

BOARD MEETING DATE: November 3, 2017

AGENDA NO. 14

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the September 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

DJA:FW:MC:DM

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## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for September 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 Governments.

## **ENVIRONMENTAL JUSTICE UPDATE**

The following are key environmental justice-related activities in which staff participated during September 2017. These events involve communities which suffer disproportionately from adverse air quality impacts.

### September 6

- Staff attended an open house sponsored by the Coalition for Clean Air. Staff networked with environmental justice leaders and others, and shared information on SCAQMD's environmental justice efforts including the Environmental Justice Community Partnership and the upcoming Environmental Justice Conference

scheduled for Saturday, December 2, 2017 at the Center at Cathedral Plaza in Los Angeles.

#### September 7

- Staff attended the San Bernardino Valley Community College Diesel Advisory Task Force meeting. Staff provided information on the Carl Moyer program and other incentive programs.

#### September 9

- Staff attended a meeting held by the City of Colton regarding fugitive dust issues. Staff provided information on compliance activities and on how to file an air quality complaint. There were approximately 45 people in attendance at the meeting.

#### September 13

- Staff presented at the Mecca-North Shore Community Council meeting. The presentation included general information about SCAQMD, how to file an air quality complaint, and current programs.
- Staff attended the Long Beach Council District 9 neighborhood meeting, and provided information on the special air toxics investigations related to metalworking facilities and hexavalent chromium.

#### September 20

- Staff participated in a tour of the Job Corps facility in San Bernardino. SCAQMD provided funding for commercial electric landscaping equipment and lawn mowers at the facility. The equipment is being used to train individuals in green landscape management.

#### September 26

- Staff attended a web briefing by U.S. EPA's Office of Environmental Justice (OEJ). The briefing, for environmental justice stakeholders, focused on the agency's decision to transfer the OEJ from the Office of Enforcement Compliance Assurance (OECA) to the Office of Policy (OP). Senior U.S. EPA officials briefed attendees on the change and answered questions.
- Staff organized and assisted with the public conference call to provide the Paramount community with updates related to the special air toxics investigation.

#### September 28

- Staff attended the I-710 Project Committee meeting in Huntington Park. The meeting was well attended by community groups who expressed frustration that there was not a quorum of Committee Members present. Metro provided information on the costs and potential funds for the various project build options as well as sound wall concepts.

## **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 air pollution 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:

### September 9

- Safe Routes to School, International Walk to School Day, Kick Off Event, Riverside.
- National Drive Electric Week Event, SCAQMD Headquarters, Diamond Bar.
- 2017 Congress of Neighborhoods Event, Los Angeles City Hall.

### September 10

- South Pasadena Clean Air Car Show & Green Living Expo, Garfield Park.
- National Drive Electric Week Event, UCR/CE-CERT, Riverside.

### September 14

- The Inaugural Inland Regional Policy Summit, University of California, Riverside, School of Public Policy.

### September 15

- Fifth Annual STEMpalooza Event, The Way World Outreach, San Bernardino.

### September 15-16

- 12th Annual City of Santa Monica AltCar Expo, Santa Monica Civic Lot & East Wing.

### September 16

- National Drive Electric Week Event, Los Angeles State Historic Park.
- Watts Drive Electric Week Event, St. John's United Methodist Church, Los Angeles.

#### September 20

- SCAQMD Proposed Rule 1410 Working Group Meeting, Torrance.
- Staff assisted with organization and logistics for a Working Group Meeting related to hydrogen fluoride storage and use at petroleum refineries. The meeting was held in Torrance and was attended by more than 200 residents, employees of the refineries and other interested stakeholders.

#### September 21

- Staff attended the SCAQMD and the Department of Toxic Substances Control (DTSC) Exide Community Advisory Group meeting held at the Commerce Senior Center. There were approximately 20 Advisory Group Members at the meeting. The discussion focused on the clean-up plan for the Exide facility, clean-up of residential properties and monitoring of trucks entering and exiting the Exide property.
- San Gabriel Valley Community Meeting & Tour of Pike Park Event.
- Staff assisted with the organization and logistics for the fifth Working Group Meeting for Proposed Rule 1180, related to refinery fence-line and community monitoring. The meeting was held in Wilmington. There were approximately 50 in attendance.

#### September 22

- 2017 Orange County Active Transportation Forum, Delhi Center, Santa Ana.
- City of Anaheim Transportation Faire to Benefit Local Charities, downtown Anaheim.

#### September 26

- L.A. Transportation Electrification Community Meeting, Los Angeles.

#### September 27/28

- SCAQMD “Making Sense of Sensors” Conference, SCAQMD Headquarters, Diamond Bar.

### **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.

#### September 7

- Staff presented an overview on SCAQMD, air quality, and clean air technologies to six staff at the University of California, Riverside, University Health System, Public Health Department.

## COMMUNICATION CENTER STATISTICS

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

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,810
Calls to SCAQMD's Spanish-language Line	<u>35</u>
Total Calls	3,845

## PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	135
Calls to Automated System	<u>901</u>
Total Calls	1,036

  

Visitor Transactions	164
Email Advisories Sent	4,005

## 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 206 companies
- Provided assistance in filing 1 request for variance
- Conducted 5 free on-site consultations; and
- Issued 66 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: 110

Press Releases Issued: 2

Air Quality Advisories: 8

### **Major Media Topics for September**

- **Methane emissions regulations for medium-and heavy-duty trucks.** TruckingInfo.com inquired about recommended fleet practices to reduce methane emissions. Staff sent the reporter a response to her questions.
- **Weather Patterns and Air Quality:**
  - **KPCC** requested information on whether recent rains may have improved local air quality. Staff responded that air quality improvement is likely after periods of rain.
  - **KPCC and L.A. Times** submitted inquiries pertaining to air quality effects of the heat wave and local wildfire smoke. Staff participated in several interviews. Many stories ran in these and additional publications.
- **Center for Public Integrity:**
  - **RECLAIM:** Specific topics of interest include the number of selective catalytic reduction devices which were expected to be installed at local refineries, but were not installed, as of December 2015.
  - **Tesoro:** Regarding the use and output of Bakken crude and tar sands.
  - **LARIC Project:** Requested a tally of EIR comments for and against the Los Angeles Refinery Integration and Compliance (LARIC) project.
  - **Refineries:** Topics pertained to the estimated percentage of air pollution attributable to the Ports of L.A. and Long Beach, and what actions were required of the Tesoro Wilmington facility when its risk exceeds the threshold for public notification.
- **EPA:** Inside Washington Publishers (IWP) News inquired whether or not SCAQMD has been involved in, or aware of, U.S. EPA stakeholder meetings within the last eight months, or other correspondence the District may have had with U.S. EPA during this time.
- **Catenary Truck Demonstration:** Staff conducted an interview with Truck.com on status and scope of the demonstration project, the reason for project delays and potential for future commercialization of this technology.
- **Dr. Burke's Reappointment:** The Bakewell Company (L.A. Sentinel, Watts Times, requested a 750-word article from SCAQMD on the re-appointment of Dr. Burke.
- **Aliso Canyon:** HBO's Vice News interviewed staff to include in a report on the second anniversary of the Aliso Canyon gas leak, and proceeding recovery. Interview declined since the scope of our health study has not yet been determined.
- **Air Pollution Book:** Author Tim Smedley interviewed staff regarding his "major new book about air pollution," to be published by Bloomsbury Sigma.

- **Seal Beach Odor Concerns:** The Seal Beach Sun inquired regarding reports of intense odors in the area on September 18. Staff responded and provided photos of Tedlar bags and Summa canisters.
- **Canyon Fire:** KPCC, KABC, and KNX Radio requested interviews regarding the Canyon 1 Fire. Stories ran on September 27. KABC story aired twice the same day.
- **Sensor Conference:** A reporter from KPCC attended Day One of SCAQMD's Sensor Conference. Staff met with the reporter and facilitated interviews.

### Media Campaigns

- **Google Ad Campaign:** The 'Right to Breathe' Google Ad Word campaign garnered 13,399 clicks, 15.42 million impressions, and 1.92 million views.
- **Check Before You Burn**
  - Completed revisions to Omnibus survey questions to measure public awareness of the program. Approximately 400 surveys will be conducted by phone and internet during the first two weeks of October.
  - Approved ad buys to reserve air time during the campaign on iHeartRadio and Spectrum cable systems.
  - Sponsored two fireplace replacements for "DIY Restored," which will air in January, with social media posts in October and January.
  - Received 646 pledges and 539 Air Alerts signups to-date from events such as "Green on the Green" and "Irvine Global Village" events.
  - The rough cut of the 30-second video has been approved, and will next go to professional voiceover.
- **Signature Film update:** Draft script received by contractor and shared with executive team members for feedback. After consideration of feedback received, staff will request an audio transcript and rough video cut from the contractor.

### Website

- Presented a new template for website "Hot Topics" to Executive Council members. As new issues arise that require a microsite, use of this template will help users find the information they are looking for by having a consistent layout across all "Hot Topics."
- Reorganized the Paramount microsite using the new template to change from one very long, scrolling page into a more concise microsite home page with seven linking pages.

### News Releases & Media Advisories Issued

- 'Making Sense of Sensors' Conference Kicks Off at SCAQMD - September 27, 2017
- William A. Burke, Ed.D. Reappointed to an Unprecedented Eighth Term - September 19, 2017.
- Six smoke advisories issued
- Two odor advisories issued

## **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	Garden Grove	Orange
Aliso Viejo	Glendale	Paramount
Anaheim	Glendora	Pasadena
Arcadia	Hawthorne	Palos Verdes Estates
Azusa	Hermosa Beach	Pomona
Baldwin Park	Huntington Beach	Rancho Cucamonga
Brea	Huntington Park	Riverside
Buena Park	Inglewood	Rolling Hills Estates
Carson	Irvine	Rosemead
Claremont	Jurupa Valley	San Bernardino
Corona	La Cañada Flintridge	San Dimas
Covina	La Puente	San Gabriel
Colton	La Verne	San Marino
Compton	Laguna Hills	Santa Ana
Corona	Laguna Niguel	Sierra Madre
Costa Mesa	Laguna Woods	Signal Hill
Culver City	Lawndale	South El Monte
Diamond Bar	Los Angeles	South Pasadena
Duarte	Lomita	Temple City
Eastvale	Long Beach	Torrance
El Monte	Manhattan Beach	Tustin
El Segundo	Monrovia	West Covina
Fountain Valley	Monterey Park	
Gardena	Newport Beach	

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

- U.S. Senator Dianne Feinstein
- U.S. Congressman Ted Lieu
- U.S. Congressman Ken Calvert
- U.S. Congresswoman Grace Napolitano
- U.S. Congresswoman Lucille Roybal-Allard
- U.S. Congressman Dana Rohrabacher
- U.S. Congressman Ed Royce
- U.S. Congressman Mark Takano
- Senate President pro Tem Kevin de León
- State Senator Ed Hernandez
- State Senator Ricardo Lara
- State Senator John Moorlach
- State Senator Josh Newman
- State Senator Anthony Portantino
- Assembly Member Cristina Garcia
- Assembly Member Sabrina Cervantes
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Al Muratsuchi
- Assembly Member Patrick O'Donnell
- Assembly Member Sharon Quirk-Silva
- Assembly Member Miguel Santiago
- Assembly Member Marc Steinorth

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

Anaheim Chamber of Commerce  
Association of California Cities, Orange County  
California Air Resources Board  
California Highway Patrol  
California Department of Toxic Substances Control (DTSC)  
California Department of Transportation  
Costa Mesa Chamber of Commerce  
Electrify America, National  
Fountain Valley Chamber of Commerce  
Inland Empire Economic Partnership  
Inland Empire Job Corps, San Bernardino  
Lake Arrowhead Chamber of Commerce  
League of California Cities, Los Angeles County Division  
Metrolink, Southern California  
Mountain Communities Chamber of Commerce  
Newport Beach Chamber of Commerce  
Orange County Council of Governments  
Orange County Business Council  
Orange County Environmental Justice  
Orange County Health Care Agency  
Orange County Transportation Authority  
Pasadena Chamber of Commerce  
Redlands Chamber of Commerce  
Riverside Police Department  
Riverside County Code Enforcement  
Riverside County Transportation Commission  
Riverside County Fire Department  
Riverside County Economic Development Agency  
Riverside Transit Agency (RTA)  
San Bernardino City Managers  
San Bernardino Council of Governments  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
South Bay Cities Council of Governments  
South Bay Association of Chambers of Commerce  
South Pasadena Chamber of Commerce  
Southern California Association of Governments (SCAG)  
Western Riverside Transportation NOW (RTA), Greater Riverside Chapter  
Western Riverside Transportation NOW (RTA), Northwest Chapter

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

Alvord Unified School District, Riverside  
Communities for a Better Environment, Huntington Park  
Community Action Partnership, Riverside County  
Coalition for Clean Air, Los Angeles  
East Yard Communities for Environmental Justice, Commerce  
Inland Empire Health Plan, Rancho Cucamonga  
Latino Health Access, Santa Ana  
Orange County Environmental Justice  
Reach Out, Inland Counties, Upland  
Safe Routes to School, Riverside  
San Bernardino Unified School District  
San Bernardino Valley College  
San Gabriel Valley Regional Mountains Conservancy  
TRAC Neighborhood Watch, La Puente  
Temescal Valley Municipal Advisory Council  
University of California, Riverside, Health System  
University of Southern California (USC)