

BOARD MEETING DATE: March 4, 2016

AGENDA NO. 2

PROPOSAL: Set Public Hearing April 1, 2016 to Receive Public Input on Executive Officer's Draft Goals and Priority Objectives for FY 2016-17

SYNOPSIS: A set of goals and priority objectives for the FY 2016-17 Budget has been developed. The Executive Officer wishes to receive public and Board Member input on these goals and priority objectives as they serve as the foundation of SCAQMD's Work Program.

COMMITTEE: Administrative, February 12, 2016; Recommended for Approval

RECOMMENDED ACTION:

Set a Public Hearing on April 1, 2016 to receive public input on the Executive Officer's Goals and Priority Objectives for FY 2016-17.

Barry R. Wallerstein, D.Env.
Executive Officer

MBO

Attachment

Draft Goals & Priority Objectives for FY 2016-17

**SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT
DRAFT GOALS AND PRIORITY OBJECTIVES FOR FY 2016-2017**

MISSION STATEMENT

“All residents have a right to live and work in an environment of clean air and we are committed to undertaking all necessary steps to protect public health from air pollution with sensitivity to the impacts of our actions on the community, public agencies and businesses.”

VALUES

- S** Sound scientific, technical, and legal basis for actions
- C** Customer service
- A** Air that is healthful to breathe
- Q** Quality programs that are effective and efficient
- M** Multiple partnerships and collaboration with stakeholders
- D** Developing solutions for the future

GOALS AND PRIORITY OBJECTIVES

The following Goals and Priority Objectives have been identified as being critical to meeting SCAQMD’s Mission in Fiscal Year 2016-17.

GOAL I. Ensure expeditious progress toward meeting clean air standards and protecting public health.

Priority Objective/Project	Outcome
1. Development of the 2016 AQMP	Finish development of the 2016 AQMP (Plan), bring to the Board for adoption, and submit the Plan into the SIP. Ensure the Plan is a comprehensive attainment strategy to meet the federal 8-hour ozone (75 ppb) and annual PM2.5 (12 ug/m3) air quality standards by the statutory deadlines. Include control measures and modeling to demonstrate attainment of the standards. Early action measures will be identified and implemented, if needed, to further ensure attainment of the federal 24-hour PM2.5 standard. The Plan will also update the 1-hour ozone and the 1997 8-hour ozone SIPs to demonstrate progress toward attainment. Plan, organize and execute basin-wide outreach on the 2016 AQMP that will provide detailed information on the proposed control measures to stakeholders through a series of workshops and public meetings to be held in the counties of Los Angeles, San Bernardino, Riverside, and Orange and the Coachella Valley.
2. Implementation of OEHHA Revised Health Risk Assessment Guidelines	Implement the OEHHA guidelines and use in SCAQMD programs. Complete analysis related to impacts on spray booths and gas stations and develop recommendations for potential rule changes.

GOAL I. Ensure expeditious progress toward meeting clean air standards and protecting public health. (Cont.)

Priority Objective/Project	Outcome
3. Implementation of socioeconomic analysis enhancements	Continue to implement the action plan approved by the Governing Board in 2014 to address recommendations contained in the November 2014 Abt Associates report.
4. Development of the 2016 Air Toxics Control Plan	Complete update to the 2010 Clean Communities Plan and incorporate into the 2016 AQMP. Include identification of toxic emission reduction co-benefits from the AQMP in the control strategy.
5. Cutting-edge of Air Monitoring and Laboratory Capabilities	Continue investing in and deploying state of the art monitoring and analytical tools and technologies in stationary and mobile platforms. Specifically, continue to develop optical remote sensing technologies to provide continuous and enhanced pollutant assessment and visualization capabilities in real and near-real time for criteria pollutants, toxics, metals and GHGs.
6. Zero-emission lawn and garden equipment	Execute agreements with participating public entities and conduct a loaner program for zero-emission lawn and garden equipment to promote their environmental benefits and efficacy. Continue program outreach and inter-organization coordination to ensure smooth implementation of the program.
7. Next-generation natural gas engine/hybrid vehicles	Develop 12 and 6.7 liter natural gas heavy-duty engines that are 90% cleaner than the current emissions standard for NOx, including the option for integration with hybrid systems and alternative fuels that will provide additional NOx reductions.
8. Develop and demonstrate zero-emission goods movement technologies	Continue to work with the DOE, CEC, CARB, the Ports and others to develop and demonstrate zero-emission miles in goods movement technologies. On the federal level, continue to work with the US Congress, the Administration, US DOE, US EPA, US DOT and other federal agencies to secure funding and policy support to facilitate the development, demonstration, deployment, and commercialization of zero and near-zero emission goods movement transportation technologies for on-road and off-road vehicles and marine vessels. Coordinate these actions with national outreach efforts to develop a nationwide supportive stakeholder network comprised of partners from various sectors, including industry, environmental, government, and academia. Continue similar work with the California Legislature, the Governor, and other stakeholders to secure such funding and policy support for zero and near-zero emission goods movement transportation technologies.
9. Updating and enhancement of the Carl Moyer Program	Following the adoption of SB 513 into law, work closely with CARB and CAPCOA to develop the enhanced Carl Moyer Program guidelines allowing expansion of project categories, leveraging of funds, increasing cost-effectiveness limit to fund advanced technologies, and improving implementation efficiency.
10. Proposition 1B-Goods Movement Program	Implement goods movement modernization projects for heavy-duty trucks, locomotives, and cargo handling equipment in accordance with CARB's program guidelines.

GOAL I. Ensure expeditious progress toward meeting clean air standards and protecting public health. (Cont.)

Priority Objective/Project	Outcome
11. Incentive Funding Programs	Continue the implementation of the Carl Moyer, Proposition 1B-Goods Movement, Lower-Emission School Bus, Lawnmower Exchange, and other incentive funding programs to achieve early and surplus emissions reductions. Continue outreach for the various incentive programs, connecting with elected officials, businesses, and community members as well as the general public to increase awareness of the programs. Use all available social media and marketing to broaden the outreach; and continue inter-department coordination to successfully implement each program.
12. Ensure compliance through a program that includes using community-based and/or industry-specific deployment of field personnel	Inspect all Major or RECLAIM sources at least annually and inspect all chrome plating facilities quarterly. Conduct a total of 20,000 site visits for compliance evaluations and perform inspections of 3,300 portable equipment and 1,800 Asbestos demolition or renovation activities. Continue targeted evaluation program for select industries, including but not limited to, metal processing, and oil production. Conduct 40 Team Inspections at selected facilities. Continue to further develop inventory, implement rules, and inspect area sources of emissions. On a case by case basis SBA Team will continue support of E&C's compliance efforts by handling referrals seeking help with permit applications forms, recordkeeping, understanding of air quality rules and regulations, etc., to their compliance with air quality rules and regulations. Also through coordinated efforts with SCAQMD's EJ Coordinator, develop new and build upon existing relationships with communities and businesses to increase rule compliance.
13. Ensure compliance through a program that includes timely processing of permit applications for stationary sources	Process a total of 7,000 applications, including 1,800 Permits to Construct (new construction, modification or relocations). Process all Title V Permit Renewals in timely manner and meet all statutory requirements. Through SCAQMD's Small Business Assistance program help more local businesses understand the permit process, prepare and submit permit applications, and expand efforts to educate small business owners about the agency and compliance. Continue the program's expanded outreach to help ensure continued compliance through efforts to more widely distribute the Air Quality Permit Checklist and through the ongoing Expired Permit Outreach Program. Continue to hold meetings with the permit streamlining working group.
14. Continue to implement SCAQMD's Environmental Justice (EJ) policies and programs, and other initiatives directed at equitable treatment for all communities and sensitive populations	Work with residents and community leaders in disproportionately impacted communities to remedy their air quality concerns. Increase partnerships with health, educational, and other organizations in impacted communities. Better communicate, coordinate and streamline agency response to EJ-related concerns, in part through the execution of SCAQMD's Environmental Justice Community Partnership, SCAQMD's initiative offering workshops and forums to strengthen the agency's partnership with both EJ thought leaders and community stakeholders, while increasing awareness of SCAQMD's targeted efforts to mitigate air pollution specifically in and around adversely impacted EJ communities. To

GOAL I. Ensure expeditious progress toward meeting clean air standards and protecting public health. (Cont.)

Priority Objective/Project	Outcome
14. Continue to implement SCAQMD's Environmental Justice (EJ) policies and programs, and other initiatives directed at equitable treatment for all communities and sensitive populations (Cont.)	further these objectives in 2016-17, hold community outreach events, one in each county, to recognize local EJ leaders and host a second Environmental Justice conference to broaden all stakeholders' awareness of SCAQMD EJ-related programs as well as SCAQMD's awareness of local EJ community concerns so we can work together towards resolving air quality related EJ issues in the basin. Prioritize representation of SCAQMD on community task forces and other organizations as appropriate, including business organizations, to help mitigate current and prevent future air quality impacts.
15. Enhance community response program	Assess current SCAQMD community response program and identify measurement techniques and protocols with consideration to recurring types of community concerns, and update the program accordingly to be more informative and responsive to impacted communities in a timelier manner. Develop an enhanced communication plan to inform the community regarding complaints. Continue to maintain, build upon, and update our outreach databases and management systems to communicate more effectively with stakeholders, impacted communities and the public. Incorporate rapid response protocols that can be implemented in the SCAQMD's social media presence, website, communication center, and media department in a coordinated fashion to more effectively communicate to the impacted communities and their local, state, and federal elected representatives and the general public.
16. Prioritize prosecution of high-impact enforcement cases to maximize deterrence for air pollution violations and protect public health	Enhance prosecution of high-impact enforcement cases, such as prosecutions of major or serial violators, major air toxics releases, significant public nuisance cases, or companies having violations at several locations. Achieve satisfactory resolution of these cases to reduce health impacts and provide for future deterrence.
17. Develop and demonstrate low-emission energy generation technology as well as energy storage options	Continue demonstration projects and continue working with stakeholders to facilitate additional power options.
18. Promote, support and partner with other organizations and groups on strategies and programs to encourage multi-modal forms of transportation.	Promotion of bus, light rail, heavy rail, and bicycle usage through partnerships resulting in reduction of traffic congestion and improved air quality and health.
19. Update Digital Advisor delivery platform.	Develop a universal interactive Digital Advisor that can be simultaneously delivered across all tablet and PC platforms.
20. Ensure compliance through Small Business outreach programs	Execute the continued expansion of SCAQMD's Small Business Assistance programs to increase small business owners' and operators understanding of the agency and compliance requirements. Programs to include: (1) introduction of revised form and increase effective usage of the Air Quality Permit Checklist (AQPC) that helps to determine businesses' air quality requirements and expedites their receipt of SCAQMD clearance letters; and (2) the ongoing implementation of the Expired Permit Outreach Program (EPOP) that prevents small businesses from incurring costly fees due to failure to properly renew their air quality permit(s).

GOAL II. Enhance public education and ensure equitable treatment for all communities.

Priority Objective/Project	Outcome
1. Continue implementation of the Clean Communities Plan Pilot Studies in Boyle Heights and San Bernardino and complete implementation of the U.S. EPA Targeted Air Shed Grant	Complete the implementation of the Clean Communities Plan Pilot Studies in Boyle Heights and San Bernardino. Seek other opportunities to apply for U.S. EPA Targeted Air Shed Grant funding to support emission reduction projects benefiting impacted communities in the basin.
2. Continue with full-scale implementation of state-of-the-art air monitoring technologies	Continue with the comprehensive efforts to test emerging “low-cost sensors” for accuracy and performance through AQ-SPEC. Deploy several pilot sensor networks, especially in EJ communities, to help validate enhanced low-cost continuous air quality monitoring capabilities for the SCAQMD, the regulated community and the public. Also conduct optical remote sensing to quantify emissions and their dispersion over EJ communities near large refineries and other sources. Communicate findings to the public and explore collaborative opportunities with entities interested in utilizing such sensors and technologies for community-based monitoring. Plan specific outreach opportunities to promote AQ-SPEC, particularly in Southland disadvantaged communities.
3. Employ the latest communication technologies; engage in community based programs and outreach events; and foster relationships with traditional media outlets	Creatively and actively engage the public, through town hall and community meetings, video and PSA messages relayed through local cable and Public, Education and Government channels, specifically themed or targeted outreach events links to public interest and environmental and health concerns. Further improve agency engagement with the public through more effective use of website, video and social and digital media tools (i.e. smartphone app, the digital Advisor, YouTube, Facebook, Twitter, email blasts, etc.), as well as the integration of other possible communication platforms to deliver information and messages in a timely manner. Expand upon the recent launching of SCAQMD’s comprehensive social media campaigns. Develop and share short educational videos and special targeted publications that further the public’s knowledge about SCAQMD rules, actions, jurisdiction, and programs.
4. Implementation of the EFMP and EFMP Plus-Up Program	The first year of the Enhanced Fleet Modernization Program (EFMP) and EFMP Plus-Up has been successfully implemented. Staff will be working with CARB to develop a long-term program for sustained funding. Continue program outreach and education, specifically in disadvantaged communities and work with interested legislative members to expand outreach to their constituencies.
5. Continue timely response to community complaints	Respond to all air quality complaints received by SCAQMD in a timely manner.

GOAL III. Operate efficiently and in a manner sensitive to public agencies, businesses, the public and SCAQMD staff.

Priority Objective/Project	Outcome
1. Maintain a knowledgeable, professional and well-trained staff	Provide training and educational opportunities to ensure up-to-date expertise and competency in core agency functions. Develop leadership development programs and opportunities to ensure a smooth transition of key leadership positions within the agency.

GOAL III. Operate efficiently and in a manner sensitive to public agencies, businesses, the public and SCAQMD staff. (Cont.)

Priority Objective/Project	Outcome
2. Continue to overhaul SCAQMD's information technology systems, including the use of state-of-the-art software, hardware, and communications systems to improve overall agency effectiveness and efficiency	<p>Continue the phased replacement of server and desktop hardware and software. Expand server virtualization and private cloud capabilities, along with public cloud capabilities. Initiate the upgrade of the agency data network infrastructure. Continue to implement electronic document workflow and storage through implementation of the agency enterprise content management system. Continue work on development and implementation of a web-based portal to provide compliance, financial and permitting information to improve overall agency effectiveness and operational activities. Initiate upgrade of the suite of web-based applications to support the agencies new web page “look and feel” and implement responsive design capabilities for application use across all computing devices including desktops, laptops, tablets and mobile phones. Continue expansion of SCAQMD’s e-government/e-commerce capabilities by providing for additional permit application filing, plan filing and compliance notification form filing capabilities. Continue upgrade and expansion of the GIS infrastructure to implement core HTML-5 capabilities and provide additional access functionalities across all computing devices including desktops, laptops, tablets and mobile phones.</p> <p>Expand agency use of Business Intelligence (extraction of meaningful and useful business analysis information from raw operational data) capabilities by providing systems, tools and user training to any user groups that require them. Implement the PeopleSoft Benefits Administration modules to allow SCAQMD staff self-service enrollment, maintenance, cost and claims information relative to SCAQMD provided benefits. Continue effort to further enhance and improve website’s user-friendliness and ease of use based on the website evaluation.</p>
3. Provide excellent customer service to all stakeholders	Ensure that all stakeholders are treated as partners, and that regulations, requirements and objectives are made clear early in the permitting, rulemaking and planning processes. Work with stakeholders in a cooperative and collaborative manner toward air quality goals and related activities in a timely and cost-effective manner, always seeking to balance priorities of public health protections, business retention, economic growth, and job creation, while meeting Federal and State Clean Air Laws.
4. Build and maintain partnerships with public agencies, stakeholder groups and the business community	Further enhanced outreach programs to public agencies in areas including, but not limited to, rulemaking and rule implementation and enforcement, regional air quality impacts and attainment strategies, and other issues affecting public agencies, especially local government. Develop partnerships with local jurisdictions and regional agencies, and seek cooperative strategies for achieving air quality goals and objectives while supporting local control and sustainable economic growth, and leveraging local efforts to improve the health and well-being of residents. Develop

GOAL III. Operate efficiently and in a manner sensitive to public agencies, businesses, the public and SCAQMD staff. (Cont.)

Priority Objective/Project	Outcome
4. Build and maintain partnerships with public agencies, stakeholder groups and the business community <i>(Cont.)</i>	new partnerships with the business and regulated communities, as well as environmental justice, environmental, health-based organizations, and community groups – especially environmentally conscientious youth groups – through outreach to, and participation in, various activities, conferences, and other opportunities to cultivate early and continuing cooperative relationships. Build relationships outside of California to broaden support for SCAQMD’s federal priorities.
5. Ensure rulemaking is transparent and inclusive	Continue to work with all stakeholders early and continuing through the rule development process. Include all interested stakeholders, including business, local agencies, environmental justice and environmental groups, and the communities that will be affected, in the rulemaking process, and provide ample opportunity for input and collaboration.