



Outreach and Engagement Strategy and Plan for the Development of Zero-Emission Appliance Standards

California Air Resources Board

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1. Background and Purpose of Document

This document presents the Outreach and Engagement Strategy and Plan (Engagement Plan) for the development of zero-emission appliance standards. The Strategy portion of this document describes outreach and engagement goals to be achieved through the zero-emission appliance standards development process. The Plan portion describes how CARB will implement outreach and engagement efforts.

The California Air Resources Board's (CARB) mission is to "promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy." CARB is the lead agency for climate change programs and oversees all air pollution control efforts in California to attain and maintain health-based air quality standards.

In September 2022, CARB approved the *State Strategy for the State Implementation Plan* (SIP), which included a regulatory concept for controlling greenhouse gas (GHG) emissions from space and water heaters, while also considering other end uses. The *2022 Scoping Plan for Achieving Carbon Neutrality* (Scoping Plan) also includes a transition to zero-GHG-emission appliances starting with 80% zero-emission appliance sales for existing residential and commercial buildings by 2030, 100% by 2035 for residential applications, and 100% by 2045 for commercial applications. The Scoping Plan also relies on zero-emission new construction for residential buildings starting in 2026 and 2029 for commercial buildings.

In response to these climate and air quality plans, CARB staff held an *initial public workshop* in May 2023, to discuss the scope and anticipated timeline for work developing a zero-emission appliance standard regulatory proposal for consideration by the Board in 2025. *Appendix A* contains more information about this workshop and the feedback received.

Implementation of zero-emission appliance standards is expected to substantially reduce emissions contributing to global climate change. It would also result in substantial criteria pollution reductions and health benefits to people in California. Staff research and prior public engagement also identified important potential adverse impacts and risks that Californians could face during implementation of any potential standard. As such, effective public outreach and engagement on this potential regulation is imperative.

Formal public noticing and comment requirements are specified by the California Administrative Procedure Act (APA) and the California Environmental Quality Act (CEQA). These requirements ensure public opportunities to review and comment on regulatory proposals, and they specify the applicable legal scope and bounds on the public process. Given the potential applicability of zero-emission appliance standards to diverse household and business conditions across California, CARB staff determined that it would be appropriate and effective to conduct additional, informal, engagement activities beyond the formal processes required by the APA and CEQA.

Commenters on the zero-emission space and water heater concept in the State SIP Strategy, and CARB's Environmental Justice Advisory Committee comments on the 2022 Scoping Plan, requested heightened levels of public engagement for zero-emission appliance standards due to the potential adverse impacts on vulnerable groups, such as low-income renters experiencing high housing cost burdens and low housing security. Therefore, involving those with expertise in domains of policy and practice that fall outside of CARB's jurisdiction, but influencing the eventual outcomes of potential zero-emission appliance standards (such as protective housing policies), is critical to developing accurate staff analysis and effective implementation plans.

To support this effort, CARB contracted with the Sacramento State Consensus and Collaboration Program (Sacramento State) starting in May 2023, and concluding in December 2026, to support engagement during the development of the zero-emission appliance standards, and during initial planning for implementation of any adopted standards. Sacramento State finished the first phase of their work, an interview-based assessment process, in October 2023. The report based on this assessment is available for download on the zero-emission appliance standards Public Engagement website.

This document is based on Sacramento State's assessment findings about interested parties' desired topics and format for an engagement process (see more in [Public Engagement Assessment Highlights](#)), and other public comments received to date. The engagement approach will also continue to be informed and developed in collaboration with public experts contracted to support engagement work (described further in the [Public Expert Solicitation](#) section).

This engagement strategy and plan is designed to facilitate additional informal dialogue between interested or potentially affected members of the public and CARB staff. Before describing the details of the engagement plan, the following section will describe the rulemaking timeline and elements. All implementation activities are contingent upon the Board's decisions, and all planned informal engagement activities are subject to change as the process gets underway and staff respond to public feedback and emergent needs.

2. Rulemaking Timeline and Elements

This engagement plan describes the activities CARB plans to undertake in support of the launch of a formal rulemaking process in 2025 when specific regulatory proposals would be provided for public consideration. Throughout this process, CARB will host a diverse range of meeting types (discussed in this plan), to offer opportunities for analysis, concepts, proposals, and implementation strategies to be informed by the public.

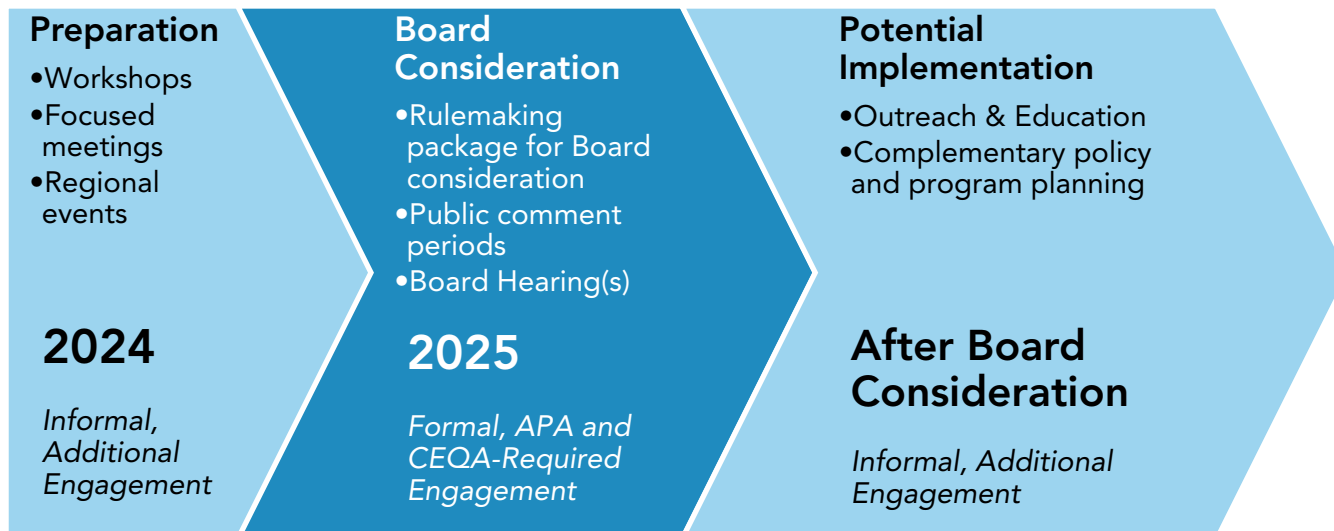


Figure 1: Timeline for regulation development, and informal and formal engagement activities

1. During **Preparation**, CARB staff solicit input on analysis and implementation considerations to inform development of an initial staff proposal. This Engagement Plan contains detailed information about this work.
2. Staff create a proposal for **Board Consideration**, with a formal public comment period and CARB responses to timely formal public comments. A typical rulemaking package includes:
 - a. **Standardized Regulatory Impact Analysis (SRIA)**, which is completed for major regulations with an estimated annual impact greater than \$50 million. The SRIA includes analysis of costs, benefits, and macroeconomic impacts of the proposed regulation and regulatory alternatives.
 - b. **Staff Report (Initial Statement of Reasons, or ISOR)**, a public report summarizing the proposed regulation and includes a summary of the economic, fiscal, and environmental impacts of the proposed regulation. The ISOR describes the basis and specific purpose and rationale for proposed regulatory action.
 - c. **Environmental Analysis**, containing analysis and disclosure of any significant environmental impacts, as well as project alternatives and mitigation measures to reduce any potentially significant environmental impacts, to the extent required by the California Environmental Quality Act.
 - d. **Proposed Regulation Order** consists of proposed regulation text to be printed in the California Code of Regulations. After this and the preceding materials are shared with the public, there is a 45-day period for review and submission of written **public comments**. The Board will consider this staff proposal at a public hearing.
 - e. **Final Statement of Reasons** supplements the ISOR in response to public comments and provides responses to all public comments received during the formal comment period and public hearing.

- f. **Final Regulation Order** consists of final regulation text adopted by the Board to be codified in the California Code of Regulations.
- 3. **Potential Implementation** will be the focus of engagement activities following any Board-approved regulatory proposal, to inform the public and prepare for any Board-approved regulation compliance dates. Whether the Board approves a proposal or not, there will be a close-out evaluation of this public engagement process after all engagement activities are complete.

3. Zero-Emission Appliance Standards Outreach and Engagement Strategy

Purpose of Public Engagement

At the May 2023 workshop, CARB staff shared their purposes for public engagement:

- Increase transparency about the potential rulemaking process and implications.
- Incorporate multiple forms of expertise, especially the wisdom of lived experience.
- Develop a more robust and successful regulation.

The State SIP Strategy tasks CARB staff with exploring zero-emission appliance standards in accordance with the State SIP Strategy commitment timeline. As discussed in the previous section, California law requires certain specified public opportunities to review and comment on regulatory proposals. Additionally, and as noted in section 1 above, CARB staff wish to further create spaces for informal, interactive dialogue to build shared understanding of key topics, exchange ideas about analysis approaches, and consider implementation needs for potential standards with a range of relevant public experts. While staff must adhere to APA and CEQA requirements, they will also pursue, as feasible within limited budgets and capacity, the additional engagement goals laid out in this Strategy.

CARB's draft *Community Engagement Model* (CEM) establishes proposed guidelines for engagement practices across the agency. The draft model is incorporated, to the extent possible, throughout this engagement plan, which intends to pilot test its recommended approaches. However, CARB's Community Engagement Model ground-truthing process is still underway at the time of writing, so this plan is subject to revision in response to the final model recommendations.

Public Engagement Assessment Highlights

From May to October 2023, Sacramento State conducted an independent assessment process to gather information about interested parties' perspectives on an engagement process for zero-emission standards development. Over 50 interviewees from a variety of relevant sectors (including appliance manufacturers and suppliers, affordable housing and tenant rights, local government, state government, contractors and workforce preparedness, large and small-scale landlords, utility companies, decarbonization advocates, environmental justice and equity, and public health interests) responded to a uniform set of questions related to their perception of potential challenges and opportunities for the regulation preparation process. Sacramento State then compiled information gathered into a report.

The assessment report identified the following topics of interest with regards to developing and implementing zero-emission appliance standards across California. For a more detailed synopsis of the assessment process, please refer to the Sacramento State Assessment Report (available for download at the [Public Engagement website](#)). CARB staff intend to develop the regulation in consideration of supportive policies across all levels of government, including incentives, energy rate design, grid readiness, high road workforce, and low-global warming

potential refrigerant policies. CARB staff plans to meet regularly with other agencies and share information about policies and programs that are complementary to zero-emission appliance standards, and, as appropriate, venues for public engagement on these topics. These activities could include but may not be limited to the following:

- Coordination and alignment between State agencies, between local and State agencies, between California and other states, and between California and the federal government.
- Impacts to low-income communities and tenant populations.
- Market readiness, including support from manufacturers, supply of zero-emission appliances, and a sufficient and trained workforce.
- Consumer preferences and historic behavior and their influence on future consumer behavior and choices.
- Financial implications, including incentive availability and energy costs.
- Regional variation including climate, sociodemographic, and available infrastructure differences.
- Impacts on the local and statewide electrical grid infrastructure and the associated readiness of these systems for expanded demand for electrical service associated with zero-emission appliance standards.
- Readiness and consistency of enforcement.
- Unintended consequences of zero-emission appliance standards.

In addition to the items listed above, several interviewees expressed optimism for opportunities that could result from the standards process. The most common themes included:

- Zero-emission appliance standards would be a serious effort to tackle a major contributing factor to GHG emissions and California's commitment to reduce those impacts. This effort can enable California to continue leading by example as cities, states, and nations grapple with the climate crisis.
- Zero-emission appliance standards would support healthy indoor air quality for all within their homes, thereby reducing potential risks to public health.
- If outreach and engagement are conducted effectively, CARB and the other agencies can create a new tone of partnership that creates efficient engagement experiences for the public.
- The development of new zero-emission appliance standards could foster new workforce opportunities and new industries that can be beneficial to California's economy.

Guiding Values for Zero-Emission Appliance Standards

The first workshop included a "guiding values" brainstorming exercise, where participants were invited to share words or phrases that they felt should be included in a list of values to guide potential zero-emission appliance standards. This exercise elicited comments across the following themes: economic impacts, equity and justice, environment and health,

process, funding, and technology. For a summary of the values shared, and more detail about the first workshop feedback related to public engagement, please see [Appendix A](#).

In response to this feedback at the first workshop, and learnings from the assessment process, staff have defined the following guiding values for zero-emission appliances standards overall, and for the public process described in this plan.

- **Support climate change mitigation and resilience and public health.** Decrease greenhouse gas emissions to meet statewide climate targets and reduce the negative impacts of climate change. In the face of increasing extreme weather events and other climate risks, promote resiliency through healthy conditions in homes, businesses, and public buildings. Reduce criteria pollutant and toxic air contaminant emissions to meet air quality standards and improve public health, safety, and quality of life for all, especially communities disproportionately affected by air pollution.
- **Evaluate economic and other impacts as they relate to historic and ongoing disparities** in clean air, affordable healthy homes and workplaces, and reliable energy. Understand and consider the needs of the state's diverse communities and most vulnerable populations, especially cost and affordability implications.
- **Encourage manufacturers and the broader workforce** toward creating affordable, reliable, and convenient solutions that support widespread zero-emission appliance adoption.
- **Coordinate with public agency partners** to ensure clarity, alignment, and long-term feasibility for any proposed standards. Share information about appropriate venues for engaging on complementary policy matters.
- **Create an accessible, transparent, and inclusive process.** Present staff analyses and recommendations clearly to the public. Provide thoughtfully designed opportunities for engagement and demonstrate how public guidance has informed staff work.

Guided by these overarching values, CARB's outreach and engagement strategy seeks to fulfill the following goals:

Outreach and Engagement Process Goals

- Consistently coordinate with staff at other agencies around analyses, timelines, and engagement efforts.
- Exchange knowledge with other agencies to deliver consistent, standardized information to the public. Educate the public so that there is a common "language" and understanding of zero-emission appliance standards and related issues.
- Engage and, as feasible, compensate potentially affected persons and organizations to ensure that diverse, expert, localized perspectives are integrated into CARB analysis.
- Be transparent and forthright about limitations in the process and scope for developing zero-emission appliance standards, to establish accurate expectations for the public process.
- Create opportunities not only for information delivery, but for inclusive conversations between CARB staff and the public.

- Use available resources to maximize accessibility and opportunities for public input in a wide range of locations, times, settings, and sizes of gatherings throughout the state and online. Ensure consistent availability and accessibility of information online.
- Seek out partnerships with diverse organizations (e.g., community-based organizations, nonprofit organizations) to deliver information and expand on the availability of engagement and outreach opportunities that cannot be achieved by CARB alone.
- Pursue a steady state of improvement in the outreach and engagement processes, by evaluating outcomes and adapting the process as needed.

4. Zero-Emission Appliance Standards Outreach and Engagement Plan

The figure below illustrates the basic phases of the engagement process to be led by CARB and supported by Sac State. This section constitutes the primary output of the Plan phase, understanding that this is necessarily a “living document,” subject to adjustment as outreach and engagement activities are delivered and improvements in the approach are identified and implemented. This Plan is consistent with the recommendations for a “Plan, Implement, Close” approach as detailed in *CARB’s draft Community Engagement Model*.

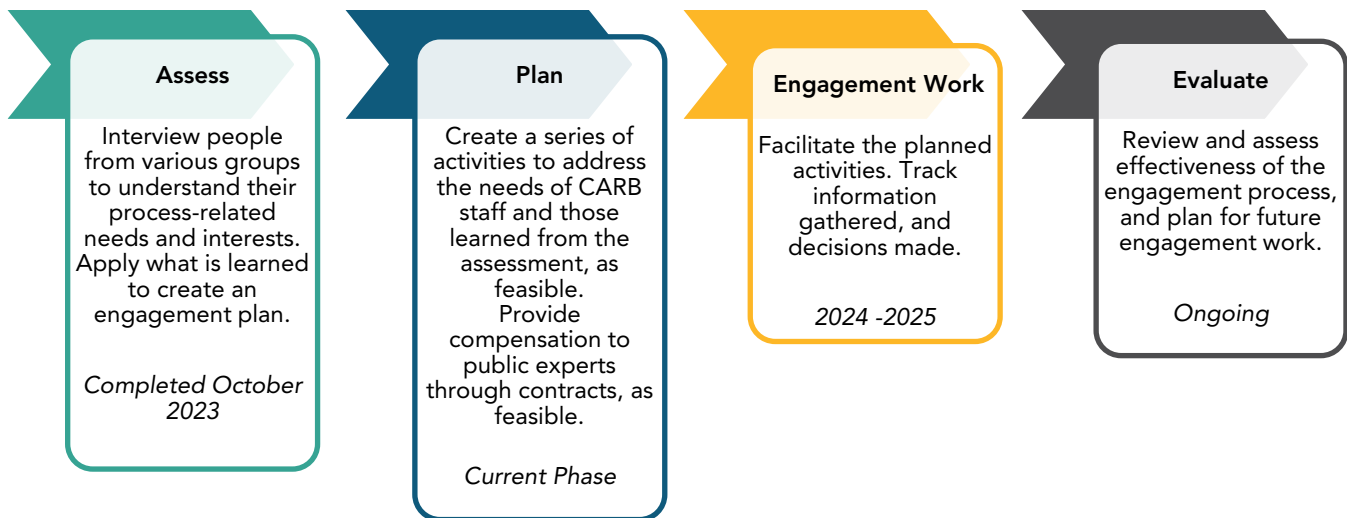


Figure 2: Engagement work supported by Sacramento State

Engagement Approach

In recognition of the diverse regional and building-specific contexts in which zero-emission appliance standards would be implemented, CARB staff aim to assess the racial and social equity conditions around potential standards in keeping with CARB’s *frameworks on racial equity*. While some of this work can be completed via research and analysis, outreach and public engagement is a critical tool for collecting more accurate information about community needs and perspectives and developing realistic plans for implementation.

Effective engagement requires establishing a clear understanding of the purpose and nature of activities. For this effort, modes of practice and intended outcomes are guided by the International Association for Public Participation (IAP2) Spectrum of Public Participation¹. The

¹ CARB’s Draft Community Engagement Model references the engagement spectrum used here: Rosa Gonzales, (2021). The Spectrum of Community Engagement to Ownership. Facilitating Power. [Spectrum 2-1.pdf \(movementstrategy.org\)](#)

IAP2 Spectrum is a well-established framing commonly used to define expectations and bounds for outreach and engagement efforts. In IAP2 terms, for this informal engagement strategy, CARB staff aim to:

- **Inform** – provide clear and accessible information to the public. For example, CARB staff share general information about this work on our website, in formats such as Frequently Asked Questions.
- **Consult** – provide opportunities for public feedback and share how it was or was not incorporated. For example, CARB staff provided an opportunity for public feedback on the Guiding Values at the first workshop, and shared updates about that feedback and the final Guiding Values in this document. The Consult mode also applies to written public comments received during the 45-day formal public comment period and comments received on a proposal at the Board meeting, since under the APA and CEQA, CARB staff must respond to each public comment received during this period, explaining how it was or was not incorporated.
- **Involve** – Provide multiple opportunities to iteratively provide guidance on areas where CARB staff hold final responsibility for analysis, written documents, etc. For example, CARB will involve a range of Public Experts (defined in the [Public Expert Solicitation](#) section) in conversations about key topics, analysis, and implementation planning.
- **Collaborate** – CARB staff work productively with non-CARB organizations and people for defining and achieving shared goals. For example, CARB staff establish research contracts with qualified experts to conduct research in support of CARB staff analysis needs. CARB also works with many non-CARB organizations to implement various programs. In this context, CARB may request collaboration from Public Experts who co-host events in their communities, or who contribute recommendations for implementation planning.
- **Defer to** – for areas outside of CARB’s control, CARB staff defers to other organizations and people (e.g., other agencies, businesses, affected and interested parties) to achieve complementary or shared goals. In this mode, CARB follows the guidance set by others and provides input to inform others’ decisions. For example, CARB staff provide suggestions to other agency staff on areas where their analyses overlap, such as electric load forecasting, or where their policy and planning work is complementary, such as electric grid readiness modeling and planning.

Relevant CARB-wide Public Engagement and Environmental Justice Efforts

Throughout the engagement process described in this Plan, CARB staff will also seek to align with and leverage relevant agency-wide public engagement efforts, including, but not limited to:

- **Environmental Justice Advisory Committee (EJAC):** If questions arise specific to this effort as it relates to implementation of the Scoping Plan or matters pertaining to Assembly Bill 32 implementation and EJAC, CARB staff will reach out to the EJAC lead and inform them to allow for further communications, and direct members of the public and community to the right places to provide feedback and get engaged.

- **Tribal Listening Sessions:** CARB is continuing to build government-to-government relationships with tribes. This includes keeping them informed of CARB's efforts, especially when they include areas of mutual interest (transportation, energy, housing, etc.). In 2024, CARB staff will leverage our existing channels to inform tribes of zero-emission standard development activities, as well as areas of funding opportunity to build tribal capacity and understanding of where they can be involved early and often in the public engagement process.
- **Environmental Justice Community Tours:** CARB is continuing to work across divisions and with our community partners to schedule environmental justice tours, which provide staff and leadership an opportunity to see challenges and opportunities in communities firsthand and to meet communities where they are. It also provides a chance to keep communities more directly informed of CARB activities, including regulations and incentive opportunities. Dates for 2024 have not been solidified, but CARB staff encourage community tour proposals related to zero-emission standards development (See the Co-host regional listening sessions section of this Engagement Plan).

Plan Activities

Interagency Coordination

CARB staff intend to develop the regulation in consideration of supportive policies across all levels of government, including incentives, energy rate design, grid readiness, high road workforce, and low-global warming potential refrigerant policies. CARB staff plans to meet regularly with other agencies and share information about policies and programs that are complementary to zero-emission appliance standards, and, as appropriate, venues for public engagement on these topics. These activities could include but may not be limited to the following:

- Staff-level discussion and coordination around methods for assessing emissions, cost, and other impacts of related policies, and providing input on assumptions, timelines, and other policy approaches.
- Mutual inclusion of information and messaging about relevant initiatives in public venues, including workshops and other online resources.
- Participation and representation of CARB staff at events led by other agencies (and potential partner organizations) on related topics to hear and discuss perspectives of affected persons.
- Regular conversations among agency leads to ensure broader strategic alignment.

CARB staff has identified the following core agencies to coordinate with as appropriate throughout this effort:

- Air districts developing similar measures (BAAQMD, SCAQMD)
- California Association of Air Pollution Control Officers (CAPCOA)
- California Energy Commission (CEC)
- California Public Utilities Commission (CPUC)
- California Department of Housing and Community Development (HCD)
- California Workforce Development Board (CWDB)
- Local Governments
- Tribal Governments
- Federal agencies (Environmental Protection Agency, Department of Energy)

Tracking Interagency Activities

Within these agencies' domains, CARB will, as appropriate and feasible, track and coordinate with the following complementary program and policy areas:

- Emissions standard amendments (e.g., BAAQMD's Rules 9-4 and 9-6)
- Grid readiness (e.g., Senate Bill 100 Report, Integrated Energy Policy Report, and related studies underway)
- Housing policies (e.g., local protective housing policies)
- Building standard updates (e.g., Title 24, Part 6 Energy Code and Part 11 CALGreen Code)
- Workforce development plans and programs (e.g., CWDB High-Road Jobs report)

- Funding and incentive programs (e.g., CEC’s Equitable Building Decarbonization Program and Inflation Reduction Act programs)
- Energy rate design (e.g., CPUC pro-electrification rate and income-graduated fixed charge rate proposals, affordability rulemaking)
- Gas infrastructure planning (e.g., Gas infrastructure subsidy phaseout, gas decommissioning)
- Low-Global Warming Potential (GWP) refrigerant regulations (e.g., Stationary air conditioning equipment regulation with 750 GWP limit)
- Public awareness campaigns (e.g., The Switch is On)

Outreach and Engagement Event Formats

As reflected in Sacramento State’s assessment, parties throughout California seek to be robustly communicated with and engaged in the zero-emission appliance standards development process. They further desire engagement opportunities to take diverse forms such that unique needs of the public (i.e., work schedules, parenting responsibilities, physical accessibility needs) are accommodated. In that context, the following describes the types of outreach and engagement CARB will aim to employ.

Outreach is the act of “reaching out” to the public and informing them. This can take the form of information about engagement events and availability, and information specifically about standards, associated technologies, impacts, etc. CARB staff plans to communicate with the public through modes such as web content, social media, email, flyers, or mailers.

Engagement activities offer a diverse range of formats, locations, and times to optimize public involvement. At times, engagement events may be primarily informational in purpose, having a goal to update and inform the public. At other times, these events will be highly interactive and collaborative. The following presents the types of events CARB staff plan to deliver for this process. In certain conditions, CARB staff will combine methods below to achieve multiple engagement outcomes in a single event. Formal, legally required public engagement activities are marked with an asterisk*. Additional, informal engagement activities are also listed.

General Meetings are to share information (including updates on work to date), hear public input, and, in some cases, allow for Board member discussion.

- **Workshops** – CARB staff will conduct these types of events at major process milestones to summarize work to date, share planned work with the public, and solicit feedback from interested parties. One workshop will serve as the **CEQA Scoping Meeting*** which provides an opportunity for other agencies to provide input regarding the scope of environmental review.

* denotes a formal, legally required public meeting under the California Environmental Quality Act and the Administrative Procedures Act. Other listed meetings are additional, informal meetings.

- **Board Hearing*** – CARB will conduct a formal public meeting wherein it will present a proposal to the Board for consideration, as well as open the floor for formal public comment. This meeting is held pursuant to CEQA and APA meeting requirements.
- **Listening Sessions** – In addition to presenting information, CARB staff and/or event co-hosts will ask attendees questions such that CARB staff can intently listen and receive comments and feedback. These sessions may be held in different regions throughout California to address the concerns, needs, and ideas of people in those locations. CARB staff will hold a public solicitation to recruit individuals and organizations (“Public Experts”) to support hosting listening sessions.

Focused meetings have a more informal feel, and will often involve small group review of information, and an in-depth exchange of ideas, opinions, and insights. They may include:

- CARB staff convening a set of experts on one or more topics, such as emissions modeling, technology and building readiness factors, housing issues, implementation needs, etc. to improve shared knowledge of this topic. CARB staff or outside experts may give presentations and/or share written documents to guide in-depth discussion.
- CARB staff inviting a set of experts to conduct a focused review of information directly related to CARB-led analysis and/or this engagement process. CARB staff will ask for specific feedback, and subsequently compile and provide public updates on their conclusions.
- To support an efficient dialogue, some focused meetings will be by invitation-only. Specific experts are invited (and in some cases, funded) to attend these meetings. For some, the general public may also be invited to listen to learn from the conversation and ask questions or provide comments at specific intervals.
- CARB staff will hold a public solicitation so that anyone can apply to be a Public Expert who may be invited to these meetings (discussed in the following section).

Public Expert Solicitation and Funding Opportunity

CARB staff plan to engage a range of Public Experts to actively participate in the events described above that require dedicated time to prepare to meaningfully contribute. Public Experts are California-based individuals or organizations possessing expertise that is relevant to staff analysis, engagement, and/or implementation needs for potential zero-emission appliance standards. CARB staff will hold a solicitation to recruit organizations and individuals to be involved as Public Experts in staff research and analysis, engagement work, and implementation planning.

Public Expert Funding

There is funding available for 10 to 18 eligible, selected Public Experts. Funding is provided to:

- Build a robust regulatory analysis inclusive of the expertise of the state’s most vulnerable and disadvantaged people.

- Improve staff understanding of diverse local and regional contexts in which any approved standard would be implemented, and around topics less represented in existing academic and industry literature.
- Ensure that consistent input is received from representatives that might otherwise not have the resources to participate and thus would find their interests (and similar interests of others) insufficiently represented.

Details on eligibility, application questions, scoring criteria, and anticipated contract amounts, will be accessible from the [Public Engagement website](#). The following sections explain the specific anticipated contributions and roles for Public Experts in this Plan.

Priority Topics

Public Experts will support CARB staff by sharing information about and discussing priority topics. These priority topics include:

1. Building readiness for the installation of zero-emission appliances, including complex large-scale systems.
2. Labor and workforce development needs.
3. Market and technology readiness and costs.
4. Tenant protection and affordable housing programs and policy.
5. Wood-burning, propane-fueled end uses, and rural needs.
6. Other: Public Expert applicants may choose to highlight and describe an area of expertise not included here, but that they find pertinent to CARB staff's development of successful zero-emission appliance standards.

The above list was developed through the Sacramento State Assessment, via interviews with a wide range of interested parties, who identified a range of topics seen as important for CARB staff to address they prepare a proposal for zero-emission appliance standards. Staff reviewed the assessment report findings to identify areas where external expert involvement would be supportive to developing a thorough and robust analysis and potential implementation plan.

Public Expert Tracks

Public Experts will possess lived and/or professional experience and expertise in one or more of the Priority Topics highlighted above, as they relate to potential zero-emission appliance standards. They will also hold place-based knowledge specific to their local or regional area of work. Public Expert scopes of work will be organized into three overlapping Tracks: (1) Staff Analysis and Engagement Support, (2) Listening Session Co-Hosts, and (3) Implementation Planning Support, shown in the figure below:

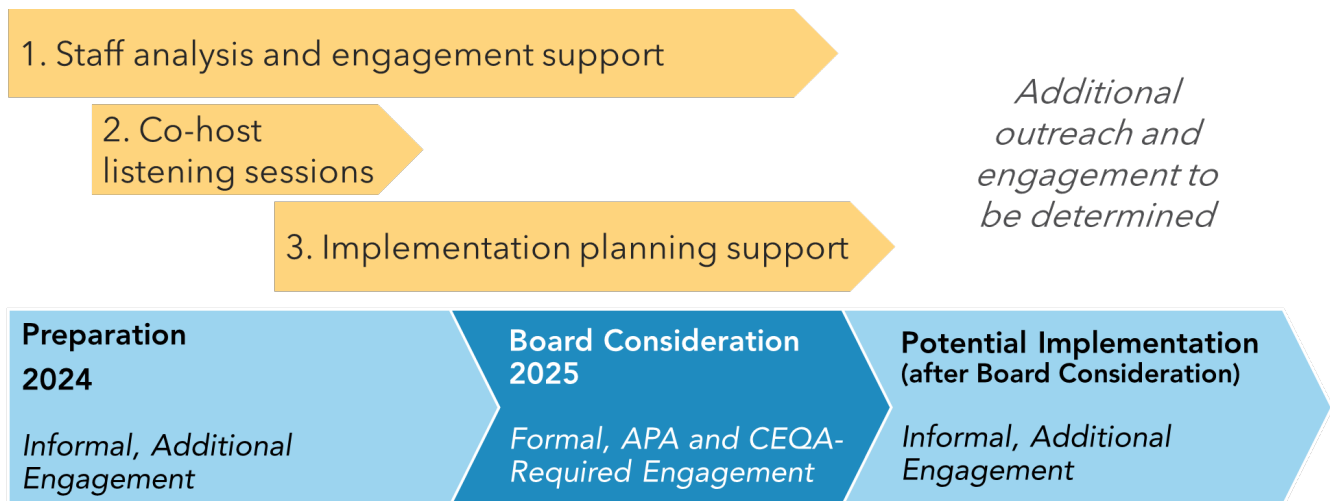


Figure 3: Three Public Expert tracks, and formal/informal public engagement activities.

CARB and Sacramento State staff will convene Public Experts in a range of focused meetings as needed to support the three Tracks. The topics, agenda, and attendees for these meetings will be proposed by CARB staff and informed by Public Expert requests and recommendations.

1. Staff Analysis and Engagement Support

Analysis Support: Topical Advising

CARB staff convene a set of experts on topics such as emissions modeling, technology and building readiness factors, housing issues, implementation needs, etc. to improve shared knowledge of this topic. CARB staff or outside experts may give presentations and/or share written documents to guide an in-depth discussion.

Analysis Support: Methods Review

CARB staff model the potential for appliance emission reductions to achieve state climate and air quality goals, then model the costs associated with achieving these emission reductions. This multi-step process incorporates several influential assumptions, including “businesses-as-usual” and potential future adoption behaviors, technology attributes and costs, climatic factors, fuel costs, and, for analyzing equity implications, some socioeconomic conditions. CARB staff will seek Public Expert guidance on the approach to these analyses.

Engagement Planning Support

Public experts may provide engagement process feedback to CARB and Sacramento State at evaluation checkpoints led by Sacramento State. Sacramento State staff and CARB staff will conduct virtual meetings to review this Plan and confirm engagement events to include in subsequent quarters.

2. Co-Host Listening Sessions

Public Experts will host an in-person or hybrid event that includes an opportunity for CARB staff to hear from members of the public about their perspectives on CARB staff zero-

emission appliance standards draft proposals and/or implementation planning needs. Hosts are encouraged to propose additional activities, such as a community tour, site visit, or other ideas.

Public Experts supporting CARB in this capacity will possess expertise and strong community relationships in a specific California region (e.g. Northern, Central Sierra, Greater Sacramento, Bay Area, Central Valley, Inland Empire, Central Coast, Greater Los Angeles, and/or San Diego). They will be selected to ensure adequate statewide coverage, especially for rural parts of the state.

3. Implementation Planning Support

If the Board adopts the proposed regulation, implementation planning will be the primary focus of any continued engagement work. However, CARB staff acknowledge that it is important to start early in building awareness of the broader program and policy landscape that would support successful implementation of any future appliance standards. For example, CARB staff are engaged in and learning from the efforts underway at the BAAQMD Implementation Working Group, and plan to consider similar questions on a statewide scale as part of this engagement work. Public Experts engaged in implementation planning will support this work through attending focused meetings and reviewing and drafting documents in collaboration with CARB staff to develop a plan for potential implementation.

Public Expert Recruitment and Selection Process

- Public Experts will be selected based on clearly defined eligibility requirements and selection criteria and scoring methods developed by CARB and advised on by neutral, third-party convening and facilitation specialists from Sacramento State.
- Funding decisions will be based on meeting funding eligibility criteria and the strength of the applicant's responses to scored questions. Funding allocation will occur after all applications are scored, and requesting funding will not influence an applicant's score.
- CARB will communicate information statewide through its list-serv (GovDelivery), website, social media, relationships with partner organizations (i.e., state and federal agencies, non-governmental organizations, community-based organizations, etc.), to notify prospective Public Experts of this opportunity.
- The solicitation for Public Experts will open in early December and remain open for applications until January 8, 2024.
- CARB staff, with neutral support from Sacramento State, will review all applications. A committee of CARB and Sacramento State staff will make a recommendation to CARB leadership, who will make the final selection decision.
- Following a person's selection and acceptance of the role, each person will enter into a contract services agreement with Sacramento State (acting as the administrator of CARB's contracting decisions), and/or CARB, depending on their Track.
- CARB and Sacramento State will conduct an online initial convening of Public Experts to collectively introduce them to one another, and discuss roles and responsibilities, guidelines, and planned events.

Draft Engagement Timeline and Events

This section presents a tentative timeline and sequence of events to occur in 2024 and 2025. These events will be finalized in collaboration with Public Experts when the selection and onboarding process is complete.

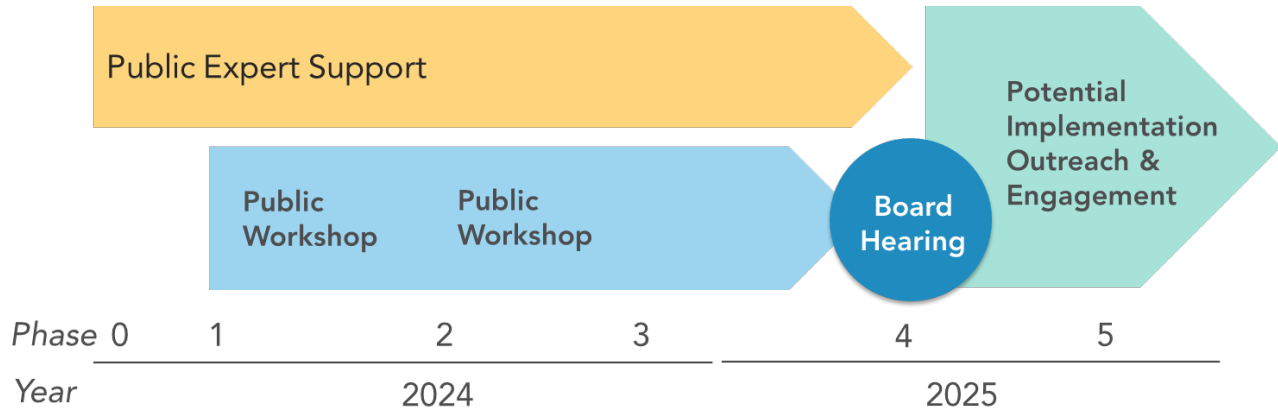


Figure 4: Timeline for Planned Engagement Events

Phase 0: Public Expert Onboarding and Kickoff (Late 2023 - Early 2024)

- Recruit, select, and establish contracts with Public Experts.

Phase 1: Share updates and receive guidance on staff analysis (Early 2024)

- Host a Public Workshop to introduce methods, assumptions, and regulatory concepts.
- Host focused meetings on priority topics and CARB staff analysis methods.

Phase 2: Share staff proposal and hold regional listening sessions (Mid 2024)

- Host a Public Workshop to share staff regulatory proposal and alternatives.
- Host, or co-host with Public Expert(s), regional listening sessions about the staff proposal and/or implementation planning needs.

Phase 3: Start planning for potential implementation (Late 2024 – 2025)

- Host focused meetings on implementation planning needs and priority topics.
- Write an Implementation Plan to support the staff regulatory proposal for Board consideration.
- Reflect on 2024 activities and plan 2025 engagement work.

Phase 4: Board Consideration (2025)

- Includes the second formal, legally required public meeting under CEQA and the Administrative Procedures Act. Other listed meetings are additional, informal meetings.
- Staff present regulatory package for Board consideration and public comment at a public hearing.

Phase 5: Potential Implementation (2025+)

- Contingent upon a Board decision:
 - Hold regional events to publicize any forthcoming regulation compliance dates and kick off implementation planning work.
 - Hold additional in-depth topical meetings on implementation-related topics.
- Begin the engagement evaluation process.

Outreach and Engagement Evaluation

Under their contract with CARB, Sacramento State will conduct ongoing evaluation work to ensure that the engagement process is iterative, adaptive, and focused on continual improvement. Sacramento State will use their initial assessment findings as a baseline to assess future engagement efforts and outcomes. Evaluation activities will be conducted throughout the engagement process, including after each engagement activity, and following the conclusion of the rulemaking effort. Evaluation methods could include interviews with past or new interviewees, process surveys, and potentially focus groups. Sacramento State will generate a final report at the end of the engagement process describing lessons learned from this engagement process, and recommendations to improve future engagement work.

Access Information

Americans with Disabilities Act

State and federal laws require that all public entities ensure that their programs, activities, and services are accessible to persons with disabilities. One of the most important components of accessibility is ensuring that any communication with persons with disabilities is as effective as communications with others. CARB staff will make every effort to provide *reasonable accommodation for persons with disabilities* and ensure all publicly released rulemaking materials on our website are ADA-complaint.

Meeting Formats

CARB will conduct events in three formats:

- **In-Person Meetings** – held in physical locations that attendees can access.
- **Online Meetings** held via online platform only.
- **Hybrid** – Meetings held simultaneously online and at physical location such that online participants can contribute to the in-person conversation.
- **Webinars** – Some events will be held online such that attendees can observe and listen, and share comments during designated periods only.

Language Access

CARB staff will develop a system of language access in keeping with *CalEPA language access best practices*, informed by the Sacramento State assessment process. CARB staff will use

event registration systems that ask for attendee language needs, and offer relevant language support based on local and regional contexts. Using existing tools and contracted translation and interpretation services, language access will be provided, using methods such as the following:

- **Multi-Lingual Written Materials** – Core written public materials prepared by CARB to support engagement, communications, etc. will be translated into Spanish. Additional translations may be made available upon request.
- **Virtual Public Meetings** – All virtual meetings sponsored by CARB will be conducted using the Zoom online platform. Such meetings may also use online collaborative engagement tools to facilitate meeting interactivity. In all cases, online meetings will be supported with one or more of the following:
 - Real-time interpretation by translation and interpretation specialists for Spanish and other requested languages.
 - If requested by registrants, and as applicable to the event format, language-specific breakout rooms within an online event to allow non-English speakers to participate in single language spaces.
 - Upon registration for workshop, attendees can submit information about access and language needs to help staff prepare.
- **In-Person Public Meetings** – All in-person public meetings hosted by CARB will be supported with one or more of the following:
 - Real-time multi-lingual interpretation by translation and interpretation specialists.
 - If requested, language-specific breakout rooms within an in-person event to allow non-English speakers to participate in single language spaces.

Appendix A: May 2023 Workshop Feedback on Guiding Values and Public Engagement

Workshop participant responses to the prompt “What values should be included in zero-emission appliance standards?”. Responses are categorized by CARB staff and counts indicated inside parentheses.

- **Economic Impacts:** Affordability/affordable (20); Cost-effective/costs (3) economical (2); Rate reform/low rates (3); Other responses (1 each): people over profit, private funding, 100 percent cost coverage, middle-class impacts, standards and incentives
- **Equity and Justice:** Equity (19); Economic justice (2), just transition, environmental justice, justice
- **Environment and Health:** Health (13); Climate/Global warming (6) environment (2) safety (2)
- **Process:** Inclusive (5); Collaborative (4); Flexible/Flexibility (6); Feasible/Feasibility (4); transparent (2); coordination, collaborative, accountability, support, comprehensive (1)
- **Technology and Workforce:** workforce training, high road jobs, long-lasting, comfort, convenience, easy, simplicity, winter reliability (1)

Engagement Process Themes from Workshop Comments, and responses in this Plan

In response to the first workshop, CARB staff received two comment letters with engagement process recommendations (from the [Building Decarbonization Coalition and many co-signatories](#), and the [American Lung Association](#)). These comments included requests for further interagency collaboration to ensure that independent processes are complementary and coordinated. They also encouraged an emphasis on engaging with environmental justice organizations and community voices, as well as industry and labor to consider workforce needs and impacts.

This Engagement Strategy and Plan highlights relevant agencies and initiatives that CARB staff are currently coordinating with, and their key policies and programs. It also notes opportunities to deepen and expand this coordination. The Assessment process included several environmental justice and community-based organizations alongside other interested parties in developing a thorough assessment of public needs for an engagement process for developing zero-emission appliance standards. The Public Expert solicitation is intended to be responsive to these requests for more meaningful opportunities for public involvement, as related to environmental justice and workforce considerations, among other key topics.

In this Engagement Plan, CARB staff have identified a range of topics and engagement modes to variously inform, consult, involve, and collaborate with members of the public. These activities will support CARB staff in developing analysis, engagement, and implementation approaches with meaningful input from interested parties. Should the Board adopt proposed standards, CARB staff expect that the work described in this Engagement Plan would form initial steps in a long-term implementation planning process informed by these early engagement activities.