

BOARD MEETING DATE: March 3, 2017

AGENDA NO. 16

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the January 2017 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 Natri
Executive Officer

DJA:FW:MC:DM

BACKGROUND

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

January 5

- SCAQMD hosted the “Community Celebration of Environmental Justice Leaders,” in the City of Commerce. The luncheon honored Monsignor John Moretta of Resurrection Church, and Angelo Logan from the Moving Forward Network. Governing Board Members Dr. Joseph Lyou and Judith Mitchell

attended the event, as did SCAQMD executive staff including Executive Officer Wayne Nastri. The event drew approximately 80 attendees, and was well received by community members who have benefited from the efforts of Monsignor Moretta and Mr. Logan.

January 18

- SCAQMD hosted the “Community Celebration of Environmental Justice Leaders,” in San Bernardino, to honor Dr. Larry Beeson, and in memoriam, Dr. Samuel Soret, both of Loma Linda University. Governing Board Members Larry McCallon and Janice Rutherford attended. Attending the celebratory lunch were approximately 85 people, many of whom knew Dr. Soret before his passing. Dr. Soret’s children accepted the award on his behalf, and delivered remarks about his accomplishments.

January 24

- Staff attended the San Pedro Bay Ports Clean Air Workshop to receive an update from Port staff on their efforts to clean the air. Multiple community group leaders also attended, many of whom voiced their concerns about the air pollution in the area. Sylvia Betancourt from the Long Beach Alliance for Children with Asthma (LBACA), requested that SCAQMD attend one of LBACA’s meetings, to provide community members with an update on SCAQMD’s ongoing clean air efforts.

January 26

- Staff attended the “Watts & South L.A. Clean Air Community Forum” at St. John’s United Methodist Church, hosted by the Sierra Club. Staff provided an update to attendees on SCAQMD initiatives, including the Draft 2016 Air Quality Management Plan (AQMP). Participants expressed their desire to have more resources that help clean the air, including electric vehicle chargers and co-funding incentives for clean vehicles.

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:

January 17

- SCAQMD Martin Luther King Jr., Day of Service Forum, California Science Center, Los Angeles.

January 25

- SCAQMD held its fourth annual, “Martin Luther King Jr., Day of Service Forum,” at the California Science Center in Los Angeles. The keynote speaker for the event was Maryum “May May” Ali who inspired the more than 400 attendees on ways to engage in their communities and to take part in clean air efforts.

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.

January 20

- Thirty-five students and their teachers from Jones Junior High School in Baldwin Park visited SCAQMD. The visit included an overview on SCAQMD, air quality, clean alternative fuel vehicles, as well as a tour of the SCAQMD headquarters facility.

COMMUNICATION CENTER STATISTICS

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

Calls to SCAQMD’s Main Line and 1-800-CUT-SMOG® Line	3,640
Calls to SCAQMD’s Spanish-language Line	<u>56</u>
Total Calls	3,696

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	141
<u>Calls to Automated System</u>	<u>577</u>
Total Calls	718
Visitor Transactions	222
E-Mail Advisories Sent	2,435

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 170 companies
- Conducted 5 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: 148

Major Media Topics for January:

- **Paramount Hexavalent Chromium** – Staff issued a news release on January 10 on the Order for Abatement adopted by the Hearing Board. Breaking news during the first week of January included stories regarding high levels of hexavalent chromium found on the roof of the Anaplex facility. Stories have continued to run in the Press-Telegram, KPCC News, and My News LA.

- **Odor Events in Huntington Beach, Long Beach, and Torrance** –The Press-Telegram investigated news of sulfurous odors allegedly from the Torrance refinery. Staff spoke with reporters to discuss any complaints which had been received, whether an inspector had been dispatched to the site, and whether a source was identified. A story ran in print on January 5. Odor events in Long Beach and Huntington Beach also prompted follow-up requests by local reporters. Stories ran in the Long Beach Report and Long Beach Post.
- **Asbestos Removal in Santa Monica:** The Santa Monica Daily Press requested further details on the status of asbestos cleanup at an apartment complex in Santa Monica. The paper ran two stories on the status of the asbestos cleanup, focusing on interviews with affected residents and the property owners. SCAQMD was mentioned, but not quoted, in the second of the two articles.
- **Aliso Canyon:** During the weekend of January 14 a possible off-gassing of natural deposits in the area prompted renewed media interest in Aliso Canyon, the status of the agreement between SoCalGas and SCAQMD, and related complaint activity. Staff participated in several interviews. The L.A. Daily News and KPCC ran stories.
- **2016 AQMP:** The L.A. Times, Riverside Press-Enterprise, KPCC, and the New York Times requested information regarding the AQMP. Topics of interest included funding, control measures, and business incentives. Staff was interviewed by all the news outlets mentioned above.
- **Hydrofluoric Acid:** The Center for Public Integrity (CPI) is interested in learning more about Proposed Rule 1410 on the use of hydrofluoric acid (HF) at refineries. CPI is partnering with KPCC on the story. Staff participated in an interview with both organizations on January 19. The Daily Breeze and KFI Radio interviewed staff in regards to the use of HF. A statement was also issued by Congressman Ted Lieu on his website. Stories were broadcast via radio.

Media Campaigns

- **Check Before You Burn:** Outreach on the Check Before You Burn (CBYB) program continued in January. To date, eight no-burn days have been called this season. Advertising on radio and cable channels is ongoing. Live no-burn day alerts were included in the radio campaign. AirAlerts.org website updated with

new graphic taken from new CBYB video. A pop-up banner is being used at community events staffed by Westbound Communications. The Orange County Register published a story on the program. Media coverage of no-burn days has consistently shown improved engagement from previous years, mostly in print media.

- Google Ad Campaign v2.0–Check Before You Burn: The Google advertising campaign featuring a CBYB advertisement was approved. Google is running the pre-roll videos for CBYB on YouTube. To date, the CBYB YouTube video has gained 2.8 million impressions.

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	Glendora	Mission Viejo
Anaheim	Hemet	Norco
Aliso Viejo	Industry	Pasadena
Arcadia	Indio	Paramount
Azusa	Irvine	Pomona
Baldwin Park	Irwindale	Rancho Santa Margarita
Beaumont	La Cañada	Riverside
Bradbury	La Habra	Rosemead
Brea	La Palma	San Dimas
Buena Park	La Puente	San Gabriel
Claremont	La Verne	San Marino
Commerce	Lake Elsinore	San Pedro
Covina	Laguna Hills	Sierra Madre
Cypress	Laguna Niguel	South El Monte
Dana Point	Los Angeles	South Pasadena
Diamond Bar	Long Beach	Temple City
Duarte	Monrovia	Upland
Eastvale	Moreno Valley	Walnut
El Monte	Monterey Park	West Covina

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

- Governor Edmund G. Brown, Jr.
- U.S. Congressman Pete Aguilar
- U.S. Congresswoman Judy Chu
- U.S. Congressman Lou Correa
- U.S. Congressman Mark Takano
- U.S. Congresswoman Mimi Walters
- State Senator Josh Newman
- State Senator Richard Roth
- Assembly Member Ed Chau
- Assembly Member Phillip Chen

- Assembly Member Stephen Choi
- Assembly Member Tom Daly
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Jose Medina
- Assembly Member Melissa Melendez
- Assembly Member Sharon Quirk-Silva

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

Anaheim Chamber of Commerce
 Building Industry Association, Orange County
 California Air Resources Board
 California Governor's Office of Business and Economic Development
 Department of Toxic Substances Control (DTSC)
 Cabazon Band of Mission Indians
 DTSC, Exide Advisory Group, Maywood
 Coachella Valley Association of Governments
 Coachella Valley Regional Water Control Board
 Gateway Cities Council of Governments
 Greater Riverside Chamber of Commerce
 Inland Empire Jobs Corps, Muscoy Neighborhood, San Bernardino
 Los Angeles Department of Water and Power
 Los Angeles County Department of Consumer Business Affairs
 Orange County Business Council
 Orange County Council of Governments
 Orange County Transportation Authority
 Orange County Local Agency Formation Commission
 Omnitrans, San Bernardino County
 Pasadena Chamber of Commerce
 Port of Los Angeles
 Port of Long Beach
 Regional Chamber of Commerce, San Gabriel Valley
 Riverside Transit Agency (RTA)
 San Bernardino Area Chamber of Commerce
 San Bernardino Associated Governments
 San Gabriel Valley Council of Governments
 San Gabriel Valley Economic Partnership, Irwindale
 San Jacinto Chamber of Commerce
 South Orange County Economic Coalition
 Southern California Association of Governments
 Torres-Martinez Desert Cahuilla Indians
 Twenty Nine Palms Band of Mission Indians
 Upland Chamber of Commerce
 U.S. Dept. of Health and Human Services

U.S. Green Building Council, Los Angeles Region
U.S Environmental Protection Agency, Region 9
Western Riverside County Transportation Now (RTA)
-Greater Riverside, Northwest, San Geronio Pass, Moreno Valley, Southwest,
Hemet/San Jacinto, Chapters

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

Breathe California of Los Angeles County (Breathe LA)
Coachella Valley Environmental Task Force
Environmental Charter High School, Lawndale
Growing Coachella Valley Organization
Highland Park Senior Center
Jones Junior High School, Baldwin Park
Long Beach Alliance for Children with Asthma (LBACA)
Loma Linda University
Sierra Club, Los Angeles
St. John's Methodist Church, Los Angeles
Sunshine Canyon Landfill Community Advisory Committee, Granada Hills
University of California, Irvine (UCI)
University of California, Riverside (UCR)
University of Southern California (USC)