

BOARD MEETING DATE: March 6, 2020

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the January 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

DJA:FW:LTO:DM:ar

---

## **BACKGROUND**

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

### **January 18**

South Coast AQMD hosted the Seventh Annual Martin Luther King, Jr. Day of Service event entitled, “Continuing the Legacy Through Clean Air for All” at the California Science Center in Los Angeles. The event was attended by more than 350 participants, which included members of the public, community groups, elected officials, and other guests.

### **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:

### **January 19**

Staff exhibited at the San Fernando Valley Climate Town Hall Meeting, held at the Temple Beth Hillel to provide information about South Coast AQMD air quality programs. The event was attended by community members, city officials, and business entities.

### **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.

### **January 9**

Staff held the AB 617 Southeast Los Angeles Community Kick-off Meeting in Huntington Park. The purpose of the meeting was to provide the community and interested stakeholders with information on the AB 617 program and the Community Steering Committee process.

**January 16**

Staff held the quarterly AB 617 Wilmington/Carson/West Long Beach Community Steering Committee (CSC) meeting in Wilmington to provide an update on the Community Emissions Reduction Plan (CERP). Staff from CARB also held a workshop to gather input from the community on the CERP and air monitoring efforts.

**January 22**

Staff held the AB 617 Eastern Coachella Valley Community Kick-off Meeting in Coachella. The purpose of the meeting was to provide the community and interested stakeholders with information on the AB 617 program and how to participate as a member of the Community Steering Committee.

**January 23**

Staff held the quarterly AB 617 San Bernardino/Muscoy Community Steering Committee (CSC) meeting in San Bernardino to provide an update of the Community Emissions Reduction Plan (CERP). Staff from CARB also held a workshop to gather input from the community on the CERP and air monitoring efforts.

**January 24**

The Environmental Justice Advisory Group met at the South Coast AQMD. Staff outlined the committee's 2019 accomplishments, summarized 2020 goals & objectives, and provided updates on the status of AB 617 Year 1 and Year 2 activities.

**January 30**

Staff held the quarterly AB 617 Boyle Heights, East Los Angeles, West Commerce Community Steering Committee (CSC) meeting in Los Angeles, to provide an update of the Community Emissions Reduction Plan (CERP). Staff from CARB also held a workshop to gather input from the community on the CERP and air monitoring efforts.

**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.

**January 10**

Staff hosted a group of representatives from various Chinese American Organizations, at South Coast AQMD headquarters. Staff presented information on South Coast AQMD, incentive programs for businesses and residents, and clean air vehicles and alternative fuels.

## COMMUNICATION CENTER STATISTICS

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

South Coast AQMD's Main Line and 1-800-CUT-SMOG®	3,677
Spanish language	51
Clean Air Connections	<u>4</u>
Total Calls	3,732

## PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	164
Calls to Automated System	<u>614</u>
Total Calls	778

Visitor Transactions	263
Email Advisories Sent	9,952

## 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 216 companies;
- Conducted three free on-site consultations; and
- Processed 68 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
		Warehouses

## **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 January reports are as follows:

Major Media Interactions:	80
Press Releases:	6
Air Quality Advisories Issued:	4

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

- AB 617 Kick Off Meeting - Staff pitched the meeting to reporters at ABC, KTLA, CBS, NBC, KPCC, LA Times, Compton Bulletin, LA Daily News, Univision and Telemundo.
- Torrance Benzene Levels - Torrance Daily Breeze requested information on high benzene levels at the Torrance air monitoring sites. Staff sent information about ongoing actions in the area.
- Landfills – KPCC requested any data comparing landfill emissions to emissions from a local trash incinerator. Staff referred the reporter to the FIND tool and provided related background material.
- Check Before You Burn (CBYB) – (continued from December) Staff participated in an interview on the Carlos and Lisa Show which aired on January 14, 2020 on KDOC TV.
- CBYB – Pitches were sent out and picked up by Telemundo, Spectrum, KPCC, CBS, KCRW, KFI, MyNewsLA, KEIB and three different Patch websites. Additional coverage aired on ABC, as well as MyNewsLA, KFI, KFBK, City News Service and San Clemente Patch throughout the month.
- Transportation – Spectrum News requested an interview regarding the climate effects of empty public buses and trains. Staff referred the reporter to LA Metro.
- Freeway Pollution and Housing – The Guardian requested information on the effects of air pollution in communities near freeways. Staff responded via email.
- Delta Jet Fuel Dump – LA Times and LACDPH called to inquire about inspector response to the jet fuel dump in Cudahy. Many outlets inquired about the NOV South Coast AQMD issued to Delta Airlines, and staff reached out to several additional outlets. Coverage was secured from more than 300 outlets including the LA Times, ABC, NBC, KCAL, KTTV, KABC Radio, KFI Radio, KPCC Radio, and the Associated Press.
- Torrance Refinery Settlement - LA Times asked about mitigations systems approved for Torrance Refinery by the Board. Staff responded via email.

- General Air Quality – Fox News inquired about air quality conditions on January 16. Staff provided an explanation of the conditions to the reporter.
- East Coachella Valley AB 617 Meeting – Staff pitched Palm Springs media outlets on the meeting, and secured coverage on NBC, CBS, FOX, ABC and Telemundo. Interviews were conducted with Board Member Perez and staff.
- Spanish App Release – Staff pitched major media outlets in Los Angeles and Coachella. NBC and Telemundo in Coachella interviewed Board Member Perez.
- Rule 1180/Low Cost Sensors - LA Times spoke to staff about Rule 1180, the monitoring network, use of purple air monitors during wildfires, and an update on monitoring near freeways.
- Abatement Notifications – LA Times inquired about recent abatement notifications issued to two facilities. Staff sent copies of the abatement notifications via email.
- Air Quality – Staff participated in an interview regarding air quality improvement efforts. The interview will be pitched to PBS and is expected to air in either February or March.
- City Watch LA - Reporter reached out and requested a tour of our facilities. Staff is in the process of scheduling this.
- Windblown Dust - Staff pitched local reporters on windblown dust advisories, and the item was picked up by City News Service.
- Green New Deal - Random Lengths News inquired about how the Green New Deal might apply to ports. Staff is preparing a response.
- Odors - NBC inquired about an odor situation which lead to students at Annalee Elementary School in Carson being held indoors. Staff confirmed that inspectors were dispatched to the scene.

### **News Releases and Announcements**

- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of The South Coast Air Basin - January 3, 2020
- South Coast AQMD to Hold Kick-Off Meeting for Southeast Los Angeles Environmental Justice Communities - January 9, 2020
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of The South Coast Air Basin - January 12, 2020
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of The South Coast Air Basin - January 13, 2020

- South Coast AQMD to host 7th Annual Martin Luther King, Jr. Day of Service Luncheon - January 16, 2020
- South Coast AQMD issues violation to Delta Airlines for jet fuel release that impacted Los Angeles area schools, public - January 17, 2020
- Air pollution reduction program launched in Eastern Coachella Valley Environmental Justice Communities - January 21, 2020
- No-Burn Day - Mandatory Wood-Burning Ban in Effect for Residents of The South Coast Air Basin - January 25, 2020
- South Coast AQMD Issues Windblown Dust Advisory for Portions of Los Angeles, Orange, Riverside, and San Bernardino counties - January 29, 2020
- Award-Winning Air Quality App now available in Spanish, first agency in California - January 30, 2020

#### **Media/Google Campaign:**

- In January, the *Right to Breathe* Google Ads played 4.09M times (Impressions), received 2.13M Views (counted when users watch at least 30 seconds of the ad), and were clicked 7.73K times.

#### **Check Before You Burn:**

- Seventeen no-burn days have been declared since November 1, 2019
- 15,805 people reached on Check Before You Burn Facebook Ads

#### **Social Media Notable Posts:**

- No-Burn Day Announcement (January 3, 2020): 17,122 Twitter Impressions
- Clean Air Awards Port of Long Beach Video (January 9, 2020): 2,795 Twitter Impressions
- Clean Truck Display Photos (January 10, 2020): 2,646 Twitter Impressions
- Check Before You Burn Announce (January 12, 2020): 2,807 Facebook Users Reached
- Check Before You Burn Reminder (January 13, 2020): 6,163 Twitter Impressions
- AQ Complaint Graphic (January 15, 2020): 1,847 Facebook Users Reached
- AB 617 Wilmington Stream Reminder (January 16, 2020): 1,607 Twitter Impressions
- Legal Internship (January 16, 2020): 1,234 Facebook Users Reached
- Delta NOV Press Release (January 17, 2020): 1,247 Facebook Users Reached
- MLK Coverage (January 18, 2020): 1,407 Twitter Impressions
- San Bernardino AB617 Live Stream Reminder (January 23, 2020): 1,704 Twitter Impressions

- CBYB Announcement (January 25, 2020): 2,017 Facebook Users Reached
- CBYB Reminder (January 26, 2020): 13,966 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	Glendora	San Bernardino
Anaheim	Hermosa Beach	San Dimas
Arcadia	Highland	San Gabriel
Azusa	Indio	San Marino
Baldwin Park	Irwindale	Santa Ana
Buena Park	La Cañada Flintridge	Sierra Madre
Chino Hills	La Puente	South El Monte
City of Industry	La Verne	South Pasadena
Claremont	Laguna Niguel	Torrance
Coachella	Manhattan Beach	Temple City
Covina	Monrovia	Tustin
Cypress	Monterey Park	Walnut
Diamond Bar	Ontario	West Covina
Duarte	Placentia	Yucaipa
El Monte	Pomona	
Fountain Valley	Rosemead	

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

- |   |                                       |
|---|---------------------------------------|
| • U.S. Senator Dianne Feinstein             | • Senator Susan Rubio                 |
| • U.S. Senator Kamala Harris                | • Senator Jeff Stone                  |
| • U.S. Representative Grace Napolitano      | • Senator Tom Umberg                  |
| • U.S. Representative Harley Rouda          | • Assemblymember Ian Calderon         |
| • U.S. Representative Lucille Roybal-Allard | • Assemblymember Ed Chau              |
| • U.S. Representative Raul Ruiz             | • Assemblymember Tyler Diep           |
| • Senator Bob Archuleta                     | • Assemblymember Eduardo Garcia       |
| • Senator Ling Ling Chang                   | • Assemblymember Chris Holden         |
| • Senator Connie Leyva                      | • Assemblymember Cottie Petrie-Norris |
| • Senator Anthony Portantino                | • Assemblymember Bianca Rubio         |



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

Augustine Band of Cahuilla Indians  
Cabazon Band of Mission Indians  
City of San Bernardino Fleet Management  
Coachella Valley Association of Governments  
Department of Toxic Substances Control  
Greater Coachella Valley Chamber of Commerce  
Inland Valley Development Agency  
Long Beach Chamber of Commerce  
Mecca Library  
Morongo Band of Mission Indians  
Omnitrans  
Pasadena Chamber of Commerce  
Riverside County Department of Health  
Riverside County Department of Waste Resources  
Riverside County Public Library  
San Bernardino County Fleet Management  
San Bernardino County Sheriff's Department  
San Bernardino County Transportation Authority  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
Santa Ana Chamber of Commerce  
SoCal Gas Company  
Southern California Association of Governments  
Sunline Transit  
Torrance Fire Department  
Torres Martinez Desert Cahuilla Indians  
Twentynine Palms Band of Mission Indians

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

Alianza, Coachella Valley  
Beaumont High School  
Bell Gardens High School  
Boyle Heights STEM High School  
Cabrillo High School  
Clinicas Salud del Pueblo  
Coachella Valley Environmental Justice Task Force  
College of the Desert  
Comite Civico del Valle  
Cypress High School

Downtown Business Magnet STEM High School  
Edgewood High School  
El Monte Union High School District  
Garfield High School  
Indio Boys and Girls Club  
Jordan High School  
Leadership Council for Justice and Accountability  
Lideres Campesinas  
Lutheran Social Services  
Mecca Boys and Girls Club  
Redlands East Valley High School  
Science Academy Magnet STEM High School  
South El Monte High School  
Theodore Roosevelt High School  
Torrance Unified School District  
Tree People  
Washington Preparatory High School