

BOARD MEETING DATE: October 5, 2018

AGENDA NO. 17

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the August 2018 outreach activities of the Legislative, Public Affairs and Media Office, which includes, Major Events, Community Events/Public Meetings, Environmental Justice Update, 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

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BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for August 2018. The report includes important areas of: Major Events & Community Events/Public Meetings, Environmental Justice Update; and the Speakers Bureau/Visitor Services, Communications Center, and Public Information Center, Business Assistance; Media Relations; and Outreach to Business and Governments.

MAJOR EVENTS (HOSTED AND SPONSORED)

Each year SCAQMD staff engage in holding and sponsoring a number of major events throughout the SCAQMD's four county area, to promote, educate and provide important information to the public regarding reducing air pollution, protecting public health, and improving the air quality and the economy.

August 9

SCAQMD hosted a Lunch and Learn Workshop on "How Electric Vehicles Can Help Clean Our Air and Improve Public Health" at the California Community Foundation. Approximately 105 people were in attendance including elected officials, small businesses, nongovernmental organizations, and community members. Staff presented on air quality issues, electric vehicles and incentive programs.

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:

August 4

- Back 2 School & Community Health Fair, Centro Maravilla Service Center, Los Angeles.
- 41st Assembly District Block Party & Resource Fair, Pasadena.

August 11

- 4th Annual 62nd Assembly District Back to School & Wellness & Health Fair, Inglewood.

August 23

- Green & Health Expo Event, Garden Grove.
- 27th Annual Black Chamber of Commerce of Orange County Banquet, Anaheim.

August 28

- 3rd Biennial California Adaptation Forum, Sacramento.

ENVIRONMENTAL JUSTICE UPDATE

The following are key environmental justice-related activities in which staff participated during August 2018. These events involve communities which suffer disproportionately from adverse air quality impacts.

August 9

Staff attended a legislative oversight hearing held by the Assembly Budget Subcommittee on the status of the Exide clean up in the affected communities. The hearing was attended by elected officials, government regulatory agencies, community members and other stakeholders.

August 22

Staff attended the Coachella Valley Environmental Justice Enforcement Task Force in Indio where the new SCAQMD Environmental Justice Coordinator was introduced. The meeting was attended by representatives from elected offices, environmental justice organizations, local tribes, and government agencies.

August 30

SCAQMD's Environmental Justice Community Partnership along with the City of Buena Park hosted a Lunch and Learn Workshop on "How Electric Vehicles Can Help Clean Our Air and Improve Public Health." The event with more than 65 attendees featured a presentation by SCAQMD staff and an electric vehicle display.

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 10 & 14

- Staff hosted officials from the Industrial Technology Research Institute in Taiwan for a tour and presentations on air quality rules and regulations, air toxics controls and other air quality topics.

August 28

- Staff attended a Riverside Uptown Kiwanis Club meeting to present on air quality issues, SCAQMD, and to provide information on how to file complaints.

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	3,899
Calls to SCAQMD's Spanish-language Line	<u>65</u>
Total Calls	3,964

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	170
<u>Calls to Automated System</u>	<u>1,427</u>
Total Calls	1,597
Visitor Transactions	321
Email Advisories Sent	4,347

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 182 companies
- Processed 49 Air Quality Permit Checklists
- Conducted 9 free on-site consultations
- Provided assistance in filing 1 variance request

Types of businesses assisted

Auto Body Shops	Dry Cleaners	Furniture Refinishing Facilities
Plating Facilities	Gas Stations	Engineering, Construction, & Architecture Firms
Auto Repair Centers	Restaurants	
Manufacturing Facilities	Printing 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: 55
Press Releases Issued: 2
Air Quality Advisories Issued: 9

Major Media Topics for August

All inquiries closed unless noted as pending

- **Holy Fire:** KPCC, KNBC, KABC, KCRW, OC Register, Los Feliz Ledger, Southern California News Group, Fox 11, Univision, Inside EPA, and Kaiser Health News requested on-camera and phone interviews for more details on smoke advisories and air pollutants arising from the Holy Fire in Orange and Riverside

counties. Southern California News Group also asked about CO emissions from the Holy Fire drifting to other states. Staff regularly provided updates and referred reporters to updates on the SCAQMD website.

- **Compliance Trends:** L.A. Times requested an interview on SCAQMD's compliance activity trends, and the number of cases heard by the Hearing Board.
- **Air Quality and Regulation in the Inland Empire:** The California State San Bernardino Coyote Chronicle requested an interview to discuss air quality, smog, and regulation in the Inland Empire. Staff met the reporter for an on-camera interview.
- **Odors in Orange County:** KNX, CBS, NBC, Fullerton Observer and Sun News requested further information regarding odors in Orange County.
- **Odors in Torrance:** The Daily Breeze requested information on possible fumes/odors in Torrance. Staff confirmed no complaints had been received regarding such odors.
- **Cemex facility:** KQED requested information and records on the Cemex facility planned for the Bell business park.
- **Anaplex shutdown:** The Sun News and Paramount Journal inquired about the suspension of operations at Anaplex Corp.
- **Asbestos:** CBS requested a summary of the investigative efforts surrounding reports of asbestos at Mira Costa High School. KPCC inquired about SCAQMD's NOV's issued to Mira Costa HS and two contractors. Upon re-opening of portions of the high school previously closed for asbestos clean-up, The Beach Reporter inquired whether or not the school's clean-up plan had been approved. At the time of inquiry, it had not been approved by SCAQMD.
 - Circle News asked about asbestos details for properties demolished in Pacific Palisades. Staff responded.
- **Governing Board:** The Press Enterprise inquired about Supervisor Marion Ashley's resignation from the Board. Staff confirmed that Riverside County Supervisor V. Manuel Perez was appointed to the Board to serve the remainder of Supervisor Ashley's term, ending in January 2022.

Media Campaigns

Check Before You Burn:

- Regular weekly project meetings have commenced.

The Right to Breathe

- DVD copies are now available for distribution.
- The Google AdWords Campaign received 5,485 clicks, 5.013 million impressions, and 2.208 million views.

News Releases & Media Advisories Issued

- SCAQMD Enforces Asbestos Regulations at Apartment Building, Middle School and Commercial Complex - August 3, 2018
- SCAQMD Issues Smoke Advisory Due to Holy Fire - August 6, 2018
- SCAQMD Continues Smoke Advisory for Holy Fire - August 7, 2018
- SCAQMD Continues Smoke Advisory for Holy Fire - August 8, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 10, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 11, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 12, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 13, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 14, 2018
- SCAQMD Continues Smoke Advisory due to Holy Fire - August 15, 2018
- SCAQMD Issues Asbestos Violations to School District, Contractors - August 22, 2018

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	Irvine	Rancho Cucamonga
Aliso Viejo	Industry	Rancho Palos Verdes
Anaheim	Jurupa Valley	Rialto
Arcadia	La Cañada Flintridge	Redlands
Azusa	La Habra	Rosemead
Baldwin Park	La Puente	San Bernardino
Banning	La Verne	Santa Ana
Beaumont	Laguna Niguel	San Dimas
Brea	Laguna Woods	San Gabriel
Buena Park	Lake Forest	San Jacinto
Claremont	Loma Linda	San Marino
Covina	Long Beach	Seal Beach
Colton	Los Angeles	Sierra Madre
Cypress	Monrovia	South El Monte
Dana Point	Mission Viejo	South Pasadena
Diamond Bar	Monterey Park	Temple City
Duarte	Moreno Valley	
El Monte	Murrieta	
Fountain Valley	Norco	
Glendora	Pasadena	
Hemet	Perris	
Huntington Beach	Pomona	

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

- U.S. Senator Kamala Harris
- U.S. Senator Dianne Feinstein
- U.S. Representative Jimmy Gomez
- U.S. Representative Lucille Roybal-Allard
- U.S. Representative Ted Lieu
- U.S. Representative Grace Napolitano
- U.S. Representative Mark Takano
- Senator Ed Hernandez
- Senator Kevin de León
- Senator Ricardo Lara
- Senator Anthony Portantino
- Senator Miguel Santiago
- Assembly Member Ed Chau
- Assembly Member Tom Daly
- Assembly Member Ian Calderon
- Assembly Member Chris Holden
- Assembly Member Wendy Carrillo
- Assembly Member Anthony Rendon
- 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:

Boyle Heights Neighborhood Council
California Air Resources Board
Colorado River Basin Regional Water Control Board
Coachella Valley Mosquito & Vector Control District
Gateway Cities Council of Governments
Gateway Water Management Authority
League of California Cities, Orange County Division
Los Angeles Economic Development Corporation
Orange County Council of Governments
Pleasant Care, Riverside
Redlands Chamber of Commerce
San Bernardino County Department of Aging
South Pasadena Chamber of Commerce
South Bay Area Chamber of Commerce
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
Segerstrom Foundation in Costa Mesa

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

Albert A. Chatigny Community Recreation Center, Beaumont
California State University, Los Angeles
Banning Senior Center
Beaumont Senior Center
Bloomington Senior Center
Blue Mountain Senior Villas, Grand Terrace
Cabazon Band of Mission Indians
Cabazon Senior Center
Cabrillo Beach Community Group, San Pedro
Canyon Lake Senior Center
Clark Terrace Senior Apartments, Norco
Chino Senior Center
Coalition for Clean Air, Avocado Heights & Whittier
City of Murrieta Senior Center
City of Perris Senior Center
Corona Senior Citizens Center
Coy D. Estes Senior Housing, Upland
Delmann Heights Senior Center, San Bernardino
Dales Senior Center, Riverside
Dino Papavero Senior Center, Fontana
Eddie D. Smith Senior Center, Jurupa Valley
El Monte Community Center
El Monte Senior Citizens Center
Gardens at Sierra, Fontana
Grand Terrace Senior Center
George M. Gibson Senior Center, Upland
George White Senior Center, Fontana
Grace Vargas and Rialto Senior Center, Rialto
Fontana Community Services, Healthy Fontana
Fontana Senior Center
Heritage Park Senior Apartments, Norco
Highland Senior Center
Hutton Senior Center, Colton
Inland Empire Health Plan, Rancho Cucamonga
James Simpson Senior Center, Hemet
James L. Brulte Senior Center, Rancho Cucamonga
Janet Goeske Senior Center, Riverside
Joslyn Center, Redlands
Kay Cenicerros Senior Center, San Jacinto
Lake Elsinore Senior Activity Center
Lake Elsinore Senior Center

La Sierra Senior Center, Riverside
Lambert Park Auditorium, El Monte
Loma Linda University, Senior Program
Loma Linda Senior Center
Luque Senior Center, Colton
New Hope Community Church, El Monte
Norco Senior Citizens Center
Mary Phillips Senior Center, Temecula
Meniffee Senior Center
Mentone Senior Center
Moreno Valley Senior Community
Montclair Senior Center
Mount Rubidoux Manor, Riverside
Murrieta Senior Center
Norton Younglove Senior Center
Ontario Senior Center
Olive Crest, Santa Ana
Our Lady of Guadalupe Church, El Monte
Perris Hill Senior Center, San Bernardino
Perris Senior Center
Plymouth Village, Redlands
Redlands Community Senior Center
Riverside Legacies Memory Care
San Jacinto Senior Center
Santa Ana College
San Bernardino Fifth Street Senior Center
Sun Lake Country Club, Banning
Torch Middle School, City of Industry
TELACU Senior Housing:
 Buena Vista, San Bernardino
 El Paseo, Riverside
 Las Fuentes, Riverside
 La Paz, Rialto
 Rio Alto, Rialto
 Sierra Vista, San Bernardino
 Tierra Serrano, Rialto
 Vista del Sol, San Bernardino
 Villa, Moreno Valley
United Way of Orange County
Uptown Riverside Kiwanis Club
Visiting Nurses of SoCal, San Bernardino
Wildomar Senior Center
Yucaipa Senior Center