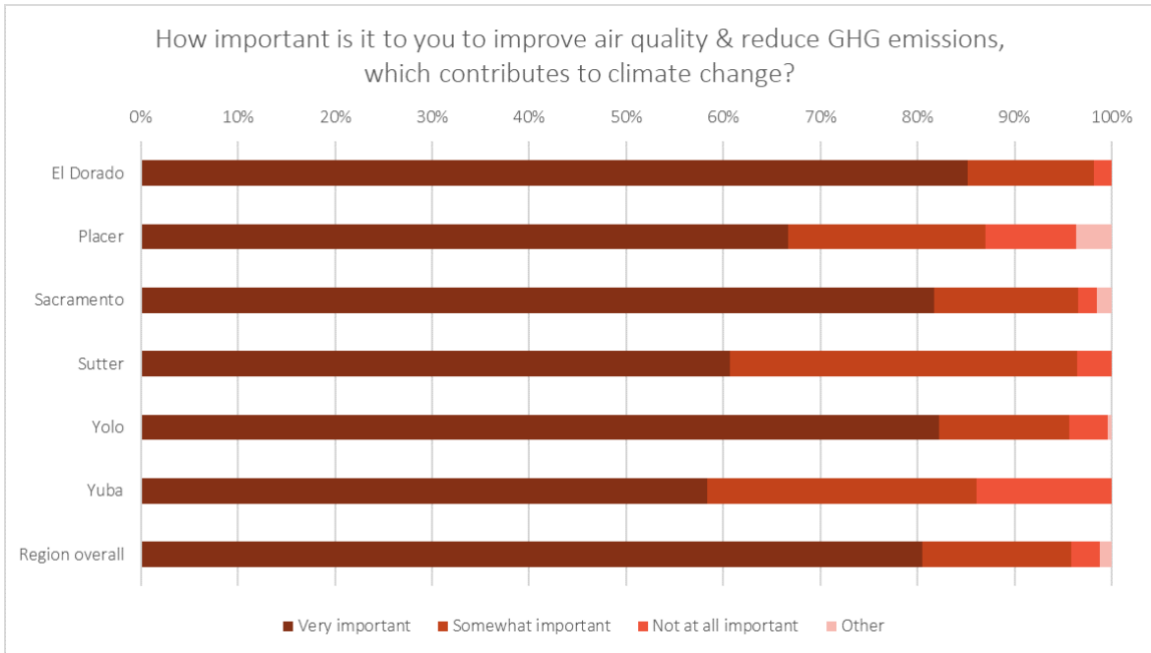


Figure 36. Survey respondents reporting the level of importance to improve air quality and reduce GHG emissions.

Research concludes most Americans perceive people considered to be Black, Latinx, or Asian, and low-income to be less concerned about climate change and the environment than affluent white people. Surprisingly, this perception even influences members of communities of color and low-income groups, who similarly underestimate the environmental attitudes of their own socio-demographic groups.

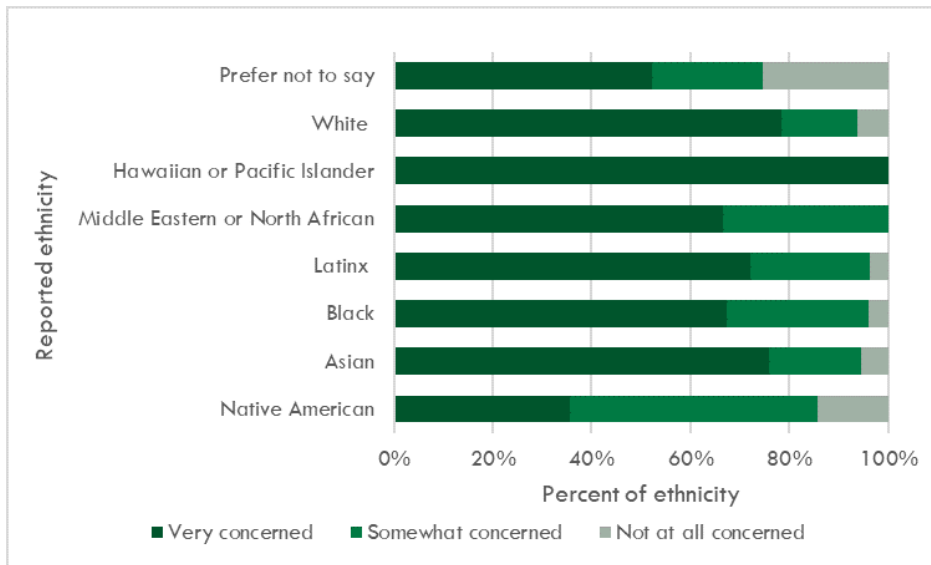


Figure 37. Concern about climate change by ethnicity of survey respondents.

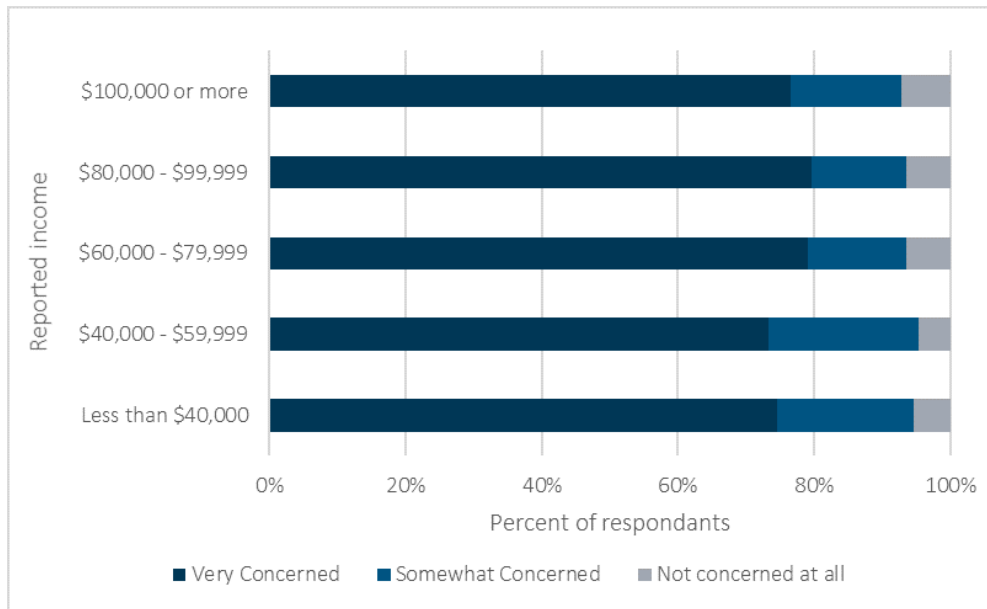


Figure 38. Concern about climate change by income level of survey respondents.

Proving these perceptions wrong, in the Capital Region, concern about climate change is fairly equal among all ethnicities (Figure 37), and socioeconomic statuses (Figure 38).

There are, however, small discrepancies in levels of concern. While there are consistently high percentages across all socioeconomic groups that are very concerned about climate change, according to this dataset, people of color and low-income respondents are slightly less concerned than middle-class whites. This could be due to [lack of people of color and low-income mainstream representation in public, activist, and private environmental roles](#), particularly in public-facing leadership positions – something that could be improved in the Sacramento Region. Whatever the reason, there is a need to better understand the factors that influence minority and low-income Americans’ environmental perceptions and participation in the Capital Region.

While there has been great headway made on acknowledgment, there is still a general reluctance to accept individual responsibility for the current climate emergency. Walking/biking instead of driving and buying efficient appliances are the two actions people with slight or no concern for climate change did take. While both of these measures are ‘green,’ they also save money and are relatively easy to execute, two qualities that effectively motivate environmental action. Generally, even among people who reported being very concerned about climate change, actions requiring greater personal financial costs, such as solar installation or purchasing an EV, were far less popular than low-cost, simple actions, suggesting that more incentives or assistance programs are needed.

Survey takers were asked to rank the importance of both neighborhood priorities and regional priorities; averages of the rankings are displayed in Figures 39 and 40, respectively. The closer each average is to the top bar, the more the region cares about that service or action. Again, though concern about climate change is often associated with progressive or liberal values, from the priorities it seems not all ‘progressive’ interests align with concern for climate change.

For example, in Figure 40, we see that those very concerned about climate change are the least interested in creating additional housing in the region, including single-family, apartments, and affordable

housing. This suggests that concerns for climate in the region are driven less by politics and more by an interest in preserving a reasonable quality of life.

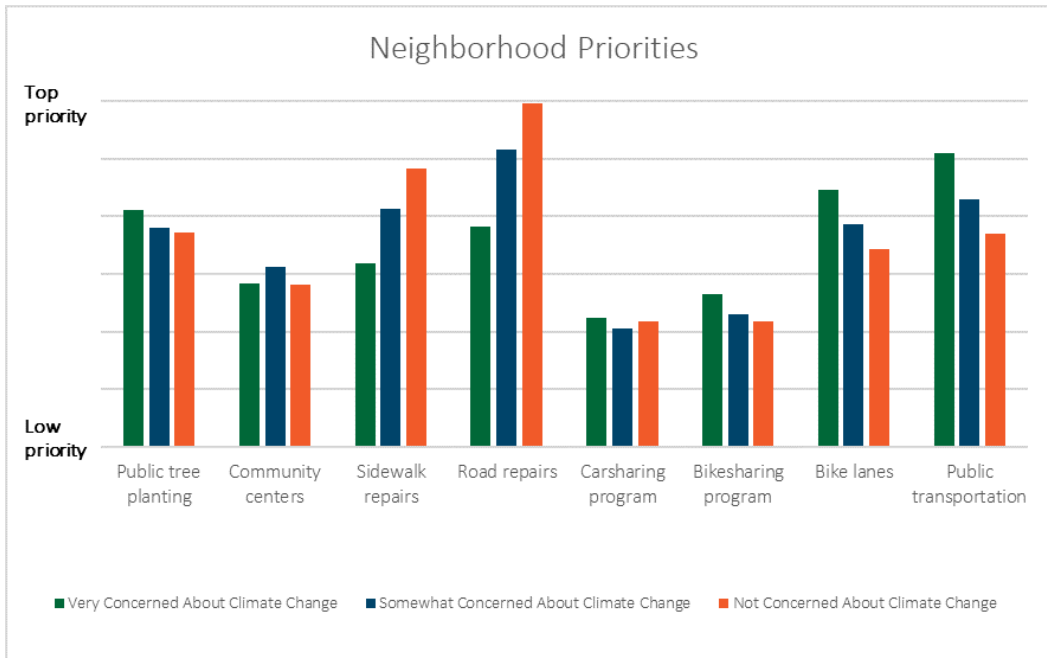


Figure 39. Neighborhood priorities based on level of concern about climate change.

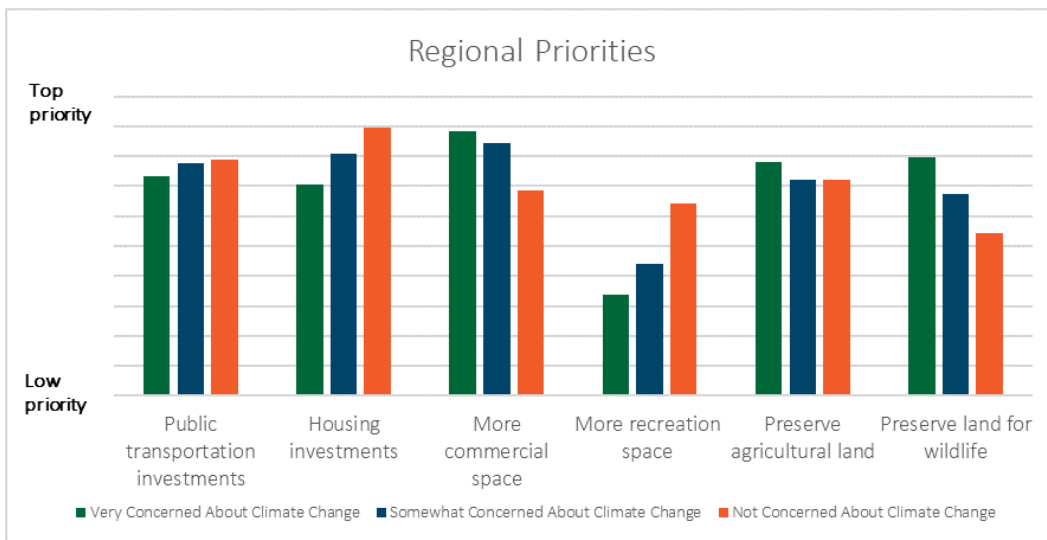


Figure 40. Regional priorities based on level of concern about climate change.

Lastly, Figure 41 below depicts the percentage of each group interested in particular rebates. The people who are not worried about climate change are the most interested in mitigation rebates, suggesting rebates are an effective way to inspire individual shifts towards more sustainable behavior. Those who are very concerned about climate change were the least interested in most of the rebate options. It is not possible to know why from the limited data set – perhaps those concerned about climate change have already undertaken these actions, or do not need rebates to motivate them to make these changes.

However, survey findings highlight an opportunity to incentivize change among people not concerned about climate change, as well as a potential difference between those that say they are concerned about the environment and those who see themselves acting on that concern and pursuing ways to minimize their environmental impact.

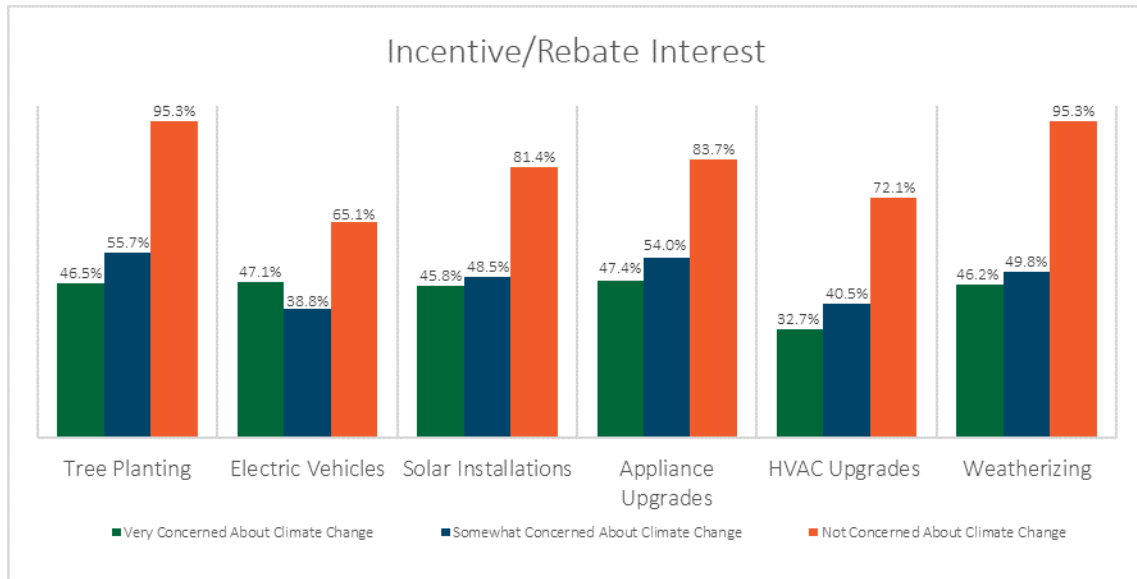


Figure 41. Level of interest in incentives and rebates for individual actions based on level of concern about climate change.

Income

In California, like much of America, economic resources have become increasingly stratified. Those with sparse economic resources contend most closely with the social ills challenging local governments today – unemployment, unaffordable housing, poverty, environmental degradation, and inefficient transportation systems. Low-income individuals have the most intimate knowledge of these issues with valuable perspectives and information that could help politicians address societal failures meaningfully. Despite this, there are numerous barriers that prevent disinvested people from participating in the political system. To work towards righting the (often purposeful) exclusion of these groups from the political system, this section will amplify the voices of those of lower socioeconomic status.

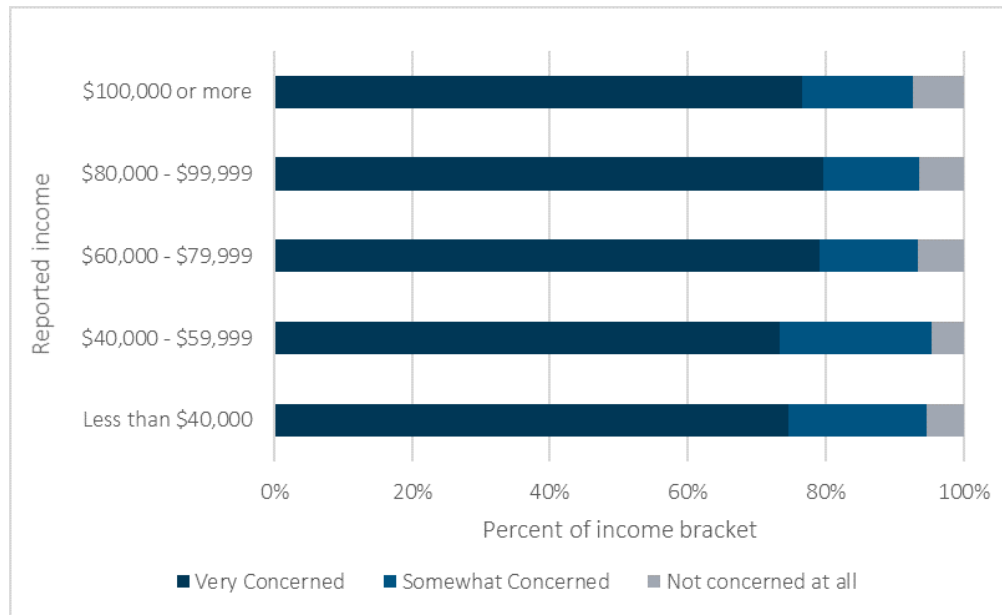


Figure 42. Concern about climate change based on level of income.

Reassuringly, all socioeconomic statuses are concerned about climate change. People from low-income backgrounds are much more vulnerable to heat, pollution, and environmental degradation (see Figure 15), so there is no surprise that there is collective concern over these issues among all incomes. The goal is a high level of climate concern that can translate into action at all levels of government and civil society, and certain measures can be taken to meaningfully engage those who are of lower socioeconomic status about the climate crisis.

After years of being undermined by neoliberal policies, people from lower income backgrounds tend to distrust lawyers, economists, and scientists, figures that the middle and upper-classes tend to trust the most. Mainstream media however is considered a credible source of information by all people. Even the people who are wary of mainstream media are still influenced by its ability to drive the news agenda. Encouraging ongoing coverage of climate change, its impacts, and its drivers could be a considerable tool for encouraging public interest in and raising awareness of the climate crisis.

Additionally, attention to the climate crisis should be framed as an issue of fairness and social justice. This framework is more inclusive of those from all socioeconomic backgrounds, encouraging the connection between environmental protection and the potential to alleviate burdens on health or daily life. Alexandria Ocasio-Cortez’s Green New Deal and California’s recent environmental legislation embody this reframing of environmental action, but there are numerous opportunities for local politicians to adopt this rhetoric as well.

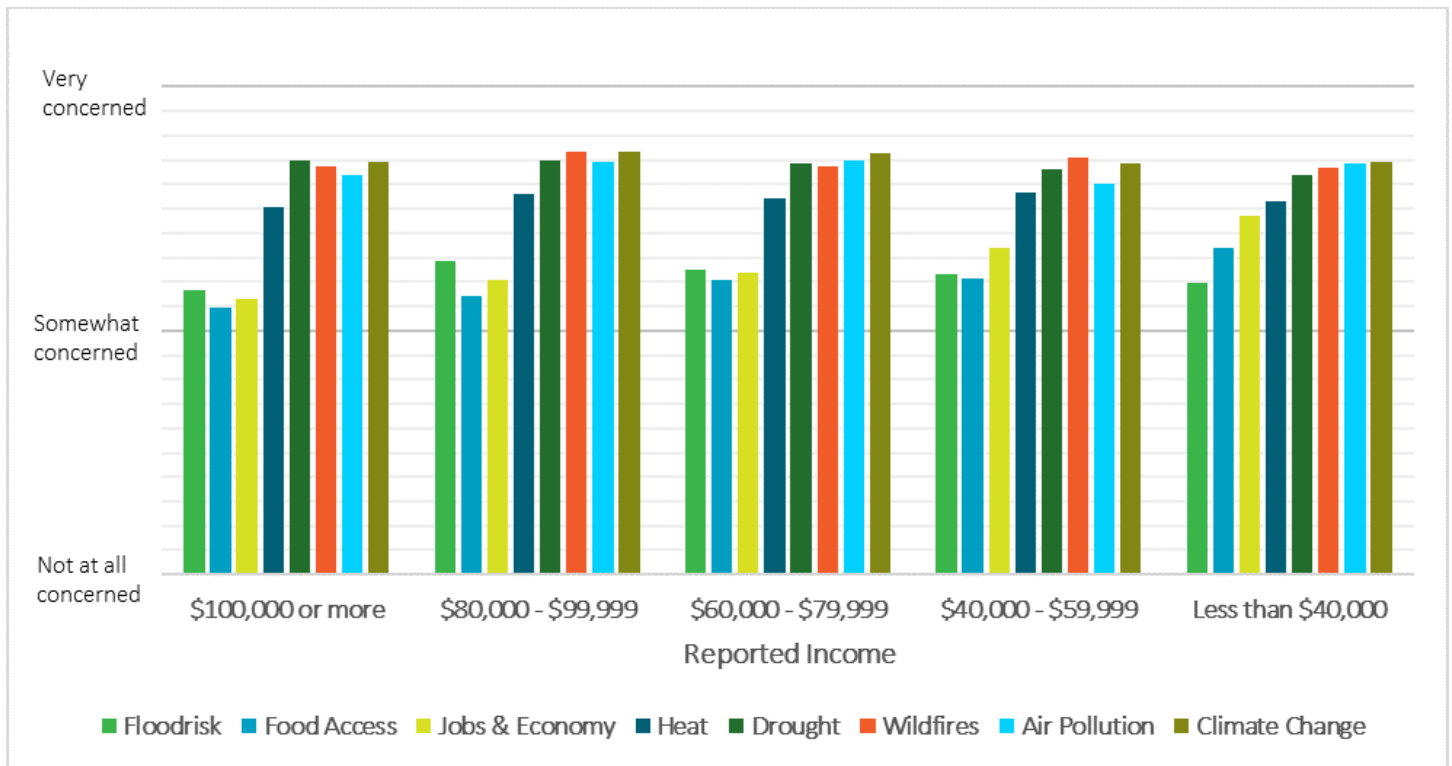


Figure 43. Level of concern about various regional challenges based on level of income.

Relative to other social issues, climate change generates a significant amount of public concern. Environmental burdens have wreaked havoc in the region and across the State of California; it is not surprising the survey respondents are most concerned about issues environmental in nature.

Those who reported earning less than \$40,000 and \$40,000- \$60,000 are likely excluded from some climate motivated actions due to lack of funds. Figure 41 shows actions that require individual financial investments, such as solar installation, EV use, and efficient appliances, have graduated participation by income. There are also barriers for renters (more likely to be low income) who are interested in making environmentally friendly decisions, as they lack the autonomy over their living space to pursue mitigation strategies.

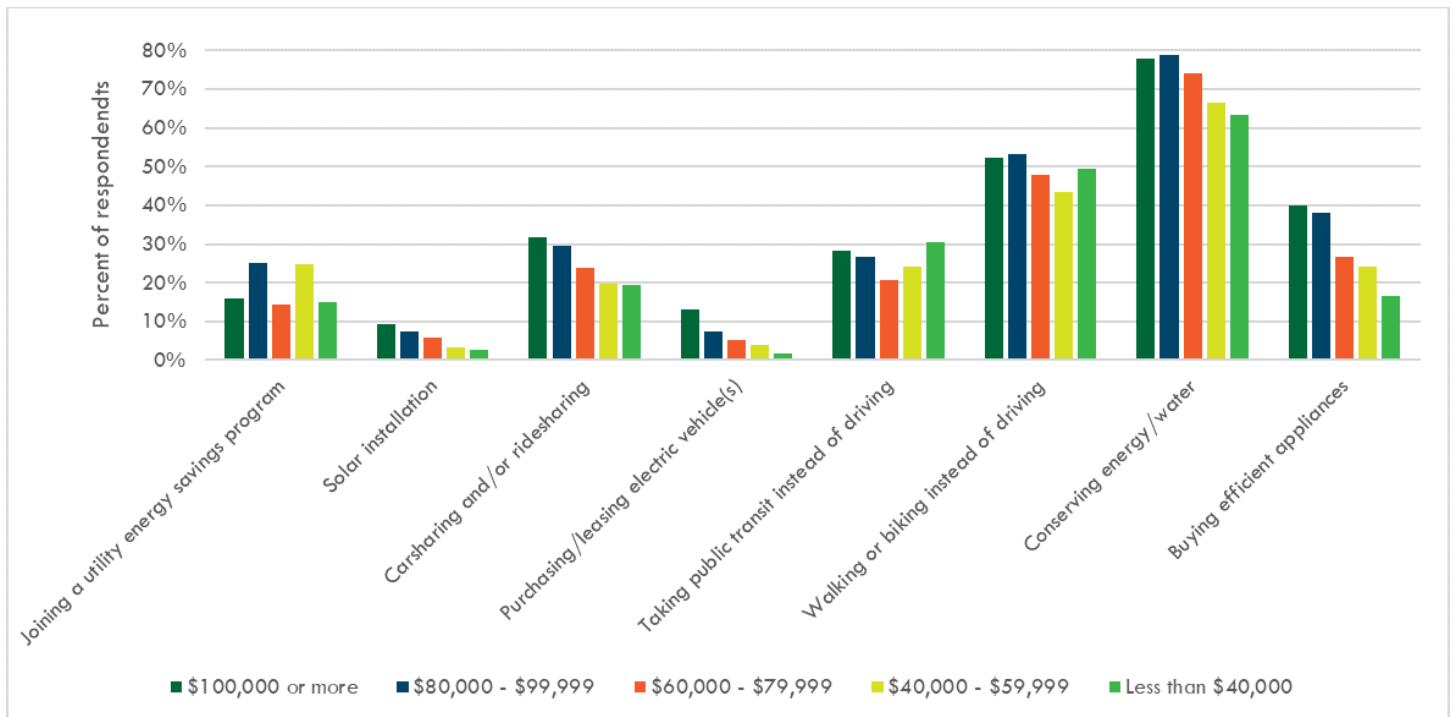


Figure 44. Self-reported sustainable actions taken by survey respondents based on income.

Survey respondents who reported earning less than \$40,000 and \$40,000- \$60,000 did provide write-in responses on how they were responding to the climate crisis with grassroots efforts. Their reported strategies included gardening/composting, devoting time to activism, and planting shade trees, suggesting there are ways the local government can include individuals in the climate movement beyond traditional taxes and rebates.

Most people, regardless of class, shared similar priorities for the region. Habitat conservation is a top priority among most groups in the region including the less than \$40,000 and \$40,000- \$60,000 income brackets. There is a narrative that poor people care less about abstract environmental issues like the destruction of wildlife lands, but that is clearly untrue. However, it is true that economically disadvantaged urban people have less access to preserved natural spaces, another class-based inequality. Local governments have the power to make natural spaces more equitable. There should be public transportation options for reaching preserved natural spaces. The fees associated with entering preserved natural spaces should be eliminated for disinvested populations. For public spaces that require maintenance, hiring processes should promote diversity among the park rangers and leadership.

Increasing the housing stock was a close second priority among those who reported earning less than \$40,000 and \$40,000- \$60,000. Like much of California, the Capital Region is experiencing a housing shortage. California's regional housing needs assessment determined 153,514 new homes and apartments need to be built within the next 10 years in the Capital Region. Until the necessary number of houses and apartments are built, both rents and the number of people without homes will continue to rise. State government officials have responded to the housing crisis by passing policies and allocating funds, but it is still the responsibility of local and regional governments to bring the new mandates to fruition.

Among all incomes, commercial space, including job centers, shopping, restaurants, and indoor recreation opportunities, is a low priority. Rural areas, a group significantly underrepresented by the survey, showed more interest in commercial development and less in transportation investments.



Figure 45. Dollar amounts respondents reported willingness to pay annually to promote the priorities they feel are most important.

The majority of people from every reported income bracket are willing to pay \$21 or more annually to see their priorities accomplished in the region and their respective neighborhoods. The percent of people willing to pay \$21 or more is graduated by income, indicating that a progressive strategy would be to implement a graduated tax with higher contributions from higher income households and lower or zero contributions from lower income households, who are disproportionately burdened by the cost of climate change and environmental pollution.

Homeownership

Homeownership comes with a level of autonomy often not extended to those who do not own their own property. Renters, people who live with family members, mobile home residents, and people experiencing homeless all make-up a significant portion of the Capital Region. Homeowners are able to make changes to their home and property within their financial constraints, while others are subject to the changes and priorities of others, most commonly a landlord or property manager.

As one example, renters face many challenges to planting trees, the easiest and least polarizing strategy for mitigating the urban heat island effect. Young trees take decades – longer than most renters stay in a rental – to develop a canopy that provides shade. Renters often do not know how to approach their landlord to ask about adding trees. Most landlords and property managers are not connected to their land or community enough to be invested in the cooling potential of planting trees and may be concerned about the financial demands of tree maintenance. It is also common to remove outdoor water faucets because they sometimes attract people looking for water, which complicates tree maintenance and landscaping. Many people remain unaware of community programs that offer free trees, assistance, and tree maintenance expertise. Renters may also be concerned about the water demands of trees, particularly with recent drought-related watering restrictions and fines.

The structure of leasing leads to the ‘split incentive’ problem, where landlords and owners pay the upfront cost of sustainability and efficiency improvements, but renters realize the benefits in the form of utility savings and comfort. Owners are disincentivized from making energy efficiency improvements because they never see operational savings, while renters rarely stay long enough to realize the lifecycle benefits of any improvements. This often presents a barrier to tenants interested in making sustainable choices.

‘Green leasing’ is an emissions reduction strategy that better aligns landlords and tenants’ incentives to meet sustainability goals. Green leases are popular in a number of East Coast cities including New York City, Washington DC, and Boston. In its simplest form, a green lease includes sustainability or environmental measures as provisions of the landlord-tenant agreement. According to a Green Leasing report by A Better City, there are four types of clauses commonly included in a traditional lease that can support energy reduction and sustainability:

- **Passthrough clauses** allow for cost-recovery by landlords who make sustainability investments that reduce operating costs. Investment costs can be incorporated into tenants’ monthly expenses, balancing the incentives.
- **Operational clauses** can set enforceable operations rules for landlords. Examples include clauses that set building temperatures, water-use, or recycling practices.
- **Sustainable purchasing clauses** can set standards for the materials and supplies used to maintain or build-out a building. Example purchases include sustainable cleaning supplies, LED light bulbs, or VOC-free paint.
- Lastly, **reporting clauses** help landlords and tenants track their energy and water performance.

Adding green leasing clauses can increase a building’s marketing potential, attracting sustainability-minded tenants, and can lower turnover rate, but this strategy is easier to implement among large property managers. Much of the Sacramento Region housing stock, however, is managed and owned by real estate firms and corporate property managers. Working closely with these owners could create opportunities for green lease adoption. Regional utilities and local governments have the potential to promote green leases by publicly communicating their importance and feasibility. Requiring these elements in affordable housing can be very helpful for low-income residents, who often spend a greater share of their income on utilities and may be hesitant to use air-conditioning during times of extreme heat.

Additional Neighborhood Improvements

Open-ended: Tell us about an area in your neighborhood in need of improvement

Question 13 in the survey, which asked respondents to share about an area in their neighborhood in need of improvement, gave individuals space to identify the areas of their neighborhoods in need of improvement.



Figure 46. Word cloud of common responses to open-ended question on neighborhood improvements.

Many people focused on the inadequacy of existing walking and biking infrastructure, a reflection of the auto-centric street design in much of the Sacramento region. Some people were interested in advanced improvements: raised sidewalks and bike lanes; parked car, tree, or planter barriers between bikers/pedestrians and the car lane; flashing lights at crosswalks; striped paint. Other neighborhoods lack even basic safety features, like simple bike lanes and sidewalks, or have safety features too decrepit to serve their purpose. There was a near-unanimous conclusion that it is unsafe to walk and bike in the Sacramento region, and more maintenance is required for existing active-transit infrastructure.

Much of the interest in road repairs and cleaning was expressed by bikers, who noted that the shoulders usually have the most amount of debris, pavement abrasions, and water drainage issues. Many people reported a significant heat burden on sidewalks in summer, requesting tree-shading of streets and bike paths in concrete-heavy areas. Broadway Ave and Stockton Blvd are two areas identified as particularly uncomfortable. According to survey respondents, there is a lack of connectivity between sidewalks and bike paths/lanes. Sidewalks end abruptly and, at least in the City of Sacramento, there is no logical connection between the bike trails and the streets. One suggested remedy is more signage and the installation of maps in relevant locations to help residents identify and navigate the areas that are biker and walker-friendly.

A large handful of respondents identified various bike trails in the City of Sacramento and West Sacramento in need of trash clean-up and tree maintenance. A lot of people felt that greater efforts should be taken in regard to the housing crisis, as they felt unsafe with the large population of people experiencing homelessness that resides along the trails.

There was also a collective interest better connecting schools to transportation options. Areas around schools experience higher levels of traffic and car-related air pollution. The respondents want their children to be able to walk and bike to school but do not feel it is safe to do so. Protected sidewalks were

requested for student arterials. The lack of safe bus stops near high schools was also identified as an issue.

Residents are generally dissatisfied with the public transportation options in their neighborhoods. Many of the respondents do not have any access to public transportation. Others have transit options but do not use it due to the considerable time commitment. Rural and suburban respondents are interested in alternative options. Among these groups, some felt that transportation investments were a poor use of government funds and that the money should instead be used for road or active transport improvements.

Most of the people that do have access to public transportation choose not to use it, seeing the system as a general failure. Many felt the lack of time-efficiency involved with taking public transit was not a realistic sacrifice. They requested more frequent buses, light rail expansion (particularly to the airport), and more bus stops along routes. Many people also identified the high fares as a hindrance for utilizing public transit. RT was identified as having a website that was confusing and hard to navigate. Respondents would prefer an app.

According to the respondents, connectivity is a major reason public transportation is a failure in the region. The various bus and light rail lines do not meet each other often enough to make transfers realistic for potential riders. The transfer fee was also identified as extremely high. Safe, long-term bike and car parking would be particularly useful at suburban commuter stations for those who do not live within walking distance.

Respondents identified many problems with bus and light rail stations. Among the long list of absent amenities are shading from the sun, shelter from other weather, seating, space for more than two people, cleanliness, trash and recycling cans, paths/sidewalks to reach the stations, accessibility for people with bikes and physical disabilities, lighting, maps, and route information. The ticket machines were also a source of frustration for many of the survey respondents. Additionally, people are simply uncomfortable. Many people said there were once benches at their bus stops but that they were removed because of people using them to sleep at night. Again, many people said they will not feel safe so long as the housing crisis remains a critical issue and people are left to use public transit stops as a place for shelter and warmth. However, this points more to the housing issue than safety concerns at stops.

The state of roads was a consistent issue for driver and biker survey respondents. Potholes and decrepit streets plague many neighborhoods. Some connect this decay with heavy-duty truck traffic, and would prefer large goods movement vehicles avoid residential streets and smaller delivery vehicles.

Sharing Results

In February 2020, LGC and SMAQMD staff visited communities in the Capital Region to share initial results of the project and provide education about urban heat pollution. The primary avenue used to communicate and reach residents was through neighborhood meetings. LGC and SMAQMD staff compiled a list of active neighborhood associations in the region. The project team e-mailed all neighborhood associations on their list and visited as many meetings as possible in January and February 2020. A fair amount of neighborhood associations expressed interest in having project staff attend and present. However, the vast majority of neighborhood associations that responded with interest were located in the City of Sacramento proper. Project staff received fewer responses from communities outside of the City and/or County of Sacramento. The project team believes this may be because there is a higher density of neighborhood associations that meet regularly within city limits.

In total, the project team presented these results directly to approximately 115 community members. The project team visited the following neighborhood associations and community groups:

- Sacramento Area Congregations Together
- Sacramento Tree Foundation NeighborWoods coordinators
- Pocket Greenhaven Community Association
- Mutual Housing Lemon Hill
- Boulevard Park Neighborhood Association
- North Natomas Community Coalition
- South Natomas
- Cabrillo Park Neighborhood Association
- Pocket Greenhaven Riverfront Association

Since the project team had limited time to visit all neighborhoods and populations in the region, the project team developed a toolkit for community members and community leaders to use to deliver the same presentation to additional audiences. The toolkit is available for free as a resource for community members to teach their peers about extreme heat, urban heat islands, and simple actions residents can take to reduce heat islands and heat exposure. The intended audience is community members, rather than industry professionals. It contains a presentation slide deck, a facilitator script, heat public service announcement (PSA) posters and handouts, and a Community Engagement Best Practices document.

APPENDIX A: Community Survey



CAPITAL REGION
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Capital Region Community Survey

Welcome!

Your voice matters, now more than ever. There are numerous planning efforts currently underway - for transportation, housing, the environment, and more - that will help determine what improvements to make in the short-term and shape what our communities will look like in the future. This anonymous survey aims to gather input from residents living in the counties of **El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba**. Survey responses will directly inform several ongoing projects and help guide future planning efforts in our region ([learn more](#)).

Please take 5 minutes to take this survey and share it with your friends. After completing the survey, you will have the opportunity to enter a raffle for a chance to win a **\$200 Visa gift card** among other local prizes!

Thank you for your time. If you have any questions, please contact Julia Kim at kim@lqc.org.



Tell us about yourself:

* 1. What zip code do you live in?

2. What zip code do you work in?

3. Which of the following best describes your current housing situation?

- Homeowner
- Renter
- Other (please specify)

4. Please select the type of cooling you have access to:

	None	Fan only	Air-conditioning window unit(s)	Central air- conditioning	N/A
At home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What are your primary modes of transportation? Please select up to two per row.

	Driving alone (or with family)	Carpooling	Taking a taxi or rideshare (Lyft, Uber)	Taking public transit (bus, train, light rail)	Biking	Walking	N/A
Everyday activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commuting to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Thinking back to this past summer, where did you experience the most discomfort or stress due to hotter temperatures?

- At home
- At work
- During my commute
- Other (please specify)
- During outdoor activities
- N/A - I did not feel any discomfort or stress due to heat

7. Which of the following actions have you taken in the past year? Please select all that apply.

- Buying energy- or water-efficient appliances
- Conserving energy/water
- Walking or biking instead of driving
- Taking the train, light rail, or bus instead of driving
- Other (please specify)
- Purchasing/leasing electric vehicle(s)
- Carsharing (such as Zipcar) and/or ridesharing (such as Lyft or Uber)
- Installing solar panels
- Joining an energy savings program with my local utility



Tell us what matters most to you:

8. Which of the following issues are you concerned about?

	Not at all concerned	Somewhat concerned	Very concerned
Access to healthy food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution and public health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drought and water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotter temperature and heat waves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job security and economic vitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased risk of flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildfires and resulting smoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How important is it to you to improve air quality and reduce greenhouse gas emissions, which contributes to climate change?

- Not at all important
- Somewhat important
- Very important
- Other (please specify)

10. How would you prioritize the following actions in our region?

You may drag your selections in order of priority (1 = highest priority, 6 = lowest).

<input type="checkbox"/>	<input type="text"/>	Preserve land for wild animals and plants
<input type="checkbox"/>	<input type="text"/>	Preserve agricultural land for crops and grazing livestock
<input type="checkbox"/>	<input type="text"/>	Create more open space for recreation (parks, playgrounds, community gardens)
<input type="checkbox"/>	<input type="text"/>	Create more commercial space for businesses (job centers, shopping, restaurants, indoor recreation)
<input type="checkbox"/>	<input type="text"/>	Create additional housing units (single-family, apartments, and affordable housing)
<input type="checkbox"/>	<input type="text"/>	Build more public transportation, housing, and commercial space near bus/train/light rail stations

11. Please rank the following services you would like to see created or improved in your neighborhood.

You may drag your selections in order of priority (1 = highest priority, 8 = lowest).

<input type="checkbox"/>	<input type="text"/>	Public transportation
<input type="checkbox"/>	<input type="text"/>	Bike lanes
<input type="checkbox"/>	<input type="text"/>	Bikesharing program
<input type="checkbox"/>	<input type="text"/>	Carsharing program
<input type="checkbox"/>	<input type="text"/>	Road repairs
<input type="checkbox"/>	<input type="text"/>	Sidewalk repairs
<input type="checkbox"/>	<input type="text"/>	Community centers
<input type="checkbox"/>	<input type="text"/>	Public tree planting on streets, parking lots, and in public parks

12. What improvements could be made to the public transportation system (bus, train, light rail) to make you more likely to use it? Please select all that apply.

- Safety improvements
- More frequent public transportation service
- Expanded public transportation service schedule (earlier and/or later service)
- More shading and comfortable bus stops or train/light rail stations
- Closer bus stops or train/light rail stations
- More affordable tickets
- N/A
- Other (please specify)

13. Please tell us about a bus/train/light rail station, bike path, walking path, street, or intersection in your community where you would like to see improvements (such as tree shading or pavement repairs).

14. Which of the following incentives/rebates would you take advantage of? Please select up to three choices.

- Incentives/rebates to plant trees in my garden, front yard, or backyard
- Incentives/rebates to lease/purchase electric vehicles
- Incentives/rebates to install rooftop solar panels at home
- Incentives/rebates to buy more efficient energy/water appliances
- Incentives/rebates to install/improve air conditioning units in home
- Incentives/rebates to install home weatherproofing and energy efficiency (improved insulation, lighting, water fixtures)
- Other (please specify)

15. How much would you be willing to pay, as an annual tax, to address the issues you are concerned about and fund the improvements you would like to see as part of this survey?

- \$0
- \$1 - \$5
- \$6 - \$10
- \$11 - \$15
- \$16 - \$20
- \$21 or more



Demographics (optional):

16. What is your age?

- | | |
|--------------------------------|---|
| <input type="radio"/> Under 18 | <input type="radio"/> 45-54 |
| <input type="radio"/> 18-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> Above 65 |
| <input type="radio"/> 35-44 | <input type="radio"/> Prefer not to say |

17. How would you describe yourself? Please select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Middle Eastern or North African |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> White or Caucasian |
| <input type="checkbox"/> Hispanic, Latino, or Spanish origin | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Other (please specify) | |

18. What was your total household income before taxes in 2017?

- | | |
|---|---|
| <input type="radio"/> Less than \$40,000 | <input type="radio"/> \$80,000 - \$99,999 |
| <input type="radio"/> \$40,000 - \$59,999 | <input type="radio"/> \$100,000 or more |
| <input type="radio"/> \$60,000 - \$79,999 | <input type="radio"/> Prefer not to say |



CAPITAL REGION
CLIMATE READINESS
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Capital Region Community Survey

Thank you!

Thank you for taking this survey!

To enter the raffle to win a \$200 visa gift card and other local prizes, please provide your contact information in this form: <https://goo.gl/forms/mpEc1ESf298W17PL2>

Please note that your survey responses will remain anonymous.

APPENDIX B: Summary of Community Events

Community Event Summaries

The Local Government Commission (LGC) and the Sacramento Metropolitan Air Quality Management District (SMAQMD) attended a total of nine existing community events to gather input from community members on their priorities, needs, and concerns, as well as to share about the Capital Region UHI Mitigation Project. Attending existing community events has enabled the project team to reach a more diverse audience, avoid “community engagement burnout,” and engage with community members in a cost-effective manner.

1. **Community CarShare Launch Events Northgate Park and Mutual Housing SkyPark**

January 19, 2019 and January 31, 2019

LGC and SMAQMD staff accompanied Breathe California at Community CarShare launch events to gather survey responses from local residents who reside in Mutual Housing sites (River Garden and SkyPark). Community CarShare is SMAQMD-funded, Breathe California-operated program offering no-cost electric cars through a carsharing program to low-income individuals living in SHRA or Mutual Housing sites in and around the Sacramento area.



2. **Iu Mien Senior Lunar New Year**

February 2, 2019

LGC and SMAQMD staff tabled at the Iu Mien Senior Lunar New Year festival in South Sacramento. As the only organization present at the event besides Iu Mien Community Services, we were able to engage with local residents about issues related to transportation, climate change, and extreme heat and gather survey responses.

3. **Lunar Flower Festival**

February 9, 2019

The Lunar Flower Festival celebrates the lunar New Year and attracts thousands of people to its South Sacramento location. The Vietnamese American Community of Sacramento holds this celebration each year. LGC and SMAQMD staff tabled at the festival as part of larger group of non-profits, craft makers, and food vendors to solicit survey responses and community input.

4. **Capay Valley Almond Festival**

February 24, 2019

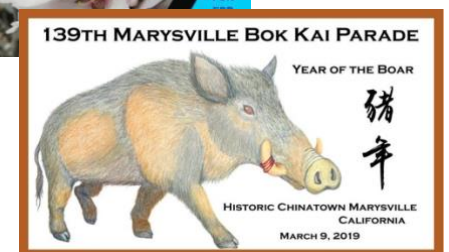
The Capay Valley Almond Festival entered its 104th year in 2019. Located in the small town of Esparto, CA, the festival nearly triples the town’s population in the matter of hours with those who come to partake in this Yolo County tradition. LGC and SMAQMD staff tabled at the festival and engaged with a diverse group of people who reside from the rural surrounding areas.



5. **Bok Kai Parade and Festival**

March 9, 2019

The Bok Kai Parade and Festival celebrates the small town of Marysville’s Chinese-American history. Many Chinese immigrated to Marysville in the



19th century to serve as laborers in the region’s surrounding gold mines. Soon a small Chinatown sprung up around the town’s main street, many of those buildings (including the one that houses the Marysville Chinese-American Museum) still exist today. LGC and SMAQMD staff tabled at the festival and solicited survey responses from parade-goers and local residents.

6. **Community Car Share Sign-up fair at River Garden**

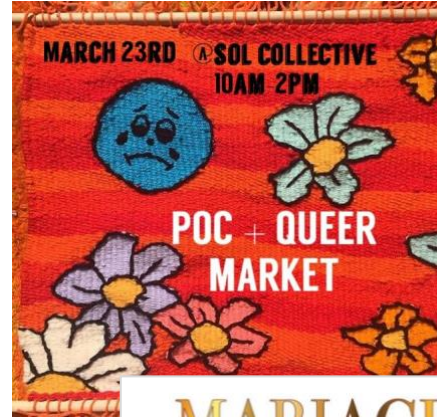
March 22, 2019

LGC and SMAQMD staff continued to work with Breathe California by joining them at a sign-up fair for their CarShare program in North Sacramento. The project team participated in a *Passport* activity where a small prize was given to residents for visiting each community-based organization’s table.

7. **Third Annual Queer People of Color Market**

March 23, 2019

Sol Collective held the Queer People of Color Market at their Midtown Sacramento location. The market largely consisted of artists, resellers, and crafters who identified as queer or gender non-conforming. The market was open to the public and attracted hundreds of people throughout the day. LGC and SMAQMD staff surveyed participants at the event to gather input on climate change, transportation, and extreme heat priorities.



8. **Mariachi Festival**

March 24, 2019

The Scottish Rite Masonic Center, located near California State University –Sacramento, hosted the 2019 Mariachi Festival. Mariachi music and Mexican culture were on full display with many performers, artisans, eateries, and non-profits targeting our large Mexican-American community in the Sacramento Region. The project team surveyed attendees, many of whom only spoke and understood Spanish. In total, roughly 1,000 attended the event.



9. **Green Apple Fair**

April 4, 2019

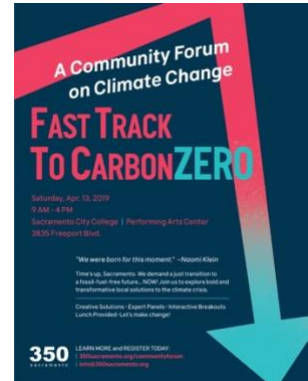
The Green Apple Fair was held at the Sacramento City Unified School District’s Serna Center in South Sacramento. The fair showcased local vendors, community groups, a local butchery and provided a space where kids could play with RC Cars. The Sacramento PEV Club attended providing free, informative rides in electric vehicles. Over 150 people participated in this event.



10. **Elkhorn Village Elementary School**

April 8, 2019

The CRCRC team helped organize a tote bag design contest at Elkhorn Village Elementary School in West Sacramento, CA. Over the course of a month, students were given the opportunity to design a neighborhood scene that highlighted active and zero emission transportation, sustainability, or their favorite gathering place. One lucky winner’s design was printed on tote bags donated from local nonprofit Sacramento Clean Cities. During this outreach event, CRCRC representatives presented to students on sustainability and climate change. The winner of the tote bag design contest was also announced and students were given an opportunity to tour two zero emission vehicles. Two 4th grade classes attended the event making up roughly 40 students and 3 school staff persons.



11. **Community Forum: Fast Track to Carbon Zero!**

April 13, 2019

350 Sacramento hosted the Community Forum at Sacramento City College to inspire attendees to expand their ideas of what is possible in the transition to carbon zero. LGC and SMAQMD staff tabled at the event, surveying Sacramento residents and disseminating a factsheet on urban heat in the capital region. The forum was attended by over 350 community members.

12. **Spring Fling and Community Egg Hunt**

April 20, 2019

The Annual Spring Fling and Community Egg Hunt was hosted by the North Highlands Recreation and Park District and held at Freedom Park in North Highlands, CA. LGC and SMAQMD staff tabled at the event as part of larger group of non-profits, craft makers, and food vendors to solicit survey responses and input from community members. Over 550 people participated in this event.



13. **Winters Youth Day**

April 27, 2019

Winters Youth Day is an annual celebration of youth in Winters, CA that includes a parade, vendors, and other youth-focused activities. LGC and SMAQMD staff tabled at the event and engaged a diverse group of community members from Yolo County to collect survey responses.



14. **Benito Juarez Neighborhood Association Anniversary & Dia del Niño**

April 27, 2019

This yearly event honors the life of Benito Juarez, the first indigenous president of Mexico and an important fixture in Mexican and Native culture. The event was held at the Robertson Community Center in the North Highlands area of Sacramento. Entertainment included Mexican cuisine from local vendors, traditional Mexican dances performed by youth groups and kid friendly games like *Loteria* and fútbol were played. Over 100 people were present at this event.



15. **Sacramento State EEV Club**

May 1, 2019

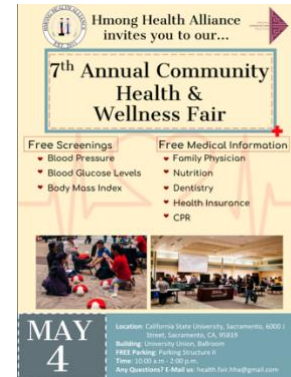
The Sac State EEV Club was held at California State University –Sacramento to celebrate Earth Day. The event was put on by Breathe California. Activities included event electric vehicle test drives, raffle drawings, kids painting and general student information dissemination by university clubs and interest groups. Over 200 people, mostly students, attended the event.



16. **Hmong Health Awareness Health Fair**

May 4, 2019

The Hmong Health Alliance held their 8th annual Community Health Fair at Sacramento State University. The fair promotes healthy living and routine medical care. Health science students were on hand to discuss a myriad of health topics and conduct basic checkups such as blood pressure, height, weight, BMI and blood sugar tests. The event strongly catered to the Hmong community. A Hmong language short film on domestic violence was also screened. This community centric health fair attracted roughly 250 participants and over 30, local community and non-profit groups.



17. **Yamarka Festival**

May 18, 2019

The 21st annual Yarmarka festival was held in Southside Park in Midtown, Sacramento. AFISHA a Russian language media group headquartered here in Sacramento hosts the event. This yearly festival celebrates Slavic arts and culture with fun games, live music, and space for over 50 non-profit and community vendors. Over 1,000 showed up for this mostly Russian-speaking event.



18. **Davis Pride**

May 19, 2019

A celebratory event that empowers the local LGBTQIA community in and around Davis, CA. The event was held in downtown Davis and attracted roughly 700 to 1,000 participants. There were food vendors, local businesses, non-profits, religious institutions and live entertainment.



19. **Loomis Friday Family Fest**

June 14, 2019

The Loomis Friday Family Fest is an annual event in the town of Loomis that celebrates the summer with concerts and local and regional vendors. LGC and SMAQMD staff tabled at the event to survey Placer County community members on their priorities and concerns around heat and transportation, and engage local residents on their awareness and understanding of the urban heat island effect and its impacts.

20. **Yuba City Summer Stroll**

June 15, 2019

Hosted by Bamford Family Farms, the Yuba City Summer Stroll festival was attended by over 700 local residents from the surround Yuba and Sutter County areas. LGC and SMAQMD staff tabled at the event to collect the final set of in-person survey responses before closing the community survey at the end of June.



APPENDIX C: Community Leader Interviews

CBO Interviews

Capital Region Transportation Sector Urban Heat Island Mitigation Project

Interview Questions

- 1. Organization's Priorities**
Can you start by telling me about your organization's current priorities?
- 2. Community Engagement**
Does your organization engage directly with community members? And if so, can you tell us how and high-level information on the demographics of community members engaged?
- 3. Community Priorities**
What are you hearing (either directly from community members or CBOs that your organization engages with) in terms of community needs, concerns, and priorities? Note that these may differ from your own organization's priorities and can include topics that may not be 'directly' relevant to this project's scope.
- 4. Heat Concerns and Needs**
Are you hearing any community concerns or needs related to increasing temperatures and/or extreme heat? If so, what are you hearing?
- 5. Transportation Concerns and Needs**
Are you hearing any community concerns or needs related to transportation and/or mobility? If so, what are you hearing?
- 6. Community Events**
As part of this project, we are seeking to go to existing community events to engage with the public rather than organizing our own workshops. Do you know of any community events that you would recommend us having on our radar?
- 7. Other Comments**
Do you have any other comments you would like to share with us at this time?

350 Sacramento: Laurie Litman, President

- 1. Organization's Priorities**
Mission: an equitable, just transition to get back to a safe level of carbon in the atmosphere (below 350 ppm).
- 2. Community Engagement**
Organization is all volunteers - calculated core involvement is about 3 dozen people, mailing list is about 2,000, about 16 teams with leaders and board; 100 volunteers through the year; also host community forums to reach public members (about every 18 months) - next one is April 13th, focused on urgency and overcoming obstacles; blurry geographic scope - Sacramento region (in flux depending on who they speak with).

3. Community Priorities

People with different levels of interest - some who are really feeling the anxiety of the climate emergency, want to do more direct action; others want to work within the system; climate change is the big umbrella, but brings in affordable housing, mobility, etc.

4. Heat Concerns and Needs

Focus is more so mitigation than adaptation - concern is that we can get to the point where we can no longer tolerate the extremes; there is concern on that level but haven't gone into specific adaptation issues.

5. Transportation Concerns and Needs

Transportation team is very focused on transit and fully funding transit. Others looking at whole range of options; people attend meeting via walking, biking, transit, also by cars. Team focused on measure that will be introduced in 2020.

6. Community Events

April 13th: 350 Community Forum; sending 350 calendars; tomorrow night Green New Deal watch party; a lot of big events - agriculture summit, new extinction rebellion group that's starting, new sunrise movement hub; climate cafes for youth; Sac Transit Riders Union

7. Other Comments

At each meeting, 350 asks for a 100-word description on what that organization is doing related to climate change.

Oak Park Sol: Randy Stannard, Executive Director

1. Organization's Priorities

Going through a bit of a transition - merging with another nonprofit (Alchemist Community Development Corporation); existing projects will continue; focused on resident activation and engagement - using land-based or tangible development/green space projects; trying to find opportunities - identifying residents/groups with ideas that they want to implement, or finding a piece of property and working with surrounding neighborhood: what do you want to see here and how can we facilitate that? Garden education, green space education and nutrition classes as a way to activate the space.

2. Community Engagement

Focused on greater Oak Park area (I-50 down to Fruitridge, between 99 and Stockton); work with, on average, 300-400 people per year; not everyone ends up being from Oak Park (e.g. for classes), 50-60% coming from Oak Park area; demographics - 50-60% African American, ~10% Latino, ~10% Asian; good mix in terms of age (events are family friendly, some cooking classes focused for kids and parents), for gardening-focused events - more adults (50-70% adults with some kids helping).

3. Community Priorities

Hear about displacement/gentrification in the neighborhood, real concern; in classes, hear real interest from parents about wanting kids knowing where food comes from and how to prepare simple food; other priorities - adults recognizing that we need more engagement opportunities outside of school for kids (younger to middle and high school aged kids) to keep them out of trouble and to give them real skills and trainings to get jobs; jobs - another big concern (common concern - for adults and kids; more jobs in the neighborhood and in general; getting training in

schools to get these jobs); access to fresh produce - more healthy markets in the neighborhood and growing their own.

4. Heat Concerns and Needs

When it's over 105 degrees, most people aren't coming out and see a decline in attendance at events; tough in Sacramento - summer in Sacramento, 105 degree days feel normal; not hearing anything specific from people about it getting hotter than normal summers; hear people more so talking about water (drought on people's minds) - how we use water, irrigation, resiliency around water.

5. Transportation Concerns and Needs

Biggest concern - bus lines (reduction of bus service - big impact on people), biggest transportation concern that he hears about; biking/pedestrian safety at major intersections (close calls, getting hit, etc.) and having better bike routes.

6. Community Events

Oak Park Neighborhood Association Meeting (fairly well attended, 30-50 people); first Thursday of the month at Oak Park Community Center // Soil Borne Farms - day on the farm events in May

7. Other Comments

Hmong Women's Heritage Group would be good to reach out to.

Cool Davis: Chris Granger, Executive Director

1. Organization's Priorities

Cool Davis was formed to be the community engagement arm of the City working on GHG emissions reductions; identified a set of actions to build campaigns around (households for GHG emissions - level up on solar campaign to double up amount of solar on single family by 2020, pilot project for EE actions related to HVAC replacements, EV adoption and outreach program - ride and drive/outreach to multifamily housing community to get charging installed); sustainability coalition - made up of a bunch of orgs and working groups that are either working on common projects together or representing a particular sector (interfaith coalition, water wise group, local electric vehicles association, cool cuisine - plant-based diets, Davis futures forum - forum focused on land use planning issues and learning in the community); from the beginning, have been talking about resiliency for all programs - idea is that these programs are a foot in the door (becoming a cool home, part of that is connecting with neighbors and building resiliency); City of Davis has been doing transportation education events for senior citizens (annually for past 6-7 years); one neighborhood (mobile home park) asked if city could bring workshop to them - did that, decided that they want to bring a tree conversation to their neighborhood (lot of trees aging out, some that came down during winter storms) - meetings with city and tree Davis to discuss tree canopy and how to negotiate with landowners.

2. Community Engagement

Geographic scope: City of Davis; Reaching quite a few thousands of households through a variety of communication tools; current campaigns skew at the moment towards homeowners (slightly less diverse than the community; less ethnically diverse and less diverse in terms of age; those with resources to purchase EVs, etc.); few resources to have staff to do the kind of community outreach needed to reach multifamily, students, etc.; how to bridge what students are learning

while living on campus then living off campus (implementing sustainability measures in neighborhoods/multifamily housing?)

3. Community Priorities

Tension between solar panels vs. trees over parking lots; bi-modal split in community; drought followed by extreme weather events taking out trees; increasing costs for water; tension between convenience of the way things used to be vs. trying to get things to be more cost-effective; some people are converting their lawns in a really nice and beautiful way, while others aren't. People struggle with making decisions (e.g. re: tree care); large rental population - people don't feel responsible or don't have the resources/authority to take care of things - how to deal with these gaps // NOTE: Unsure whether all of these are community priorities or Cool Davis reflections...

4. Heat Concerns and Needs

Absolutely. Heat profile is getting mixed up in the discussion of smoke/wildfires (connected, high heat days = terrible air quality); impacting outdoor activity (in November, no one out on bikes - also happens during high heat days); have a very active community, severe heat combined with air quality issues has an impact on people's normal behavior; elderly population more concerned

5. Transportation Concerns and Needs

Cool Davis convenes transportation taskforce (convenes all orgs/agencies working on transportation planning, advocacy, UC Davis groups, Yolo bus, etc.) - in town, Davis has all the right tools and in some ways ahead of other communities in the region (great bus system, primarily oriented towards university students); CivicLab project focused on parking lot at rail station (free up more space, get people out of their cars) - led to thinking about microtransit; Fewer people riding transit inside community from residential perspective - want to change that; Bigger challenge: commuting - big chunk of commuting: driving to Sacramento

6. Community Events

N/A

7. Other Comments

N/A

WALKSacramento: Kirin Kumar, Executive Director

1. Organization's Priorities

Has been around for almost 20 years; mission has evolved to think about intersection of health, built environment, and sustainability; TA throughout region to integrate health considerations/metrics/guidelines into planning and regional funding initiatives - workshops, policy work, etc.; through planning process, invited in to look at other initiatives (MTP/SCS, etc.) to integrate concepts of health, equity, and climate change from a transportation and general livability standpoint; more locally as a result of SB-1000, pulled into discussions to integrate EJ into local GPs - opportunity to define what EJ means and have a conversation beyond typical pollutants and historical disadvantage resulted from land use, and how to address indicators of disadvantage by focusing on social/physical determinants of health; integrating health equity/access into planning documents; concerned that we're going to end up with loaded GPs and MTPs without any implementation- focused on driving implementation and actually scoping out what implementation of EJ policies look like on the ground; when we think about land use

and transportation, think that the region has a prevailing ideology that success comes from more development (housing shortage isn't helping that), feeling more pressure at individual/local level of green field development and sprawl -- if we look inward and cities/counties start treating themselves as developers and defining visions for their communities, will be able to identify major infrastructure changes that need to be made and the right incentives needed for communities to see revitalization for the first time; heat is a major concern, but in addition to that - access to healthy foods, access to parks; generally moved away from walkability being their only mission- health equity, livability, and economic development as the end goal with active transport as a means to getting there; focus has been to think about communities from the individual unit, then street, then neighborhood, then community - look at opportunities to ID disparities in the built environment. High speed major arterials, sound walls, etc. that restrict access; for health retail/food, traditionally defined as being able to buy a fruit or a veg at a certain price point within a mile or half mile from residents - but need to look at access to transit, alternative modes of transport (esp. for communities that don't have the same access to single occupancy vehicles), greater disparity; what are we doing at the highest level (e.g. state) and how does that trickle down to local, then to on-the-ground.

2. Community Engagement

A lot of relationships with neighborhood associations (nearly all in Sacramento), conduct some walk audits along historic corridors, safe routes to school programs (engage 1,000+ parents in West Sac/South Sac); not a direct service provider, so couldn't say how many community members they engage.

3. Community Priorities

Access to transit (and first/last mile connections), having more options for transportation (not necessarily just walking or biking, etc.), tree canopy; communities want to develop their own plans and vision for their neighborhood to get ahead of the idea that new capital in the neighborhood leads to gentrification (e.g. roadway improvements not for new residents, but stemming from community buy-in; neighborhood to shape future rather than outside forces) – hearing this a lot from Oak Park residents and South Sac; not hearing as much around job access/job readiness – but significant portions of goods movement jobs could be threatened by AVs; access to transportation options is the main factor in someone being able to move up into next socio-economic class; 20% of students in Sac Unified who are chronically absent due to lacking access to transportation (also hurting long-term job-readiness and workforce down the road).

4. Heat Concerns and Needs

Not hearing about heat concerns directly, but do hear from folks from underserved areas – hyper-attentive to the fact that they don't have access to tree canopy or inviting urban spaces that are cooler throughout the year; hear from students that the parks they have access to lack tree canopy; tree shading ordinances have not been kept up with in terms of implementation – continuing to see disparities perpetuated, primarily decisions made by the county to continue approving projects; in 1983 when first Sacramento urban forest master plan was developed, policy decision to maintain trees in easements (primarily Curtis Park, etc.) – but don't have medians in many arterial streets in DACs.

5. Transportation Concerns and Needs

Covered through previous interview questions.

6. Community Events

F/u with councilmembers, park districts, community centers to identify events; at the same time, city and county of Sacramento already need to do work around EJ policies, SMAQMD events for AB-617 (can these outreach events be an opportunity?)

7. Other Comments

N/A

SACOG: Kacey Lizon, Deputy Executive Director of Planning and Programs

1. Organization's Priorities

Kacey's role - deputy executive for community programs, ensuring work programs get executed; priorities - strategic goals, big one is advancing economic prosperity, establishing the region as a testbed for innovation, connecting disadvantaged people to opportunity; all projects are in support of one of those - big one required to do is MTP/SCS (long-range transportation plan) - a lot of work program activities to implement that plan; transportation funding; TA to members; convener for members for issues that are larger than 1 jurisdiction.

2. Community Engagement

Sometimes engage directly with community members, typically with partner agencies/members; Monica Hernandez director of innovation/partnerships; Work with CBOs though (e.g. Franklin Biz district on TCC grant; RT, AQMD, SMUD, City Council on florin light rail stations to get recommendations from ULI on what kind of investments would be best for TOD - interviewed a bunch of stakeholders - key theme was plan WITH us, not at us or for us).

3. Community Priorities

Not sure if SACOG could answer this; when doing MTP, ask questions about transportation and quality of life - types of responses are in that context.

4. Heat Concerns and Need

Don't hear concerns about heat (not that it's necessarily happening) - in conversations with organizational stakeholders (CBOs or member agencies, departments, etc.), no one ever brings up the issue of heat and how that can hinder for example, active transportation; tried to introduce this - important to have shade in first/last mile corridors (to promote sustainable transportation system and sustainable neighborhood, part of that is recognizing the climate if you want people to walk and bike).

5. Transportation Concerns and Needs

Kacey to send roll-up of survey; concerned about day-to-day transportation needs, inadequate bus routes, can't get to certain places; tend to ask questions that try to get at what's needed for long-range plan; when most people think about transportation needs, thinking about what they need today, but SACOG is a long-range planning agency.

6. Community Events

Kacey to provide introduction to Monica.

7. Other Comments

Advise that whatever measures we come up with to address UHI, that we try to put them forth not just as requirements or with regulatory frame but put them forth as these are things that we want to do and how they can be incentivized.

1. Organization's Priorities

1) canopy solar project in south sac at one of CRP's facilities that they own, project from an entity called P4P energy - received demonstration grant from DOE to create a new design in delivering cheaper renewable energy (instead of traditional steel-built framing for solar in parking lots, using a concept that uses less steel, less labor - utilizing cables as a way to suspend the panels over parking lots, building this together with design team - will then own and generate energy from the panels to benefit CRP and others e.g., grocery store with high energy usage // interested in showcasing to others); 2) working on trying to identify the county environmental contact that deals with lead paint abatement - CRP certified to eradicate/mitigate lead paint, especially if children live on properties and low-income properties (state barred from applying for state grants from HUD - up to organizations now), trying to ID orgs to submit a proposal); 3) still looking to develop community solar project in South Sacramento (originally 10 acre, 3 MW system - probably scaling back to 1-2MW system to work with SMUD to generate and deliver power low-income communities); 4) other projects related to mothers/children - good nutrition, access to fruits/veg,; working with different hospitals (working with County / first five commission); 5) approved to be a testing site for certain certifications on energy professions (auditor, heating/AC certs) - providing education and testing for internal staff and private industry (businesses that need staff to be recertified or retrained).

2. Community Engagement

In general, speak 10 different languages (have that capability within staff) - reaching out to Latino, Hmong, Tagalog, Farsi, Russian - those are the populations they're serving. All offices positioned in DACs and interacting directly with those individuals. Cross-promote from health side to energy side to ensure that clients are coming in for one service can possibly qualify for other services, providing them with the information and direction to seek those additional services. Variety of ways CRP interacts with community - canvassing (especially when determining where to work - door-to-door canvassing, flyer, etc.), share additional info when canvassing (e.g. EV voucher programs, time of use education; pop-up events, add on to events that are already planned, table/display, etc.; have also established relationships with certain radio stations to share PSAs (create partnership where CRP leverages no-cost opportunities while also providing a cost to build a positive relationship); service 7 counties, impacted over 11,000 homes (improved living conditions); reached over 200,000 mothers/children through WIIP program and nutrition programs.

3. Community Priorities

Having involved in various meetings (community outreach presentations), some of the input has been directed from the top-down vs. going into the community and asking them, 'what is it that you need?' and extrapolating that information from key stakeholders. Issue of people organizing public meetings trying to get input from people living in the communities - people, especially from low-income communities, don't trust or don't have relationships for governmental agencies (not prepared, know that it impacts them somehow, but unsure), meetings happening in the evenings when people are taking care of their family (family comes first), etc. leads to less engagement; there needs to be another mechanism for orgs - how do we get the feedback from people? it may not be 25 at-large citizens, maybe it's those individual leaders that have connections in communities, people who can share the issues that their family, friends, and

neighbors are facing. When you need to have a group meeting, those community leaders are the ones who can bring others and encourage participation (your perspective will be valued). Real issues that people are facing everyday: I need a good paying job; I need a decent home that's affordable for me that's safe; I need reliable transportation to get to work and back home. These are the areas that people are concerned about. Other issues: sub-standard housing, high rents, homelessness - the ones who do have homes, thinking about how they elevate their own financial situation to provide for their families. A lot of properties that are boarded up or not in safe condition for living, but they're the ones that they can afford to live in, so they're stuck. To tackle that, requires a lot of resources - not cheap to renovate properties; to lower rents, need subsidies. Hopefully with propositions passed, housing groups can access resources to improve housing. Usually funding is what has to come first.

4. Heat Concerns and Needs

Don't hear it as an issue of complaint or that it's an issue related to climate change. People noticing that it's hotter or colder - CRP sees this because they get the calls for emergency repairs (summer - my AC is off and I have children, so CRP can do emergency repairs on heating/AC units). If you drive by some of these communities, see people outside of their homes because it's so unbearable to be inside - outside, under a tree or under shade. In some areas, no shopping malls where you can go to cool off - need to take a bus to go to Arden mall or somewhere else (not everyone has that luxury), especially seniors who don't have transportation. Seniors don't go outside - they stay inside and suffer (CRP gets these calls).

5. Transportation Concerns and Needs

Access to some mode of transportation to connect to light rail (light rail can take you further and quicker than connecting different bus routes); certain low-income communities don't have access to optimal bus routing or bus stops (maybe they have to walk further) - frequency of bus routes is limited; changes happen in low-income communities because of that - ridership is limited, and it's limited because there's no access. RT's microbus transit system where people can access it through their mobile apps or call it in - testing this out in South Sac, but it's a limited route. Those on the fringes/outskirts of that still don't have the ability to connect. CRP advocating for EVs that they can help fund to connect Franklin area to connect to other routes - simple thought, but funding is an issue - need to have the vehicles and someone to drive it, routes, promotion, community adoption, etc. EV concept is a good one, but for most people the pricing is out of their range (even with vouchers) - would also need charging stations. For those living in multifamily units, can't have their own charger = doesn't make sense to have their own EV. Older people probably won't get on a jump bike.

6. Community Events

CRP putting together a list of events that they want to participate in. Luis can share the list. Potential to coordinate on tabling! Potential to collaborate with CRP on radio ads. May: Cinco de Mayo celebrations (La Familia - Franklin Ave; Southside Park); Russian community event coming up; Juneteenth event (African American communities).

7. Other Comments

N/A

1. Organization's Priorities

2 priorities: serving gov't community in El Dorado County and being a resource for El Dorado's nonprofit community; work across the spectrum - government, for profit, non-profit; facilitator of very difficult issues that communities struggle with - there needs to be an actor that serves as the community commons where members can share their ideas in a neutral setting

2. Community Engagement

community members engaged with in a given year: ~14,000 (county of 180,000 individuals) - work that the Foundation is doing that is touching everyone's lives (secondary reach, not direct); in 2019, working on opportunity zones in South Lake Tahoe - 2 events coming up in end of Feb and March to bring stakeholders together (joint effort between Tahoe Prosperity Center and South Lake Chamber of Commerce, City of South Lake Tahoe) - explain what opportunity zones are and how they will work; finishing up a speaker series in Tahoe "One Degree of Change" - every 2 months, have a TED-style talk to invite community members to speak specifically about how they see a one degree of change happening in the south shore region of el dorado county and how impactful that change can be; meeting on 2/19 with all fire districts including CAL FIRE to understand what plans are in place for a disaster - what is the interagency coordination, plans in place, and how do we as a foundation build our operational model for response (had discussions with various foundations working in fire-impacted communities - all said that they weren't ready) - want to be ready, how to allocate funds after a disaster, and structure recovery efforts; annual professional advisors form (in May 16th) bringing all state attorneys, CPAs, and professional financial advisors to talk about philanthropy and what they do as a foundation (will be covering changes in tax law); March 29th series "Elevation" - 1-day training for non-profit community, focusing on how the foundation operates; working on capital campaigns, developing donor guide, economic development/workforce collaboration through co-working space in Tahoe, business incubator; in rural communities, want to change matrix of lower-paying jobs to create opportunities for residents

3. Community Priorities

Community is organic and ever-changing, when looking at philanthropy - 2 models: strategic philanthropy (focus in on specific topics) vs. emergent philanthropy (follows community, moving with them); First model can lead to issues becoming re-trenched; affordable housing becoming a bigger issue (especially for South Lake Tahoe basin - number 1 priority, 75% of homes owned by people who own another home - left vacant for most of the year); business development is another big issue - articulating the value of El Dorado County (opportunity of recreation, world destination for everything outdoors); traffic impacts of recreational opportunities - this year has been the worst (City of South Lake Tahoe in complete gridlock on a Sunday afternoon where people can't get out of their own driveways - also see this in the fall in Apple Hill); County is reliant primarily on housing (rather than business development) - developing more expensive homes to generate tax revenue, but not developing low- to moderate-income homes for working population - creating a commuter society where workers can't afford to live in the County (creates issues related to parking, etc.); SACOG came out with instructions on parking (when you build something, you need to have a parking unit) - challenging this as a foundation with TRPA - this mindset promotes to more cars (limiting amount of parking will increase alternative transportation options to become a more bike able/walkable community); need to look at some of the planning policies in place and challenge them - is this the best for where we're at and what we're trying to do?

4. Heat Concerns and Needs

Huge concern - witnessed what happened in Sonoma and Paradise (same topography) - especially this last summer, heat was extreme and the duration of heat was extreme; number of fires much larger than before; as a community, realize that we're moving towards a tipping point where fire danger becomes a new normal (due to extreme heat and climate global realignment); witnessed in the late summer, high-pressure systems dropping into the great basin and generating backwinds from Sierras down to the canyons (which is what happened in Paradise, fuel getting continuously dried out). Pawley Pines (a lot of trees, shading) can be 82 degrees vs. Folsom (a lot of asphalt) can be 102 degrees - Folsom doesn't cool off.

5. Transportation Concerns and Needs

Saw transportation report from South Lake Tahoe on experimentation with Lime bikes/scooters - hugely successful in taking cars off the road; Placerville working hard at making the town more bike friendly; limited when it comes to public transportation since it's so dependent on federal dollars - rural communities do not have the ridership to attract federal dollars for El Dorado Transit into Georgetown or south County area - serve core, but not a functional system; have to rethink what transit looks like - do we institute a different kind of contact with Lyft or Uber where the County is running that sort of service to transport people to where they need to go (probably more cost-effective - spending a lot of money on buses that are carrying 2 people...) - subsidizing ride sharing services; Sacramento Placerville Railroad Corridor - American parkway provides an opportunity to create a transportation/recreation corridor along railroad corridor - real component in Folsom and El Dorado County where people don't want rail tracks to be removed, so they deteriorate - some interest in running a train from Folsom (study found that this would lose money and impact existing homes) - would like to see rail corridor built into a class 1 bike path to extend bike corridor from Davis up to Pacific House (then need to figure out how to get from Pacific House to Tahoe) -- working on project "Epic Trail."

6. Community Events

El Dorado County Fair in June

7. Other Comments

Agreed to share community survey with 380+ nonprofits

Sac City School District: Rachel Chard, Project Green Specialist

1. Organization's Priorities

Housed out of facilities department, sustainability specialist; work on a program, Sustainable Schools to link facility initiatives (e.g. resource conservation, etc.) to curriculum and what's happening on-the-ground at the school - badge collection program, working one-on-one with teachers and they select a sustainability badge they want to work on (energy, waste, transportation, schoolyards), discussion about adding things like air quality or storm water; help teachers establish a goal that they want to achieve (e.g. starting a recycling program or reducing energy use), provide curriculum for teachers to lead activities to achieve goals (need to do an audit for their building in relation to that category); professional development with community partners.

2. Community Engagement

Fairly extensive reach of program - if you participate, need to do an all-staff training so that everyone is aware of this initiative; usually have to do an all-school event to educate all the kids

at the schools (at a parent night or assemblies) - lives in the entire school; working in over a dozen school sites, roughly 600-700 students at each elementary schools, roughly 2,000 at each high school).

3. Community Priorities

Depends on where in the district - from Rancho Cordova to South Sac; seeing a lot around school gardens, literacy is a bigger priority in lower-income schools; a lot of requests for trees for learning spaces.

4. Heat Concerns and Needs

Don't touch as much on heat/UHI directly with programming, not really viewed through that context; shade is the #1 or #2 request from school sites - having more spaces on campus that are shaded; many sites have a large paved area and/or open field as play area.

5. Transportation Concerns and Needs

A few school sites exploring safe routes to school plan; working with Elder Creek Elementary to create safe routes.

6. Community Events

N/A

7. Other Comments

N/A

Sutter County Community Action Agency: Brynda Stranix, Executive Director

1. Organization's Priorities

Economic development organization, serve counties of Yuba and Sutter; primary body of work revolves around business attraction, business expansion and retention, infrastructure enhancement, and operate a business lending program; all circling around job creation; work with homeless population - temporary emergency shelters, long-term shelter beds, transitional housing; Brynda is also the ED of 2 separate County community action agencies, also serve on the board of homeless organization. Community Action Agencies - receive federal funding that comes down to the state in the form of community service block grants, annual allocation down to county level; funds are used under the mission to end poverty - for both agencies (Sutter County Community Action Agency, private non-profit; Yuba County Community Services Commission, commission of board of supervisors) - model that they use - through an RFP process, local non-profits or county departments can apply for the funds (rating/ranking designed to hit top 5 priorities as defined in community action plan – homelessness).

2. Community Engagement

Sending community profile. Don't provide direct services to community members (for community action agencies); sending annual reports.

3. Community Priorities

Depends on who you ask and under what context; conduct a biannual community action plan that is designed to address the needs of poverty and homelessness (host community forums, thorough surveying mechanism, targeting CBOs who then target community members - receive responses from CBOs and clients); biannually develop a strategic plan and set priorities. On economic development side, get mixed reviews - some say they want more jobs, more businesses

to support more jobs, etc. BUT we have more jobs than can be filled currently - lack of a ready workforce; huge lack of housing - lack of affordable housing regardless of income level due to short supply and large demand

4. Heat Concerns and Needs

Not hearing anything - not even amongst homeless population.

5. Transportation Concerns and Needs

Parts of both counties are fairly rural - often hear from folks living up in the foothills or in south county area - lack of access to public transportation; Yuba city is very active on this - seems that community is well-served with proper bike paths (4-5 years ago, extended marked bike paths, share a lane campaign); city of Marysville is fairly walkable and well-marked for bike lanes.

6. Community Events

United Way hosts a community resource fair (May 18th); County Fairs. For any surveying or information sharing, share with Brynda via Facebook!

7. Other Comments

Work in a lot of areas/circles, not hearing any concerns over heat or transportation; regions suffer with flooding, drought, and wildfires - not hearing people saying other than forest management - people aren't relating it back to global warming or climate change; practices they used to do don't do for environmental reasons (e.g. river dredging that they're already doing - do more of it to reduce flood risk; continue managing forest fuels).

Del Paso Growers Alliance: Fatima Malik, Monitoring and Evaluation Specialist

1. Organization's Priorities

Del Paso Heights Grower's Alliance – urban greening effort, main purpose of the group is to promote urban greening efforts in Del Paso heights and Northern Sacramento at large – established between 5-7 years ago; started as an effort to increase visibility/access to community gardens in the neighborhood; started with establishment of a community garden (partnership with a variety of different orgs); main purpose is to increase access to healthy foods; interested in looking at increasing access to also fruit trees and shade trees in the community – public spaces, community gardens, and residential neighborhoods; started with implementation of planting over 100 trees in local park, recently established at least 2-3 community garden/orchard/groves; over past 3 years planted over 100 trees in 2 additional parks; established Del Paso Heights garden and Sugar Cane garden; a lot of work is collaborating to create green spaces; one of the goals of the alliance is to continue efforts and expand urban tree canopy in every single district/other potential spaces (e.g. school properties); plant trees in Rio Linda/Del Paso barren areas.

2. Community Engagement

Engagement in Del Paso Heights is an ongoing challenge, primarily due to language barriers – working class community (people don't have time to engage, low-income characteristic); people who are underemployed – residents can't afford to volunteer; work a lot with green technical employment – incentivize community engagement (youth green tech students who receive a stipend for their contributions to planting/volunteer days); community engagement process is one-on-one, building relationships.

3. Community Priorities

Biggest priority is the need to address climate change from the perspective of race/gender equity (communities who have high rates of unemployment, demographics of non-white populations – immigrants, non-English speakers, etc.) – need for intentional and deliberate training opportunities for people to gain job training, apprenticeship, etc. to get into urban forestry career track; need for training on what climate change is, how to address it (e.g. planting trees – finding opportunities for young people to participate in municipal internships to create these pathways).

4. Heat Concerns and Needs

Summer months in Sacramento are brutal, increased risk of heat stress/heat stroke; lack of access to adequate cooling measures at home or in car – or can't afford to turn it on; high renter community in Del Paso Heights – landlords don't invest in energy efficient equipment or cooling, lack of desire to have trees due to maintenance costs; high rate of homeless people; outdoor workers.

5. Transportation Concerns and Needs

What are you hearing in terms of transportation priorities – maybe community still focused on vehicle ownership, or public transit/walkability/bikeability: All of the above. Streets right now that are huge safety concerns (first intersection that's a huge concern: Rio Linda Blvd and Rio Linda Blvd – has the same name, T intersection) – encouraging us to find out more about traffic incidents at this intersection (busy intersection, people trying to cross the street, need to address pedestrian/traffic safety); sidewalks are an issue (Ford Rd between Norwood Ave and Rio Linda Blvd no sidewalks; Taylor; etc.) – people risking their lives walking; bike trail is undermaintained – they'll have Sheriff's dept. maintain who need to do community service, and completely destroy the integrity of the trees – lack of maintenance, improper care of existing natural resources; public transit – undignified bus stops (bus stops don't have a place to sit – especially for this community that has many chronic diseases, sitting on ground), bus stops should look like those of Natomas or Elk Grove – shelters, benches, visual aesthetics; it's been hard for people to take the bus due to frequency/service being cut down (and the cost of riding public transit); access to light rail is a challenge – have to wait up to an hour for the bus just to get to the light rail – and issue with little service of light rail (used to run until midnight), lack of adequate service; car ownership – high number of ride requests from Del Paso Heights (heard this from her friend who is a Lyft driver), demonstrates that community might not have personal vehicles; need for a transportation study in Del Paso Heights; Green Tech is working on implementing a transportation/mobility hub to create EV stations, provide shuttle rides to/from light rail stations, provide access to carsharing/jump bikes, etc.; who is incentivized to ride public transit? City/state employees (and other employees that get discounts), would like to see a policy based on status as low-income person to incentivize public transit ridership.

6. Community Events

Don't know if Del Paso Heights neighborhood association is that active; might be worth asking District 2 Councilmember's office.

7. Other Comments

Other people to talk to – Richard Dana (ED of Mutual Assistance Network) and Kevin Daniels (Urban League)

1. Organization's Priorities

SSAC is a resource for refugees and immigrants who come here and are trying to adjust to life in America - helping this particular population access services, working in a culturally and linguistically responsive manner (take into account unique cultures and needs of these communities) to ensure that services are provided in an effective manner. SAAC has evolved a lot over the years - started working with Southeast Asian communities in late 1970's when immigrants were coming into this area, later started serving other communities following immigration trends (Russian, Bosnian, Middle East) - speak all limited English speaking communities: Hmong, mien, lao, Cambodian, Vietnamese, Russian, Spanish, Chinese, Arabic, Farsi, Drahi, Hindi, Punjabi; permanent staff and on-call contractors who serve as interpreters; primarily an interpretation non-profit organization, contract with Sacramento County to provide interpretation services to all contracted providers of mental health. Also have a small piece where SAAC help people apply for Cal fresh and a legal clinic (one day of free legal services where attorneys from Asian Law Caucus come to provide free consultations re: immigration and naturalization-related services). Also gearing up to try to create a drop-in resource center, starting with focus on Southeast Asian communities (via grant with Dignity Health) - e.g. help interpreting social security documents, etc.

2. Community Engagement

Serving mostly adults but also children; in terms of specific numbers - have around 500 appointments, on average, per month (but don't keep track of the number of individuals).

3. Community Priorities

Stick within their services (interpretation) - don't have a lot of time to dig deeper; but things that he has heard before - especially from SE Asian community (Hmong), want centers for elders where they can spend time with other elders, employment is always something that's needed (especially Farsi community, some of the newest refugees, housing and other services for new residents also needed). Yang does not have that much contact directly with clients (staff lead appointments). in general, interpretation service is needed for mental health area, immigration-related appointments, and other appointments - these are being requested by mental health clients. Hear from staff that they feel that they need to advocate for clients to providers, even though they're just supposed to be interpreting; clients feeling like they need certain things, but provider not forthcoming and not putting the effort in to actually help...

4. Heat Concerns and Needs

Haven't really heard anything related to heat issues.

5. Transportation Concerns and Needs

Some participants have expressed that they don't have a way to come to different support groups that SAAC has organized; don't have knowledge of public transportation, rely on families - if family members are not available, don't know how to get around... transportation providers don't have translated materials. Asked a question about technology or Internet access barriers: Seems that more and more people are able to have access to Internet (including older generation).

6. Community Events

SAAC planning to host an event sometime in the Fall - health-related information fair, inviting whoever wants to participate to come table. Sacramento County has many other events that are targeted for specific populations (e.g. Russian or Spanish speaking communities) - SAAC sends

staff to help interpret events. Yang could send events to Julia throughout the year (SAAC can also provide interpretation services, small fee for service arrangement).

7. Other Comments

N/A

APPENDIX D: Community Engagement Plan

Community Engagement Plan

Capital Region Transportation Sector Urban Heat Island Mitigation

INTRODUCTION

The following Community Engagement Plan summarizes the approach to outreach and engagement for the Capital Region Transportation Sector Urban Heat Island Mitigation project. Outreach activities will be conducted by the Local Government Commission (LGC) in partnership with the Sacramento Metropolitan Air Quality Management District (or the Air District).

OBJECTIVES

The comprehensive and intensive nature of the outreach and engagement process will help achieve the following objectives that are necessary to develop community-driven urban heat island mitigation solutions for the SACOG region:

- **Vision and Purpose** - Create a shared vision with goals and objectives through a community-driven process that respond to the various conditions and needs within the SACOG region.
- **Listen and Learn** - Engage community members and stakeholders in identifying perceptions, aspirations and needs that reflect the diversity of travel modes, neighborhood identity, and demographics throughout the SACOG region.
- **Information Sharing** - Inform community members and stakeholders about existing safety, connectivity, access and mobility issues, health hazards and safety tips for extreme heat, opportunities for walking, bicycling, transit, and innovative solutions that support users of all ages and abilities. Build excitement for the plan and proposed improvements by engaging residents to identify their own priorities and concerns related to heat and transportation. Target residents and community-based organizations to help ensure ideas and solutions pull from across the spectrum of SACOG demographics.

COMMUNITY OUTREACH AND ENGAGEMENT BEST PRACTICES

The following best practices for community outreach and engagement come from the Local Government Commission’s guidebook on public participation tools called the Participation Tools for Better Community Planning. This guidebook was developed by LGC’s Community Design team to help communities plan for health-promoting land use and transportation, with a focus on lower-income, underserved communities, along with an examination of the value of resident involvement and the key principles for successful community planning. These tools are currently being used successfully in diverse communities.

Best Practice	Description
<i>Know Your Community</i>	Getting the public interested and involved in planning requires a deep understanding of the stakeholder environment in order to shape meaningful and engaging events. Local governments, community-based organizations and business associations can use their contact lists, census data and other resources to shed light on stakeholder demographics, but a more nuanced, “sixth sense”

	understanding can be achieved by forming an advisory group of about 6 to 12 representatives from agencies and the community to assist with public outreach.
Value-based Messaging	Values-based messages draw on a deep understanding of community concerns and aspirations to communicate the relevance of a planning effort in addressing local needs. Values-based messaging communicates information in a way that is meaningful and accessible to community members by framing it in terms of their values. It answers the question, “how does this affect me?”
High-Visibility Outreach	<p>There are numerous examples of effective, relatively low-cost ways to increase awareness of upcoming events. Here are just a few:</p> <ul style="list-style-type: none"> ● Outdoor message boards. High schools, city halls, libraries, community centers and churches may have electronic or changeable marquees or message boards to announce events. ● Banners. Many communities have the ability to string banners across roadways on main streets, near parks or other public spaces that could be used to publicize events. ● Changeable traffic message boards. Local public works and police/sheriff departments may have electronic message boards that can be located at high-traffic locations to advertise events. ● Folding traffic and construction barricades. Virtually every jurisdiction has a maintenance yard full of these portable barricades, some with flashing yellow lights. Poster boards can be attached to these and placed at high visibility locations. ● Multilingual flyers and posters. Flyers and postcards that incorporate local art and photographs can be developed with two languages on either side and sent home with school youth, distributed electronically, handed out door-to-door, and distributed at other locations. It is simple to convert an 8.5”x 11”flyer to an 11”x 17”poster that can be displayed at businesses and community spaces.
Multilingual Events	When groups of residents are most fluent in languages other than English, translation services are necessary to make planning efforts fully inclusive and capture ideas that reflect the community’s cultural diversity.
Timing and Location	<p>To be included, stakeholders must be able to show up. Some considerations to make workshops accessible include:</p> <ul style="list-style-type: none"> ● Major type of employment and how this affects people’s availability. Weeknight meetings after 5:00 p.m. accommodate many workers’ schedules. Saturday morning workshops might work better in some communities. For residents working in agriculture, Saturday mornings and afternoons may not work during the harvest season. Are K-12 schools in session? This could mean more families are in town and schools are available for publicity and holding events. Check with the advisory group and others about the best times to schedule public workshops. ● People with children often need childcare to attend community-planning events. This accommodation is critical in places with a high population of young children.

	<ul style="list-style-type: none"> ● How will people get to the event? If car-ownership rates are low, hold the meeting in a neighborhood location within walking distance or on a transit line or arrange for vans to help with transport. ● Locating your event geographically within the community provides context, invests in the location, and accommodates stakeholders’ travel and other needs. Possibilities for accessible locations for community planning workshops might range from public schools to favorite community hangouts, and are limited only by the imagination.
<i>Make It Festive</i>	<ul style="list-style-type: none"> ● Provide food: Food and refreshments will draw a bigger crowd. Conflicts with a family’s mealtimes can interfere with people’s ability and desire to attend events. Providing healthy snacks or finger food is a courtesy to participants at events held near mealtime. The presence of food also sends a strong welcome signal. Eating together creates a friendly and informal setting for sharing ideas. And vendors appreciate the business and the chance to showcase local flavor. ● Celebrate local culture: In most communities, there are conduits to dance, music, and art that can be tapped for events to add entertainment as another draw for participation and to remind community members of their local assets.
<i>Involve Youth</i>	<p>Knowledge of how children experience the world around them can be instrumental in decisions about the design of schools, streets, neighborhoods, parks and other community spaces. Youth perceive different problems and opportunities than adults since they regularly experience their neighborhoods as pedestrians, bicyclists, or passengers in cars or school buses. When adults see their communities from the eyes of children, they take notice of details such as missing sidewalks and other features that can add or detract from positive feelings residents have about their environment.</p>

CalTrans’ report titled “[Best Practices in Public Participation](#)” includes key factors to address when planning and implementing outreach activities. These factors are outlined below:

1. **Develop shared goals and objectives:** Every project should have clear outcomes and shared understanding of success. Key questions include: What are you hoping to achieve? What problem will this project or plan address? How will your partners benefit from participating in this process?
2. **Identify your partners and key stakeholders up front and throughout the process:** As you begin project planning, start developing your stakeholder list. Identify the agencies, organizations, interest groups, elected officials, and environmental justice advocates who need to be involved. Continue to grow your stakeholder list throughout the project period.
3. **Develop agreements within the project team:** The project team should involve other teams early- before bringing in stakeholders. This provides time to develop the necessary internal agreements and allows partners to speak with one voice as it comes to agreement on key issues.
4. **Develop agreements with your partners:** Most projects and plans cross jurisdictions and involve a range of agencies. A willingness to collaborate and achieve mutual goals is essential to setting up a project for success.

5. **Create a solid foundation of facts:** Every project should be based on a firm foundation of facts and a shared definition of terms. This is especially important when the results may be unpopular or contrary to public opinion. Remember, opinions vary and may change through the process, but facts should remain the same.
6. **Determine your readiness to go out to the public:** The project team should be on the same page before going out to the public. A successful process includes time for partners to discuss key issues and review the technical data with the project team. The public will look to your partners for their participation and endorsement of the outreach process; if it is not there, the public is unlikely to support or trust a proposed solution coming solely from one agency.
7. **State where you have agreement:** Focusing on areas of agreement is an effective way to engage partners and the public. Establish agreement on the problem and the importance of finding a solution. Determine consensus on the outcome and the desired result. After determining these points of common ground, focus on the details about how to get there.
8. **Understand where there are disagreements:** At times, partners and the public will disagree about key aspects of a project. They may not agree about the root of a problem, the desired outcomes, or the best way to achieve them. By identifying points of disagreement early, it is easier to find ways to address them and ensure that they do not derail the participation and planning processes.
9. **Focus on outcomes:** As you work to identify solutions, test them against your outcomes. Do the outcomes address why you are doing this project in the first place? Then test how well they respond to the areas of disagreement.
10. **Evaluate your results:** Taking time to acknowledge and document success, evaluate results, thank partners, attend a ribbon-cutting and other positive activities is time well spent. These actions are easy to neglect in the culmination of a project, but they are essential to laying the groundwork for ongoing growth and positive outcomes in future projects, and strengthening the community trust that has been built to date.

Approaches to Equity in Climate Actions

City of Seattle and King County

- Equitable Adaptation Planning Tools
 - Equitable Climate Preparedness Planning Guide (Raimi & Assoc. For USDN)
 - Racial Equity Evaluation Tool (Equity Matters for USDN)
- Social Factors:
 - Ability to afford basic necessities and resources
 - Access to affordable and quality housing
 - Access to reliable and affordable transportation
 - Access to affordable health care
 - Access to green spaces, green infrastructure, and tree cover
 - Linguistic isolation
 - Social cohesion
 - Residential location
- Community Engagement Continuum
 - Informed (process)
 - Consulted (on process)
 - Dialogued (about process)
 - Collaborated (to create process)
 - Community-directed (process)

Community-Driven Planning Process

Extreme Heat Scenario-Based Pilot Project in Frontline Communities

- Identify of racially equitable planning tactics
 - Make-up of core planning team must reflect communities of color (Control) - in addition to your agency staff make-up
 - Core planning team intended to have a community-driven process and build stronger relationships with the communities, but can't do that w/o members from those communities. Would remain an agency-driven process. Need significant investment in compensating community members and/or CBOs at the same level as any other technical consultant
- Timeframe needs to be realistic & flexible and centered on communities of color
 - Built flexibility in timeline to respond to challenges that arise during the process. E.g. need time to develop new relationships or create different processes that allow community members to participate/be equal partners
 - Tight/inflexible timeframes push people to take organizational shortcuts that omit or only provide superficial discovery of new voices, relationships, and processes.
 - Can make an effort to work within communities' timelines by joining in on existing community events instead of making constant requests to gather community members for input
- Spend the necessary time building authentic relationships and trust
 - Trust gap exists between gov't agencies and many communities of color. Partly stems from unchanged outcomes. Gap both rooted in structural racism and individual (unconscious) distrust
 - Need to create the space and spend time to ensure conversations are surfaced and resolved to satisfaction of both sides
 - Listening sessions with communities of color and disadvantaged communities

Inclusive Outreach and Public Engagement Guide

- Cultural Competency Continuum
 - Represents a spectrum into which we can place behaviors, attitudes, policies, and practices
 - We want to strive for cultural competence where “people unconsciously hold culture in high esteem, and use this to guide their lives/work”
- Strategies for inclusive engagement
 - Build personal relationships with target populations
 - Informal/community driven gatherings that are appropriate to attend
 - Connect with individuals in this community/population
 - Create a welcoming atmosphere
 - Hire staff/consultants from the community or that reflect the target population
 - Choose gathering places that are comfortable and that are conducive to the interactions that you want to have
 - Increase accessibility
 - Select the most appropriate and effective communication method to promote engagement opportunities
 - Decrease barriers to attendance or effective communication at events
 - Develop alternative methods for engagement

- Provide opportunities for social interaction and relationship building
 - Provide opportunities for community members to give feedback in photographic, voice recorded, or video formats
- Maintain a presence within the community
 - Attend community driven events and activities (think non-traditional)
 - Establish places in the community that people can have sustained, informal interactions with you
- Partner with diverse organizations and agencies
 - Connect w/ orgs who are already culturally tied to the target community or are currently providing services to your target population
 - Create network of services that eliminate gaps or reduce redundancies for the target population

Additional outreach and engagement tools

- [Community Planning Toolkit - Community Engagement](#)
- [EPA's Heat Island Outreach Materials](#)
- [Extreme Heat Scenario-Based Pilot Project in Frontline Communities: Community-Driven Planning Process](#)
- [International Association for Public Participation](#)
- [City of Seattle's Race and Social Justice Initiatives: Inclusive Outreach and Public Engagement Guide](#)

APPROACH

The outreach approach aims to maximize stakeholder participation and community engagement in the project planning and design process. This effort includes engaging in existing community events and activities to develop community-based solutions for the SACOG region through an iterative process. Outreach will target two primary groups: CalEnviroScreen (CES) 3.0 disadvantaged community members and community leaders within the SACOG region.

- **Disadvantaged communities.** Within the SACOG region, CES 3.0 identifies 76 census tracts as being disadvantaged communities (DACs) scoring above the 71st percentile. The majority of these are in Sacramento County; two census tracts in the downtown Sacramento area score rank in the 96-100th CES percentile, making them among the most disadvantaged communities in the state, with nine other DACs in the 91st-95th percentile located in South Sacramento, Del Paso Heights, North Highlands, Rio Linda. Other DACs are found in West Sacramento (76-95th percentile) in Yolo County and the Marysville-Yuba City urban area (71-90th percentile), which spans Yuba and Sutter County. The project and opportunities for participation will be targeted to engage residents, businesses, schools, churches, neighborhood associations, and other organizations and institutions within these disadvantaged communities.
- **Community leaders.** Community leaders who represent neighborhood associations, schools, local businesses, advocacy groups, and other community-based organizations within the SACOG region will be targeted for inclusion in the outreach activities described below and for participation in individual or small group interviews to help us better understand community priorities and needs, and to gain community leader buy-in.

The outreach approach includes the following activities:

1. Community Survey

Objective: Conduct a broader community survey to assess the perceptions of climate risks and concerns, and prioritization of UHI mitigation measures by community members within the SACOG Region. The survey will be disseminated online and in-person at community events. Results will be utilized for the Urban Heat Island Effect Analysis (Task 3), the development of a Regional Transportation Database (Task 4), and the development of a Regional Heat Pollution Reduction Plan (Task 5) to ensure that community needs are addressed throughout the project and in final recommendations.

Timing: October 2018 – June 2019

Approach:

- **Development**
 - As an opportunity to compare and analyze results from two surveys serving the same region, LGC coordinated with Valley Vision to develop an initial draft of the community survey that aligned with Valley Vision’s environmental survey.
 - LGC and the Air District finalized the survey questions to be accessible (e.g., by minimizing climate change jargon and reducing the number of questions from over 30 to 18) and solutions-oriented (e.g., in asking respondents to prioritize different public services and actions that may improve their communities).
 - The community survey was translated into 8 different languages (Mandarin, Arabic, Hmong, Russian, Spanish, Farsi, Punjabi, and Vietnamese) to cater to the region’s diverse population and maximize participation by residents in hard-to-reach communities.
 - The final survey is available online at www.climatereadiness.info/survey
- **Promotion:** LGC coordinated with the Air District to identify key stakeholders and strategies to disseminate the community survey.
 - **Direct promotional requests:**
 - LGC made a request to our key project partners, including the Air District, SACOG, and our Technical Advisory Committee to share the survey with their respective communities.
 - LGC also identified contacts at local businesses, community centers, local churches, religious and service organizations, neighborhood associations, chambers of commerce, and other community groups throughout the region to send direct email and social media requests to share the survey with their respective communities.
 - The survey was also sent to subscribers of LGC’s Capital Region Climate Readiness Collaborative (CRC) biweekly newsletter for readers to share with their friends, neighbors, and social and professional networks, and to encourage others to spread the word as well.
 - **Prize incentives:**
 - LGC and the Air District will reach out to local businesses throughout the SACOG Region to request prize donations to be raffled off during outreach at existing community events. Some of the local prizes include free passes to the Crocker Art Museum, complimentary movie tickets, and two free passes to an Intro to Climbing Class at Sacramento Pipeworks Climbing and Fitness.

- Through in-kind contributions from CRC, LGC and the Air District will also raffle off various eco-friendly goods (e.g., reusable produce bags and bamboo travel utensil sets) at community events. As an added incentive, we will raffle off Visa gift cards (ranging from \$200 to \$50) for both in-person and online survey respondents through in-kind contributions from CRC.
 - **Social media:** Information will be posted on the project partner websites, social media, and through newsletters. Special efforts will be made to provide information on foreign-language radio stations that serve the SACOG region.
 - **Promotional posters:** LGC and the Air District designed 11x17 posters in English, Spanish, Mandarin, Russian, Farsi, and Vietnamese to promote the community survey. Posters will be displayed during outreach at existing community events, and cities, local businesses, community groups and community centers, and religious and service organizations will be asked to distribute the posters through their communication networks. Examples of the poster in English, Spanish, and Mandarin are provided below:
 - English: https://www.lgc.org/wordpress/wp-content/uploads/2019/02/English_Poster.png
 - Spanish: https://www.lgc.org/wordpress/wp-content/uploads/2019/02/Spanish_Poster.png
 - Mandarin: https://www.lgc.org/wordpress/wp-content/uploads/2019/02/Chinese_Poster.pdf
- **Analysis:**
 - **Performance:** LGC and the Air District will first analyze the survey’s performance by reviewing response rates (%) by county, CES 3.0 disadvantaged communities, and demographics (age, income, and race and ethnicity) in an effort to assess any gaps in our community outreach and engagement approach, and help improve future community survey designs.
 - **Closed-ended questions:** We will then break down the results from each closed-ended question by filtering and cross-tabulating responses by demographics and geographic area (e.g., by CES 3.0 disadvantaged community percentile rankings) in an effort to better understand the priorities and needs across the spectrum of SACOG community members. LGC and the Air District will also filter and cross-tabulate all “other” responses to the survey’s closed-ended questions.
 - **Open-ended questions:** LGC and the Air District will also conduct a qualitative review of the responses from Question 13, an open-ended question that asks respondents to identify hot spots, transit routes and stations, bike paths, and walking corridors in their own communities where they would like to see improvements, and incorporate these responses into the Community Priorities Report and Map.
 - **Comparative data:** As described in the survey development process, LGC and the Air District will also conduct a qualitative review of comparative data from Valley Vision’s environmental survey to provide further context of the existing concerns, priorities, and needs related to transportation, mobility, and heat in the SACOG region.

2. Interviews with Community Leaders

Objective: Conduct interviews to gather input from leaders of community-based organizations such as neighborhood associations, school districts, service organizations, community leaders, and other interested groups on community priorities and needs, how to best conduct community engagement, and input on additional planned activities based on their existing connections, programs, and past

outreach efforts. This effort also aims to gain buy-in from community leaders to support outreach activities and share the broader community survey.

Timing: January 2019 - March 2019

Approach:

- *Engagement*
 - Identify community leaders throughout the SACOG region through existing networks and online research
 - Reach out individually via email to provide an introduction and request an interview
 - Schedule 30-minute to 1-hour long calls with community leaders from mid-January to March 2019.
- *Interview Questions:*
 - **Organization's priorities:** Can you start by telling me about your organization's current priorities?
 - **Community Engagement:** Does your organization engage directly with community members? And if so, can you tell us how and high-level information on the demographics of community members engaged?
 - **Community Priorities:** What are you hearing (either directly from community members or CBOs that your organization engages with) in terms of community needs, concerns, and priorities? Note that these may differ from your own organization's priorities and can include topics that may not be 'directly' relevant to this project's scope.
 - **Heat:** Are you hearing any community concerns or needs related to increasing temperatures and/or extreme heat? If so, what are you hearing?
 - **Transportation:** Are you hearing any community concerns or needs related to transportation/mobility? If so, what are you hearing?
 - **Community Events:** As part of this project, we are seeking to go to existing community events to engage with the public rather than organizing our own workshops. Do you know of any community events that you would recommend us having on our radar?
 - **Other comments:** Do you have any other comments you would like to share with us at this time?
- *Interview Results*
 - Summarize results from each interview and conduct a qualitative review on a rolling basis to identify community engagement best practices, community priorities and concerns related to heat and transportation, existing community events in the region to attend during the outreach phase.

3. Event Tabling

Objective: Engage community members in the SACOG region to gather input on priority transit and active transportation corridor improvements, gather input on UHI mitigation measures that community members consider most important to achieve additional co-benefits, and provide information about climate change risks, as well as recommendations and resources for community adaptation to increase community knowledge about climate change and increase engagement in the adaptation planning process.

Timing: January 2019 - June 2019

Approach:

- LGC and Air District staff will attend and table at festivals, farmers markets, and other existing community events in the SACOG region to maximize community participation and engagement, prioritizing events located in and near disadvantaged communities as identified by CalEnviroScreen 3.0. During each event, LGC and Air District staff will promote the community survey to gather input through the community survey, provide an overview of the project, and disseminate fliers to help educate event attendees on broader heat and transportation issues.
- In an effort to attract event attendees and provide an incentive for completing the survey on-site, we will have a prize wheel to raffle off snacks and local prizes (as listed in Page 2-3) at each event. We will also provide crayons, markers, and coloring sheets for parents with young children, and, as space allows, provide additional chairs and shading (i.e. with a pop-up canopy) for event attendees to rest and cool down.
- **Table 1** below provides a list of some of the events that LGC and the Air District staff plan on attending during the outreach phase of this project. Additional events will be added to the list as they are identified through interviews with community leaders, online research, and recommendations from the Technical Advisory Committee.
- *Tabling materials:*
 - Snacks, prize incentives, and prize wheel
 - Fliers: <https://www.lgc.org/wordpress/wp-content/uploads/2019/04/UHI-Factsheet-4.pdf>
 - Printed copies of the community survey in all translations
 - Promotional posters to display and share with community leaders
 - Crayons, markers, and coloring sheets for children
 - Table, chairs, pop-up canopy

Table 1. Community Outreach Schedule of Events

Event	Location	Date
Community CarShare Launch Event	Sacramento, CA	1/31/19, 3/22/19
Iu Mien Senior Lunar New Year	Sacramento, CA	2/2/19
Lunar Flower Festival	Sacramento, CA	2/9/19
Capay Valley Almond Festival	Esparto, CA	2/24/19
Marysville Bok Kai Festival	Marysville, CA	3/9/19
Mariachi Festival de Sacramento	Sacramento, CA	3/24/19
Spring Fling and Community Egg Hunt	North Highlands, CA	4/20/19

Winters Youth Day	Winters, CA	4/27/19
34th Annual Kids Expo	Placerville, CA	5/4/19
United Way Community Resource Fair	Yuba City, CA	5/18/19
Summer Stroll Festival	Yuba City, CA	6/15/19

4. Additional Outreach Activities

Objective: Assess and conduct additional activities, as needed and as budget allows, to engage additional community members.

Timing: June 2019 - September 2019

Approach:

- *Presenting at meetings:* Request to be included in the agendas for existing meetings by neighborhood associations, youth-led clubs/organizations, and other community based organizations across the SACOG region to provide a project overview and gain input from community members on the following discussion questions, if time allows.
 - Draft agenda items:
 - High-level project overview
 - Overview of climate change risks in the SACOG Region
 - Overview of recommendations and resources for community adaptation and resilience
 - Request to complete and share out community survey
 - Potential discussion questions
 - What public transit and active transportation (e.g. biking and walking) corridor improvements should be prioritized in your community?
 - Which measures to reduce urban heat are most important in your community to achieve additional social and economic co-benefits?
 - What barriers, physical or otherwise, does your community have that would prevent meaningful change in your community?
- *Pop-up events:* Identify high foot traffic areas in communities within CES 3.0 identified DACs.
 - Partner with local businesses, faith organizations, and other community based organizations to promote the pop-up event
 - Organize fun and engaging activities tied to heat and transportation (e.g., bike repair station, build-your-own heat mitigation kit) with snacks and refreshments
 - Ask community members to complete the community survey
 - On-site raffle for donated local prizes for those who complete the survey with a spinning raffle
- *Bicycle repair/preventive maintenance workshop:* Reach out to local bike shops and the Sacramento Area Bicycle Advocates to conduct training seminars at our community workshops. These seminars would cover preventive maintenance, bicycle repair, safety and familiarize residents with the SACOG region’s bicycle commitment plans.

- *Youth/Science/STEM outreach*: Engage local schools and youth by challenging them to create a model or presentation of the UHI effect and modes of transportation. Inviting Regional Transit and SMUD staff to present on topics related to SB-1 while also providing a fun and engaging atmosphere for youth to participate in.
- *Extreme Heat Emergency Preparedness Kit Workshop/Giveaway*: Hold a volunteer workshop with the Yolo Heat Resiliency Group to collect and construct extreme heat emergency kits to include items such as water, electrolyte supplements, portable chargers, shades, sunscreen, map of nearest heat shelters. Hold additional events to pass out the emergency kits to at risk groups (e.g. the elderly, disabled, at risk youth).
- *Spoken word night*: Topics including environmental trauma and climate change. Provide a space and platform for participants to discuss the realities of climate change, what they fear and what they hope for.

5. Community Webinar

Objective: Share out results of the Community Priorities Report and Map with community members and provide information about climate change risks, as well as recommendations and resources for community adaptation.

Timeline: January 2020 - February 2020

Approach:

- Promote the webinar through the CRC newsletter and social media, and coordinate with SACOG, local jurisdictions, and other key stakeholders and partners to share information on the webinar with leaders from community-based organizations.
- Live-stream the webinar to maximize participation through access on social media
- Request community leaders from the interview process to promote the webinar with other community leaders through direct outreach and social media, and provide stipends to set up webinar viewing rooms with snacks and refreshments
- Upload a recording of the webinar online to share with local jurisdictions, community-based organizations, and other key stakeholders
- *Draft Webinar Agenda (1-1.5 hours)*
 - High-level project overview
 - Summary of findings in the Community Priorities Report and Map
 - Overview of resources for community adaptation
 - Q&A