

BOARD MEETING DATE: September 1, 2017

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the June and July 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

DJA:FW:MC:DM

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## **BACKGROUND**

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

### June 8

- Staff participated in a conference call with the California Air Resources Board (CARB), regarding oil and gas community monitoring project. Per CARB's request, SCAQMD staff discussed the agency's outreach strategies and environmental justice initiatives. CARB would like to collaborate on events in environmental justice communities.

### June 28

- SCAQMD, in partnership with CalEPA, hosted an Inter-Agency Workshop on Environmental Complaints. The purpose of the Inter-Agency workshop was for participants to have a better understanding of how agencies within Los Angeles County process their environmental complaints, and for them to discuss ways in which environmental complaints can be processed more collaboratively and efficiently.

### July 19

- Staff attended the Riverside County Health Coalition meeting. The meeting focused on the Community Health Improvement Plan and featured speakers from local healthcare organizations and hospitals, community groups and government agencies.

### July 20

- SCAQMD hosted “A Community Workshop on Air Pollution and Recognition of Environmental Justice Leaders,” at Las Palmas Park in the City of San Fernando, in partnership with Pacoima Beautiful. The event was an opportunity for community members to learn about SCAQMD and to express their air quality concerns.

### July 26

- Staff participated in the Coachella Valley Environmental Justice Enforcement Task Force meeting in Mecca. The Salton Sea was the main agenda item for discussion and SCAQMD staff provided information on current programs.

### July 27

- Staff presented on “Environmental Justice Best Practices” to the CAPCOA Board of Directors. Staff discussed the elements of the Environmental Justice Community Partnership, Environmental Justice Advisory Group, and other SCAQMD environmental justice efforts.

## **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:

June 1

- SCAQMD Town Hall Meeting in Compton, Dollarhide Community Center, Compton.
- Carl Moyer Program Workshop in Indio, Coachella Valley Mosquito & Vector Control District, Indio.

June 8

- San Fernando Valley Council of Governments, Mobility Workshop, Universal City.

June 13

SCAQMD Town Hall Meeting in Paramount, Paramount Community Center, Paramount.

June 22

- WRCOG 26th Annual General Assembly, Morongo Casino Resort & Spa, Cabazon.
- FuturePorts 2017 Annual Conference, Hyatt Regency, Long Beach.

June 24

- American Cancer Society Relay for Life Event, Salt Lake Park, Huntington Park.

June 29

- Arcadia Summer Concert Series – Environmental Fair, Arcadia City Hall Soccer Field.

July 22

- Assembly Member Freddie Rodriguez, Public Community Barbecue and Open House Meeting, Chino.

July 29

- Assembly Member Autumn Burke, 3rd Annual 62nd Assembly District's Back to School Health & Wellness Fair, Jane Addams Park, Lawndale.

## **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.

### June 7

- Staff presented an overview on SCAQMD, air quality, and environmental justice to 25 members of a Girl Scout Troop, at the United Methodist Church in Garden Grove.

### June 12

- Staff presented an overview on SCAQMD, environmental justice, air quality and its health impacts, and ways to report air quality complaints, to 30 members of the San Clemente Rotary Club.

### June 27

- Staff presented an overview on SCAQMD, environmental justice, air quality, its health impacts, and ways to report air quality complaints to 38 members of the Pacoima Beautiful Environmental Justice Organization.

### July 7

- Three representatives from the National Weather Service visited SCAQMD headquarters, were provided an overview on air quality in Southern California, and toured SCAQMD and its laboratory.

## **COMMUNICATION CENTER STATISTICS**

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

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG <sup>®</sup> Line	6,976
Calls to SCAQMD's Spanish-language Line	<u>54</u>
Total Calls	7,030

**PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	295
<u>Calls to Automated System</u>	<u>2,468</u>
Total Calls	2,763

Visitor Transactions	410
Email Advisories Sent	57,178

**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 573 companies;
- Conducted 25 free on-site consultations;
- Issued 227 clearance letters; and
- Provided assistance in filing 2 requests 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: 347  
 Press Releases Issued: 10  
 Air Quality Advisories: 13

## **Major Media Topics for June & July:**

**June 2 Board Meeting** – The LA Times submitted several questions regarding the June 2, 2017 Governing Board Meeting and also requested a complete video of the meeting.

- **Refineries (General)** – The Center for Public Integrity (CPI) inquired about recent action by Bay Area AQMD to require all refineries to operate real-time fence-line monitoring systems. The reporter requested information on whether the SCAQMD had any similar regulatory requirements and asked several questions in relation to the six major refineries in the SCAQMD jurisdiction. CPI also submitted a request for data on local refineries.
  - Reporters from the Daily Breeze and Wilmington Wire inquired about the compressor breakdown at Valero. Stories ran in the Daily Breeze.
- **Tesoro EIR** —Media staff prepared a response to the CBE lawsuit against SCAQMD regarding the approval of Tesoro’s EIR; the response was provided to media outlets requesting it. Media staff also responded to several inquiries and requests from CPI.org regarding Tesoro, including information on AER data, latitude and longitude coordinates, public meetings on the EIR and transcripts of those meetings. Bloomberg and CNS sent inquiries regarding the lawsuit. Staff responded to questions with detailed bullet points, and included a portion of the EIR. LA Business Journal ran a related story incorrectly stating that SCAQMD did not respond to a request for comment, when in fact no such request was sent. Staff contacted the reporter to request a correction.
- **Torrance Refinery** – Media staff responded to inquiries about the outcome of the special Administrative Committee meeting on June 8, 2017.
  - Media staff traced the origin of a map posted to a FLARE Facebook page and explained to the Daily Breeze how it misrepresented information about cancer risks from the Torrance refinery.
  - KRCW interviewed staff on the subject of a grassroots effort to ban use of hydrofluoric acid at the Torrance refinery.
- **Carlton Forge Works** – In response to the news release issued on the petition for an Order for Abatement, staff conducted multiple interviews. Stories ran on KPCC, KNX radio, and the Long Beach Press-Telegram newspaper.
- **Medical Waste Services** – KPCC submitted several questions regarding Medical Waste Services of Paramount and staff responded via email.
- **Heat Wave, Smoke, and Air Quality Advisories** – Staff were interviewed by the Los Angeles Times, KPCC (NPR), CNN, and KFI AM 640 about the heat wave and how increased ground-level ozone would adversely affect air quality and residents in the South Coast basin. KPCC, Los Angeles Times, KNX, KFI, Santa Clarita Valley

Signal and others inquired about the heat wave and corresponding smog levels, in response to an SCAQMD press release. KPCC requested a recorded interview. Stories ran in the Signal, OC Register, Whittier Daily News, LA Times, KPCC, San Diego Union-Tribune, ABC7, KISS FM, KCDZ, and affiliate networks.

- The Press Enterprise requested an interview on how poor air quality has been during the first part of this year's smog season. Media staff sent a chart of diurnal ozone variation during 2016 and conducted an interview with SCAQMD's Health Effects Officer to provide advice and information for residents about the best times of day to exercise outdoors.
- **Air Quality Monitoring and AQI Map** – Media staff conducted an in-depth interview with KPCC regarding SCAQMD's air monitoring stations, pollutants monitored, and the AQI system. A story ran on June 22, 2017. ABC7 requested access to SCAQMD's AQI maps and air quality forecast data, to possibly share with viewers daily.
- **Refineries**
  - **Response to Carson Mayor Albert Robles Op-Ed** – A guest commentary, *AQMD hasn't shirked its responsibility for Carson*, was submitted and printed in the Daily Breeze on July 30 in response to Mayor Robles' claims that SCAQMD was not doing enough to protect the health and safety of Carson residents who live near oil refineries.
  - **Health Risk Assessment (HRA)** – The Center for Public Integrity requested updated HRA documents for six refineries within the district.
  - **Hydrofluoric Acid (HF)** - Bloomberg News interviewed staff about the potential phase out of HF at refineries in the South Bay. .
- **Cap and Trade/AB 617** – LA Times, the Associated Press, and Bloomberg News requested comment regarding the cap-and-trade bill, including the provision preempting facility CO2 regulation by local districts. Staff outlined to reporters the chief concerns SCAQMD had regarding the bill, and provided a joint letter to the Governor, drafted with other major air districts, regarding the issue. LA Times and CalMatters inquired about the agency's position on AB 617. Reporters requested comment on whether or not the agency supports the legislation and believes it will speed transition to BARCT.
- **Carlton Forge Works** – After the issuance of a Media Advisory regarding a petition for an administrative order against Carlton Forge Works, staff responded to an interview request on the subject with KNX radio. The Press-Telegram also inquired about the petition for an Order of Abatement. KPCC requested update on Carlton Forge following the hearing held last week.
- **Smog Season/Holiday Fireworks** – KPCC requested an interview on the subject of air pollution levels over the July 4th holiday weekend, especially the effects of

smoke from fireworks on air quality. Staff participated in the interview on July 4. A story ran that day. ABC7 also requested an on-camera interview, airing it twice on July 5.

- **Near-Roadway Monitoring** – LA Times requested a copy of a lab report from a glass plate sample at a residence. The reporter also submitted questions regarding any SCAQMD practices on installing monitors at residences near freeways.
- **Public Records Requests** – The LA Times requested and staff provided meeting minutes for the Brain & Lung Tumor and Air Pollution Foundation from January 1, 2011 to the most recently available date. The LA Times also requested, and staff provided, Form 700s for 2015 and 2016 for all current and former Governing Board members and Executive Officers serving during that timeframe, as well as forms for current Hearing Board members.
- **Salton Sea Odors** – The Sacramento Bee submitted questions pertaining to the Salton Sea and recurring odor advisories for hydrogen sulfide (H<sub>2</sub>S), specifically the number of days exceeding state standards for H<sub>2</sub>S.
- **U.S. EPA Petition** – Inside Cal/EPA inquired about the status of SCAQMD's petition to the US EPA for proposed rulemaking for an ultra-low-NO<sub>x</sub> standard for heavy-duty engines. Staff responded that to the best of our knowledge the rulemaking is proceeding.
- **Rainbow Environmental Services in Huntington Beach** – The OC Register inquired as to whether Rainbow has filed for an extension to the deadline(s) in its Order for Abatement. At this time they have not filed such a request.
- **Hexavalent Chrome** – KPCC and the Press-Telegram inquired in regards to hexavalent chrome levels monitored recently in the Paramount and Compton areas. The cities of Paramount and Long Beach issued press releases after receiving reports from SCAQMD about high hexavalent chrome levels. Additionally, reporters requested information on whether we planned to expand hexavalent chrome monitoring into the city of Long Beach. Stories ran on KPCC's website and the Press-Telegram.

### **Media Campaigns**

- **Google Ad Campaign:** During June, *The Right to Breathe* Google Ad Words campaign garnered 10,183 clicks, 6.58 million impressions, and 1.03 million views.
  - A new campaign proposal was prepared for review at the July 7 Board meeting for continued outreach on the film.
  - During July, *The Right to Breathe* Google Ad Words campaign garnered 2,821 clicks, 3.5 million impressions, and 597,352 views.



- **Check Before You Burn:** Work is beginning on the campaign.
  - Staff hosted the annual "kick-off" meeting on July 11 to begin strategizing the 2017-2018 campaign goals. Project goals include increasing the number of AirAlerts sign-ups gathered over the course of the campaign, improving outreach in communities most affected by environmental justice issues, and determining the most effective means of outreach to pursue. Recurring weekly meetings began in August.
  
- **Signature Film Update:** Media staff is updating the signature film *The Right to Breathe* and work began in July.
  - Staff solicited participation by local members of EJ communities, and scheduled interviews and b-roll filming started on August 16.

**News Releases Issued**

- Carlton Forge Works Agrees to Order to Reduce Potential for Creating Nuisance Odors, July 28, 2017
- SCAQMD Seeks Administrative Order to Curtail Hexavalent Chromium Emissions from Lubeco Inc. in Long Beach, July 26, 2017
- SCAQMD Seeks Administrative Order to Reduce Nuisance Odors (from Carlton Forge Works), July 11, 2017
- SCAQMD Board Takes Action to Further Reduce Flaring Emissions from Refineries, July 7, 2017
- Unhealthy to Very Unhealthy Air Quality Expected to Accompany Heat Wave, July 5, 2017
- Anaplex in Paramount Ordered to Temporarily Suspend Operations, June 27, 2017
- SCAQMD Issues Initial Permits for Tesoro Refineries, June 23, 2017
- Unhealthy to Very Unhealthy Air Quality Expected to Accompany Heat Wave, June 15, 2017
- SCAQMD Seeks Administrative Order to Curtail Nuisance Odors, June 13, 2017
- SCAQMD Conducts Town Hall Meeting in Compton on Special Air Toxics Monitoring, June 2, 2017
- SCAQMD Awards \$8.8 Million for Electric School Buses, June 2, 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	Bear Valley	Carson
Anaheim	Bellflower	Chino
Baldwin Park	Buena Park	Claremont
Banning	Calimesa	Coachella

Compton	Laguna Niguel	San Clemente
Costa Mesa	La Verne	San Dimas
Eastvale	Los Angeles	San Fernando
Glendora	Mission Viejo	Santa Ana
Hawthorne	Moreno Valley	Santa Clarita
Huntington Beach	Newport Beach	Santa Monica
Indio	Norco	South Pasadena
Inglewood	Paramount	Torrance
Irwindale	Pasadena	Tustin
Jurupa Valley	Perris	Villa Park
Lawndale	Placentia	Walnut
Lake Forest	Palos Verdes Estates	Yucaipa
La Habra	Rosemead	
Laguna Hills	San Bernardino	

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. Senator Kamala Harris
- U.S. Senator James Inhofe
- U.S. Congressman Brad Sherman
- U.S. Congresswoman Nanette Barragán
- U.S. Congresswoman Karen Bass
- U.S. Congressman Lou Correa
- U.S. Congressman Raul Ruiz
- U.S. Congressman Tony Cárdenas
- U.S. Congressman Ted Lieu
- U.S. Congresswoman Lucille Roybal-Allard
- U.S. Congressman Ed Royce
- U.S. Congressman Mark Takano
- Senate President pro Tem Kevin de León
- State Senator Henry Stern
- State Senator Ben Allen
- State Senator Robert Hertzberg
- Jose Medina
- State Senator Josh Newman
- State Senator Ricard Roth
- State Senator Scott Wilk
- State Senator Jeff Stone
- Assembly Member Autumn Burke
- Assembly Member Cristina Garcia
- Assembly Member Steven Choi
- Assembly Member Tom Daily
- Assembly Member Matt Dababneh
- Assembly Member Chris Holden
- Assembly Mike Gipson
- Assembly Member Al Muratsuchi
- Assembly Member Adrin Nazarian
- Assembly Member Sharon Quirk-Silva
- Assembly Member Ridley-Thomas
- Assembly Member Sabrina Cervantes
- Assembly Member Melissa Melendez
- Assembly Member

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

Automobile Club of Southern California, Irvine  
California Air Resources Board  
California Environmental Protection Agency  
City of Baldwin Park's Recreation & Community Services Department  
Beverly Hills Chamber of Commerce  
Bear Valley Chamber of Commerce  
California Air Pollution Control Officers Association – CAPCOA  
Coachella Valley Mosquito & Vector Control District  
Costa Mesa Chamber of Commerce  
Greater Coachella Valley Chamber of Commerce  
Lake Arrowhead Chamber of Commerce, 5 Mountain Communities Government  
Affairs Committee  
League of California Cities, Los Angeles County Division  
Newport Beach Chamber of Commerce  
North Orange County Chamber of Commerce  
Orange County Business Council  
Pasadena Chamber of Commerce  
San Manuel Band of Mission Indians  
Santa Monica Chamber of Commerce  
San Fernando Valley Council of Governments  
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 Orange County Economic Coalition  
South Pasadena Chamber of Commerce  
Southern California Association of Governments (SCAG)  
Southern California Gas Company  
Three Valley Municipal Water District, Southern California  
Transportation NOW: Moreno Valley/Perris  
Transportation NOW: Northwest  
Westside Cities Council of Governments

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

California State University, Dominguez Hills  
Coachella Valley Environmental Justice Enforcement Task Force  
Crest Forest Municipal Advisory Council  
Girl Scout Troop 2390, Garden Grove  
Granada Hills North Neighborhood Council  
Lake Gregory Improvement Committee  
Northwest San Pedro Neighborhood Council Sustainability Committee

Pacoima Neighborhood Council  
Porter Ranch Neighborhood Council Sustainability Committee  
Riverside County Health Coalition  
St. Joseph Church, Santa Ana  
San Clemente Rotary Club  
Sylmar Neighborhood Council  
Sustainable Claremont Organization  
Sunland-Tujunga Neighborhood Council  
Sunshine Canyon Community Advisory Committee  
University of California, Irvine  
United Methodist Church, Garden Grove  
Valley Alliance of Neighborhood Councils  
Valley Interfaith Council  
Van Nuys Neighborhood Council