

BOARD MEETING DATE: November 1, 2019

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the September 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 September 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.

## **September 21**

Staff hosted a National Drive Electric Week event at South Coast AQMD headquarters in Diamond Bar. Staff demonstrated clean vehicle choices including hydrogen fuel cell and battery electric vehicles to provide hands-on education to attendees about the functions of alternative fuel vehicles. Attendees included members of the public, government officials, public fleet managers, and dealership representatives.

## **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:

## **September 12**

Staff exhibited at the 11th Annual Green & Health Expo, Filipino American Chamber of Commerce of Orange County in Garden Grove to provide attendees with information about South Coast AQMD programs, air quality issues and how to report air quality complaints.

## **September 14**

Staff participated in Charge Up LA: Drive Electric Event at the L.A. Fire Department Training Center in Los Angeles. Staff shared information about South Coast AQMD, air quality, electric vehicle options and electric vehicle incentive programs.

Staff participated in the National Drive Electric Week - Watts event at Markham Middle School in Los Angeles to speak with residents and community groups about clean vehicle options. Staff displayed a hydrogen fuel cell vehicle. In addition, staff provided information on South Coast AQMD, air quality issues, residential incentive programs and how to file an air quality complaint.

### **September 19**

Staff represented South Coast AQMD at the Center for Environmental Research and Technology (CE-CERT) StratosShare Launch Event ribbon cutting ceremony in Riverside to support education and marketing of advanced technology vehicles. Attendees included elected officials, government representatives, and city staff.

### **September 20-21**

Staff exhibited at the South Coast AQMD booth at the Route 66 Crusin' Reunion in Ontario to demonstrate and educate the community about clean air vehicles. Staff had battery electric and hydrogen fuel vehicles on display.

### **September 21**

Staff attended the Drive Electric Event in Palm Desert to provide information about South Coast AQMD, air quality issues, clean air vehicles and how to report air quality complaints through the 1-800- CUT-SMOG program.

Staff participated in the Sole Food event at Jurupa Valley High School to increase awareness about South Coast AQMD and air quality issues. Staff provided information about South Coast AQMD, air quality issues, and how to file an air quality complaint.

Staff exhibited at the Quemetco Resource Fair in Hacienda Heights. Staff provided information on South Coast AQMD, including the iPhone and Android apps and the 1-800 CUT- SMOG line to report air quality complaints.

### **September 22**

Staff exhibited a booth at the Monterey Park National Electric Drive Week event to share information about clean air choice vehicles, residential incentive programs, the South Coast AQMD iPhone and Android app and how to file an air quality complaint. A clean air vehicle was also displayed.

Staff attended the Inland Empire Drive Electric event in San Bernardino to provide information about South Coast AQMD Clean Choice Vehicles, residential and commercial lawn and garden incentive programs and residential electric vehicle charging equipment rebates. The event was attended by community residents, community groups, and staff from other government agencies.

### **September 28**

Staff exhibited at the Los Angeles Congress of Neighborhoods Meeting at Los Angeles City Hall and provided information about air quality, the South Coast AQMD iPhone and Android apps, Commercial Lawn & Garden Incentive programs, Replace Your Ride and EV Charging Station Rebates. Attendees included representatives from Neighborhood Councils and city staff.

## **ENVIRONMENTAL JUSTICE UPDATE**

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

### **September 12**

Staff held the fifth Annual Environmental Justice Conference titled, “Building Alliances & Progressive Solutions” in Los Angeles. The Conference featured South Coast AQMD Chairman Dr. William Burke and Board Members Mayor Judith Mitchell and Senator Vanessa Delgado (Ret.), as well as a screening of the Right to Breathe video. Attendees also participated in four breakout sessions and a main plenary session focused on AB 617. There were almost 340 attendees representing communities, non-profits, environmental and health organizations, government, academia, industry and other interested stakeholders.

### **September 25**

The third Environmental Justice Inter-Agency Task Force meeting was held at the California Community Foundation. Participants included representatives from various organizations including: Los Angeles County Department of Public Health, City of Los Angeles Sanitation Department, Department of Toxic Substances Control, Pacoima Beautiful, Neighborhood Council Sustainability Alliance and others. The group discussed progress on Year 1 goals and potential goals for Year 2, among other topics.

A community tour was conducted for AB 617 community of San Bernardino/Muscoy. The tour was attended by 24 attendees including AB 617 Community Steering Committee Members and staff from CARB and South Coast AQMD. The tour focused on air quality issues related to warehouses, the effects of goods movement on neighborhoods, and other community concerns.

## **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.

**September 4**

A delegation from the Environmental Protection Bureau in Taichung City in Taiwan visited South Coast AQMD. Staff presented information on South Coast AQMD, regional air quality issues, and rules development and implementation. The visit also included a tour of the laboratory and clean air vehicles and fueling/charging stations.

**September 24**

Representatives from the Zhejiang Department of Ecological Environment in China visited South Coast AQMD. Staff presented information on South Coast AQMD including rules development, permitting, and compliance and enforcement. The visit also included a tour of the laboratory and clean air vehicles and fueling/charging stations.

**September 27**

A group of students in the Environmental Engineering Laboratory from California State Polytechnic University, Pomona, visited South Coast AQMD. Staff presented information on South Coast AQMD, the history of air pollution, progress made in improving air quality and clean air technologies. The visit also included a tour of the laboratory and clean air vehicles and fueling/charging stations.

**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 months of September were:

Calls to South Coast AQMD’s Main Line and 1-800-CUT-SMOG® Line	3,453
Calls to South Coast AQMD’s Spanish-language Line	17
Calls to Clean Air Connections	<u>5</u>
Total Calls	3,475

**PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	157
Calls to Automated System	<u>777</u>
Total Calls	934
Visitor Transactions	197
Email Advisories Sent emails	15,859

## **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 177 companies
- Processed 49 Air Quality Permit Checklists

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: 25

Press Releases: 3

Air Quality Advisories Issued: 5

### **Major Media Topics for September**

- SAFE Vehicles Rules — Inside EPA and the California Environmental Insider requested a copy of the presentation given to U.S. EPA's Office of Management and Budget on the Safer Affordable Fuel-Efficient (SAFE) Vehicles Rule.
- ZEV Mandate— CalMatters asked questions about California potentially losing its Zero-Emission Vehicle (ZEV) mandate.
- SB 732—Whittier Daily News inquired about the status of SB 732.
- Shore Power for Container Vessels—World Cargo News asked for information regarding calculations for cargo generators and shore emissions.
- Devil's Gate—The La Cañada Valley Sun, Outlook Newspapers asked for updates on Devil's Gate and requested copies of violations issued to the facility.
- Burn Permits and Marijuana—The Desert Sun asked whether South Coast AQMD has any role in regulating burns performed by law enforcement on marijuana or other contraband and requested burn authorization logs for 2018.
- FCEV Vehicles—Auto Futures asked for information on South Coast AQMD's views on fuel cell electric vehicles (FCEV).

- AQ SPEC—KQED conducted an interview on the AQ-SPEC program and pros and cons of low cost monitors.
- AB 617/CERPS—The San Bernardino Sun conducted an interview on AB 617 and more specifically, the San Bernardino/Muscoy Community Emissions Reduction Plan (CERP).
- Revocation of California Waiver — Telemundo asked for a statement regarding the administration's revocation of the California Waiver.
- Electric Vehicle Rebates (AB 40) —The Associated Press asked for a comment on AB 40.
- Warehouses in Inland Empire—The Los Angeles Times asked for information on the increase in warehouses being built near communities and their impacts on air quality and public health.
- U.S. EPA Letter to CARB—The Associated Press, Sacramento Bee and Bloomberg news conducted interviews on the letter from U.S. EPA asking for the withdrawal of SIPs and threatening sanctions. The L.A. Times also requested a copy of our statement on this issue.
- AllenCo—The L.A. Times and Courthouse News asked for confirmation of leaks at AllenCo, and requested copies of any notices of violations the facility had been issued.
- Burning Diesel Fuel —The L.A. Daily News asked about diesel fuel burning at the Sun Valley station of the Los Angeles Department of Water & Power.
- Scholl Canyon Landfill—The Occidental Newspaper asked for a comment on the decision not to expand the Scholl Canyon Landfill.

### **News Releases and Announcements**

- South Coast AQMD Statement on Wheeler letter to CARB re: State Implementation Plans - September 24, 2019—A statement was issued to media in response to the Administration's claims that state implementation plans were not complete and threatened sanctions.
- South Coast AQMD Statement on Administration's decision to revoke the California Waiver - September 18, 2019—A statement was issued to media in response to federal administration's revocation of the California Waiver.
- South Coast AQMD Issues Smoke Advisory Due to Horseshoe Fire Near San Jacinto - September 15, 2019—Residents were advised of unhealthy smoke conditions in the San Jacinto area due to fire.
- South Coast Issues Smoke Advisory Due to Sycamore Fire in Riverside - September 7, 2019—Residents were advised of unhealthy smoke conditions in Riverside due to fire.
- South Coast AQMD Governing Board Approves Plans to Reduce Toxic Air Pollution in Three Disadvantaged Communities - September 6, 2019 — A press release was issued highlighting the approval of the CERPs for AB 617 Year 1 communities.

- South Coast AQMD Extends Smoke Advisory Due to Tenaja Fire in Murrieta - September 6, 2019—Residents were notified of an extended advisory due to smoke conditions in Murrieta.
- South Coast AQMD Continues Smoke Advisory Due to Tenaja Fire in Murrieta - September 5, 2019—Residents were notified of an extended advisory due to smoke conditions in Murrieta.
- South Coast AQMD Issues Smoke Advisory Due to Tenaja Fire in Murrieta - September 4, 2019—Residents were advised of unhealthy smoke conditions in Murrieta.

**Media/Google Campaign:**

During the month of June, the *Right to Breathe* Google Ads played 3,825,114 times (Impressions), received 1,764,958 Views (counted when users watch at least 30 seconds of the ad), and were clicked 8,476 times.

**Social Media Notable posts:**

Tenaja Fire Smoke Advisory: 6,054 Twitter Impressions

NASA/Purple Air: 2,068 Twitter Impressions

Tenaja Fire Smoke Advisory Update (9/5): 32,564 Twitter Impressions

Tenaja Fire Smoke Advisory (9/4): 10,105 Twitter Impressions

Wildfire Tips: 3,643 Twitter Impressions

Governing Board Meeting Facebook Live Stream: 1,444 Facebook Users Reached,  
49 Reactions/ Comments/Shares

Horseshoe Fire Smoke Advisory (9/15): 1,391 Twitter Impressions

Nury Martinez EJ Conference Keynote: 1,196 Twitter Impressions

Mary Valdemar EJ Conference: 1,108 Twitter Impressions

Wheeler Letter Response: 1,343 Twitter Impressions

Quemetco Resource Fair: 1,151 Twitter Impressions



## **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	Huntington Beach	Rancho Cucamonga
Anaheim	Indio	Riverside
Arcadia	Irvine	Rosemead
Azusa	La Cañada Flintridge	Santa Ana
Banning	Jurupa Valley	San Bernardino
Beaumont	Laguna Niguel	San Dimas
Big Bear	La Puente	San Gabriel
Bradbury	La Verne	San Marino
Brea	Los Angeles	Sierra Madre
Buena Park	Menifee	South El Monte
Calimesa	Monrovia	South Pasadena
Coachella	Monterey Park	Temple City
Colton	Mission Viejo	Tustin
Cypress	Newport Beach	Upland
Diamond Bar	Ontario	Walnut
Duarte	Pasadena	West Covina
Fontana	Placentia	Yucaipa
Fountain Valley	Pomona	

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

- U.S. Senator Dianne Feinstein
- U.S. Senator Jeff Merkley
- U.S. Representative Ken Calvert
- U.S. Representative Gil Cisneros
- U.S. Representative Judy Chu
- U.S. Representative Mike Levin
- U.S. Representative Alan Lowenthal
- Speaker of the U.S. House of Representatives Nancy Pelosi
- U.S. Representative Harley Rouda
- U.S. Representative Norma Torres
- Senator Richard Roth
- Senator Susan Rubio
- Senator John Moorlach
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Ling Ling Chang
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Cottie Petrie-Norris
- Assembly Speaker Anthony Rendon
- Assembly Member Luz Rivas
- Assembly Member Blanca Rubio

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

Cabazon Band of Mission Indians  
California Air Resources Board  
California Department of Transportation  
Chino Government Advisory Committee Meeting  
Chino Public Water District  
Coachella Valley Association of Governments  
Coachella Valley Environmental Task Force  
City of Colton Public Utilities  
Department of Toxic Substances Control  
Electric Vehicle Association of Southern California  
Gateway Council of Governments  
Lake Arrowhead Communities Chamber of Commerce  
Los Angeles County Department of Public Works  
Newport Beach Chamber of Commerce  
Orange County Council of Governments  
Orange County Business Council  
Omnitrans, San Bernardino  
Pasadena Chamber of Commerce  
Riverside Public Utilities  
San Manuel Band of Mission Indians  
San Bernardino Area Chamber of Commerce  
San Bernardino County Transportation Authority  
San Bernardino International Airport  
San Gabriel Valley Economic Partnership  
San Gabriel Valley Council of Governments  
San Gabriel Valley City Managers Association  
South Pasadena Chamber of Commerce  
Southern California Association of Governments  
Riverside Transit Agency, Transportation Now, Beaumont  
Valley Industry Commerce Association  
Yucaipa Chamber of Commerce

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

Alliance for A Healthy Orange County  
Beaumont Historical Society  
Cal Poly Pomona  
California School Board Association  
Children's Hospital of Orange County  
City of Hope, Duarte  
Fontana "Noon" Rotary  
Healthy African American Families  
Huntington Beach Union High School District  
Jurupa Valley Unified School District  
La Canada Flintridge for Healthy Air  
Latino Health Access Alliance for Healthier Orange County  
Mobility 21  
Orange County Environmental Justice  
Orange County Health Care Agency  
Pasadena Public Library  
Reach Out, Jurupa Valley  
Redlands High School  
Rim of the World Unified School District  
Riverside Resilience  
Taking Responsibility and Control Neighborhood Watch Committee, City of Industry  
University of California, Riverside, Center for Environmental Research & Technology  
University of California, Irvine