

BOARD MEETING DATE: January 6, 2017

AGENDA NO. 7

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the November 2016 outreach activities of Legislative, Public Affairs and Media Office, which include: an Environmental Justice Update, Community Events/Public Meetings, Business Assistance, Media Relations and Outreach to Business and Federal, State, and Local Government.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:  
Receive and file.

Wayne Nastri  
Executive Officer

DJA:MC:DM

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## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for November 2016. The report includes five major areas: Environmental Justice Update; Community Events/Public Meetings (including the Speakers Bureau/Visitor Services, Communications Center, and Public Information Center); Business Assistance; Media Relations, and Outreach to Business and Federal, State and Local Governments.

### **Environmental Justice Update**

The following are key environmental justice-related activities in which staff participated during November 2016. These events involve communities which suffer disproportionately from adverse air quality impacts.

#### **November 2**

- Staff met with the Center for Community Action and Environmental Justice, regarding grant opportunities in the Inland Empire. They discussed the air quality issues that most concerned their community, and possible ways those issues could be addressed with grant funding.

#### November 16

- Staff hosted “Our Voices, Our Lives, Our Air – A Conference on Environmental Justice and Air Pollution,” at the Center at Cathedral Plaza in Los Angeles. Approximately 250 participants attended the day-long event, which consisted of breakout groups that provided attendees with tools and information to address environmental justice issues, as well as a plenary session titled, “The Future of Environmental Justice.” Attendees consisted of individuals from non-profits, community groups, academia, health care, government agencies, the private sector, and other stakeholders.

### **COMMUNITY EVENTS/PUBLIC MEETINGS**

Each year SCAQMD staff engage with thousands of residents, providing valuable information about the agency, incentive programs, and ways individuals can help reduce air pollution through events and meetings sponsored solely by SCAQMD or in partnership with others. Attendees typically receive the following information:

- Tips on reducing their exposure to smog and its health effects;
- Clean air technologies and their deployment;
- Invitations or notices of conferences, seminars, workshops and other public events;
- SCAQMD incentive programs;
- Ways to participate in SCAQMD’s rule and policy development; and
- Assistance in resolving air pollution-related problems.

### **SCAQMD staff attended and/or provided information and updates at the following events:**

#### November 5

- SCAQMD Hearing Board Meeting, Related to Sunshine Canyon Landfill Facility, Plaza del Sol Concert Hall, Northridge.
- American Lung Association in California’s Lung Force Walk Event, Mason Regional Park, Irvine.

#### November 6

- American Lung Association in California’s Lung Force Walk Event, Mathis Brothers, Ontario.

#### November 9

- SCAQMD Town Hall Meeting, Progress West Community Center, Paramount.

#### November 10

- AB 2588 Public Meeting related to Carlton Forge Works, Progress Park West Community Center, Paramount

#### November 15

- SCAQMD Public Hearing on Proposed 2016 Air Quality Management Plan (AQMP), Buena Park Community Center.
- SCAQMD Public Hearing on Proposed 2016 AQMP, Carson.

#### November 17

- SCAQMD Public Hearing on Proposed 2016 AQMP, Norton Regional Events Center, San Bernardino.
- SCAQMD Public Hearing on Proposed 2016 AQMP, Riverside.

#### November 20

- American Lung Association in California's Lung Force Walk, Studio City.

### **SPEAKERS BUREAU/VISITOR SERVICES**

SCAQMD regularly receives requests for staff to speak on air quality-related issues from a wide variety of organizations, such as trade associations, chambers of commerce, community-based groups, schools, hospitals, and health-based organizations. SCAQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

#### November 10

- Eight officials from the Consulate of China visited SCAQMD headquarters and met with executive staff regarding air quality issues, and received a tour of SCAQMD's facility (including the laboratory) and clean alternative fuel vehicles.

#### November 15

- Six representatives from the Beijing Municipal Research Institute of Environmental Protection visited SCAQMD headquarters to receive information on volatile organic compounds (VOCs), and toured the SCAQMD facility, laboratory, and clean alternative fuel vehicles.

### **COMMUNICATION CENTER STATISTICS**

The Communication Center handles calls on SCAQMD's main line, 1-800-CUT-SMOG® line, the Spanish-language line, and after-hours calls to each of those lines. Total calls received in the month of November were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,270
Calls to SCAQMD's Spanish-language Line	<u>25</u>
Total Calls	3,295

## **PUBLIC INFORMATION CENTER STATISTICS**

The Public Information Center (PIC) handles phone calls and walk-in requests for general information. Information for the month of November is summarized below:

Calls Received by PIC Staff	1,114
<u>Calls to Automated System</u>	<u>587</u>
Total Calls	1,701
Visitor Transactions	166
E-Mail Advisories Sent	11,830

## **BUSINESS ASSISTANCE**

SCAQMD notifies local businesses of proposed regulations so they can participate in the agency's rule development process. SCAQMD also works with other agencies and governments to identify efficient, cost-effective ways to reduce air pollution and shares that information broadly. Staff provides personalized assistance to small businesses both over the telephone and via on-site consultation. The information is summarized below:

- Provided permit application assistance to 139 companies
- Conducted three free on-site consultations
- Issued 21 clearance letters

### **Types of businesses assisted**

Auto Body Shops	Dry Cleaners	Furniture Refinishing Facilities
Engineering Firm	Gas Stations	Auto Repair Centers
Construction Firm	Restaurants	Printing Facilities
Architecture Firm	Breweries	Manufacturing Facilities
		Plating Facilities

## **MEDIA RELATIONS**

The Media Office handles all SCAQMD outreach and communications with television, radio, newspapers and all other publications and media operations.

### **Total Media Inquiries: 52**

### **Major Media Topics for November:**

- Paramount Hexavalent Chromium Concerns – Stories ran in print, TV, and radio media regarding the current concerns over air quality and hexavalent chromium emissions in Paramount. Multiple interviews were done via teleconference and in person. Notices of Violation were made available in response to reporter requests, and reporters were invited to join weekly conference calls for updates on the issue.

- PBF Torrance Refinery (formerly ExxonMobil) – Media office responded to reporter inquiries regarding the Torrance refinery after several flaring and shutdown events occurred. A fire at the facility prompted further inquiries about mid-month. Stories ran in print and other media.
- U.S. EPA – Inquiries were made regarding the status of SCAQMD’s petition to U.S. EPA for a new ultra-low-NOx emissions standard for heavy-duty trucks. Reporters sought comment on a U.S. EPA Federal Register document on partial approval/partial disapproval of SCAQMD’s SIP submittal for the 2008 ozone standard. Staff participated in telephone interviews with radio outlets.

### **Media Campaigns**

- Check Before You Burn – A 45-, 30- and 15-second video spots were produced. The 45-second video will be used as pre-roll on Google. The 30- and 15-second videos will run on various cable channels. Radio advertising is ongoing and cable TV ads will begin in early December. The season’s first no-burn day was called on November 16.
- Google Ad Campaign v2.0 (Check Before You Burn) – Deliverables include incorporation of SCAQMD’s promotional video files into the Google AdWords program. CBYB pre-roll has been completed and uploaded to YouTube. Google ads began running.

### **OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE, AND LOCAL GOVERNMENTS**

Field visits and/or communications were conducted with elected officials or staff from the following cities:

Alhambra	Huntington Beach	Riverside
Arcadia	Industry	Rosemead
Azusa	La Cañada Flintridge	San Dimas
Baldwin Park	La Puente	San Gabriel
Beaumont	La Verne	San Marino
Calimesa	Long Beach	Sierra Madre
Claremont	Lynwood	South El Monte
Covina	Monrovia	South Pasadena
Diamond Bar	Monterey Park	Temple City
Duarte	Norco	Victorville
Eastvale	Ontario	Walnut
El Monte	Pasadena	West Covina
Fontana	Pomona	

Visits and/or communications were conducted with elected officials or staff from the following state and federal offices:

- U.S. Congresswoman Judy Chu (CA)
- U.S. Congresswoman Maxine Waters (CA)
- Assembly Member Mike Gipson
- Assembly Member Eric Linder
- Assembly Member Jose Medina

Staff represented SCAQMD and/or provided updates or a presentation to the following governmental agencies and business organizations:

Arcadia Chamber of Commerce  
Carson Chamber of Commerce  
Fair Housing Council of Riverside County  
Five Mountain Communities Government Affairs Council (San Bernardino County)  
Gateway Cities Council of Governments  
Morongo Band of Mission Indians  
Riverside County Planning Commission  
Riverside Transit Agency (RTA)  
San Gabriel Valley Council of Governments  
San Bernardino Associated Governments  
Sunline Transit Agency  
Upland Chamber of Commerce  
Western Riverside County Transportation NOW (RTA)

- Greater Riverside Chapter
- Northwest Chapter
- San Gorgonio Pass Area Chapter

Staff represented SCAQMD and/or provided updates or a presentation to the following community and educational groups and organizations:

American Lung Association in California, Inland Empire, Los Angeles, Orange County  
Carson Senior Center  
Crestline Connect Community Networking Group  
Corona-Norco Unified School District  
Del Amo Superfund Site Environmental Review Team, Los Angeles  
Environmental Charter High School, Lawndale  
First African Methodist Episcopal Church, Los Angeles  
Faithful Central Bible Church, Inglewood  
Four Seasons at Beaumont  
Hawthorne Senior Center  
Healthy African American Families II, Los Angeles  
Jurupa Unified School District  
Montrose Superfund Site Environmental Review Team, Los Angeles

Solara Oak Valley Greens, Beaumont  
Temescal Municipal Advisory Committee  
TRAC Neighborhood Watch, City of Industry  
West Los Angeles Church of God in Christ  
Yvonne Burke Senior and Community Center, Los Angeles