Community Engagement Plan 2024 – Southern California

Purpose
The purpose of the document is to briefly recap Inland Empire (“IE”) Community Engagement efforts for 2023 and, building off previous successes, propose a comprehensive 2023 engagement plan for implementation in 2023 to support Amazon’s operations and physical retail businesses in Southern California (“SoCal”). The 2023 plan will provide an analysis of areas to double down, expected challenges and “dogs not barking”. Also, how we will look around corners to ensure we are the most trusted community and business partner in the Southern California area (defined as Ventura, Orange, San Bernardino, Riverside, San Diego and Imperial).

2023 Overview
Southern California is a rapidly growing region of 23.76 million residents and is home to half of all CA employees. More than 10 million Californians speak Spanish, demonstrating a population increase that requires an inclusive approach to CE. Since 2012, Amazon has become one of the largest employers in the state with 68,881 blue badge employees located at 155 active facilities (89 operations 42 retail, and 24 corporate offices). Southern California has the largest concentration of FCs in the country, Amazon’s second largest Air hub in San Bernardino, and 40% of Amazon’s global goods pass through the twin ports of LA and Long Beach on their way to the Inland Empire. Recently Amazon opened SAN13 corporate offices in San Diego. Fresh has further expansions in 2024 in Southern California, including Irvine, Pasadena and Woodland Hills.

In the last 13 years, Amazon has invested over $80 billion into California, and with nearly 80,000 regular, Blue Badge employees the state represents a major center for all aspects of the business – but logistics continues to be vital. From the Ports of Los Angeles and Long Beach, to the facilities across Southern California – goods movement confronts similar challenges in an evolving political environment including: environmental justice, good jobs, and perceived working conditions. Learning from the successes in the Inland Empire, CE for Southern California will work to further our reputation as Earth’s Best Employer amongst key stakeholders.

In 2023, CE made significant strides in building Amazon’s reputation as Earth’s best employer, leader in engagement and innovation with key campaigns that garnered significant attention, and deeply engaged employees. We expanded three signature campaigns to all counties in Southern California, organized and executed 6 tours with a new model that combines policy makers and community leaders, and highlighted comprehensive employee benefits through our consistent messaging in our engagements.

While we faced headwinds around site delays, subleases, cancellations, and labor organizing efforts in San Bernardino, Ventura and Riverside Counties none of our community partners or elected leaders amplified or engaged with those efforts.

In 2023, PP Community Engagement has provided over $3.5 million in sponsorships to over 175 organizations and attended xxx community meetings in Southern California. We generated 110 positive media mentions and had 14 policymaker quotes. Additionally, we had 11 policymakers post to social media in support of Amazon’s investments and commitment to Southern California.

We positively impacted five public policy priorities in the Southern California including Warehouse Moratorium, Alcohol Advertising Legislation, and proactive competition work. We also supported other business units such as Amazon Fresh by integrating the stores into Feed SoCal (hunger campaign) generating positive media attention. We were also able to promote 20 organizations and community leaders to be our vocal champions as illustrated by Rialto Unified School District, Find FoodBank, and
Donors Choose. We spoke at impactful local events including keynoting the All Valley Mayors & Tribal Chairpersons Convening, Back-to-School convening with Mayor Tran, Inland Economic Partnership State of the Region, and the LA Family Housing Holiday gathering with John Felton. Will focus on increasing L10+ speaking opportunities in 2024.

CSI Data Summary in Southern California.

Southern California is a vast region, and the CSI Data reflect the diversity of perspectives, challenges and opportunities in the region. In 2024, based on two years of regional CE work, conversations with policymakers and community leaders, we will make investments in food insecurity, education, and poverty alleviation. PP CSI data has shown that our customers in this region believe that homelessness is the overwhelming priority across the region, as well as supporting children and families in poverty, and reducing hunger.

We will double down on our efforts to increase CE visibility on these important community concerns by renewing our three region-wide campaigns (Feed SoCal, Back To School partnering with Title 1 impoverished schools, and Spark of Love Holiday Toy Collection for families in poverty), and focus hyper local small grants in these specific areas. We will hone our language to reflect the language in the CSI data, including using the words ‘hunger,’ ‘homelessness.’ We will increase the visibility of our CE work by finding opportunities to have FCT promote the work. Additionally, we will work with communications and PR to ensure our speeches, press releases, any external communication ties back to these topics.

Further, we will continue to externally evangelize our LP to be ‘Earth’s Best Employer’ via internal upskilling, external career choice and benefits in the context of quality jobs that address poverty.

2024 Goals and Priorities

Support Policy Priorities in Southern California.

California’s policymakers play a significant role in national politics and will affect the 2024 Presidential election. While California is likely to vote Democratic, about a third of the state’s registered voters are Republicans. With a year-round Legislature, California influences national policy and has led on policy areas such as Privacy. Democrats maintain a substantial majority in both the Assembly and Senate, with recent leadership shifts to Speaker Robert Rivas and soon-to-be Senate pro Tempore Mike McGuire, both hail from northern California, potentially affecting the primacy of Southern California in legislative decisions.

We will continue to partner with our public policy team to demonstrate a commitment to collaborate on key local and state legislation. This includes;

- Bolster third party advocates to support our Southern California legislative agenda. For example, develop five go-to community partners that I can call on to rally behind any priorities. Will do this by focusing on these relationships, and cultivating deep trust and friendship.
- Earn trust with third party partners to combat Warehouse Moratorium Legislation AB 1000 (Reyes) and AB 1748 (Ramos) –bills that will continue to threaten the region’s economy, and Amazon’s interests. We will execute a detailed outreach strategy in each district to ensure
strong relationships with key 3P partners, including San Bernardino Valley College Foundation, Children’s Fund, and Feeding America.

- Support Alcohol Legislation- SB 430 (Dodd)’s revival as a priority bill by building local partnerships and generating vocal advocates. Work to identify key legislators, and align regional investments that impact those areas.
- Enhance Amazon’s reputation in the health arena as Amazon Health plans to scale in California, proactively supporting PP and connecting our health teams to our CE grantees in the same or adjacent space, such as DAP Health and San Ysidro Health.
- Positively affect legislative attempts to ban Single Use Plastic by showcasing Amazon as a leader in sustainability and counter the voices of environmental activists against Amazon. We will highlight our Climate Pledge, renewable battery investments in SoCal, new electric trucks at the Port of LA, the sustainable story around drone deliveries

Additionally, as Amazon grows its presence in all business units along the Mexico USA border, we will leverage PP CE investments to enhance our reputation by aligning our stakeholders across the area by creating a binational CE strategy in conjunction with Latin America Mexico City-based team. Investments will include cross-border environmental and children related issues with International Community Foundation, San Ysidro School District, Otay Mesa Chamber of Commerce, and San Ysidro Health.

**Political Landscape in Southern California.**

Our most import public policy priority in Southern California remains labor agitation that uses false narratives and incorrect information to affect public opinion and impact public policy. In 2023, California’s minimum wage was raised to $15.50 an hour for all employees. Pay continues to be a significant concern across the state, particularly as Amazon employs more than 45,000 people in Riverside and San Bernardino Counties. Labor involvement continues to affect KSBD, the San Bernardino Air Hub, where employees have held protests and submitted petitions to leadership asking for a $5 pay increase, and changed working conditions. In 2023, the teamsters held a strike against Amazon with delivery drivers in Palmdale, CA at DAX8. While there was little media coverage, they will likely target more facilities in Southern California. Chief amongst those policy makers is Eloise Gómez Reyes. She is a Democrat representing the 50th Assembly District, encompassing urban parts of southwestern San Bernardino County, including the cities of Rialto, Colton, and Fontana and formerly served as the Majority Leader of the California State Assembly. She continues to advocate on warehouse moratorium, and environmental legislation that would be detrimental to Amazon’s interests.

Amazon also faces significant reputational challenges in Southern California, where the company is perceived to build facilities in predominantly communities of color and poverty, negatively impacting their health. Combined with labor organizing efforts and the brand and reputational risks remain substantial in Southern California. In 2023, a warehouse tax in Perris California garnered more than fifty percent of the vote, but failed to meet the two thirds threshold for new taxes. Similar efforts are likely across the region as municipalities struggle to adapt to the post-Covid stimulus economy. Perris Mayor Marty Vargas is an influential elected leader that we have cultivated through PPE donations to support the region, touring him and his team, and ongoing engagement. He also influences the governing body of KSBD (regional air-hub).

California has the most independent sellers on Amazon across all 50 states. To combat the perception that Amazon hurts small businesses, we will spotlight small business sellers at our CE sponsored events as guests, or feature them on facility tours. We will work with the small business and seller advocacy teams to identify and support businesses that are local to their SoCal community. Educating the public
on the benefits small businesses, including women/minority owned will help enhance our reputation and brand. Opportunity here to work with Assemblymember David Alvarez, who represents large parts of the border area and San Diego in the CA Assembly’s 80th. Formerly a San Diego Councilmember, he replaced Lorena Gonzalez who went on to lead a large labor organization. Assemblymember Alvarez has been on tours, and we have engaged in our local CE investments.

Develop Third Party Advocates and Coalitions in Southern California.

We will continue to build relationships with influential community voices through partnership and sponsorship efforts in Southern California. This includes support of organizations such as San Diego Pride, Feeding America, Donors Choose, local community colleges, and International Community Foundation to positively influence policymakers and generate third party validators and advocates in the Southern California region. We will also strengthen relationships with organizations who can be vocal advocates for Amazon such as Palm Springs Unified School District Foundation, Boys & Girls Clubs of the Inland Empire, Spark of Love Toy Drive, Juneteenth Long Beach, and HRC of Orange County.

There are currently not enough Amazonians serving on prominent boards in Southern California. We will continue to grow representation on boards and utilize Amazon executives for speaking engagements and events where beneficial. In addition, we will leverage our existing industry trade group memberships and relationships such at the Chamber of Commerce for the High Desert, IEEP, San Diego Downtown Partnership, and Feeding America Ventura County to cultivate vocal third-party validators.

Ease Market Entry for Our Investments in Southern California.

We will work with our Economic Development Policy Manager (ED) to maintain a positive presence in priority area and CE will continue to build hyperlocal relationships in cities where we are opening facilities. We will do this in the following ways;

- Build a roster of 3P advocates to support new business entry across Southern California. For example, as the new Ontario fulfillment center (tied for the largest in all of Amazon’s network) we will work with the school district, the leadership at the Ontario International Airport, and Big Brothers & Sisters of the Inland Empire to cultivate relationships.
- Support the opening of PSP3 (Desert Hot Springs) a middle mile project, after we pivoted away from the original entitled fulfillment center project. This project would have generated significant income into their general fund. We will focus on earning trust with the Mayor of Desert Hot Springs through a comprehensive deployment of CE support.
- In South Gate, we will work with AHJ on entitling DAX7, an AMZL facility which has been operating since 2020. The entitlements process has been challenging, and CE will team with EDPM to maximize PP CE investments.
- In Brea, we anticipate holding our first public hearings for approval of DJT4, an AMZL facility that is anticipated to face opposition from residents, labor groups and EJ groups. We will engage at the right time with local organizations and gain allies within the community.
- In Moreno Valley, there is significant employee relations activity in this area which likely ramp up in 2023. As a result, we will continue to nurture relationships in the area.
- In Ontario, we anticipate launching SBD6, the tied-for-largest Amazon facility in the world. The launch will be a large media event. We will consider a significant PP CE announcement supporting an Ontario organization.
Additionally, we will work to ease business entry through CE engagements in San Diego where our presence is substantial and potentially growing, Long Beach, where there are several prospective projects facing entitlement challenges, and Burbank, which is a site for new initiatives and developments.

**PR Plan**

In 2024, our goal is to generate at least 100 positive media mentions, which is a 10% increase from 2023. We will identify at least 10 policymaker press release quotes or social media posts for our engagements. To achieve this goal, we will build on a successful effort in 2023 to request a publicity plan for each grant to 3P partners. We will work with FCT to develop and execute three campaigns including Feed SoCal, Back To School, and Holiday Toy Drive to be launched with media partners to ensure media coverage. These three campaigns will include broad based story pitching, including to Spanish language press. Please review the PR calendar appendix for additional details.

**Support Other Amazon Business Units and Affinity Group Efforts in Southern California**

In 2023, we had success in partnerships with other Amazon business units and we will continue to collaborate with and amplify these efforts in 2024 with internal business partners such as Kuiper, AWS, AITC, Operations and Air.

We will also continue to partner with BEN, Glamazon, Warriors, Latinos, and Women affinity groups on local sponsorships including parades, convenings and other activations that highlight the diversity of our employees such as Pride, Juneteenth, and Veterans Day/Memorial Day. Building off strong success in 2023, each major campaign (Feed SoCal, Back To School, Holiday Toy Drive) will incorporate in planning and in the media our employee affinity groups. For example, we will work with Warriors@ to develop our Veterans Day activation at Riverside National Cemetery; our GLAMAZON group for San Diego Pride.

**What Worked Well in 2023 that you will scale in 2024.**

In 2023, we continued to build and grow relationships with community stakeholders and policymakers as a result of our long-range planning. We planned in advance our calendar of activations for various stakeholders and we were able to align investments of time and secure deeper FCT/PR engagement. We will continue this practice in 2024 and expand to additional stakeholders.

We learned that disaster preparation was crucial in our region in advance of a hurricane. Even though the incident we prepared for did not have a significant impact, the mechanism created will be made formal by building out a tiger team for foreseeable disasters such as hurricanes for our region.

**What Will We Stop Doing for 2024.**

While we had a number of successful partnerships in the last year, there were a few organizations that did not meet our partnership expectations. We will not continue to support organizations that did not result in measurable positive impact in our brand and reputation. Additionally, we will not fund organizations that have positioned themselves antagonistically toward our interests. For example, in 2022 and 2023 we donated to The Cheech Marin Center for Chicano Art & Culture in Riverside. In 2023, the Cheech Center exhibited a local artist who depicted an Amazon facility on fire, and the artist then gave an interview expressing hostility towards Amazon. We will not donate to The Cheech.

We will move away from sponsored tables in some cases and focus on specialized programing and investments where we can engage policymakers. CE will allocate time as frugally as our sponsorships.
**Confidential – Do not forward**

**Signature Investments over $100,000 and or Signature Bundled Efforts**

To align with Southern California’s priorities and needs, we propose the following investments at or over $100,000:

- **Feed SoCal** - renewal at $150,000 covering all parts of SoCal, building off the investment over the past two years. Feed SoCal generates donations from employees, facilities, Fresh and offices and in partnership with KABC7 (TV station) drops them off in big media moments that are broadcast/posted.

- **Back-to-School with Donors Choose** - we propose an increase from $150,000 to $175,000.00 to cover all parts of SoCal. A two-part effort, first employees, affinity groups and facilities donate school supplies, as well as returned items to school districts in curated public events with media and local leaders. Second, Amazon CE funds Donors Choose – an equivalent of GoFundME – that allows teachers to register their wishes. The schools then run internal and external campaigns citing Amazon’s pending match to any donations.

- **Holiday Toy Drive** - renewal at $100,000 for toy campaigns across the region. Working with facilities, Fresh, corporate offices, AWS, AITC – we generate donations of toys, meals, sanitary products, and food to Spark of Love Holiday Toy Drive, in partnership with KABC7. We create at least three media moments, where the drop offs occur and our executives, employees and CE grantees speak about Amazon’s impact.

**Measures of Success**

In 2024, the Public Policy Community Engagement team will convene meetings and engage in at least 6,500 community meetings (10% increase from 2023), impact at least 1,000 policy priorities (increase of 10%) by building coalitions and supporting organizations aligned with key issues. We will drive a total of 550 signature feature stories and at least 80 positive social media mentions from influential policymakers on our efforts. We will also develop at least 400 speaking opportunities for our leads and create 160 opportunities for other Amazon leaders to speak further cultivating and increasing the bench of internal stakeholders to engage on our hyperlocal policy priorities. Finally, CE leads will spearhead 48 coalitions or campaigns around important policy priorities for 2024.

For the Southern California, we will drive these measures of success through regular meetings with key stakeholders, nonprofits, chambers of commerce, and various civic groups. We will participate in speaking engagements at events hosted by the organizations we support, and ensure our support is highlighted across social media platforms. We will collaborate closely with our FCT to highlight compelling narratives that showcase the positive outcomes of our engagement initiatives. We will also partner with our RPL and EDPM to support policy priorities, build coalitions to advance business priorities, and create opportunities for policymakers to share their perspectives and experiences through social media.

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<thead>
<tr>
<th><strong>Metric</strong></th>
<th><strong>CE Team Goal</strong></th>
<th><strong>CE Lead Goal</strong></th>
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<tbody>
<tr>
<td>Community Meetings</td>
<td>6,500 (+10%)</td>
<td>500+</td>
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<tr>
<td>PR Signature Feature Stories</td>
<td>550 (+10%)</td>
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</tr>
<tr>
<td>Support Public Policy Priorities</td>
<td>1,000 (10%)</td>
<td>60</td>
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<td>Coalitions</td>
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<td>CE Leads Speaking Engagements</td>
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<td>Amazon Speaking Engagements</td>
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<tr>
<td>L10+ Speaking Engagements</td>
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<td>4</td>
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</tbody>
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### Key Policymaker Positive Social Mentions

|                | 80 | 5 |

#### Dogs Not Barking

Given CE’s hyperlocal presence in Southern California over the past three years we are watching three issues for 2024 in the region.

- Warehouse Moratorium – two competing proposals are now in their second year in the CA legislature that would effectively forestall future development of warehouses. Twice delayed, these bills and similar will continue to emerge statewide and locally.
- Labor Organizing DSPs – this year was the first time where labor has attempted organizing DSP partners. This did not get much attention, but could be a new tactic.
- 3P partners not accepting charitable contributions – some elected leaders are now hesitant to accept directly Amazon’s political contributions. Similarly, I learned of an effort by labor to discourage a local significant non-profit to not accept our charitable contribution.
Appendices

Appendix A - 2024 PR Calendar of Events - Southern California

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>January</td>
<td>Mentorship Month Big Brothers Big Sisters of the IE and Orange County</td>
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<tr>
<td>February</td>
<td>Black History Month Celebrations (San Diego, Los Angeles, San Bernardino)</td>
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<tr>
<td>April</td>
<td>Earth Month Activations and Clean Ups</td>
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<tr>
<td>May</td>
<td>Feed SoCal Campaign</td>
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<tr>
<td>June</td>
<td>Juneteenth Events</td>
</tr>
<tr>
<td>August</td>
<td>Back to School (Donors Choose)</td>
</tr>
<tr>
<td>November</td>
<td>Holiday Toy Drive</td>
</tr>
</tbody>
</table>

Appendix B - Budget Table in Excel (attached)

Appendix C - Community Engagement Tenets

We will support community serving organizations and initiatives that:

1. **Build Vocal and Reliable Partners.** Develop strong trusted third-party validators and advocates who will speak publicly about us.
2. **Advance Our Priorities.** Push forward our business objectives, policy priorities, and legislative activities creating a favorable regulatory environment.
3. **Focus on Small Hyperlocal Engagements.** Support our grassroots engagement approach by meeting the community where they are resulting in delight and surprise. Efforts should concentrate on small yet impactful partnerships such as support for local theatres, dog parks, little league teams, and local trails.
4. **Highlight Our Neighborhood Focus.** Prioritize geographic locations and neighborhoods where operations exist or are contemplated.
5. **Expand Customer Benefits.** Reinforce our view that community members are our customers and increase their access, particularly underserved communities, to services, information, and facilities. Examples include enabling children to visit museums but for our involvement or opening up access to health screenings for at risk populations.
6. **Reinforce One Amazon.** Help other Amazon business units succeed by doubling down on their anticipated community benefits. Align with External Affairs investment pillars and minimize redundant support of other Amazon business units’ pillars, such as AITC.
7. **Prioritize Our Distinctiveness.** Spotlight our unique peculiar culture and do not simply tout marketing, branding, or naming rights.
8. **Promote Favorable Messaging.** Advance and publicize the positive community benefits of our operations. Err on the side of caution related to potential negative coverage. Avoid controversy or the promotion of a particular religious or political affiliation.

Appendix D - Regional Coordinating Mechanism

Amazon Public Policy community engagement efforts in Southern California are coordinated internally through working group with a weekly cadence with OneIE and monthly with OneSD.