

BOARD MEETING DATE: December 2, 2022

AGENDA NO. 11

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the October 2022 outreach activities of Legislative, Public Affairs and Media Office, which includes Major Events, Community Events/Public Meetings, Environmental Justice Update, AB 617 Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Small 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 Legislative, Public Affairs and Media Office for October. The report includes Major Events, Community Events/Public Meetings, Environmental Justice Update, AB 617 Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Small Business Assistance, Media Relations, and Outreach to Community Groups and Governments.

### **Major Events (Hosted and Sponsored)**

Each year, staff engage in holding and sponsoring several major events throughout South Coast AQMD's four-county jurisdiction to promote, educate, and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality while minimizing economic impacts.

#### California Clean Air Day Webinars

On October 5, staff hosted California Clean Air Day webinars for the Clean Air Program for Elementary Students (CAPES) and the Why Healthy Air Matters (WHAM)

program. Approximately 700 elementary, middle and high school students attended the events to learn about South Coast AQMD, local air quality issues, what they can do to help clean the air and career opportunities.

### Taste of Soul

On October 15, staff participated in person at the 17<sup>th</sup> Annual Taste of Soul in South Los Angeles which drew over 200,000 people. South Coast AQMD's booth featured a vehicle display, demonstrations on the mobile app and how to file a complaint and information on incentive programs for residents.

### **Community Events/Public Meetings**

Staff engage with residents and stakeholders of diverse communities to provide information about the agency, incentive programs, and ways individuals can help reduce air pollution through events and meetings sponsored 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;
- How to file a complaint;
- Clean air technologies and their deployment;
- Invitations to or notices of conferences, seminars, workshops, and other public events;
- South Coast AQMD incentive programs;
- Funding/grants opportunities by South Coast AQMD and partner agencies;
- Ways to participate in South Coast AQMD's rules and policy development; and
- Assistance in resolving air pollution-related problems.

Staff attended and/or provided information and updates at the following October events and meetings:

### Rendezvous Back to Route 66

On October 1, staff participated in-person at the San Bernardino Chamber of Commerce's 9<sup>th</sup> Annual Rendezvous Back to Route 66. Staff displayed a hydrogen fuel cell vehicle and shared information about South Coast AQMD, air quality and incentive programs for residents and businesses such as EV Charging, vehicles and electric landscaping equipment.

### San Bernardino County Transportation Authority

On October 6, staff participated in-person at the City Manager Technical Advisory Committee and provided an update on Volkswagen Mitigation Trust Zero-Emission Class 8 Freight and Port Drayage Trucks Program and the Mobile Source Air Pollution Reductions Review Committee Major Event Center Transportation solicitation.

#### Orange County Business Council

On October 7, staff participated virtually in the Government Affairs Committee of the Orange County Business Council to provide updates on the Revised Draft 2022 AQMP regional public hearings and the 33<sup>rd</sup> Annual Clean Air Awards nominations.

#### Clean Healthy Air, Clean Healthy Altadena

On October 8, staff attended in-person at the Clean Air Day event hosted by Clean Healthy Air, Clean Healthy Altadena. Outreach focused on the Revised Draft 2022 AQMP regional public hearings, 33<sup>rd</sup> Annual Clean Air Award nominations, Replace Your Ride, Residential EV Charging incentives, CLEANair Furnace and Electric Lawn Mower rebates and other programs.

#### Second District Youth Council

On October 12, staff presented to the San Bernardino County Second Supervisorial District Youth Council on local air quality issues, demonstrated a plug-in hybrid vehicle and discussed career options at South Coast AQMD.

#### Temescal Valley Municipal Advisory Council

On October 12, staff attended an in-person Temescal Valley Municipal Advisory Council meeting in the First Supervisor District of Riverside County to provide updates on South Coast AQMD and local air quality issues.

#### Carson Employee Rideshare Fair

On October 13, staff tabled in-person the City of Carson's Employee Rideshare Fair. Information was shared about South Coast AQMD, air quality and residential and business incentive programs. Staff also conducted live demonstrations of South Coast AQMD mobile app and explained how to file an air quality complaint.

#### Hispanic Coalition of Small Businesses

On October 14, staff participated in person at the inaugural Advancing Small Business Communities event hosted by the Hispanic Coalition of Small Businesses in San Bernardino. Staff displayed a plug-in hybrid vehicle and provided information about the South Coast AQMD's Small Business Assistance Program.

#### WaterFest

On October 15, staff participated in-person at Upper San Gabriel Valley Municipal Water District's WaterFest. Information was shared about the South Coast AQMD, air quality, and residential and business programs as well as the 33<sup>rd</sup> Annual Clean Air Awards nominations.

#### San Fernando Valley Council of Governments

On October 20, staff virtually participated in the Board of Directors meeting to provide program updates on the Revised Draft 2022 AQMP regional public hearings, 33<sup>rd</sup>

Annual Clean Air Awards nominations, and upcoming deadline for MSRC Major Event Center Transportation Programs.

San Gabriel Valley Economic Partnership

On October 26, staff virtually attended the Legislative Action Committee to provide updates on the Volkswagen Mitigation Trust Zero-Emission Class 8 Freight and Port Drayage Trucks Program, Revised Draft 2022 AQMP and Draft Socio-Economic Report, and Check Before You Burn program.

Orange County Council of Governments

On October 27, staff virtually presented an update on the Check Before You Burn program at the Orange County Council of Governments Board of Directors meeting.

**Environmental Justice Update**

The following are key environmental justice (EJ) related activities in which staff participated during October. These events and meetings involve communities affected disproportionately from adverse air quality impacts.

AllenCo Energy

On October 5, staff participated in a virtual stakeholder meeting hosted by the Los Angeles County Department of Public Health related to AllenCo Energy. Staff provided an update on monthly compliance activities, including surveillance and air monitoring.

Pacoima Community Initiative

On October 7, staff participated in the Pacoima Community Initiative’s monthly virtual meeting. Staff shared information on how to report air quality issues and download the South Coast AQMD mobile app.

Green California Schools & Community Colleges

On October 18, staff participated in the Green California Schools & Community Colleges Summit. Topics included healthy air, EV infrastructure, environmental literacy and energy efficiency.

Los Angeles Environmental Justice Network

On October 19, staff participated in the 8<sup>th</sup> Annual EJ & Enforcement Symposium, “Community Stories on Enforcement Collaborations.” The symposium focused on stakeholder collaboration, multi-agency initiatives and the critical need for enforcement in EJ communities.

Environmental Justice Advisory Group (EJAG)

On October 28, the virtual quarterly EJAG meeting was held. Agenda items included 2023 Goals and Objectives, Draft Socioeconomic Report for the Revised Draft 2022 AQMP and an overview on Air Monitoring.

## **AB 617 Update**

The following are key AB 617-related activities in which staff participated during October. These events, workshops, and meetings involve AB 617 communities and support the Community Steering Committees (CSC), Community Air Monitoring Plans (CAMPs), and Community Emissions Reduction Plans (CERPs).

### San Bernardino/Muscoy CSC

On October 20, approximately 46 people participated in a virtual CSC meeting where updates were provided on monitoring efforts from Aclima and Safe Routes to School Program. California Department of Transportation also presented an overview of the 2023 California Freight Mobility Plan for community input.

### Eastern Coachella Valley CSC

On October 27, approximately 70 people participated in the Eastern Coachella Valley CSC meeting where updates were provided on CERP and CAMP implementation, CARB's Pesticide Monitoring Plan, CSC working teams and legislative efforts related to AB 617. Caltrans presented on California's Freight Mobility Plan and U.S. EPA presented on their permitting process.

## **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.

### South Korean Delegation

On October 27, representatives from Kyung Hee Cyber University, Soongsil University and Sustainable Systems Research Institute in South Korea visited South Coast AQMD. Staff briefed the delegation on South Coast AQMD, local air quality issues, community outreach, AB 617, rule development and the AQMP development process.

## **Communication Center Statistics**

The Communication Center handles calls on South Coast AQMD's main line, 1-800-CUT-SMOG®, the Spanish line, and after-hours calls to those lines. Total calls received in the month of October are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	2,391
Calls to South Coast AQMD's Spanish Line	24
Clean Air Connection	0
Total Calls	2,415

### Public Information Center Statistics

The Public Information Center (PIC) handles phone calls for general information. The PIC did not take walk-in requests in October because of the COVID pandemic. Email advisories provided information on upcoming meetings and events, program announcements and alerts on time-sensitive issues. Information for the month of October is summarized below:

Calls Received by PIC	11
Calls to Automated System	139
Total Calls	150
Email Advisories Sent	41,952

### Small 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 works with other agencies and governments to identify efficient, cost-effective ways to reduce air pollution and shares that information broadly. Staff provided personalized assistance to small businesses both over the telephone and via virtual on-site consultation, as summarized below for October.

- Provided permit application assistance to 127 companies, and
- Processed 42 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Engineering Firms	Restaurants
Auto Body Shops	Gas Stations	Retail Facilities
Auto Repair Centers	Gasoline Dispensing	Telecommunication
Construction Firms	Facilities	Centers
Dry Cleaners	Manufacturing Facilities	Warehouses

### Media Relations

The Media Office handles South Coast AQMD outreach and communications with television, radio, newspapers and all other publications, and media operations. The October report is listed below:

Major Media Interactions	92
Press Releases	14
News Carousel	5

### Major Media Topics:

- **AAA:** LA Weekly inquired about the September 28 meeting. A link to the presentation was provided and working on a response.
- **Plastics Facilities:** Los Angeles Times requested information on permitted facilities that handle plastics in any capacity. Requested additional clarification from reporter.
- **Baker Commodities:** City News inquired if South Coast AQMD had a comment on the petition filed in Los Angeles Superior Court by Baker Commodities. Response sent.
- **Determining Air Quality:** Staff participated in an interview with Univision on air quality, how forecasts are generated and health impacts.
- **Clean Air Awards:** Pitches were sent to local outlets informing the public that nominations for the Clean Air Awards are now open.
- **Coachella Valley “Haboob” Event:** KMIR requested an interview with staff on effects of the Coachella Valley haboob event. The reporter was directed to the National Weather Service and University of California, Riverside.
- **Baker:** FeedNavigator requested a comment regarding lawsuit filed by Baker Commodities. South Coast AQMD is unable to comment on pending litigation.
- **Plastics Facilities:** The Los Angeles Times requested information on plastics facilities in the district. Staff is refining request with reporter.
- **Extended Windblown Dust Advisory:** Pitches were sent to local outlets informing the public that the previously released WBD advisory was extended and expanded.
- **AQMP 2022:** Staff participated in an interview with KESQ on general information about the AQMP and the Public Hearings.
- **Clean Air Awards:** KBLA AM radio requested information on clean air issues and the Clean Air Awards. Staff is gathering the information.
- **Wildfire Smoke:** California Newsroom requested background information on PM2.5 and public health. Working on scheduling interview.
- **Sterigenics Ontario NOV:** Pitches sent to local media outlets on the violations issued to the two Sterigenics facilities for EtO emissions.
- **Wildfire smoke and PM2.5:** Staff participated in an interview with California Newsroom on Wildfire smoke, health impacts and methods used to differentiate PM2.5.
- **Port Actions:** Staff participated in an interview with the Los Angeles Times regarding updates on the actions at the ports of Los Angeles and Long Beach.
- **Check Before You Burn Season:** Pitches sent to local media outlets regarding this year’s Check Before You Burn season which will run from November 1, 2022 through February 28, 2023.

#### News Releases:

- **Nominations Open for Clean Air Awards — October 6, 2022 (English and Spanish):** Informed public they can submit their CAA nominations by October 31<sup>st</sup>.
- **South Coast AQMD Extends Windblown Dust Advisory to Portions of Los Angeles, Riverside and San Bernardino Counties — October 7-8, 2022 (English and Spanish):** Informing people of the dust advisory and extension.
- **South Coast AQMD Report Highlights Accomplishments in AB 617 Communities – October 7, 2022 (English and Spanish):** Informed residents of AB 617 report.
- **South Coast AQMD Issues Violation to Sterigenics Facility in Ontario for Elevated Levels of Ethylene Oxide – October 20, 2022 (English and Spanish):** Informed public of new violations issued to Sterigenics.
- **South Coast AQMD Issues a Windblown Dust Advisory for Portions of Riverside County - October 21, 2022 (English and Spanish):** Informed residents of windblown dust advisory.
- **Pollution Prevention Program Begins to Improve Air Quality in Winter Months – October 27, 2022 (English and Spanish):** Informed public of this year's Check Before You Burn season.

#### Social Media Posts:

- **CA Clean Air Day Posts (10/5):** 2,423 Twitter Impressions
- **Windblown Dust Advisory Ext (10/7):** 14,438 Twitter Impressions
- **AQ Forecast (10/15):** 1,218 Twitter Impressions
- **Windblown Dust Advisory (10/21):** 14,438 Twitter Impressions

#### News Carousel:

- **Participate in California Clean Air Day on October 5 - October 5, 2022:** Provided link to California Clean Air Day pledge.
- **Participate in Regional Hearings on October 12 for Los Angeles and San Bernardino Counties on the Revised Draft 2022 AQMP — October 11, 2022:** Provided link to Public Hearings [flyer](#).
- **Participate in the Regional Hearing on October 20 for Riverside County on the Revised Draft 2022 AQMP – October 19, 2022:** Provided link to [flyer](#) containing meeting information.
- **Participate in the Regional Hearing on October 18 for Orange County on the Revised Draft 2022 AQMP October 18, 2022:** Provided link to [flyer](#) containing meeting information.
- **Participate in the Regional Hearing on October 18 for Coachella Valley on the Revised Draft 2022 AQMP – October 13, 2022:** Provided link to [flyer](#) containing meeting information.



## **Outreach to Community Groups and Federal, State and Local Governments**

Outreach was conducted personally and virtually in October to communicate with elected officials or staff from the following cities:

Alhambra	Hemet	Placentia
Anaheim	Hermosa Beach	Pomona
Arcadia	Huntington Beach	Rancho Cucamonga
Azusa	Industry	Rancho Palos Verdes
Baldwin Park	Inglewood	Redlands
Banning	Irvine	Redondo Beach
Beaumont	Irwindale	Rialto
Big Bear Lake	Jurupa Valley	Riverside
Bradbury	La Canada Flintridge	Rolling Hills
Brea	La Habra	Rolling Hills Estates
Buena Park	La Puente	Rosemead
Burbank	La Verne	San Bernardino
Calimesa	Laguna Niguel	San Dimas
Canyon Lake	Lake Elsinore	San Fernando
Carson	Lawndale	San Gabriel
Claremont	Loma Linda	San Jacinto
Coachella	Lomita	San Marino
Corona	Los Angeles	Santa Ana
Covina	Manhattan Beach	Santa Clarita
Diamond Bar	Menifee	Seal Beach
Duarte	Mission Viejo	Sierra Madre
Eastvale	Monrovia	South El Monte
El Monte	Monterey Park	South Pasadena
El Segundo	Moreno Valley	Stanton
Fontana	Murrieta	Temecula
Fullerton	Newport Beach	Temple City
Garden Grove	Norco	Torrance
Gardena	Ontario	Walnut
Glendale	Palm Desert	West Covina
Glendora	Palos Verdes Estates	Wildomar
Grand Terrace	Pasadena	Yorba Linda
Hawthorne	Perris	Yucaipa

Communication was conducted in October with elected officials and/or staff from the following state and federal offices:

- U.S. Senator Dianne Feinstein
- U.S. Senator Alex Padilla
- U.S. Representative Nanette Barragán
- U.S. Representative Tony Cárdenas
- U.S. Representative Judy Chu
- U.S. Representative Lou Correa
- U.S. Representative Katie Porter
- U.S. Representative Lucille Roybal-Allard
- U.S. Representative Norma Torres
- Senator Bob Archuleta
- Senator María Elena Durazo
- Senator Lena A. Gonzalez
- Senator Josh Newman
- Senator Rosilicie Ochoa Bogh
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Henry Stern
- Assembly Member Lisa Calderon
- Assembly Member Tom Daly
- Assembly Member Mike Fong
- Assembly Member Mike Gipson
- Assembly Member Eloise Gómez Reyes
- Assembly Member Chris Holden
- Assembly Member Freddie Rodriguez
- Assembly Member Blanca E. Rubio

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

Alhambra Chamber of Commerce  
Arcadia Chamber of Commerce  
California Chamber of Commerce  
California Department of Conservation  
California Geologic Energy Management Division  
California Contract Cities Association  
Caltrans  
CARB  
Carson Chamber of Commerce  
County of San Bernardino  
Crestline Chamber of Commerce  
Cucamonga Valley Water District  
El Monte/South El Monte Chamber of Commerce  
Foothill Gold Line Extension Construction Authority  
Foothill Transit  
Gateway Council of Governments  
Glendora Chamber of Commerce  
Harbor Association of Industry and Commerce  
Long Beach Chamber of Commerce  
Long Beach Transit  
Los Angeles County Economic Development Corporation  
Los Angeles County Metropolitan Transportation Authority

Los Angeles Sanitation & Environment Metrolink  
Metropolitan Water District  
Mountain Transit  
National Park Service  
Orange County Business Council  
Orange County Hispanic Chamber of Commerce  
Orange County Transportation Authority  
Running Springs Chamber of Commerce  
San Bernardino County Transportation Authority  
San Bernardino Chamber of Commerce  
San Fernando Valley Council of Governments  
San Gabriel Basin Water Quality Authority  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
San Gabriel Valley Mosquito & Vector Control District  
Santa Ana Chamber of Commerce  
South Bay Cities Council of Governments  
Southern California Association of Governments  
Southern California Edison  
Southern California Gas Company  
The Energy Coalition  
Three Valleys Municipal Water District  
Upper San Gabriel Valley Municipal Water District  
U.S. EPA  
U.S. Forest Service  
Waste Management & Recycling  
Watershed Conservation Authority  
Western Riverside Council of Governments  
Valley County Water District

In October, staff represented South Coast AQMD and/or provided updates or a presentation to the following community and educational groups and organizations:

Active San Gabriel Valley  
Altadena Heritage  
Amigos De Los Rios, Altadena  
Arroyos & Foothills Conservancy  
Asian Pacific Islander Forward Movement  
Asian Youth Center, San Gabriel  
Cal Poly Pomona  
California Fuel Cell Partnership  
California Native Plant Society  
California State University, Fullerton

City of Hope  
Clean Air Coalition of North Whittier & Avocado Heights  
Clean Healthy Air Clean Healthy Altadena  
Coalition for Clean Air  
Edison High School, Huntington Beach  
Heal the Bay  
League of Women Voters, Pasadena Area  
Mt. San Antonio College, Walnut  
Rotary Club of Altadena  
San Gabriel and Lower Los Angeles Rivers Mountains Conservancy  
San Gabriel Mountains Community Collaborative  
San Gabriel Valley Habitat for Humanity  
Santa Ana College  
Trust for Public Land