

Recruitment Ad Hoc Plan of Action Proposal

Why now?

- Reflecting on our collective experience where CSC members have stepped down for many reasons including limited capacity to actively participate and members not aligned with CSC principles. We are also missing some under-represented groups e.g. just lost a youth CSC member
- Leads connected with successful AB617 communities where leveraging the rooted community-based organizations (CBOs) and community organizers helped to move implementation forward
- Mindful that onboarding new members during final stages of PTCA plan finalization would be challenging. Now that the PTCA plan has been approved by the CSC, it is now the time to increase membership and energize around plan implementation.

What is our goal? Improve equitable representation of our community and increase capacity for PTCA plan implementation by expanding CSC from 18 active members to at least 21 active members.

- Create a standard package of materials for recruitment and a process for a selection of members that can be used over the course of the year

For this specific recruitment, we want to recruit the following:

- Recruitment for one nonvoting government representative from Contra Costa County with a focus in Public Health and one non voting unincorporated county member (i.e., North Richmond)
- Recruitment for one nonvoting business/industry/labor union seat
- Recruit up to 6 voting members

Lead Facilitators

- Nancy Aguirre and Dr. Niyi Omotoso

Ad Hoc Members

- Current volunteers: Y'Anad Burrell, Suzanne Coffee, and Jessica Range

Frequency of Meeting

- The cadence of the meetings will vary depending on work flow. Ad Hoc to determine in their first meeting.

Who is our targeted recruitment pool?

- Environmental Justice Community-Based Organization's Membership
- Underrepresented communities
- Youth members
- 1 Local Business/Trade Union Representation (excluding business associations)
- 2 Non-voting Govt (Contra Costa County Health and North Richmond e.g., Municipal Advisory Council member)

- People who live, work or grew up in the Path to Clean Air area, are knowledgeable of just transition, Air District regulations' compliance & enforcement, community benefits policies, or flaring issues

How do we do this?

Recruitment Ad Hoc

- Review and finalize this drafted CSC recruitment plan
- Convene official Ad Hoc after the approval of this plan
- Identify targeted audience e.g. CBOs, non-profits, community groups/organizers etc
- Send out materials to CSC members for dissemination to the targeted audience with a Google Form Application
- Interview candidates
- Finalize a proposed list of new CSC members for presentation at January 2025 CSC meeting

Air District Staff support:

- Create written materials for outreach strategies (include Year One Implementation Plan)
- Create CSC Membership Application Google Form for applicants & distribute widely
- Support Recruitment Ad Hoc with interview process

Outreach Strategies:

- Direct Outreach to Neighborhood Councils, CBOS, churches, schools, PTAs, etc
- Flyering
- Tabling/Canvassing at local events
- Electronic: email distribution lists and social media posts
- 1:1s with community organizations
- All CSC members to share fliers, e-blasts, and packages with their respective communities

When? New CSC members' recruitment timeline:

- **October 28, 2024** - CSC votes on the formation of the Ad Hoc
- **November 6 -20, 2024** - Ad hoc to meet the first two weeks in November to review schedule and confirm next steps
- **December 2 -10, 2024** - Build in one or two more meetings to review and confirm recruitment plans. December 2024 dates to be determined based on ad hoc availability
- **January 6 - 27, 2025** - CSC member application is posted to BAAQMD's website and outreach and recruitment begins
- **January 27, 2025** - Applications close. Ad Hoc needs to establish an interview panel
- **January 28 - 31, 2025** - Score applications and set up an additional meeting to discuss scores during this timeframe
- **February 3 - 7, 2025** - Setting up interviews and coordinating schedules of interview panel
- **February 10 - 13, 2025** - Conduct interviews of applicants
- **February 14, 2025** - Deadline for all meeting materials for February 24th CSC meeting. Final candidates will be considered for a vote at the February CSC meeting
- **February 24, 2025** - CSC vote on new CSC membership confirmation

- **February 25 - 27, 2025** - Build in scheduling times for new members for onboarding
- **March 3 -14, 2025** - Onboarding window for newly elected CSC members by Leads during this time frame
- **March 24, 2025** - Ad hoc to sunset on or before this date. This is the first monthly CSC meeting for new members