

BOARD MEETING DATE: March 1, 2019

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the January 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

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## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for January 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 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 air quality and the economy.

## **January 19**

SCAQMD hosted its 5<sup>th</sup> Annual Building Upon a Dream: a Martin Luther King, Jr. Day of Service Forum, at the California African American Museum in Los Angeles. Over 350 were in attendance. The forum memorialized Dr. Martin Luther King, Jr.'s fight for all, and demonstrated how his dream can be materialized through the efforts of SCAQMD and its environmental justice partners to clean the air.

## **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 rules and policy development; and
- Assistance in resolving air pollution-related problems.

SCAQMD staff attended and/or provided information and updates at the following events:

## **January 15**

Staff participated in the Rialto Unified School District Science, Technology, Engineering and Math (STEM) event attended by teachers, STEM curriculum development staff and interested stakeholders. Information was provided on air quality issues and SCAQMD programs, including AQ-SPEC. The event participants were interested in community monitoring as a STEM learning opportunity for students. Staff also brought a Mirai Hydrogen Fuel Cell vehicle for display.

## **January 24**

Staff participated in the grand opening event for a new fast charger in the City of Santa Clarita. The charging station was funded partially by MSRC and SCAQMD. Staff provided information to attendees on air quality, clean cars and SCAQMD incentive funds for residential charging equipment.

## **ENVIRONMENTAL JUSTICE UPDATE**

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

### **January 10**

Staff held the second Wilmington/Carson/West Long Beach, AB 617 Community Steering Committee meeting in Carson. The Committee members discussed community air quality concerns and provided input on boundaries, which will help guide technical analysis and prioritization of air quality concerns. Staff also presented on community air monitoring technologies.

### **January 11**

Staff organized an Environmental Justice Community Partnership (EJCP), “Lunch and Learn Workshop on How Electric Vehicles Can Help Clean Our Air and Improve Public Health” in partnership with Assembly Member Sabrina Cervantes at the Renck Community Center in Riverside. The workshop was attended by approximately 85 people, including elected officials, small business owners, community based organizations, and community members. Staff presented information on air pollution, electric vehicles, and incentive programs.

### **January 17**

Staff held the second San Bernardino/Muscoy, AB 617 Community Steering Committee meeting in Muscoy, which was co-hosted with Miguel Rivera, a member of the community. The Committee discussed community air quality concerns and provided input on boundaries, which would help guide technical analysis and prioritization of air quality concerns. Staff also presented information on community air monitoring technologies.

### **January 22**

Staff participated in the 5<sup>th</sup> Annual Environmental Justice and Enforcement Symposium at the California Endowment in Los Angeles. The symposium was attended by college students, environmental health professionals, academia, local community organizations, and government employees from agencies such as Cal/EPA, CARB, and the City of Los Angeles.

### **January 23**

Staff participated in the Coachella Valley Environmental Justice Task Force meeting which was attended by representatives from local elected official’s offices, regional and local agencies and community organizations. CARB staff presented information on the AB 617 Community Air Protection program. SCAQMD staff provided an update on current programs for residents and businesses.

### **January 24**

Staff participated at the Joint Environmental Justice & Public Health Working Group meeting at SCAG. SCAG staff was seeking input on the 2020 SoCal Connect Public Health Report and reviewed proposed Environmental Justice analysis integration.

Staff held the second Boyle Heights/East Los Angeles/West Commerce, AB 617 Community Steering Community meeting in East Los Angeles, which was co-hosted with Anna Araujo from East L.A. Rising. The Committee discussed community air quality concerns and provided input on boundaries, which will help guide technical analysis and prioritization of air quality concerns. Staff also presented information on community air monitoring technologies.

### **January 30**

Staff participated in CARB's Community Air Grant "kick-off" meeting with grant recipient Legacy LA. The purpose of the meeting was to review grant goals and tasks. Legacy LA will be partnering with Community Conservation Solutions to build a natural park at the Ramona Garden Housing Development adjacent to the I-10 freeway corridor. The natural park will reduce air and noise pollution, recycle storm water, build resilience to climate change and provide a green space for families and children to gather.

### **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.

### **January 17**

Staff presented information on SCAQMD Rule 1403 - Asbestos Emissions from Demolition/Renovation Activities, to over 500 property managers at the Orange County Regional Chapter of Community Association in Irvine.

### **January 22-23**

Twelve members of the Nanjing China Delegation, including transportation, waterway, marine, port, and shipping staff, visited SCAQMD for two days in January. The visit included an overview on: SCAQMD, air quality regulatory authority, enforcement standards, rulemaking, mobile source measures, emission reductions, and clean air transportation vehicles. The visit also included a tour of the SCAQMD laboratory, and a visit to the SCAQMD air monitoring station in Rubidoux.

### **January 23**

Staff presented information on SCAQMD, air quality, clean air technologies, and opportunities to improve the air and the environment, to over 200 students and their families at the Honey Hollow Elementary School, Science Night Event in Moreno Valley.

**January 24**

Staff presented information on SCAQMD, air quality, clean fuel vehicles and the health impact of air pollution to 40 members at the Glendora Rotary Club meeting.

Staff presented information on SCAQMD, compliance, enforcement, and rules and regulations for air quality. Staff also presented future plans for regulatory changes to 40 industrial representatives, consultants, and science members at the Industrial Environmental Coalition of Orange County’s (IECOC), 2019 Annual Regulatory Update Meeting in Costa Mesa.

**January 25**

Fifteen students from Whitter College’s Environmental Justice Study visited SCAQMD, and staff presented information on SCAQMD, and its Environmental Justice Program and activities. The visit also included a tour of the SCAQMD laboratory, and SCAQMD alternative clean fuel vehicles and alternative fuel stations.

**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 January were:

Calls to SCAQMD’s Main Line and 1-800-CUT-SMOG® Line	3,872
Calls to SCAQMD’s Spanish-language Line	<u>27</u>
Total Calls	3,899

**PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	181
<u>Calls to Automated System</u>	<u>12</u>
Total Calls	193
 Visitor Transactions	 300
Email Advisories Sent emails	15,761

## **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, as summarized below:

- Provided permit application assistance to 193 companies
- Processed 63 Air Quality Permit Checklists
- Conducted 1 free on-site consultation

### **Types of businesses assisted**

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

## **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: 66

No-Burn Alerts: 5

Press Releases/Air Quality Advisories Issued: 3

### **Major Media Topics for January**

(All inquiries closed unless noted as pending)

- USS Iowa – Random Lengths requested further information on a 2014 Stipulated Order for Abatement regarding a diesel generator on the USS Iowa berthed in San Pedro. Pending.
- Torrance Refinery – The Daily Breeze inquired whether TRC had exceeded its SOx flaring target for 2018. Staff provided information and the agency's responses to flaring at the Torrance Refinery.
- Modified Hydrofluoric (MHF) Acid – The L.A. Times sought information about the Board's possible actions regarding the risks of MHF and the number of leaks that have occurred at the Valero and Torrance refineries. The Long Beach Post sought information regarding Rule 1410 working group meetings and how the rule is developed.
- KORE Infrastructure project, Rialto – KCBS requested an update on the status of the KORE project in Rialto. The reporter also requested clarification of records of payments from SCAQMD to KORE.
- No-burn alert – Spectrum News 1, KNX 1070, KPCC/NPR, KCRW and other local news stations requested interviews regarding the weather conditions that necessitate

a no-burn alert. Staff also conducted a live radio interview with KPCC/NPR regarding the Check Before You Burn program and No-Burn days.

- Incentive Funding – As a result of the January 4 press release, the L.A. Business Journal inquired about private companies in L.A. County included in the \$47M incentive funding. L.A. Times requested updated numbers on the progress toward the projected \$14 billion needed for attainment under the 2016 AQMP/Financial Incentives Funding Plan.
- U.S. EPA Shutdown/Furlough – E&E News inquired about the effects the federal government shutdown is having on state and local agencies, specifically in regard to the absence of U.S. EPA representation in conference calls.
- Coastal Odors – Long Beach Post inquired about complaints and SCAQMD’s response to natural gas-type odors in downtown Long Beach.
- Fenceline Monitoring – IWP News inquired as to whether there had been a recent deadline for comments on fenceline monitoring proposals, as well as whether fenceline monitoring was a part of AB 617.
- Mobile Source Emissions – San Diego Union-Tribune inquired about SCAQMD’s proposed indirect source regulations, and spoke with staff for an overview of the topic.
- SCAQMD Compliance Trends – The L.A. Times had follow-up questions about information that staff previously provided.
- Sherwin Williams lawsuit – SCNG requested information regarding a lawsuit filed by SCAQMD against Sherwin Williams, regarding violations of SCAQMD VOCs regulations. Staff provided a copy of the lawsuit.
- RECLAIM – Argus Media requested to speak with staff regarding the sunset of the RECLAIM program, including a timeline. Additionally, the reporter requested clarification of related rules which might be adopted by SCAQMD this year in conjunction with the sunset of the program. Staff provided information in response to the request.
- West Long Beach – Staff was interviewed by the Long Beach Post regarding SCAQMD’s AB 617 activities in west Long Beach.
- Sunshine Canyon NOVs – Provided information from SCAQMD website to Santa Clarita Signal on NOVs and complaints related to Sunshine Canyon Landfill.

### **News Releases**

- SCAQMD Awards More Than \$47 Million in Incentive Funds to Implement and Demonstrate Cleaner Technologies and Fuels to Reduce Air Pollution - January 4, 2019.
- Building Upon the Dream - A Martin Luther King, Jr. Day of Service Forum - January 19, 2019
- SCAQMD Provides Incentives to Buy Zero-Emission Commercial Electric - January 31, 2019

## Media Campaigns

### Google Awards Campaign 2019

- The Google AdWords campaign received 22,763 clicks, 15.89 million impressions, and 5.49 million views during January.

### Check Before You Burn 2018/19

- 13 total No-Burn Days called to date in current season
- 5000 door hangars delivered in San Pedro and Redlands.

## 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	Fullerton	Perris
Aliso Viejo	Huntington Beach	Rancho Palos Verdes
Anaheim	Laguna Niguel	Rancho Cucamonga
Brea	Lake Forest	Rosemead
Buena Park	Los Angeles	San Bernardino
Claremont	Los Alamitos	San Gabriel
Cypress	Lomita	San Juan Capistrano
Dana Point	Mission Viejo	Torrance
Duarte	Orange	Tustin

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

- U.S. Senator Dianne Feinstein
- U.S. Senator Kamala Harris
- U.S. Representative Nanette Barragán
- U.S. Representative Lou Correa
- U.S. Representative Ted Lieu
- Senator Steven Bradford
- Senator Richard Roth
- Senator Alan Robbins
- Senator Anthony Portantino
- Assembly Member Autumn Burke
- Assembly Member Sabrina Cervantes
- Assembly Member Chris Holden
- Assembly Member Eduardo Garcia
- Assembly Member Al Muratsuchi
- Assembly Member James Ramos



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

Association of California Cities, Orange County  
Cabazon Band of Mission Indians  
California Air Resources Board  
Coachella Valley Housing Coalition  
Colton Public Utilities Department  
Eastern Municipal Water District, Perris  
Orange County Business Council  
Orange County Council of Governments  
Orange County Sanitation District  
Orange County Transportation Authority  
Riverside Transit Agency  
San Bernardino Area Chamber of Commerce  
San Bernardino County Transportation Authority  
San Gabriel Valley Council of Governments  
Santa Ana Chamber of Commerce  
South Bay Association of Chambers of Commerce  
South Bay Cities Council of Governments  
South Orange County Economic Coalition  
South Pasadena Chamber of Commerce  
TSF Auto Body and Auto Repair Shop, San Bernardino  
US Green Building Council, Los Angeles Chapter  
Valley Industry & Commerce Association (VICA), San Fernando Valley  
Western Riverside Council of Governments

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

California African American Museum, Los Angeles  
Coachella Valley Environmental Justice Task Force  
Rialto Unified School District High  
Science, Technology, Engineering, and Mathematics (STEM) Organization