



**South Coast  
Air Quality Management District**

South Coast AQMD 21865 Copley Drive, Diamond Bar, CA 91765-4178  
(909) 396-2000 • www.aqmd.gov

**NOTICE OF SPECIAL MEETING  
OF THE GOVERNING BOARD**

Day One: May 15, 2014 - 1 - 5 p.m.  
Day Two: May 16, 2014 - 9 a.m. - 12 p.m.

JW Marriott Desert Springs Resort  
74855 Country Club Drive ▲ Palm Desert, CA 92260  
Springs Salon F

**AGENDA**

It is expected that items 1 through 6 will be completed on Day One. However, items may be taken in any order and items may be heard on either day. Presentation materials will be distributed at the Retreat.

<p><b>Day One</b></p>	
<ul style="list-style-type: none"> <li>• Welcome</li> </ul>	<p>Dr. William A. Burke Chairman</p>
<p>1 Joint Board Discussion with Mojave Desert AQMD Regarding Mutual Interests <i>During this joint session Members of the Mojave Air Quality Management District and South Coast Air Quality Management District governing boards will have an opportunity to discuss the unique challenges they face and to learn about their respective interests. The conversation will lay the groundwork for the two Governing Boards to identify mutual interests upon which they can partner while working towards achieving clean air standards in their individual districts.</i></p>	<p>(1 HR) Dr. William A. Burke Chairman, SCAQMD 909.396.2100  Barbara Cram Riordan Chair, MDAQMD 760.245.1661 ext. 5040</p>
<p>2 Update on AB 1318-Funded Coachella Valley Pathway Project “CV Link” <i>At its January 13, 2013 meeting, the Board approved projects in Coachella Valley with mitigation fees from the CPV Sentinel, LLC, that were placed in the AB 1318 Mitigation Fees Fund. One of the projects approved under this program was the construction of a multipurpose pathway by CVAG. The progress to date and the current status of the project will be presented by Tom Kirk, Executive Director of CVAG.</i></p>	<p>(15 MIN) Matt Miyasato DEO/Science &amp; Technology Advancement 909.396.3249  Tom Kirk Executive Director, CVAG 760.346.1127</p>

<p>3 Report on Latino, CBS Radio/Digital and Check Before You Burn Outreach Campaigns <i>In 2013, SCAQMD's Media Office launched three major advertising and outreach campaigns to inform residents about air quality issues and promote the Air Alert and Check Before You Burn programs. The Latino and Check Before You Burn campaigns have concluded and the CBS Radio/Digital campaign will end in June. Representatives from alPunto, Sensis and ARK Marketing will present overviews respectively of the Latino, Check Before You Burn and CBS Radio/Digital campaigns including their goals and overall results.</i></p>	<p style="text-align: right;">(30 MIN)</p> <p>Sam Atwood Media Manager 909.396.3687</p>
<p>4 Report on Public Opinion Survey Research <i>From November 18 to December 5, 2013, Gomez Research surveyed 1,635 Southland residents to measure the public's awareness of air quality as well as SCAQMD sponsored programs and outreach campaigns. A representative from Gomez Research will present the key findings from the survey results and recommended strategies to help increase public awareness of air quality issues and to promote behaviors to support clean air efforts.</i></p>	<p style="text-align: right;">(15 MIN)</p> <p>Lisha Smith DEO/Legislative &amp; Public Affairs 909.396.3242</p>
<p>5 Recommendations for Future SCAQMD Advertising &amp; Outreach Efforts <i>Based on results from SCAQMD's 2013 Public Opinion Survey, the FY 2014-15 draft Executive Officer's Goals and Priority Objectives as well as outcomes from recent outreach campaigns, staff will make recommendations for an ongoing comprehensive advertising/media/public relations campaign. Campaign programs and projects would be consolidated under one umbrella contract to help ensure the branding of our agency, delivery of consistent messaging according to Board policies, as well as streamlining of contract administration and maximizing use of SCAQMD funds.</i></p>	<p style="text-align: right;">(15 MIN)</p> <p>Lisha Smith DEO/Legislative &amp; Public Affairs 909.396.3242</p> <p>Sam Atwood Media Manager 909.396.3687</p>
<p>6 Governing Board Brainstorming Session on Public Outreach Efforts</p>	<p style="text-align: right;">(1 HR:45 MIN)</p> <p>Dr. William A. Burke Chairman</p>
<p><b>CLOSED SESSION</b> <i>It is necessary for the Board to recess to closed session pursuant to Government Code section 54956.9(a) and 54956.9(d)(1) to confer with its counsel regarding pending litigation which has been initiated formally and to which the District is a party. The action is:</i></p> <ul style="list-style-type: none"> <li>• <u>California Teamsters Public, Professional &amp; Medical Employees, Local 911 v. South Coast Air Quality Management District</u>, Public Employment Relations Board Case No. LA-CE-834-M.</li> </ul>	

<p><b>Day Two</b></p>	
<p>7 Select Case Studies Related to Odors/Public Nuisance <i>Staff will provide information on facilities and other situations that have resulted in public nuisance violations for odors. The presentation will include information on SCAQMD's complaint response program, monitoring and sampling devices used, and efforts to identify and resolve odor problems.</i></p>	<p>(30 MIN) Jill Whynot Asst. DEO/Engineering &amp; Compliance 909.396.3104</p>
<p>8 MATES IV Update, OEHHA Risk Assessment Amendments, and Cal Enviro Screen <i>Staff will discuss the findings from the Multiple Air Toxics Exposure Study IV ambient measurement component and the preliminary results from the regional modeling exposure component, and the implications of the proposed updates to the Air Toxics Hot Spots Program Risk Assessment Guidelines.</i></p>	<p>(1 HR) Elaine Chang DEO/Planning, Rule Development &amp; Area Sources 909.396.3186 Phil Fine Asst. DEO/Planning, Rule Development &amp; Area Sources 909.396.2239</p>
<p>9 Personal and Community-Based Monitoring <i>Personal and community-based monitoring efforts are expected to gain a significant boost with the increasing availability and proliferation of smaller and less expensive air quality monitor/sensor technologies. These monitors, however, are of variable quality, accuracy and reliability. Currently there is no ongoing established program at the federal, state, or local level evaluating the data quality obtained from such devices and their overall performance. Staff will present an overview of existing personal and community-based monitoring technologies as well as a preliminary proposal to provide such a technology assessment.</i></p>	<p>(45 MIN) Matt Miyasato DEO/Science &amp; Technology Advancement 909.396.3249</p>
<p>10 Refinery Fenceline Monitoring <i>Advanced optical remote sensing techniques provide the premise and potential to significantly improve quantification and characterization of emissions well beyond what is offered by current measurement methods. SCAQMD initiated two demonstration projects to better assess the capabilities and challenges associated with such remote sensing instrumentation in characterizing emissions from complex emission sources such as refineries.</i></p>	<p>(30 MIN) Laki Tisopulos Asst. DEO/Science &amp; Technology Advancement 909.396.3123</p>

<p>11 SCAQMD Proposed Drought Management &amp; Water Conservation Plan  <i>On January 17, 2014, Governor Edmund G. Brown proclaimed a State of Emergency due to the Drought in California and requested all necessary actions to be taken to prepare for drought conditions. This item is to propose a Drought Management &amp; Water Conservation Plan to help to address the drought conditions in SCAQMD. The proposed plan is a list of measures to be implemented by SCAQMD to assist those impacted in SCAQMD and the state of California in preparation to be able to better deal with the drought conditions.</i></p>	<p style="text-align: right;">(15 MIN)</p> <p>Mohsen Nazemi  DEO/Engineering &amp; Compliance  909.396.2662</p>
<p><b>CONFLICT OF INTEREST DISCLOSURES - (No Written Material)</b>  <i>Under the approval authority of the Executive Officer, the District will enter into a contract modification (Contract No. C122342) with The Port of Los Angeles. The contractor is a potential source of income for Governing Board Member Joseph Lyou, which qualifies for the remote interest exception of Section 1090 of the California Government Code. Dr. Lyou abstained from any participation in the making of the contract modification.</i></p>	
<p><b>Public Comment</b>  <i>Members of the public may address the Governing Board concerning any agenda item before or during consideration of that item (Govt. Code Section 54954.3). Speakers may be limited to three (3) minutes each. At a special meeting, no other business may be considered. The agenda for this meeting is posted at AQMD Headquarters, 21865 Copley Drive, Diamond Bar, CA, and at 74855 Country Club Drive, Palm Desert, CA, at least 24 hours in advance of the meeting.</i></p>	
<p><b>Adjournment</b></p>	
<p><b>Document Availability</b>  <i>All documents (i) constituting non-exempt public records, (ii) relating to an item on the agenda, and (iii) having been distributed to at least a majority of the Governing Board after the agenda is posted, are available prior to the meeting for public review at the South Coast Air Quality Management District Clerk of the Boards Office, 21865 Copley Drive, Diamond Bar, CA 91765, and will also be available at the Retreat site on the day of the meeting.</i></p>	
<p><b>Americans with Disabilities Act</b>  <i>The agenda and documents in the agenda packet will be made available, upon request, in appropriate alternative formats to assist persons with a disability [Govt. Code Section 54954.2(a)]. Disability-related accommodations will also be made available to allow participation in the Board Retreat. Any accommodations must be requested as soon as practicable. Requests will be accommodated to the extent feasible. Please contact Clerk of the Boards at 909-396-2500 from 7 a.m. to 5:30 p.m. Tuesday through Friday, or send the request to <a href="mailto:cob@aqmd.gov">cob@aqmd.gov</a>.</i></p>	