

**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 the 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

49 Donors Choose. We spoke at impactful local events including keynoting the All Valley Mayors & Tribal  
50 Chairpersons Convening, Back-to-School convening with Mayor Tran, Inland Economic Partnership State  
51 of the Region, and the LA Family Housing Holiday gathering with John Felton. Will focus on increasing  
52 L10+ speaking opportunities in 2024.

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#### 54 **CSI Data Summary in Southern California.**

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

62

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

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

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#### 75 **2024 Goals and Priorities**

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#### 77 **Support Policy Priorities in Southern California.**

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

86

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

89

- 90 • Bolster third party advocates to support our Southern California legislative agenda. For example,  
91 develop five go-to community partners that I can call on to rally behind any priorities. Will do  
92 this by focusing on these relationships, and cultivating deep trust and friendship.
- 93 • Earn trust with third party partners to combat Warehouse Moratorium Legislation AB 1000  
94 (Reyes) and AB 1748 (Ramos) –bills that will continue to threaten the region’s economy, and  
95 Amazon’s interests. We will execute a detailed outreach strategy in each district to ensure

- 96 strong relationships with key 3P partners, including San Bernardino Valley College Foundation,  
97 Children’s Fund, and Feeding America.
- 98 • Support Alcohol Legislation- SB 430 (Dodd)’s revival as a priority bill by building local  
99 partnerships and generating vocal advocates. Work to identify key legislators, and align regional  
100 investments that impact those areas.
  - 101 • Enhance Amazon’s reputation in the health arena as Amazon Health plans to scale in California,  
102 proactively supporting PP and connecting our health teams to our CE grantees in the same or  
103 adjacent space, such as DAP Health and San Ysidro Health.
  - 104 • Positively affect legislative attempts to ban Single Use Plastic by showcasing Amazon as a leader  
105 in sustainability and counter the voices of environmental activists against Amazon. We will  
106 highlight our Climate Pledge, renewable battery investments in SoCal, new electric trucks at the  
107 Port of LA, the sustainable story around drone deliveries

108  
109 Additionally, as Amazon grows its presence in all business units along the Mexico USA border, we will  
110 leverage PP CE investments to enhance our reputation by aligning our stakeholders across the area by  
111 creating a binational CE strategy in conjunction with Latin America Mexico City-based team. Investments  
112 will include cross-border environmental and children related issues with International Community  
113 Foundation, San Ysidro School District, Otay Mesa Chamber of Commerce, and San Ysidro Health.

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115 **Political Landscape in Southern California.**

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

129  
130 Amazon also faces significant reputational challenges in Southern California, where the company is  
131 perceived to build facilities in predominantly communities of color and poverty, negatively impacting  
132 their health. Combined with labor organizing efforts and the brand and reputational risks remain  
133 substantial in Southern California. In 2023, a warehouse tax in Perris California garnered more than fifty  
134 percent of the vote, but failed to meet the two thirds threshold for new taxes. Similar efforts are likely  
135 across the region as municipalities struggle to adapt to the post-Covid stimulus economy. Perris Mayor  
136 Marty Vargas is an influential elected leader that we have cultivated through PPE donations to support  
137 the region, touring him and his team, and ongoing engagement. He also influences the governing body  
138 of KSBD (regional air-hub).

139  
140 California has the most independent sellers on Amazon across all 50 states. To combat the perception  
141 that Amazon hurts small businesses, we will spotlight small business sellers at our CE sponsored events  
142 as guests, or feature them on facility tours. We will work with the small business and seller advocacy  
143 teams to identify and support businesses that are local to their SoCal community. Educating the public

144 on the benefits small businesses, including women/minority owned will help enhance our reputation  
145 and brand. Opportunity here to work with Assemblymember David Alvarez, who represents large parts  
146 of the border area and San Diego in the CA Assembly’s 80<sup>th</sup>. Formerly a San Diego Councilmember, he  
147 replaced Lorena Gonzalez who went on to lead a large labor organization. Assemblymember Alvarez has  
148 been on tours, and we have engaged in our local CE investments.

149

150 **Develop Third Party Advocates and Coalitions in Southern California.**

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

158

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

165

166 **Ease Market Entry for Our Investments in Southern California.**

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

170

- 171 • Build a roster of 3P advocates to support new business entry across Southern California. For  
172 example, as the new Ontario fulfillment center (tied for the largest in all of Amazon’s network)  
173 we will work with the school district, the leadership at the Ontario International Airport, and Big  
174 Brothers & Sisters of the Inland Empire to cultivate relationships.
- 175 • Support the opening of PSP3 (Desert Hot Springs) a middle mile project, after we pivoted away  
176 from the original entitled fulfilment center project. This project would have generated  
177 significant income into their general fund. We will focus on earning trust with the Mayor of  
178 Desert Hot Springs through a comprehensive deployment of CE support.
- 179 • In South Gate, we will work with AHJ on entitling DAX7, an AMZL facility which has been  
180 operating since 2020. The entitlements process has been challenging, and CE will team with  
181 EDPM to maximize PP CE investments.
- 182 • In Brea, we anticipate holding our first public hearings for approval of DJT4, an AMZL facility that  
183 is anticipated to face opposition from residents, labor groups and EJ groups. We will engage at  
184 the right time with local organizations and gain allies within the community.
- 185 • In Moreno Valley, there is significant employee relations activity in this area which likely ramp  
186 up in 2023. As a result, we will continue to nurture relationships in the area.
- 187 • In Ontario, we anticipate launching SBD6, the tied-for-largest Amazon facility in the world. The  
188 launch will be a large media event. We will consider a significant PP CE announcement  
189 supporting an Ontario organization.

190

191 Additionally, we will work to ease business entry through CE engagements in San Diego where our  
192 presence is substantial and potentially growing, Long Beach, where there are several prospective  
193 projects facing entitlement challenges, and Burbank, which is a site for new initiatives and  
194 developments.

195

196 **PR Plan**

197 In 2024, our goal is to generate at least 100 positive media mentions, which is a 10% increase from  
198 2023. We will identify at least 10 policymaker press release quotes or social media posts for our  
199 engagements. To achieve this goal, we will build on a successful effort in 2023 to request a publicity plan  
200 for each grant to 3P partners. We will work with FCT to develop and execute three campaigns including  
201 Feed SoCal, Back To School, and Holiday Toy Drive to be launched with media partners to ensure media  
202 coverage. These three campaigns will include broad based story pitching, including to Spanish language  
203 press. Please review the PR calendar appendix for additional details.

204

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

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

209

210 We will also continue to partner with BEN, Glamazon, Warriors, Latinos, and Women affinity groups on  
211 local sponsorships including parades, convenings and other activations that highlight the diversity of our  
212 employees such as Pride, Juneteenth, and Veterans Day/Memorial Day. Building off strong success in  
213 2023, each major campaign (Feed SoCal, Back To School, Holiday Toy Drive) will incorporate in planning  
214 and in the media our employee affinity groups. For example, we will work with Warriors@ to develop  
215 our Veterans Day activation at Riverside National Cemetery; our GLAMAZON group for San Diego Pride.

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

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

222

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

226

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

228 While we had a number of successful partnerships in the last year, there were a few organizations that  
229 did not meet our partnership expectations. We will not continue to support organizations that did not  
230 result in measurable positive impact in our brand and reputation. Additionally, we will not fund  
231 organizations that have positioned themselves antagonistically toward our interests. For example, in  
232 2022 and 2023 we donated to The Cheech Marin Center for Chicano Art & Culture in Riverside. In 2023,  
233 the Cheech Center exhibited a local artist who depicted an Amazon facility on fire, and the artist then  
234 gave an interview expressing hostility towards Amazon. We will not donate to The Cheech.

235

236 We will move away from sponsored tables in some cases and focus on specialized programing and  
237 investments where we can engage policymakers. CE will allocate time as frugally as our sponsorships.

238

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

240 To align with Southern California’s priorities and needs, we propose the following investments at or over  
241 \$100,000;

- 242
- 243 • Feed SoCal- renewal at \$150,000 covering all parts of SoCal, building off the investment over the  
244 past two years. Feed SoCal generates donations from employees, facilities, Fresh and offices  
245 and in partnership with KABC7 (TV station) drops them off in big media moments that are  
246 broadcast/posted.
- 247 • Back-to-School with Donors Choose- we propose an increase from \$150,000 to \$175,000.00 to  
248 cover all parts of SoCal. A two-part effort, first employees, affinity groups and facilities donate  
249 school supplies, as well as returned items to school districts in curated public events with media  
250 and local leaders. Second, Amazon CE funds Donors Choose – an equivalent of GoFundME –  
251 that allows teachers to register their wishes. The schools then run internal and external  
252 campaigns citing Amazon’s pending match to any donations.
- 253 • Holiday Toy Drive- renewal at \$100,000 for toy campaigns across the region. Working with  
254 facilities, Fresh, corporate offices, AWS, AITC – we generate donations of toys, meals, sanitary  
255 products, and food to Spark of Love Holiday Toy Drive, in partnership with KABC7. We create at  
256 least three media moments, where the drop offs occur and our executives, employees and CE  
257 grantees speak about Amazon’s impact.

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259 **Measures of Success**

260 In 2024, the Public Policy Community Engagement team will convene meetings and engage in at least  
261 6,500 community meetings (10% increase from 2023), impact at least 1,000 policy priorities (increase of  
262 10%) by building coalitions and supporting organizations aligned with key issues. We will drive a total of  
263 550 signature feature stories and at least 80 positive social media mentions from influential  
264 policymakers on our efforts. We will also develop at least 400 speaking opportunities for our leads and  
265 create 160 opportunities for other Amazon leaders to speak further cultivating and increasing the bench  
266 of internal stakeholders to engage on our hyperlocal policy priorities. Finally, CE leads will spearhead 48  
267 coalitions or campaigns around important policy priorities for 2024.

268  
269 For the Southern California, we will drive these measures of success through regular meetings with key  
270 stakeholders, nonprofits, chambers of commerce, and various civic groups. We will participate in  
271 speaking engagements at events hosted by the organizations we support, and ensure our support is  
272 highlighted across social media platforms. We will collaborate closely with our FCT to highlight  
273 compelling narratives that showcase the positive outcomes of our engagement initiatives. We will also  
274 partner with our RPL and EDPM to support policy priorities, build coalitions to advance business  
275 priorities, and create opportunities for policymakers to share their perspectives and experiences  
276 through social media.

277

Metric	CE Team Goal	CE Lead Goal
Community Meetings	6,500 (+10%)	500+
PR Signature Feature Stories	550 (+10%)	35
Support Public Policy Priorities	1,000 (10%)	60
Coalitions	48	3
CE Leads Speaking Engagements	400	25
Amazon Speaking Engagements	160	10
L10+ Speaking Engagements	60	4

Key Policymaker Positive Social Mentions	80	5
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279 **Dogs Not Barking**

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

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- 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.

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- 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.

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- 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.

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292 **Appendices**

293 **Appendix A- 2024 PR Calendar of Events- Southern California**

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

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295 **Appendix B- Budget Table in Excel (attached)**

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297 **Appendix C- Community Engagement Tenets**

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We will support community serving organizations and initiatives that:

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1. **Build Vocal and Reliable Partners.** Develop strong trusted third-party validators and advocates who will speak publicly about us.

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2. **Advance Our Priorities.** Push forward our business objectives, policy priorities, and legislative activities creating a favorable regulatory environment.

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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.

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4. **Highlight Our Neighborhood Focus.** Prioritize geographic locations and neighborhoods where operations exist or are contemplated.

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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.

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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.

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7. **Prioritize Our Distinctiveness.** Spotlight our unique peculiar culture and do not simply tout marketing, branding, or naming rights.

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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.

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322 **Appendix D- Regional Coordinating Mechanism**

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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.

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