

BOARD MEETING DATE: October 6, 2017

AGENDA NO. 16

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the August 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 Nastri
Executive Officer

FW:MC:DM

BACKGROUND

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

August 30, 2017

- SCAQMD hosted the Air Pollution and Health Workshop at San Manuel Gateway College at Loma Linda University in San Bernardino. The workshop provided community members with information about SCAQMD, and an opportunity to express their air quality concerns. Approximately 50 people attended the event, which attracted mostly local stakeholders from San Bernardino County.

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 technology 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:

August 2

- SCAQMD Town Hall Meeting in Compton, Dollarhide Community Center.

August 5

- 41st Assembly District, Community Resource Fair & Block Party, 500 block of Jackson Street, Pasadena.

August 9

- Public Meeting Related to Medical Waste, LLC, Progress Park, Paramount.

August 13

- Regalettes 59th Annual "Putting on The Ritz, an Afternoon in White Event," Taglyan Cultural Complex, Los Angeles.

August 24

- Filipino-American Chamber of Commerce of Orange County, presenter of Annual Green Health & Fit Expo, Garden Grove Community Center.

August 25

- 44th Congressional District, Annual Senior Briefing & Luncheon, Carson Community 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.

August

- No requests were received for the month of August.

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 August were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	4,002
Calls to SCAQMD's Spanish-language Line	<u>35</u>
Total Calls	4,037

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	171
<u>Calls to Automated System</u>	<u>1,214</u>
Total Calls	1,385
Visitor Transactions	255
Email Advisories Sent	6,107

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 314 companies;
- Conducted 8 free on-site consultations; and
- Issued 159 clearance letters (required for local occupancy permits).

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: 156

Press Releases Issued: 3

Air Quality Advisories: 6

Major Media Topics for August:

- **Compton Town Hall meeting, August 2** – Media office conducted interviews with reporters from the Daily Breeze, Fox 11, Telemundo, and KPFK-FM. Media responded to later inquiries by KPCC and The Wave newspaper. KPCC stories ran on August 4 and August 10.
- **Air quality trends/smog season/heat wave** – Inquiries by the LA Times and Santa Clarita Valley Signal were received and responded to with the latest statistics on this year's smog season. Staff conducted interviews with KPCC.
- **Odors in Seal Beach** – Staff conducted interviews with the Seal Beach Sun, OC Register, KNX, KCBS and KTLA, and provided a lab tour for the O.C. Register.
- **Airport/Aircraft Emissions** – Media Office provided the Press-Telegram information from the 2016 AQMP in response to their inquiry.
- **Cool Roofing Materials Study** – Press release issued on Monday, August 6. Staff conducted interviews with KPCC, Capital Public Radio, E&E News and German National Public Radio. Stories ran in those outlets, and were repeated in other publications, blogs and other social media.
- **Rule 1410/HF** – Inquiry by Bloomberg News. Staff provided a copy of the presentation from the August 2 working group, and responded to follow-up questions.
- **Refinery Penalties** – Inquiry by the Center for Public Integrity. Staff provided information on refinery penalties.
- **Carlton Forge Order for Abatement** – Inquiry by the Press-Telegram. Staff provided an update on the Order for Abatement hearing.
- **Paramount/Medical Waste Services** – Media Office conducted interviews with Telemundo and KPCC at the August 9 Town Hall meeting. American Metal Market and KPCC also inquired.
- **New EO Authorities** - Inquiries by KPCC and the L.A. Times. L.A. Times story ran on August 8. Press Telegram story ran on August 10.
- **Air Quality Notifications for Schools** – Staff responded to inquiry by the L.A. Times.

- **Pollution Near Airports** – A staff interview was arranged with the Southern California News Group.
- **Metal Finishing Association of Southern California**—The American Metal Market, O.C. Register, KPCC, L.A. Times, and L.A. Business Journal requested a response to a press release from MFASC alleging SCAQMD used shoddy science. Staff responded.
- **Tesoro Refinery**– The Center for Public Integrity inquired about Tesoro’s Health-Risk Assessment. Staff responded.
- **Proposed Rule 1410 (related to modified HF)Working Group** –Staff responded to an inquiry by KPCC on progress of the working group.
- **Fenceline Monitoring and Flyover Emissions Data from Aliso Canyon** – Interview with KPCC regarding their inquiry on fenceline monitoring.
- **Leaf Blower and Lawn Equipment** – Inquiry by FairWarning.com and KCET on emissions; inquiry by L.A. Magazine on rebate programs. Staff provided responses.
- **Lubeco** – Inquiry by the Press-Telegram. Staff responded
- **Wet Cleaning & Alternatives to Dry Cleaning Facilities** – Staff was interviewed by Capital & Main via phone regarding their inquiry on alternative dry cleaning facilities.
- **NOx Control Technology** – Inquiry by the Daily Breeze. Staff provided response to reporter's questions via email.
- **Odor Complaints in Coastal Cities** – Inquiries by O.C. Register, KNX Radio, KCAL-TV, and KTLA. Staff provided a response via email to O.C. Register, and conducted telephone interviews with broadcast stations.
- **EJ Community Partnership Event in San Bernardino** – La Prensa reporter asked for details about the event.
- **Methane Emissions from Fleets** – Staff responded to queries from Trucking Info regarding practices fleets that could be used to help reduce their methane emissions, with consideration to the burden compliance changes can put on medium- and heavy-duty fleet operators.
- **RECLAIM** - The Center for Public Integrity inquired about phase-out of the program and timing. Provided responses.

Media Campaigns

- **Google Ad Campaign:** The ‘*Right to Breathe*’ Google Ad Word campaign garnered 9,603 clicks, 55.76 million impressions, and 2.38 million views.
- **Check Before You Burn:** The campaign has been approved by staff for production.
 - "Pledge forms" for residents
 - Program logo for branding of campaign materials
 - Script for video spot
- **Broadcasting Advertising Plan Proposed:** Proposed by Westbound Communications as part of the Check Before You Burn Campaign, consisting of radio and television advertisements for Check Before You Burn, and the flight dates and scheduling of same. To be aired during the active "No-Burn" season of November through February.

- **Signature Film update:** Production was completed on August 19; post-production has begun and a preliminary script is expected by mid-September.

News Releases Issued

- SCAQMD to Hold Conference on Low-cost Portable Air Quality Sensors - August 30, 2017
- SCAQMD Hearing Board Approves Administrative Order to Reduce Hexavalent Chromium Emissions from Lubeco Inc. in Long Beach - August 24, 2017
- New Law Enables Air Pollution Control Officers to More Quickly Halt Activities Alleged to Endanger Public Health - August 9, 2017
- Study Finds that Choice of Cool Roofing Materials Can Potentially Impact Region's Air Pollution - August 7, 2017

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:

Aliso Viejo	Glendora	Rancho Cucamonga
Alhambra	Hemet	Rancho Santa Margarita
Anaheim	Huntington Park	Riverside
Arcadia	Irvine	Rosemead
Artesia	Lake Forest	San Bernardino
Avalon	Lakewood	San Dimas
Azusa	La Cañada	San Gabriel
Baldwin Park	La Habra	San Jacinto
Brea	La Mirada	San Marino
Bradbury	La Puente	Santa Ana
Buena Park	La Verne	Santa Fe Springs
Cerritos	Laguna Hills	Sierra Madre
Chino	Laguna Niguel	South Gate
Claremont	Long Beach	South El Monte
Compton	Mission Viejo	South Pasadena
Commerce	Monrovia	Temple City
Covina	Monterey Park	Torrance
Colton	Murrieta	Tustin
Cudahy	Newport Beach	Villa Park
Downey	Norwalk	Walnut
Diamond Bar	Paramount	West Covina
Duarte	Pasadena	Whittier
El Monte	Pico Rivera	Yucaipa
Fountain Valley	Palos Verdes Estates	
Flintridge	Pomona	

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

- Governor Jerry Brown
- U.S. Senator Dianne Feinstein
- U.S. Congresswoman Nanette Barragán
- U.S. Congresswoman Judy Chu
- U.S. Congressman Lou Correa
- U.S. Congresswoman Grace Napolitano
- U.S. Congresswoman Lucille Roybal-Allard
- U.S. Congressman Ed Royce
- U.S. Congressman Mark Takano
- U.S. Congresswoman Mimi Walters
- State Senator Ed Hernandez
- State Senator Mike Morrell
- State Senator Josh Newman
- State Senator Ricard Roth
- Assembly Member Sabrina Cervantes
- Assembly Member Ed Chau
- Assembly Member Steven Choi
- Assembly Member Laura Friedman
- Assembly Member Cristina Garcia
- Assembly Member Mike Gipson
- Assembly Member Jose Medina
- Assembly Member Melissa Melendez
- Assembly Member Tony Mendoza
- Assembly Member Al Muratsuchi
- Assembly Member Sharon Quirk-Silva

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

Alhambra Chamber of Commerce
Anaheim Chamber of Commerce
Chino Valley Chamber of Commerce
Costa Mesa Chamber of Commerce
Gateway Cities Council of Governments
Greater Riverside Chamber of Commerce
League of California Cities, Los Angeles County Division
League of California Cities, Orange County Division
League of California Cities, Inland Empire Division
Los Angeles County Department of Public Health
Newport Beach Chamber of Commerce
Orange County Council of Governments
Orange County Business Council
Orange County Transportation Authority
Pasadena Chamber of Commerce
Pasadena (City) Neighborhood Connections
Riverside Transit Agency (RTA)
Riverside County Transportation Commission
San Bernardino Area Chamber of Commerce
San Bernardino City Managers
San Bernardino Council of Governments
San Bernardino County Transportation Authority

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 Orange County Economic Coalition
South Pasadena Chamber of Commerce
Southern California Association of Governments (SCAG)
Southern California Gas Company
United States Chamber of Commerce
Valley Industry and Commerce Association, Van Nuys
Western Riverside Transportation NOW (RTA), Greater Riverside Chapter
Western Riverside Transportation NOW (RTA), Hemet/Jacinto 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 Counties
Breathe California of Los Angeles
Hemet Unified School District
Long Beach Alliance for Children With Asthma
Northwest San Pedro Neighborhood Council Sustainability Committee
Porter Ranch Neighborhood Council Sustainability Committee
Riverside Unified School District
San Gabriel Valley Regional Mountains Conservancy
Stand L.A. Environmental Justice Coalition
University of California, Riverside, Health System