

BOARD MEETING DATE: June 7, 2019

AGENDA NO. 14

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the April 2019 outreach activities of the Legislative, Public Affairs and Media Office, which includes Major Events, Community Events/Public Meetings, Environmental Justice Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Business Assistance, Media Relations, and Outreach to Community Groups and Federal, State, and Local Governments.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:
Receive and file.

Wayne Nastri
Executive Officer

DJA:LTO:KH:DM

BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for April 2019. The report includes: Major Events; Community Events/Public Meetings; Environmental Justice Update; Speakers Bureau/Visitor Services; Communications Center; Public Information Center; Business Assistance; Media Relations; and Outreach to Community Groups and Governments.

MAJOR EVENTS (HOSTED AND SPONSORED)

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

April 23 and April 25

Staff hosted the first Clean Air Ranger Education (CARE) Assemblies for first and second grade students at Valencia Academy of the Arts in Pico Rivera and Honey Hollow Elementary School in Moreno Valley, respectively. More than 330 students participated in the assemblies. Each assembly included information on South Coast AQMD, air pollution, the air quality flag program for schools, demonstration of zero emission equipment, and an experiment to show how smog is formed in the South Coast region. Staff also interacted with the students to discuss air quality, provide tips to help clean the air, and show them a vehicle and zero emission equipment that was on display.

COMMUNITY EVENTS/PUBLIC MEETINGS

Each year South Coast AQMD 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 South Coast AQMD 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;
- South Coast AQMD incentive programs;
- Ways to participate in South Coast AQMD's rules and policy development; and
- Assistance in resolving air pollution-related problems.

South Coast AQMD staff attended and/or provided information and updates at the following events:

April 5

Staff exhibited at the City of San Bernardino's 2019 State of the City address at Indian Springs High School in San Bernardino. The attendees of the meeting represented a wide spectrum of interests including government, community members, and business representatives. Staff provided information on AQ-SPEC, AB 617, Carl Moyer and other South Coast AQMD programs. The exhibit also included a hydrogen fuel cell vehicle.

April 6

Staff represented South Coast AQMD at the Cucamonga Valley Water District Frontier Project Earth Day event in Rancho Cucamonga, and provided information on South Coast AQMD, Clean Choice Vehicles and other programs.

April 10

Staff exhibited at the all-day San Gabriel Valley Council of Governments General Assembly held in the City of Industry. The event was attended by local elected officials and city staff as well as other government agencies and industry representatives. Many of the attendees were interested in a VW Settlement Fund workshop which was being held on April 17 at South Coast AQMD headquarters.

April 11

Staff participated in Earth Day Los Angeles 2019 event held at Grand Park in downtown Los Angeles. Staff provided information on air quality and incentive programs, and conducted live demonstrations of the South Coast AQMD iPhone app to event participants.

April 13

Staff represented South Coast AQMD at the city of Diamond Bar's birthday party, "Going Green Display Event." The event attracted thousands of visitors who learned about environmental issues and programs. Staff provided information on the South Coast AQMD iPhone app and current residential incentive programs.

Staff participated in the 2019 Bolsa Chica Earth Day event in Huntington Beach and provided event goers with information on air quality, residential incentive programs and the South Coast AQMD iPhone app.

Staff also exhibited at the West Valley Water District's Earth Day event in Rialto, and provided information on residential incentive programs including EV charging stations, electric lawn mowers and energy efficient furnaces, as well as general air quality information.

Staff participated in the Sustainable Paramount: Eco-Friendly Fair in the City of Paramount, and provided information on air quality, the South Coast AQMD iPhone app, and incentive programs.

April 18

Staff exhibited at the San Bernardino City/County Conference in Lake Arrowhead. The event was attended by local elected officials, government, and business representatives who were able to view a large display of electric landscaping equipment including lawn mowers, trimmers and leaf blowers. Information was provided on the commercial electric lawn and garden program.

Staff participated in the Rolling Hills Estates Earth Day Celebration, and provided information on residential incentive programs including EV charging stations, electric lawn mowers and energy efficient furnaces, as well as general air quality information.

April 19

Staff exhibited at the Bear Valley Earth Day event in Big Bear Lake, and provided information on air quality, incentive programs and Clean Choice vehicles. Staff displayed and demonstrated a hydrogen fuel cell vehicle.

April 27

Staff participated in the Whittier Earth Day Fair held at the Greenleaf Grassy Area in Whittier and provided general air quality information and focused on incentive programs such as the residential electric lawn mower program.

April 28

Staff represented South Coast AQMD at the CicLavia Low-tech Transportation event in Wilmington. The event was attended by thousands of residents from Wilmington and the surrounding communities. Information was provided on general air quality, AB 617, residential incentive programs and the South Coast AQMD iPhone app.

ENVIRONMENTAL JUSTICE UPDATE

The following are key environmental justice-related activities in which staff participated throughout the month of April 2019. These events involve communities affected disproportionately from adverse air quality impacts.

April 11

Staff held the AB 617 Community Steering Committee meeting in Wilmington/Carson/West Long Beach. The purpose of the meeting was to gather input to help guide staff in drafting the Community Emissions Reduction Plan (CERP) and Community Air Monitoring Plan. Staff also presented information on specific rule development efforts related to the community and information on actions that can be included in the CERP to address air quality concerns.

April 12

Staff participated in a community meeting with East Yard Communities for Environmental Justice in Wilmington. The community members provided input on South Coast AQMD's public notification process and feedback regarding their participation in the AB 617 Community Steering Committees. Staff will meet with them again to continue to work on issues and concerns in the Wilmington community.

April 17

Staff hosted an Environmental Justice Community Partnership (EJCP) Advisory Council meeting, and provided an update on the EJCP's 2018 accomplishments and 2019 goals. A member of the advisory council also presented information on environmental justice work through Unite Here Local 11. Additionally, EJCP members provided environmental justice updates on current initiatives.

April 18

Staff held the fifth AB 617 Steering Committee meeting in San Bernardino, which was co-hosted by a member of Sierra Club, My Generation. The purpose of the meeting was to provide information on local efforts and programs that address air pollution concerns in the community, sources contributing to air pollution, and ideas to address concerns such as warehouse (onsite emissions), cement batch plants, Omnitrans bus yard, and schools.

April 25

Staff hosted an Environmental Justice Advisory Group (EJAG) meeting. Items presented by staff included an update on AB 617, Facility Information Detail (F.I.N.D.), and 2019 EJAG goals. Members provided their feedback on the AB 617 implementation process and requested more information on how to navigate FIND to locate information about facilities.

Staff also held the AB 617 Community Steering Committee meeting in East Los Angeles/Boyle Heights/ West Commerce. The purpose of the meeting was to gather input to help guide staff in drafting the Community Emissions Reduction Plan (CERP) and Community Air Monitoring Plan. Staff also presented information on specific rule development efforts related to the community and information on actions that can be included in the CERP to address air quality concerns.

April 27

Staff participated in the Latinxs and the Environment Summit: Designing our Future, which focused on bridging academia, public policy, and communities at the University of California, Berkeley. Some of the workshop topics included: Climate Change- What is in the future of the Latinx community in California and beyond; Urban and Rural Planning- Reimagining the blueprint for the future; and Environmental Justice- Understanding the crisis to build solutions. The featured keynote speaker was Ana Alvarez, Deputy General Manager of the East Bay Regional Park District.

April 30

Staff participated in a tour of the Salton Sea area sponsored by the Water Foundation in coordination with Alianza Coachella Valley, Audubon California, Defenders of Wildlife, Environmental Defense Fund, Kounkuey Design Initiative, Pacific Institute, and the Sierra Club. Agency leaders, key staff and decision makers were in attendance to see the Salton Sea first-hand, meet local community members, hear from experts, and learn more about the near-term threats and opportunities to protect public health, improve water security, and learn about air quality issues.

SPEAKERS BUREAU/VISITOR SERVICES

South Coast AQMD 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. South Coast AQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

April 4

Staff attended a meeting of the National Demolition Association, Southern California Chapter in the City of Industry and presented information on issues related to South Coast AQMD Rule 1403 - Asbestos Emissions from Demolition/Renovation Activities, and any proposed changes to the rule.

April 11

Staff presented information to undergraduate and graduate students at the University of California, Irvine on forecasting air quality and meteorological data and how air quality is related to weather.

April 23

Staff presented information at a California State University, San Bernardino Leonard Transportation Center Regional Mobility Dialogue Series meeting on the electrification of medium- and heavy-duty vehicles and charging infrastructure. Staff also provided an electric vehicle for display.

April 26

A group from GRID Alternatives, Greater Los Angeles, visited the South Coast AQMD to learn more about the agency and air quality issues. A tour of the laboratory, and alternative fueling stations and vehicles was also provided.

Students from the Civil Engineering Department at Cal Poly Pomona visited the South Coast AQMD. Staff presented information on the agency, air quality issues and clean air technologies. The visit also included a tour of the laboratory, and alternative fueling stations and vehicles.

COMMUNICATION CENTER STATISTICS

The Communication Center handles calls on South Coast AQMD’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 April were:

Calls to South Coast AQMD’s Main Line and 1-800-CUT-SMOG® Line	3,284
Calls to South Coast AQMD’s Spanish-language Line	<u>50</u>
Total Calls	3,334

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	157
<u>Calls to Automated System</u>	<u>613</u>
Total Calls	770

Visitor Transactions	243
Email Advisories Sent emails	9,020

BUSINESS ASSISTANCE

South Coast AQMD notifies local businesses of proposed regulations so they can participate in the agency’s rule development process. South Coast AQMD 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, as summarized below:

- Provided permit application assistance to 228 companies
- Processed 77 Air Quality Permit Checklists
- Conducted 4 on-site consultations
- Provided assistance in filing 1 request for variance

Types of businesses assisted

Auto Body Shops	Gas Stations	Furniture Refinishing Facilities
Auto Repair Centers	Restaurants	Construction Firms
Printing Facilities	Plating Facilities	Architecture Firms
Manufacturing Facilities	Dry Cleaners	Engineering Firms

MEDIA RELATIONS

The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications and media operations.

- Total Media Inquiries: 28
- Total Web Updates: 211
- Press Releases: 4
- Air Quality Advisories Issued: 4

Major Media Topics for April

(All inquiries closed unless noted as pending)

- **The Korean Drycleaners and Laundry Association's Cleaner News:** Requested to speak with staff regarding perchloroethylene emissions from dry cleaning businesses and any changes to Rule 1421 - Control of Perchloroethylene Emissions From Dry Cleaning Systems.
- **Coachella Valley:** An embargoed exclusive interview was held with the Desert Sun to discuss the proposed reclassification of Coachella Valley for ozone. The story ran on Friday, April 11. Following the exclusive, KNBC, KPCC, and Bloomberg Environment inquired about non-attainment of ozone in the Coachella Valley. Staff held interviews with reporters and provided further information.
- **Torrance Refinery:** The Daily Breeze inquired regarding a story about the use of modified hydrofluoric acid (MHF) at the Valero/Torrance refinery. Staff spoke with a reporter to provide an update.
- **Asbestos NOV's:** The Santa Clarita Signal requested an update regarding notices of violation that were issued at a mobile home park demolition site in Santa Clarita.
- **AQMP Funding:** The L.A. Times sought clarification on the amount of funding that South Coast AQMD has secured in relation to incentive funding as detailed in the 2016 AQMP.
- **Governing Board:** Canyon News requested further info on whether a new Senate Pro Tem appointee would be named for the Board.
- **American Lung Association (ALA) State of the Air:** KPCC and KNX Radio interviewed staff on the ALA State of the Air Report. The interview was aired on KPCC's "Air Talk".
- **MHF Phase-out at Refineries:** KQED, The Long Beach Business Journal, Capital & Main, and Chemical and Engineering News requested clarification and updates on the proposal to potentially phase out MHF use at refineries. A brief statement was sent to all reporters.

News Releases

- South Coast AQMD participates in Earth Day Events across Southern California, Encourages Americans to take Action- April 5, 2019.
In observance of Earth Day, South Coast AQMD released a calendar of events in which the district would be participating.
- Metrolink Offers Free Rides on Earth Day to Entice Commuters to Leave Cars at Home - April 12, 2019.
South Coast AQMD and Metrolink issued a joint press release informing consumers that Metrolink would be offering free rides on its regional rail system on Earth Day- April 22
- South Coast AQMD to request re-classification for ozone in Coachella Valley - April 12, 2019
South Coast AQMD has submitted a request to U.S. EPA regarding voluntary reclassification of the 1997 8-hour federal standard for ozone in the Coachella

Valley. If granted, the area will be reclassified to “extreme” status and will allow up to five additional years to reach attainment.

- **Media Advisory and Joint Press Release: Volvo LIGHTS Project Check Presented at ACT Expo 2019 – April 24, 2019**
South Coast AQMD, along with CARB and Volvo, participated in a joint press conference and issued a joint press release at the ACT Expo. CARB presented South Coast AQMD with a \$44.8M check for the Volvo Low Impact Green Heavy Transport Solutions (LIGHTS) Project. The press release was picked up nationally by more than 125 local and national media outlets.
- **Dust Advisories: Coachella Valley**
Four advisories were issued due to dust conditions in the Coachella Valley. The advisories were picked up across local media with KTLA re-tweeting our social media outreach because it occurred during the Coachella Music Festival.
- **Op-Ed (Published by the Daily Breeze): What’s the air quality in SoCal Really Like?**
An Op-Ed discussing current air quality improvements, issues and efforts to reduce smog was picked up by the Southern California News Group and ran in eight of its 11 Southern California papers including The L.A. Daily News, The Orange County Register, The San Bernardino Sun, and The Long Beach Press Telegram.

Social Media Notable posts:

Arturo Rodriguez at the Chavez Event: 2,365 Twitter Impressions
Hiring Post for Office Assistants: 1,533 Facebook Users Reached
Chavez Event Reminder Post: 1,113 Twitter Impressions
Earth Day LA Reminder: 2,057 Twitter Impressions
Lawn Mower Rebate Program: 1,472 Facebook Users Reached
Windblown Dust Advisory: 16,430 Twitter Impressions
Volvo LIGHTS ACT Expo Photo: 2,048 Twitter Impressions
Guardian Article: PM2.5 Photography: 1,926 Twitter Impressions
Metrolink Earth Day Promo: 1,799 Twitter Impressions

APRIL 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	Buena Park	Coachella
Arcadia	Calimesa	Cypress
Anaheim	Carson	Diamond Bar
Azusa	Cathedral City	Duarte
Baldwin Park	Chino	El Monte
Beaumont	Claremont	Fontana
Big Bear	Colton	Glendale
Bradbury	Covina	Glendora

Huntington Beach	Montclair	San Dimas
Indio	Monterey Park	San Gabriel
Indian Wells	Murrieta	San Marino
Industry	Newport Beach	Santa Ana
Irvine	Ontario	Sierra Madre
Irwindale	Palm Desert	South El Monte
La Cañada Flintridge	Pasadena	South Pasadena
La Habra	Palm Springs	Temecula
La Quinta	Paramount	Temple City
La Puente	Pomona	Tustin
La Verne	Placentia	Upland
Laguna Niguel	Rancho Cucamonga	Walnut
Lake Forest	Rancho Mirage	West Covina
Long Beach	Rialto	Whittier
Los Angeles	Santa Ana	Wilmington
Mission Viejo	Rosemead	Yucaipa
Monrovia	San Bernardino	

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

- U.S. Representative Lou Correa
- U.S. Representative Grace Napolitano
- U.S. Representative Harley Rouda
- U.S. Representative Raul Ruiz
- Senator Bob Allen
- Senator Bob Archuleta
- Senator Connie Leyva
- Senator Mike Morrell
- Senator Anthony Portantino
- Senator Richard Roth
- Senator Susan Rubio
- Senator Jeff Stone
- Senator Tom Umberg
- Assembly Member Autumn Burke
- Assembly Member Ian Calderon
- Assembly Member Chris Holden
- Assembly Member Melissa Melendez
- Assembly Member James Ramos
- Assembly Member Eloise Gómez Reyes
- Assembly Member Blanca Rubio
- Assembly Member Cottie Petrie-Norris
- Assembly Member Eduardo Garcia

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

American Green Zone Alliance
Cabazon Band of Mission Indians
Chino Basin Water Conservation District
Chino Valley Area Chamber of Commerce
Coachella Valley Association of Governments
Coachella Valley Economic Partnership
Costa Mesa Chamber of Commerce

Desert Valley Builders Association
Gateway Cities Council of Governments
Greater Coachella Valley Chamber of Commerce
Imperial Irrigation District
Lake Arrowhead Chamber of Commerce
League of California Cities, Riverside County Division
Move LA
National Demolition Association
Newport Beach Chamber of Commerce
Omnitrans
Orange County Council of Governments
Orange County Business Council
Orange County Transportation Authority
Pasadena Chamber of Commerce
Riverside County Transportation Commission
Riverside Transit Agency -Transportation Now:
 -San Gorgonio Pass Area Chapter
San Bernardino County Fire
San Bernardino Area Chamber of Commerce
San Bernardino County Transportation Authority
Santa Ana Chamber of Commerce
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
San Gabriel Valley Conservation Corps
South Pasadena Chamber of Commerce
Southern California Association of Governments
Southern California Edison
Southern California Gas Company
Sunline Transit
United Here Local 11
US Green Building Council
Valley Industry Commerce Association Government Affairs Committee
Western Riverside Council of Governments

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

Alianza, Coachella Valley
Baldwin Hills Community Advisory Group
Big Bear Community Service District
Cal Poly Pomona
California State University, San Bernardino - Leonard Transportation Center
Center for Community Action and Environmental Justice, Jurupa Valley
Chino Valley Unified School District

Clinicas Salud Del Pueblo, Coachella Valley
Comité Civico Del Valle, Inc., Coachella Valley
Communities for a Better Environment
East Yard Communities for Environmental Justice
Honey Hollow Elementary School, Riverside
La Union Hace la Fuerza, Coachella Valley
Loma Linda University
Los Angeles County Office of Education
Los Angeles Unified School District
Orange County Department of Education
Pacoima Beautiful
Pasadena Neighborhood Connections Community Alliance
Perdue Elementary School
Riverside Department of Education
San Bernardino Department of Education
San Bernardino Valley College
Santa Ana College
Sierra Club, My Generation
Taking Responsibility and Control Neighborhood Watch, La Puente
University of California, Irvine
Valencia Academy of Arts, Pico Rivera