



CLIMATE EMERGENCY MOBILIZATION OFFICE



Introduction - About Marta / CEMO

Segura serves a dual role as the City of Los Angeles' founding Chief Heat Officer and Director of Climate Emergency Mobilization.

Segura is one of seven Chief Heat Officers worldwide, and the only Latina in the Nation to serve in those respective roles.

Segura is a policy expert in environmental science, Climate, public health, and coalition building and engagement.

She has held executive and leadership roles with public, philanthropic, private, institutional, and non-profit sectors to design, implement, and drive equitable climate policy that promotes healthier and more engaged communities.

Segura is committed to building and connecting community voices to achieve healthier, thriving, climate-adapted communities for all.

Trivia: Marta was born in San Jose, CA, to Del Monte cannery workers in the mid 1960's and lived on Auzerais Ave., until all its homes were demolished to be converted into an extension of Downtown San Jose.



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What is the general problem or objective per this topic - either for your organization or in general?

Extreme heat is the primary climate hazard for LA. Hotter, longer heat waves caused by climate change, that now extend to mid-November, are one of the greatest threats to public health and habitability. Extreme heat is sending more people to the hospital, and causing more deaths, than any other climate hazard in Los Angeles. While the hazards of heat waves affect everyone, extreme heat has a disproportionate impact on low-income residents and communities of color, who face the greatest vulnerability to extreme heat-related illness and death due to the cumulative burdens of pre-existing health conditions, excessive air pollution, and seasonal smoke. **These are preventable deaths and hospitalizations.** City of LA Chief Heat Officer Marta Segura is driving collaboration to build awareness and interventions with businesses and nonprofits, schools, clinics and churches with the #HeatRelief4LA Campaign, to address extreme heat risks in a proactive, coordinated and community driven mobilization and approach.



What is a key obstacle/challenge to overcome in solving this problem in the next 12 months?

It takes time to build meaningful partnerships with business partners and nonprofit partners and to identify interventions that they can support. We need help with committed partnerships and in monitoring tangible measurable goals, to keep them engaged and involved.

What role would your organization play to collectively overcome this obstacle?

We are the coalition builder and would want to convene these partnerships and meetings and commitments.

Where should we focus? Who are the key players needed on the field to win? Cafe's, Fast Food, Malls, Restaurants, Clinics, Nonprofits, Community Centers. For example, Jack in the Box, McDonalds, Starbucks, etc. all of whom can provide refuge during Heatwaves. All NGOs are welcome.

Are there any key dates/funding opportunities regarding this obstacle in the next 12 months?

Not that we are aware of , but that's a possibility.



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What are the benefits / consequences of addressing or not addressing this obstacle?

The partnerships would increase the cooling and hydration stations that could be offered by restaurant businesses, malls and nonprofits alike, that would act as an area of respite and allow anyone to get indoor cooling and hydration. When Excessive Heat Warnings are issued, the nonprofits and fast food restaurants, coffee spots and malls can set up hydration units and provide cooling respite for the people of Los Angeles that are pedestrians, taking the bus, delivering mail or packages. Arizona is an example and has created these Heat Relief partnerships and has saved hundreds of lives as a result. Their partnership with the Salvation Army and American Red Cross rescue the unhoused and bring them to cooling stations or take them to hospitals and clinics as needed. In addition, we could create a Volunteer force that supports the work of the Los Angeles Fire Department in ensuring that anyone in need of medical attention is receiving it during a Heat Wave. We would add these Cooling Stations to our Cool Spots LA App and our resource pages and increase communication and media about their partnership, so it will be great publicity for these businesses and may even bring more foot traffic.



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Final Statement - each speaker must finish this sentence:

Regarding Climate, Health and Equity a critical obstacle to collectively overcome in 12 months is

We need better data and Climate Equity Metrics that we all agree on. Equity is too subjective of a term and Cities use it to mean many different things. The obstacle to overcome is to ensure we are all on the same page with regards to measurable and tangible goals and outcomes. Even departments like Procurement and Finance need to be aligned with our respective goals and this will then allow us to report to the Biden administration if we have achieved the Justice 40 Guidelines.

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