

BOARD MEETING DATE: April 6, 2020

AGENDA NO. 19

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the February 2020 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 February 2020. 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)

Every 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.

February 5

South Coast AQMD held an AB 2588 Toxic Hotspots Public Meeting for Lubeco, Inc., in North Long Beach. Staff presented on the AB 2588 program and on improvements made by the facility to lower emissions-related health risks. The meeting attendees included community members, elected officials, government representatives and business stakeholders.

COMMUNITY EVENTS/PUBLIC MEETINGS

South Coast AQMD staff engaged 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 event:

February 19

Staff participated in a Government and Business Relations program to provide students at California State University, San Bernardino information on South Coast AQMD and air quality issues.

ENVIRONMENTAL JUSTICE UPDATE

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

February 6

The South Coast AQMD hosted the Southeast Los Angeles AB 617 Community Steering Committee Meeting (CSC) in Bell Gardens. The focus of the meeting was to gather input from the CSC and the public on the development of community air monitoring plans and community emissions reduction plan.

February 20

The South Coast AQMD hosted the Eastern Coachella Valley AB 617 CSC Meeting in Coachella. The focus of the meeting was to gather input from the CSC and the public on

the development of community air monitoring plans and a community emissions reduction plan.

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.

February 14

Teachers and students from the Institute of Knowledge in Diamond Bar visited South Coast AQMD for a presentation on South Coast AQMD and air quality issues. The students also toured the library, laboratory, alternative clean fuel vehicles, and fueling stations.

February 28

A group of 40 Civil Engineering students from Cal Poly Pomona University visited the South Coast AQMD for a presentation on South Coast AQMD and air quality issues, as well as a tour of alternative clean fuel vehicles and fuel stations.

COMMUNICATION CENTER STATISTICS

The Communication Center handles daily and after-hour calls on Coast AQMD’s main line, 1-800-CUT-SMOG® and Spanish language telephone lines. The total number of calls received in February is summarized below.

South Coast AQMD’s Main Line and 1-800-CUT-SMOG®	3,205
Spanish-Language	27
Clean Air Connections	<u>6</u>
Total Calls	3,238

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles telephone calls and walk-in requests for general information. Information for February is summarized below.

Calls Received by PIC Staff	162
Calls to Automated System	<u>541</u>
Total Calls	703

Materials Mailed	2
Visitor Transactions	237
Email Advisories Sent	8,005

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 194 companies;
- Conducted six free on-site consultations; and
- Processed 63 Air Quality Permit Checklists.

Types of businesses assisted:

Auto Body Shops	Gas Stations	Furniture Refinishing Facilities
Auto Repair Centers	Restaurants	Construction Firms
Warehouses	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. The February reports are listed as follows:

Major Media Interactions:	130
Press Releases:	3
Air Quality Advisories Issued:	7

Major Media Topics for February

- South Coast AQMD app in Spanish - Pitched local news stations/newspapers. Univision interviewed staff regarding the release of the South Coast AQMD app in Spanish. The interview was aired multiple times throughout the morning broadcast. Supervisor V. Manuel Perez conducted an interview with NBC/Telemundo in Palm Springs.
- Volvo LIGHTS Event - Pitched local reporters to arrange interviews with South Coast AQMD at the February 11, 2020 Volvo LIGHTS Event. Staff was interviewed by The Trucker magazine.
- Windblown Dust - Pitched local media outlets regarding the dust advisory in Los Angeles and was picked up by KTLA, Press-Enterprise and MSN Weather.

- Replace Your Ride - Random Lengths News requested details about the Replace Your Ride Program. Responses were sent to the reporter.
- Asbestos - The Architect Magazine requested additional information regarding demo notifications and/or asbestos notifications for LACMA. Responses were sent to reporter.
- Odors - The Long Beach Report requested information on the number of complaint calls received regarding an odor event in Long Beach on February 12. Staff responded.
- Use of MHF - KPCC requested an interview on the regulation of MHF in refineries. Staff responded to reporter's questions via email.
- Ship Odors - The Long Beach Post requested an update on South Coast AQMD's handling of odors from ships in the Long Beach area. Staff responded to reporter's questions.
- Check Before You Burn - Pitched local media outlets about No-Burn Days. Several news outlets covered, including KNBC, KABC, KNX, KFI, MyNewsLA, Valley News, South OC Beaches and three separate Patch websites. The LA Times requested information on the annual number of No-Burn Days declared and data on PM 2.5. Staff provided the information.
- Marathon Refinery Fire/Mayor of Carson Press Conference - KTTV, KPCC, Bloomberg News, LA Times, the Daily Breeze, and two reporters from KNBC inquired about the Marathon Refinery Fire in Carson. The Communications Office provided updates and statements to all press and responded to all follow-up inquiries. An additional statement was sent to ABC7, KTLA, and KCBS. KTTV (Fox 11) and KABC inquired whether we had a response to remarks by the Carson mayor regarding the refinery fire.
- Marathon Compliance Reports - The LA Times inquired about our inspection history, as well as inspection reports for the Marathon Refinery for the past couple of years. Responses were sent to the reporter.
- Rule 2202 - The LA Times requested the types of data collected, as part of the Rule 2202 Commuter Surveys. Staff are working on responses.

News Releases and Announcements

- South Coast AQMD Issues Windblown Dust Advisory for Portions of Riverside and San Bernardino counties (February 2, 2020)
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of the South Coast Air Basin (February 6, 2020)
- No-Burn Day Continued - Mandatory Wood-Burning Ban in Effect for Residents of the South Coast Air Basin (February 7, 2020)

- Yorba Linda City Council Member Rodriguez Joins South Coast AQMD Governing Board (February 7, 2020) - Announced the appointment of Governing Board Member Carlos Rodriguez
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of the South Coast Air Basin (February 13, 2020)
- No-Burn Day - Mandatory Wood-Burning Ban In Effect for Residents of the South Coast Air Basin (February 14, 2020)
- No-Burn Day - Mandatory Wood-Burning Ban Continued for Residents of the South Coast Air Basin (February 15, 2020)
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of the South Coast Air Basin (February 18, 2020)
- Marathon Refinery Fire Incident Update (February 26, 2020) - Provided public with an update on South Coast AQMD's response to the incident.
- Marathon Refinery Fire Update (February 27, 2020) - Provided public with update on air sample results and update on South Coast AQMD's response to the incident.

Media/Google Campaign: Right to Breathe

- In February, the *Right to Breathe* Google Ads played 3.6M times (Impressions), received 1.84M Views (counted when users watch at least 30 seconds of the ad), and were clicked 6.09K times.

Check Before You Burn:

- The 2019-2020 Check Before You Burn season had a total of twenty-three no-burn days.
- 10,168 people were reached via Check Before You Burn Facebook Video Ads.
- 8,711 people were reached via No-Burn Day Facebook Ads.

Social Media Notable Posts

- Before You Burn (February 7, 2020): 27,854 Twitter Impressions
- Now Hiring - Mail Clerk and AQ Instrument positions (February 13, 2020): 3,407 Facebook users reached
- Check Before You Burn (February 13, 2020): 4,307 Facebook users reached
- Check Before You Burn (February 13, 2020): 13,299 Twitter Impressions
- Check Before You Burn Reminder (February 14, 2020): 6,717 Twitter Impressions
- Check Before You Burn (February 18, 2020): 13,613 Twitter Impressions
- Check Before You Burn Reminder (February 19, 2020): 4,025 Facebook users reached

- SGVCOG Twitterchat Reminder (February 20, 2020): 1,345 Twitter Impressions
- Marathon Refinery Fire (February 16, 2020): 1,776 Twitter Impressions

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE, AND LOCAL GOVERNMENTS

Field visits and/or communications in February 2020 were conducted with elected officials or staff from the following cities:

Alhambra	Glendora	Pomona
Altadena	Garden Grove	Rancho Cucamonga
Anaheim	Glendora	Rosemead
Arcadia	Grand Terrace	San Bernardino
Azusa	Huntington Beach	San Dimas
Baldwin Park	Industry	San Gabriel
Bell Gardens	Irwindale	San Marino
Brea	La Habra	Santa Ana
Buena Park	La Cañada Flintridge	San Dimas
Chino Hills	La Puente	San Gabriel
Claremont	La Verne	San Marino
Central	Long Beach	South El Monte
Coachella Valley	Los Angeles	South Pasadena
Covina	Mission Viejo	Temple City
Cypress	Montclair	Torrance
Diamond Bar	Monrovia	Tustin
Duarte	Monterey Park	Walnut
El Monte	Ontario	West Covina
Fontana	Pasadena	Westminster
Fountain Valley	Placentia	Yucaipa

Visits and/or communications were conducted in February 2020 with elected officials and/or staff from the following state and federal offices:

- U.S. Senator Dianne Feinstein
- U.S. Representative Pete Aguilar
- U.S. Representative Ken Calvert
- U.S. Representative Judy Chu
- U.S. Representative Lou Correa
- U.S. Representative Alan Lowenthal
- U.S. Representative Grace Napolitano
- U.S. Representative Katie Porter
- U.S. Representative Harley Rouda
- U.S. Representative Lucille Roybal-Allard
- U.S. Representative Raul Ruiz
- U.S. Representative Norma Torres
- Senate President Pro Tempore Toni Atkins
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Jeff Stone
- Senator Tom Umberg
- Assembly Member Ian Calderon
- Assembly Member Tyler Diep
- Assembly Member Chris Holden
- Assembly Member Melissa Melendez

Staff represented South Coast AQMD in February 2020 and/or provided updates or a presentation to the following governmental agencies and business organizations:

Bear Valley Business Association
CAL FIRE
Coachella Valley Association of Governments
Fullerton Joint Union High School
Los Angeles Department of Water and Power
Omnitrans
Pasadena Chamber of Commerce
Riverside County Department of Waste Resources
Riverside County Transportation Authority
Riverside Transit Authority, Transportation NOW, Southwest Riverside
San Bernardino Chamber of Commerce
San Bernardino County Fleet Management
San Bernardino County Transportation Authority
San Bernardino International Airport
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
Santa Ana Chamber of Commerce
South Pasadena Chamber of Commerce
Westside Cities Council of Governments

Staff represented South Coast AQMD in February 2020 and/or provided updates or a presentation to the following community and educational groups and organizations:

American Cancer Society
Anaheim Chamber of Commerce
Central City Lutheran Mission
CHA CHA Altadenian's for Clean, Healthy Air
California State University, San Bernardino
Fullerton Joint Union High School District
CIVrut, Jewish Federation of Los Angeles
Kennedy High School, La Palma
La Brea Hancock Homeowners Association
Torrance Unified High School District
Washington Preparatory High School, Los Angeles
West Covina Unified School District
Walnut Unified School District
Whitaker Elementary School, Buena Park