

BOARD MEETING DATE: June 2, 2017

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the April 2017 outreach activities of the 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 Natri  
Executive Officer

FW:MC:DM

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## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for April 2017. 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, 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 April 2017. These events involve communities which suffer disproportionately from adverse air quality impacts.

### April 6

- Staff met with the city of Compton to share SCAQMD's Clearance Letter process and the permit checklist.

#### April 10-11

- Staff attended the Environmental Health and Environmental Justice Symposium at the California Endowment in Los Angeles. The event was organized by the Del Amo Action Committee and featured panels related to air pollution, water quality, public health and community organizing. Staff networked with individuals from non-profit organizations, community groups and agency representatives who were interested in learning more about SCAQMD's environmental justice efforts and events.

#### April 12

- Staff communicated with Yenni Diaz, Program Director at the Orange County Environmental Justice Project (OC EJ Project), to learn more about the initiatives of the organization and to share details about SCAQMD's environmental justice efforts. The OC EJ Project aims to address environmental justice issues in Orange County by increasing community participation and education. Staff and Mr. Diaz agreed to identify opportunities for collaboration in the future.

#### April 14

- Staff met with Joseph Williams of the Youth Action Project (YAP) in San Bernardino, to discuss opportunities for collaboration on environmental justice initiatives in San Bernardino County.

#### April 18

- Staff communicated with the Leadership Counsel for Justice and Accountability, as well as Comite Civico del Valle to discuss partnering on a community workshop in Riverside County.

#### April 18

- Staff communicated with Christie Vosburg, Assistant General Counsel at the California Environmental Protection Agency, about the possibility of partnering on an inter-agency summit in Los Angeles, to address how agencies handle environmental complaints within Los Angeles County.

#### April 21

- Staff met with Reach Out, from San Bernardino County, to follow up on the possibility of partnering on a community workshop.

#### April 25

- Staff attended the Carson City Council Ad Hoc Committee on Logistics meeting to hear discussion on a draft ordinance to implement a temporary moratorium prohibiting the establishment, expansion or modification of truck yards, logistics facilities, hazardous materials or waste facilities, container storage, and container parking in the city. The City Council subsequently approved the temporary moratorium on May 2, 2017.

April 27

- Staff attended the Coachella Valley Environmental Justice Task Force meeting at the Coachella Valley Mosquito and Vector Control District. Staff provided an update on recent agricultural burning activities.

**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:

April 1

- SCAQMD Refinery Committee Investigative Hearing related to Torrance Refinery, Torrance Marriot Redondo Beach Hotel.

April 7

- Farmdale Elementary School Health Fair, Los Angeles.

April 8

- SCAQMD Refinery Committee Investigative Hearing related to Torrance Refinery, Torrance City Hall.

April 17

- USC Environmental Sciences, Air Pollution, Obesity and Parks Event, The California Endowment, Los Angeles.

April 19

- SCAQMD Rule 1410 Working Group Meeting, Toyota Meeting Hall, Torrance Cultural Arts Center.
- Los Angeles County Earth Day LA Event, Grand Park, Los Angeles.
- SCAQMD Hearing Board Hearing on Torrance Refining Company, Petition for Short Variance, Diamond Bar.

#### April 19-21

- SCAQMD hosted three days of U.S. Congressional staff visits.

#### April 20

- City of Colton Employee Health/Safety/Earth Day/Rideshare Fair, Colton City Hall.
- International Trade Education Program (ITEP) Event, Carson High School.

#### April 22

- Plug-In America Plug-In Earth Day Festival, Lynwood Civic Center.
- Bolsa Chica Conservancy Earth Day Festival 2017, Bolsa Chica Ecological Reserve, Huntington Beach.
- City of Manhattan Beach Earth Day Festival 2017, Manhattan Beach Polliwog Park.
- City of Whittier Earth Day Event, Greenleaf Grass Lot.
- City of Diamond Bar Earth Day Event, SCAQMD Parking Lot.
- City of Claremont Earth Day Celebration Event, Claremont Village.
- Los Angeles Sanitation District Earth Day LA 2017 Event, Exposition Park.

#### April 26

- SCAQMD Hearing Board Hearing on Torrance Refining Company Petition for Short Variance, Diamond Bar.

#### April 27

- SCAQMD Rule 1118 Working Group in Wilmington Meeting, Wilmington Senior Center.

### **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.

#### April 7

- Staff presented an overview of SCAQMD, air quality, clean air alternative fuel vehicles and the health effects of smog to 500 students and teachers at the Health Fair at Farmdale Elementary School in Los Angeles.
- Twenty-five students and staff from Rio Hondo College in Whittier visited SCAQMD headquarters, and were provided an overview of SCAQMD and air quality, a tour of SCAQMD's laboratory, and were shown clean air alternative fuel vehicles.

April 20

- Forty students and staff from Don Antonio Lugo High School's LEAD Engineering Academy in Chino visited SCAQMD headquarters. They were provided presentations on engineering and qualifications for an Air Quality Specialist job, a tour of SCAQMD's laboratory, and were shown clean air alternative fuel vehicles.

April 21

- A delegation of 35 officials from Kaoshiung Taiwan visited SCAQMD headquarters and were provided an overview of SCAQMD, as well as approaches to better control air pollution and enforce rules. They then toured SCAQMD's laboratory and were shown clean air alternative fuel vehicles.

**COMMUNICATION CENTER STATISTICS**

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

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG <sup>®</sup> Line	2,515
Calls to SCAQMD's Spanish-language Line	<u>28</u>
Total Calls	2,543

**PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	163
Calls to Automated System	<u>641</u>
Total Calls	804
Visitor Transactions	218
Email Advisories Sent	1,839

**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 194 companies;
- Conducted 2 free on-site consultations;
- Issued 74 clearance letters;
- Provided assistance in filing 1 request for variance;

**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: 129**

**Major Media Topics for April:**

- **Paramount Hexavalent Chromium Investigation** – The Media Office edited a draft news release from the City of Paramount on a new joint effort by the city and SCAQMD to forward business permit renewal applications from the city to SCAQMD so that our staff can review them and determine whether an SCAQMD permit is required. The Press-Telegram inquired about our hexavalent chromium investigation of facilities in southern Paramount including Mattco, Press Forge and Weber Metals. The reporter also inquired about monitored levels of hex chrome at Paramount schools.
- **PBF Torrance Refinery and HF Acid Rule 1410:** SCAQMD staffed the April 1 hearing and conducted multiple interviews with TV, print and radio outlets. Media outlets attending the event included: KCBS 2/9; KNBC; ABC7; KTTV Fox 11; KTLA 5; KNX radio; Univision; The Daily Breeze; LA Times; and Torrance City TV. Several dozen stories on the hearing ran on Saturday and Sunday. SCAQMD also staffed the April 8 hearing and conducted multiple interviews with TV and radio outlets including: KCBS 2/9; ABC7; KTTV Fox

11; KTLA 5; and KNX Radio. Approximately one dozen stories on the hearing ran over the weekend and Monday.

- **Proposed Rule 1410:** Bloomberg News inquired regarding the status of the HF rule. KPCC requested and we provided the sign-in sheet from the first Rule 1410 working group meeting and the staff presentation given at the meeting.
- **Asbestos Abatement:** The Orange County Register inquired about a resident who said she made a complaint to SCAQMD about improper asbestos abatement in her townhouse. Staff followed up with an OC Register consumer reporter in regard to the complaint. We informed the reporter that SCAQMD staff had responded to the resident's complaint and visited her residence, but there was no ongoing renovation or demolition at the time of the inspector visit so compliance could not be determined.
- **SB 1 Trucker Amendment:** The LA Times inquired about the "trucker amendment" to SB 1 that would potentially limit future retrofits required of trucks. We spoke with the writer and explained our concerns. An editorial firmly supporting our position was published in The Times on April 6. Kaiser Health News and the Press-Enterprise conducted interviews with staff on the SB 1 trucker amendment, focusing on the potential impact of the amendment.
- **LA's Air Quality** – Seoul Broadcasting System (SBS) did an on-camera interview on April 11 regarding air quality in Southern California and how SCAQMD and other agencies have successfully reduced air pollution. SBS is doing a story due to very poor air quality in Seoul.
- **Air Pollution Documentary** – A student with the Annenberg School of Journalism/USC interviewed staff on April 27 on the subject of LA's historic fight against air pollution, for use in a documentary dissertation. A brief lab tour was also included.
- **Air Toxics Initiative** – We were interviewed by KNX radio on SCAQMD's Air Toxics Initiative. Using the news release for talking points, we discussed the goals and projected cost of the initiative.
- **Southern California Edison Hybrid Electric/Gas Turbine Power Plant** – Stories ran in several papers affiliated with the Southern California News Group. Staff was quoted from an event regarding the plant.

## Media Campaigns

- **Google Ad Campaign:** The Check Before You Burn (CBYB) campaign ended on February 28, 2017. The campaign received 8,385 clicks, over 110 million impressions at a total cost of \$199,392. The Right to Breathe campaign received 13,443 clicks, 9.2 million impressions, and \$62,938 has been spent as of the end of April.
- **Check Before You Burn**
  - A final report on the 2016/17 CBYB season was presented to staff by the contractor Westbound on April 6.
  - Staff provided a presentation to the Environmental Justice Advisory Group on April 28 on outreach during the 2016/17 CBYB season.

## Press Event Request

- U.S. EPA has invited SCAQMD to participate in a joint press event at a date and location TBD to announce the 2016 Targeted Air Shed Grant awarded to SCAQMD by the U.S. EPA, which will be used for ZEV yard tractors at POLA and commercial ZEV lawn and garden equipment. Staff is working with Region 9 to coordinate a mutually convenient date.

## 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	Fountain Valley	Rolling Hills
Arcadia	Glendale	Redlands
Artesia	Glendora	Rosemead
Azusa	Laguna Hills	San Bernardino
Baldwin Park	Lawndale	San Dimas
Banning	La Cañada Flintridge	San Gabriel
Burbank	La Puente	San Marino
Carson	La Verne	Sierra Madre
Colton	Los Angeles	South El Monte
Chino	Malibu	South Pasadena
Claremont	Manhattan Beach	Temple City
Coachella	Monrovia	Torrance
Colton	Monterey Park	Walnut
Covina	Palos Verdes Estates	West Covina
Diamond Bar	Pasadena	Westminster
Duarte	Pomona	Whittier
El Monte	Rancho Cucamonga	Yucaipa

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

- U.S. Congresswoman Judy Chu
- U.S. Congressman Brad Sherman
- State Senator Ed Hernandez
- State Senator Mike Morrell
- State Senator Anthony Portantino
- State Senator Josh Newman
- Assembly Member Raul Bocanegra
- Assembly Member Richard Bloom
- Assembly Member Philip Chen
- Assembly Member Ed Chau
- Assembly Member Matthew Debabneh
- Assembly Member Laura Friedman
- Assembly Member Vince Fong
- Assembly Member Eduardo Garcia
- Assembly Member Todd Gloria
- Assembly Member Matthew Harper
- Assembly Member Chris Holden
- Assembly Member Adrian Nazarian
- Assembly Member Al Muratsuchi
- Assembly Member Anthony Portantino
- Assembly Member Miguel Santiago
- Assembly Member Sharon Quirk-Silva

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

Arcadia Chamber of Commerce  
California Air Resources Board  
Cabazon Band of Mission Indians  
Chino Valley Chamber of Commerce  
Coachella Valley Economic Partnership  
Coachella Valley Mosquito & Vector Control District  
Desert Valley Business Association

Five Mountain Communities Government Affairs Committee  
Greater Coachella Valley Chamber of Commerce  
Las Virgenes-Malibu Council of Governments  
League of California Cities, Los Angeles County Division  
League of California Cities, Legislative Committee, Inland Empire Division  
Legislative Affairs Committee of West Orange County  
Los Angeles Area Chamber of Commerce  
Redlands Chamber of Commerce  
San Bernardino Council of Governments  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
South Bay Cities Council of Governments  
South Orange County Economic Coalition  
South Pasadena Chamber of Commerce  
Southern California Gas Company  
Torrez-Martinez Desert Cahuilla Indians  
Twenty-Nine Palms Band of Mission Indians

U.S. Chamber of Commerce, Western Region  
Valley Industry and Commerce Association, Van Nuys  
Wilmington Chamber of Commerce  
Yucaipa Chamber of Commerce

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

Carson High School  
Chino Valley Unified School District  
Coachella Valley Environmental Justice Task Force  
Farmdale Elementary School, Los Angeles  
Inland Action, Inland Empire  
Lake Balboa Neighborhood Council  
Los Angeles Public Library, Wilmington  
Loma Linda University  
Orange County Environmental Justice Project  
Reach Out, San Bernardino County  
Rio Honda College, Whittier  
Wilmington Neighborhood Council  
Wilmington Senior Center