Pasadena Citizens' Advisory Council
PCAC <u>Community</u> Input on How to Increase Community Membership
1-23-24

10 things PCAC could do to increase visibility and membership

1. Participate as staff or volunteer in community events
   a. Invite community members to partner with plants for activity
   b. CAC/CAP booth @ centrally located events like health safety fair, San Jac, Pasadena Rodeo, Strawberry Festival
   c. SJC career fairs
   d. Booth at events like Strawberry Festival, etc.
   e. Have community help with project for community
   f. More speakers to community groups
   g. Marketing toward college students/those interested in working in the plants
   h. Table/reach out to colleges
   i. Booths/fliers at local events at parks, annual events, schools, law enforcement
2. Advertise on Social Media (Nextdoor, Facebook, X, Instagram)
   a. FB page is definitely going to help
   b. Maybe the idea of having a Facebook page would help.
   c. Social media (4)
   d. Social media usage!
   e. More social media
   f. Possibly live feed of meeting
   g. Use Facebook page for PCAC
   h. Facebook page
   i. Instagram
3. Outreach
   a. Recruit from environmental justice groups
   b. Can we invite or do we need approval?
   c. Have members invite guests they think would be interested in attending and would give good input.
   d. Look at additional options for posting info and details
   e. Deal with some skepticism in community
   f. Boost meetings with paid Google ads
   g. Advertise/explain history of what changes have happened because of this group
   h. City Hall push something out
   i. Work with Pasadena Parks and Recreation (PPAR) to invest local resources & community center recruiting
4. Notify school PTAs of meetings
   a. CTE student involvement
   b. Mentorship from plants 3x or so to CTE HS
   c. Mentors from the plants for HS students
   d. Have high school students come to meetings
   e. High school juniors/seniors
5. Send out recruitment to apartment complexes for reps
   a. Post list of meeting topics at library

  b. Fliers in public places
  c. Canvass the area or mail fliers/post cards
  d. Mail fliers
  e. Signs around town

6. Recruit HOA boards/civic clubs and neighborhood organizations
  a. Civic clubs, church bulletins
  b. Send out recruitment to church groups
  c. Invite members of the church/advertise on church boards
  d. Reach out to large HOA's
  e. Advertise with local homeowners' associations

7. Invite news station to do a story
  a. News story
  b. Use local papers

8. Speak at City Council
  a. Possible workshop at City Hall for citizens

9. Things are "less controversial"; maybe highlight more positive news to draw in more people
  a. Deal with less interest of community because industry is less controversial – so much less emission and safety concern

10. Share more of the things industry does for the community (i.e. charity volunteering, etc.)

11. San Jac connection field trips

12. Adding Spanish material/translate to Spanish would draw Spanish-speaking community members

13. Zoom the meeting

14. Sponsor a presentation with an outside speaker at a location in community (not part of a meeting)

15. Recruit reps from PPD and FD

16. Compelling value proposition

Who should do what first?

- Create social media pages! (Facebook & Instagram are connected!)
- Not sure what this means
- Not sure

Tell Diane or Emily if willing to help

- Always ready to help out – what can I do? – Ninfa
- Diane Barnes would help with CTE involvement