

BOARD MEETING DATE: June 3, 2022

AGENDA NO. 13

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the April 2022 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, 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 the Legislative, Public Affairs and Media Office for April. The report includes Major Events Community Events/Public Meetings; Environmental Justice Update; AB 617; 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.

Earth Day Educational Events

On April 21, South Coast AQMD's Environmental Justice and Community Partnership (EJCP) program partnered with University of California, Riverside to host a hybrid event for 60 environmental sustainability students. Discussion focused on air quality and EJ issues including: an introduction to South Coast AQMD, Rule 2305 Warehouse ISR, and careers at South Coast AQMD. Students asked questions on a broad range of topics such as how to apply for job at South Coast AQMD, the timeline for the Warehouse ISR and regulation of heavy-duty trucks. Students who visited South Coast AQMD's booth learned about the agency, air quality, and educational and career pathways.

On April 22, the Why Healthy Air Matters (WHAM) and Clean Air Program for Elementary Students (CAPES) hosted virtual Earth Day events for schools throughout South Coast AQMD's jurisdiction.

Approximately 30 high school and middle schools participated in a virtual WHAM lecture with live interactive polling to test air quality knowledge. Staff also shared educational and career pathway information with students. Participating teachers received access to online videos and curriculum and hands-on experiment kits.

Approximately 80 elementary schools participated in a virtual event hosted by South Coast AQMD, which featured CAPES video lessons with interactive polling questions. Teachers received access to curriculum and students received certificates, with CAPES promotional items to reinforce awareness about South Coast AQMD and air quality issues.

COMMUNITY EVENTS/PUBLIC MEETINGS

Each year, staff engage with thousands of residents and stakeholders 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;
- Clean air technologies and their deployment;
- Invitations to 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.

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

San Gabriel Valley Council of Governments

On April 6, staff provided updates at the virtual City Managers Steering Committee meeting on rebates for batteries purchased through the Commercial Electric Lawn & Garden Equipment Program and other information.

Orange County Business Council

On April 12, staff presented Rule 2305: Warehouse Indirect Source Rule to approximately 30 attendees at the virtual Infrastructure Committee meeting.

5th Annual Paramount Eco-Friendly Fair

The City of Paramount's Eco-Friendly Fair was held on April 16. Staff shared information on how to file a complaint, the Electric Lawn Mower Rebate Program and the mobile app.

Eisenhower High School - Rialto

On April 22, students participated in a live campus-wide Earth Day event featuring a South Coast AQMD clean air car display and monitoring and analysis presentations on air sensors installed at Rialto schools. Five classrooms also participated in a virtual WHAM lecture.

Friends of Griffith Park

On April 23, staff attended an Earth Day event hosted by Los Angeles City Council District 4, Friends of Griffith Park and the Department of Recreation & Parks. Visitors to South Coast AQMD's booth received information on 1-800-CUT-SMOG, the mobile app, rebates for electric lawn mowers and invitations to the Clean Air Technology Showcase event.

Sierra Madre Earth Day Festival

Staff participated in the City of Sierra Madre's annual Earth Day Festival on April 23. Information was shared with attendees on how to file a complaint, the mobile app, rebates for electric lawn mowers, and the Clean Air Technology Showcase event.

Children's Water Education Festival

From April 25-27, 34 Orange County elementary school classes participated in CAPES at the virtual Orange County Water District event. Teachers taught CAPES lessons using on-demand videos and students received Clean Air Hero certificates.

Bolsa Chica Earth Day Festival

On April 30, staff participated in the Bolsa Chica Earth Day Festival. Community members who visited the South Coast AQMD booth received information on South Coast AQMD programs, 1-800-CUT-SMOG and the mobile app.

ENVIRONMENTAL JUSTICE UPDATE

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

Pacoima Community Initiative

On April 1, staff participated virtually in Pacoima Community Initiative's monthly meeting. South Coast AQMD provided updates on CAPES and other programs.

EJ Advisory Group Meeting

Approximately 30 people participated in the virtual meeting on April 29. Staff presented the Rule 2305: Warehouse Indirect Source Rule and demonstrated how to use the Facility Information Detail (F.I.N.D.) web tool.

AB 617 UPDATE

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

AB 617 South Los Angeles CSC

On April 7, approximately 75 people participated in the virtual South Los Angeles CSC meeting. Staff presented an overview of the draft CAMP, an update on Monitoring Working team meetings, and revisions to the draft CERP.

Wilmington Resource Fair

On April 9, staff participated in the Wilmington Resource Fair as part of an AB 617 Wilmington, Carson, West Long Beach CSC community partnership. Staff provided community members with information on filing air quality complaints, reporting idling trucks in neighborhoods, air quality incentive programs and the mobile app.

Eastern Coachella Valley CSC Working Teams

Staff hosted virtual Budget and Monitoring Team meetings on April 12 and 19. The Budget Team discussed the paving project plan and air filtration system incentives. The Monitoring Team focused on the pesticide monitoring plan by CARB, Department of Pesticide Regulation and Office of Environmental Health Hazard Assessment. There was also a discussion on the ECV CSC Sensor Network.

Southeast Los Angeles CSC

The CSC virtual meeting was attended by approximately 45 stakeholders on April 21. Topics discussed were state legislation to update the AB 617 program based on community and air agency feedback, and updates on compliance and enforcement as well as the CAMP and CERP. CARB also discussed criteria pollutant and toxic emissions reporting.

Fremont High School, Los Angeles

On April 22, staff participated in a WHAM event hosted by Fremont High School. Students from 12 classrooms participated in video lessons, an information booth and hands-on activities. Staff demonstrated portable air sensors and other air quality experiments.

SCOPE Earth Day Event

On April 23, staff participated in a SCOPE's Earth Day event. Staff provided information on the AB 617 program, how to file a complaint, the mobile app, and other resources.

South Los Angeles Virtual Office Hours and Monitoring Working Team

On April 26, staff hosted virtual office hours for CSC to answer questions on the draft CERP and CAMP. On April 27, staff held a virtual Monitoring Working team meeting to continue discussions on the draft CAMP.

Eastern Coachella Valley CSC

Approximately 35 people participated in the virtual CSC meeting on April 28. Staff provided highlights on the CERP and CAMP and incentive project plans for paving and home air filtration systems. Greenleaf Desert View Power Plant staff presented an overview on their facility and CARB provided information related to pesticides. Members of the Budget and Outreach Working teams shared updates on their 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.

Cal Poly Pomona

On April 6, staff presented virtually to Cal Poly Pomona engineering students. The presentation included information on South Coast AQMD and regional air quality issues, with a focus on clean technologies to address mobile source emissions.

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 April:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	2,492
Calls to South Coast AQMD's Spanish-Language Line	40
Clean Air Connection	6
Total Calls	2,538

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls for general information. The PIC did not take walk-in requests in April 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 April is summarized below:

Calls Received by PIC	10
Calls to Automated System	190
Total Calls	200

Email Advisories Sent	7,527
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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 provides personalized assistance to small businesses both over the telephone and via virtual on-site consultation, as summarized below for April.

- Provided permit application assistance to 186 companies, and
- Processed 94 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Engineering Firms	Restaurants
Auto Body Shops	Gas Stations	Retail Operations
Construction Firms	Manufacturing Facilities	Warehouses
Dry Cleaners	Offices	

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 April reports are listed below:

Major Media Interactions	73
Press Releases	9
News Carousel	5

Major Media Topics:

- **Torrance Refinery Flaring Event:** Reuters and The Daily Breeze inquired about a flaring event. Written responses were sent. The Daily Breeze submitted follow-up questions. A written response was provided.
- **Char broilers:** The Los Angeles Times requested a summary of rules on charbroilers and whether this applies only to fast-food establishments. A written response was provided.
- **Air Quality:** Staff participated in an interview with ABC7 on the heat wave and its impacts on air quality.
- **E15 Gasoline:** ABC7 inquired about E15 gasoline and its availability in California. The reporter was referred to CARB.
- **Warehouse ISR:** Staff participated in an interview with Telemundo on the air quality impacts of Rule 2305.
- **AB 617:** A University of California, Davis graduate student requested an interview about AB 617 CERP implementation and funding, and if there was a tracker for AB 617 Wilmington, Carson, and West Long Beach communities. Staff is working on a response.
- **Near Zero Emission and Grant Funding:** Floodlight (Capital & Main & The Guardian) requested information on South Coast AQMD's grant investments for clean technologies and contractors, and the California Natural Gas Vehicle Partnership. Written responses were provided.
- **Replace Your Ride:** Staff participated in an interview with KQED/NPR on the Replace Your Ride Program.
- **On-Target Gun Range:** The San Francisco Chronicle submitted questions on lead emissions and the On-Target Gun Range. A written response was provided.
- **Smog and health:** Seattle high school students requested an interview or responses for a project regarding photochemical smog in cities and its effects on human health. Staff is working on a response.
- **Air Quality Federal Standards:** The Los Angeles Times requested information on meeting air quality standards. Staff is working on a response.

- **Proposed Air Quality Standards/Clean Cars Initiative:** A University of La Verne student reporter requested an interview on proposed air quality standards and the Clean Cars Initiative. The student was referred to CARB.
- **Odors:** The Long Beach Post inquired about reported odors in West Long Beach. A written response was provided.
- **Smog Season:** Pitches were sent to local news outlets regarding the smog season press release.
- **Windblown Dust Advisory:** Pitches were sent to local media outlets regarding three windblown dust advisories throughout the month.

News Releases:

- **Windblown Dust Advisory Issued for Portions of Riverside County, April 10, 2022 (English and Spanish):** Informed residents of windblown dust conditions.
- **Windblown Dust Advisory Issued for Portions of Los Angeles County, April 11, 2022 (English and Spanish):** Informed residents of windblown dust conditions.
- **South Coast AQMD Executive Officer Wayne Nastri's Testimony on EPA's Cleaner Trucks Initiative, April 13, 2022:** Informed residents of the Cleaner Trucks Initiative.
- **South Coast AQMD Issues a Windblown Dust Advisory for the Coachella Valley, April 21, 2022 (English and Spanish):** Informed residents of windblown dust conditions.
- **Smog Season is Here - There are Several Ways to Check Air Quality, April 29, 2022 (English and Spanish):** Informed residents of tools to advise of air quality conditions

Social Media Posts:

- **AQ Forecast (4/3):** 3,586 Twitter Impressions
- **Windblown Dust Advisory (4/11):** 12,100 Twitter Impressions
- **AQ Forecast (4/14):** 3,247 Facebook Users Reached
- **WHAM Earth Day Ad (4/19):** 2,566 Facebook Users Reached
- **Windblown Dust Advisory (4/21):** 8,348 Twitter Impressions

News Carousel:

- **Governing Board to hold Budget Workshop, April 6, 2022:** Linked to the agenda for the special Governing Board Meeting on April 8, 2022.
- **Register for Compliance Training to better understand air quality regulations, April 8, 2022:** Linked to compliance training courses and workshops.

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

Outreach was conducted personally and virtually in April utilizing web-based and other technologies to communicate with elected officials or staff from the following cities:

Alhambra	Huntington Beach	Rancho Cucamonga
Anaheim	Indio	Rancho Palos Verdes
Arcadia	Industry	Redondo Beach
Avalon	Irvine	Rialto
Azusa	Irwindale	Rolling Hills
Baldwin Park	La Cañada Flintridge	Rolling Hills Estates
Big Bear Lake	La Habra	Rosemead
Bradbury	La Puente	San Dimas
Brea	La Verne	San Fernando
Buena Park	Laguna Niguel	San Gabriel
Burbank	Lake Forest	San Marino
Carson	Lawndale	Santa Ana
Claremont	Lomita	Santa Clarita
Colton	Los Angeles	Seal Beach
Compton	Manhattan Beach	Sierra Madre
Covina	Mission Viejo	South El Monte
Diamond Bar	Monrovia	South Pasadena
Duarte	Monterey Park	Stanton
El Monte	Murrieta	Temple City
El Segundo	Newport Beach	Torrance
Fontana	Palos Verdes Estates	Walnut
Gardena	Paramount	West Covina
Garden Grove	Pasadena	Yorba Linda
Glendale	Placentia	
Glendora	Pomona	

Communication was conducted in April 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 Pete Aguilar
- U.S. Representative Nanette Barragán
- U.S. Representative Karen Bass
- U.S. Representative Ken Calvert
- U.S. Representative Tony Cárdenas
- U.S. Representative Judy Chu
- U.S. Representative Lou Correa
- U.S. Representative Mike Garcia
- U.S. Representative Jimmy Gomez
- U.S. Representative Young Kim
- U.S. Representative Ted Liu
- U.S. Representative Alan Lowenthal
- U.S. Representative Grace Napolitano
- U.S. Representative Jay Obernolte
- U.S. Representative Katie Porter
- U.S. Representative Lucille Roybal-Allard
- U.S. Representative Raul Ruiz
- U.S. Representative Brad Sherman
- U.S. Representative Mark Takano
- U.S. Representative Norma Torres
- U.S. Representative Maxine Waters
 - Senator Anthony Portantino
 - Assembly Member Marc Berman
- Assembly Member Richard Bloom
- Assembly Member Tom Daly
- Assembly Member Laurie Davies
- Assembly Member Vince Fong
- Assembly Member Laura Friedman
- Assembly Member Cristina Garcia
- Assembly Member Eduardo Garcia
- Assembly Member Mike Gipson
- Assembly Member Ash Kalra
- Assembly Member Alex Lee
- Assembly Member Brian Maienschein
- Assembly Member Devon Mathis
- Assembly Member Jose Medina
- Assembly Member Kevin McCarty
- Assembly Member Al Muratsuchi
- Assembly Member Adrin Nazarian
- Assembly Member Janet Nguyen
- Assembly Member Patrick O'Donnell
- Assembly Member Robert Rivas
- Assembly Member Miguel Santiago
- Assembly Member Kelly Seyarto
- Assembly Member Mark Stone
- Assembly Member Christopher Ward
- Assembly Member Jim Wood

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

Burbank Chamber of Commerce

Building Industry Association of Southern California, Orange County Chapter

Caltrans

Clean Power Alliance

NAIOP, Commercial Real Estate Development Association

Department of Toxic Substances Control

Foothill Gold Line Construction Authority

Foothill Transit

Gateway Cities Council of Governments

Glendale Chamber of Commerce

Huntington Beach Chamber of Commerce

Industry Business Council, Los Angeles
Inland Action
League of California Cities, Los Angeles and Orange County Divisions
Los Angeles County Board of Supervisors
Los Angeles County Department of Public Health
Los Angeles County Sanitation Districts
METRO
Mountain Transit
National Park Service
Omnitrans
Orange County Business Council
Orange County Council of Governments
Orange County Transportation Authority
Orange County Water District
Riverside County Code Enforcement
San Bernardino Chamber of Commerce
San Bernardino County Transportation Authority
San Bernardino County Board of Supervisors
San Fernando City Chamber of Commerce
San Fernando Valley Council of Governments
San Gabriel & Lower Los Angeles Rivers and Mountains Conservancy
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
San Gabriel Valley Mosquito & Vector Control District
San Gabriel Valley Regional Chamber of Commerce
Santa Ana Chamber of Commerce
Santa Clarita Chamber of Commerce
South Pasadena Chamber of Commerce
Southern California Association of Governments

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

California State University, Fullerton
Fremont High School, Los Angeles
Inland Empire Health Plan
League of Women Voters, West San Gabriel Valley Chapter
Pasadena City College
Riverside Neighbors Opposing Warehouses
San Gabriel Mountains Community Collaborative
Sierra Madre Rotary Club
University of California, Riverside