

# Community Engagement

in Pacoima, CA



CALIFORNIA  
STRATEGIC  
GROWTH  
COUNCIL



California  
Department of Conservation



Cap and Trade  
Dollars at Work



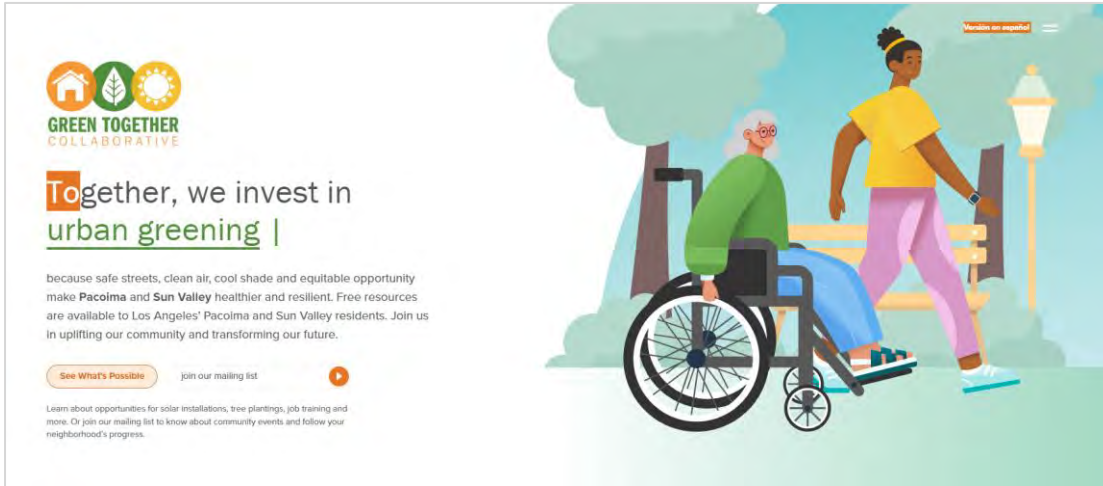
**GREEN TOGETHER**  
COLLABORATIVE



## Dora Fietze-Armenta

Planning Director  
Pacoima Beautiful  
Green Together Collaborative  
Community Engagement Plan





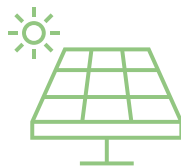
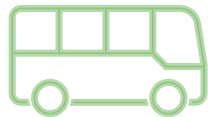
## The Green Together Collaborative

A collaborative of seven organizations working in Pacoima and Sun Valley, in the Northeast San Fernando Valley of Los Angeles.



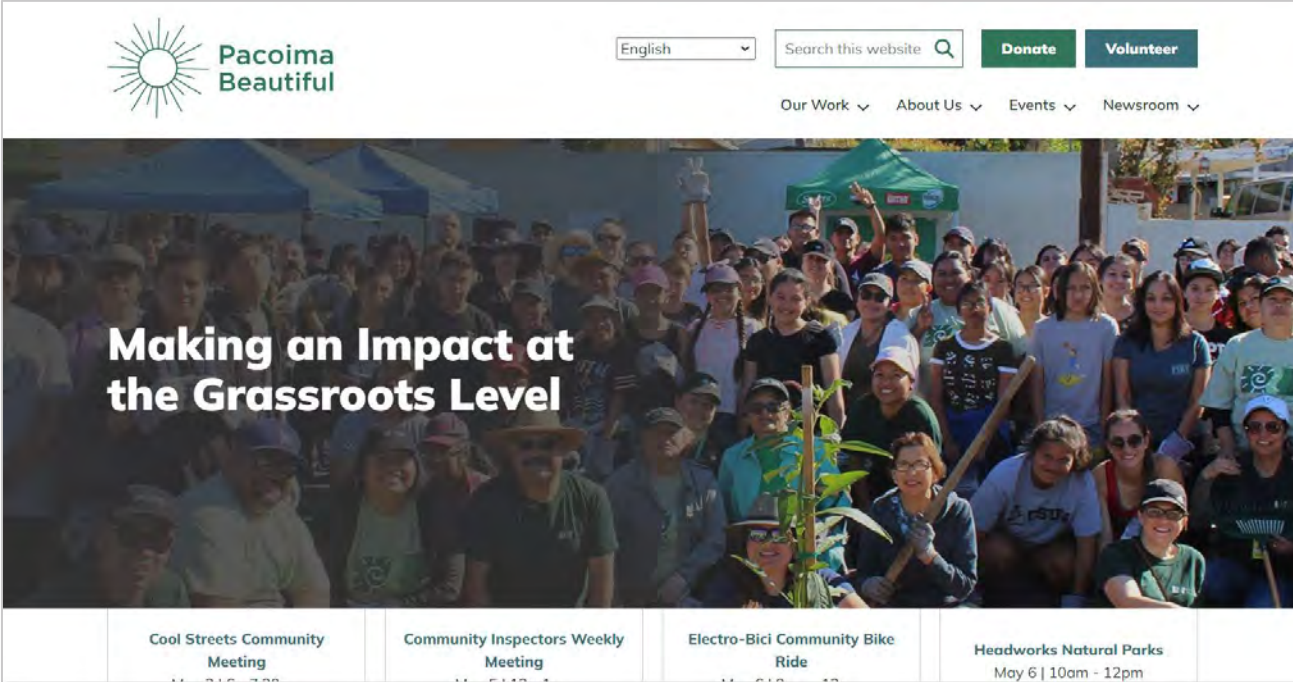
# Green Together Collaborative Projects

1. Pedestrian Mobility Improvements
2. DASH Electric Buses
3. EV Charging Stations
4. Single Family Solar Panel Installations
5. David E. Gonzalez Park Renovations
6. Street Tree Planting





# Community Engagement with Pacoima Beautiful



The screenshot displays the Pacoima Beautiful website. At the top left is the logo, which consists of a stylized sun icon and the text "Pacoima Beautiful". To the right of the logo is a language dropdown menu set to "English", a search bar with the placeholder text "Search this website", and two green buttons labeled "Donate" and "Volunteer". Below these elements is a navigation bar with links for "Our Work", "About Us", "Events", and "Newsroom", each followed by a downward arrow. The main content area features a large group photograph of a diverse group of people, many wearing hats and holding tools, posing outdoors. Overlaid on the left side of this photo is the text "Making an Impact at the Grassroots Level" in a bold, white font. At the bottom of the page, there is a horizontal row of four white boxes, each containing information about a community event: "Cool Streets Community Meeting", "Community Inspectors Weekly Meeting", "Electro-Bici Community Bike Ride", and "Headworks Natural Parks".

**Pacoima Beautiful**

English Search this website Donate Volunteer

Our Work About Us Events Newsroom

**Making an Impact at the Grassroots Level**

Cool Streets Community Meeting	Community Inspectors Weekly Meeting	Electro-Bici Community Bike Ride	Headworks Natural Parks May 6   10am - 12pm
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# Pacoima Beautiful Community Engagement

- ❖ 4,412 stakeholders engaged through social media platforms
- ❖ 288 individuals engaged through door-to-door outreach
- ❖ 28 Clean Air Ambassadors recruited to support air quality data collection
- ❖ 27 meetings of the Green Together Steering Committee
- ❖ 13 meetings of the Green Together Leadership Council
- ❖ 6 community events hosted in the project area to inform about the Green Together initiative



# Best Practices

## 1. Community Advocacy allows for authentic engagement.





## 2. Connect with community multiple times and in various forms.

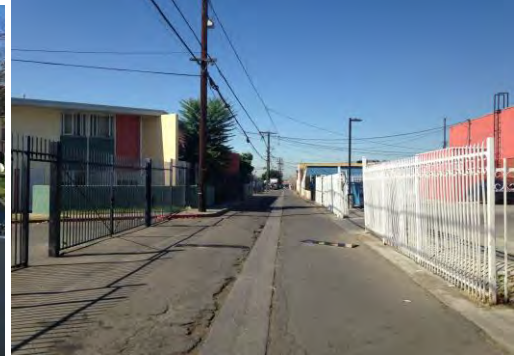




### 3. Keep community involved by supporting their participation.



## 4. Community is part of the process from the beginning to the end.



# Thank you

