



Outreach & Community Engagement Strategy

Public Benefits Steering Committee

Arellano Associates

February 19, 2026





Why Outreach Matters

Cleaner freight is not just a technology shift — it's a commitment to community health



What we heard

- Freight impacts are experienced unevenly across communities
- Residents want timely information and real influence, not after-the-fact updates
- Engagement works best when it is relational, local, and consistent
- Health and quality-of-life concerns are front and center
- Trust depends on transparency and follow-through



What outreach must deliver

- Clear explanations of projects and decisions
- Meaningful opportunities for community input
- Ongoing communication throughout project lifecycles
- Visible accountability for outcomes and commitments
- Partnerships with trusted local leaders and organizations



Why Outreach Matters

Outreach Channels: Steering Committee Recommendations by Region



Member	Region/Affiliation	Recommended Meeting / Event	Primary Audience	Why It Matters
Theral Golden	Los Angeles County <i>West Long Beach Neighborhood Association</i>	Moving Forward Network convenings	Regional EJ / Goods Movement coalition	Outreach + feedback alignment
		Port of LA / Port of Long Beach community meetings	Port-adjacent residents & advocates	Port impacts, accountability
		Impact Project meetings	Community-based EJ advocates	Policy feedback + community trust
Mariela Loera	Coachella Valley <i>Leadership Counsel for Justice and Accountability</i>	Eastern Coachella Valley community forums	Frontline residents	Outreach + trust-building
		Environmental justice coalition meetings	EJ organizations	Program alignment
Ramsay Stevens	IBEW Representative <i>International Brotherhood of Electrical Workers and the National Electrical Contractors Association (IBEW—NECA)</i>	IBEW—NECA regional meetings	Labor leadership	Workforce coordination
		Apprenticeship training center events	Apprentices & contractors	Career pipeline promotion
		Industry electrification forums	Developers & employers	Demand-side engagement
Gem Montes	San Bernardino County <i>People's Collective for Environmental Justice</i>	People's Collective for Environmental Justice meetings	Frontline residents	Community outreach
		City of San Bernardino council or commission meetings	Local decision-makers	Policy alignment
		Community college workforce events	Students & job seekers	Workforce pathways
Tomas Castro	Orange County <i>Climate Action Campaign</i>	OC Climate Coalition meetings	Climate & EJ orgs	Coalition outreach
		Santa Ana / Fullerton community workshops	Frontline residents	Trust-building + feedback
		University-based research forums (UCI / CSUF)	Researchers & students	Data + monitoring alignment
Jessie Parks	Riverside County <i>Rainbow Pride Youth Alliance</i>	Riverside Community College District events	Students & youth	Youth workforce outreach
		Inland Empire EJ coalition meetings	EJ organizations	Regional coordination
		High school dual-enrollment career fairs	Youth & families	Early career pathways
Michael Norton	High Desert/Victor Valley <i>Startup Mojave</i>	Local government commission & advisory board meetings	Local policymakers & agency staff	Policy integration + implementation readiness
		Regional transportation & infrastructure forums	Transit agencies & planners	Alignment with zero-emission infrastructure
		Cross-sector stakeholder roundtables	Public agencies, labor, community organizations	Coordinated planning & accountability



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Our Outreach Principles

How we will engage — consistently, respectfully, and with accountability


Lead with impacted communities

- 
- Start with port-adjacent, warehouse-heavy, and freight corridor neighborhoods
 - Prioritize frontline residents, schools, and sensitive receptors
 - Work through trusted local organizations and leaders, not just agencies


All-of-the-above engagement

- 
- Combine in-person meetings, workshops, and coalition spaces
 - Use hybrid and multilingual formats to reduce access barriers
 - Treat outreach as ongoing dialogue, not one-time announcements.
 - Coordinate messaging across agencies to avoid confusion and outreach fatigue

Build Trust Through Accountability

- 
- Be clear about what the program can and cannot deliver
 - Track and share measurable outcomes, not just commitments
 - Report back to communities after implementation to validate results
 - Establish clear roles, responsibilities, and follow-through across implementing agencies.

Connect Benefits to Real Life

- 
- Tie clean freight investments to health, affordability, and jobs
 - Highlight workforce pathways, especially for youth and local residents
 - Explain how investments move from planning to delivery so communities can see progress over time



Focus for Outreach

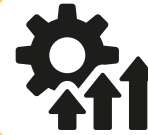
A tiered approach helps prioritize impacts while ensuring geographic equity

The INVEST CLEAN project spans from the San Pedro Bay Ports through Los Angeles, Orange, San Bernardino and Riverside Counties, to the California, Arizona, and Nevada borders



Tier 1: Communities Impacted by Goods Movement & Logistics

- Ports & port-adjacent communities
- Major freight corridors and intermodal routes
- Warehouse clusters and rail yards
- Communities with existing cumulative



Tier 2: Growth Areas

- Fast-growing logistics and warehouse development areas
- Emerging freight corridors not yet fully built out
- Sub-city hotspots (neighborhoods and blocks), not just citywide designations
- Regions where residents have limited awareness of future freight impacts



Focus for Outreach

A tiered approach helps prioritize impacts while ensuring geographic equity



Member	Region/Affiliation	Freight Hotspots (Ports, Warehouses, Corridors)	Fast-Growing Logistics / Emerging Areas
Theral Golden	Los Angeles County <i>West Long Beach Neighborhood Association</i>	Port of LA & Port of Long Beach; Port-adjacent freight corridors; Rail yards & near-port warehouses	Inland spillover warehouse growth; Communities newly exposed to port-driven freight activity
Mariela Loera	Coachella Valley <i>Leadership Counsel for Justice and Accountability</i>	Freight corridors serving agricultural logistics; Distribution facilities near population centers	Eastern Coachella Valley growth areas; Communities with increasing logistics activity
Ramsay Stevens	IBEW Representative <i>International Brotherhood of Electrical Workers and the National Electrical Contractors Association (IBEW—NECA)</i>	Major warehouse clusters; Intermodal hubs; Industrial freight zones	Expanding logistics regions tied to electrification and clean freight adoption
Gem Moon Montes	San Bernardino County <i>People's Collective for Environmental Justice</i>	Warehouse clusters; Rail yards and intermodal facilities; Freight corridors near frontline neighborhoods	Ongoing expansion of logistics facilities; Communities facing cumulative impacts
Tomas Castro	Orange County <i>Climate Action Campaign</i>	Freight corridors connected to ports; Warehouse facilities near Santa Ana and Fullerton	Emerging infill logistics development; Urban areas newly impacted by goods movement
Jessie Parks	Riverside County <i>Rainbow Pride Youth Alliance</i>	Warehouse and distribution hubs; Freight corridors affecting schools and youth-serving areas	Inland Empire East expansion zones; Communities experiencing rapid logistics growth
Michael Norton	High Desert/Victor Valley <i>Startup Mojave</i>	Early-stage warehouse siting; Developing freight corridors	Victorville, Hesperia, Apple Valley, Adelanto logistics growth areas



How We'll Engage

Practical tools, trusted channels, & clear education about ZE projects & benefits.



In-person + partner-led

- Community events
Workshops with CBOs and local partners
- Site visits where feasible



Ready-to-use outreach toolkit

- Flyers, infographics, ZE explainers
- Short videos and visuals
- Cut-and-paste social posts + email templates



Accessibility commitments

- Bilingual/plain-language materials
- Multiple meeting times (evenings/weekends)



Feedback Loop: Community → Action → Report Back

Our Feedback Loop

1. Steering Committee provides feedback on outreach plan that is based on their input
2. Outreach team activates events and partner toolkits
3. We gather input (questions, concerns, benefit priorities)
4. We report back: "What we heard" + "What we're changing"
5. We refine and repeat





How We Measure Success

We track engagement AND real-world progress — transparently.



Engagement metrics

- # events + attendance (by area)
- # partners reached (CBOs)
- Language access delivered
- Top questions + themes



Progress & accountability

- Workforce: Awareness of Workforce Development Program
- Snapshot of projects underway in communities and at the end of the project



How Steering Committee Members Can Plug In

Your guidance makes outreach stronger, more trusted, and more effective.

Ways to contribute now

- Identify priority neighborhoods, events, and trusted messengers in your area
- Suggest education topics: speakers, trainings, and site visit opportunities
- Review outreach materials to keep them clear, culturally relevant, and action-oriented





How Steering Committee Members Can Plug In



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Theral Golden	Los Angeles County <i>West Long Beach Neighborhood Association</i>	Help identify port-adjacent neighborhoods, coalition meetings, and EJ networks where early outreach and feedback are critical. Advise on how to clearly communicate port-related impacts, accountability, and benefits to frontline communities.
Mariela Loera	Coachella Valley <i>Leadership Counsel for Justice and Accountability</i>	Guide culturally relevant outreach by identifying trusted messengers, language needs, and community spaces in Eastern Coachella Valley. Help shape education topics that reflect local priorities and lived experience.
Ramsay Stevens	IBEW Representative <i>International Brotherhood of Electrical Workers and the National Electrical Contractors Association (IBEW—NECA)</i>	Connect to apprenticeship programs, training centers, and industry forums. Support development of workforce-focused messaging and identify opportunities for site visits, trainings, and career pathway promotion.
Gem Montes	San Bernardino County <i>People's Collective for Environmental Justice</i>	Advise on outreach to frontline communities near warehouses, rail yards, and intermodal facilities. Help align outreach materials with local policy discussions and ensure community concerns are reflected in program implementation.
Tomas Castro	Orange County <i>Climate Action Campaign</i>	Support multilingual and youth-focused outreach by identifying schools, community workshops, and research forums. Help review materials to ensure they are clear, accessible, and relevant to urban and infill communities.
Jessie Parks	Riverside County <i>Rainbow Pride Youth Alliance</i>	Connect outreach efforts to school districts, community colleges, and youth-serving organizations. Help identify events and settings where workforce pathways and clean freight benefits resonate with students and families.
Michael Norton	High Desert/Victor Valley <i>Startup Mojave</i>	Pilot listening-first, customer-discovery style outreach in fast-growing logistics areas. Help identify early-stage development locations, community gathering spaces, and workforce partners where engagement can happen before impacts materialize.



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Thank You!

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EPA Disclaimer

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