

BOARD MEETING DATE: May 5, 2023

AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the March 2023 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 Natri
Executive Officer

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BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for March. The report 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 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.

Inter-Agency Summit

On March 22, South Coast AQMD hosted the virtual Environmental Justice Inter-Agency Summit. There were 115 attendees including 32 different government agencies, 15 community organizations, 9 academia, and over 5 various organizations. The Summit featured panels and presentations on inspections, complaints, AB 617, and an overview of CARB's updated Annual Emissions Report requirements.

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 information regarding the following:

- Tips on reducing their exposure to smog and its negative 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/grant 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 March events and meetings:

Omnitrans

On March 1, staff participated virtually in the Omnitrans Board of Directors meeting. South Coast AQMD shared information on the Carl Moyer program and the Mobile Source Air Pollution Reduction Review Committee (MSRC).

San Bernardino County Transportation Authority

On March 1, staff attended the San Bernardino County Transportation Authority Board of Directors meeting and provided information on community workshops on Indirect Source Rules for Intermodal Facilities and Commercial Marine Ports.

El Segundo City Council

On March 7, staff participated virtually in the El Segundo City Council meeting. Staff announced the Governing Board Student Internship Program and application deadline.

Riverside City Council

On March 7, staff participated virtually in the Riverside City Council meeting and provided information on the Environmental Justice Inter-Agency Summit.

South Pasadena Chamber of Commerce

On March 8, staff participated virtually in the South Pasadena Chamber of Commerce's Legislative Affairs Committee meeting. Updates were shared on the wrap up of the Check Before You Burn season, student internships, Carl Moyer Workshops, and Commercial Electric Lawn and Garden program.

Metro Gold Line Foothill Extension Construction Authority

On March 8, staff attended the Metro Gold Line Foothill Extension Construction Authority Board meeting. Staff reported on the Carl Moyer Program Workshops and Commercial Electric Lawn and Garden program.

Whittier Transportation Fair

On March 14, staff participated in the City of Whittier's 2023 Transportation Fair. Staff provided information on the Carl Moyer Program, mobile apps, how to file a complaint, and Commercial Electric Lawn and Garden program.

Healthy Chino

On March 16, staff virtually participated in the Heathy Chino meeting. Staff provided information on MSRC's request for proposals on micro transit projects and Check Before You Burn season wrap-up.

Ascon Coordination Committee

On March 16, staff participated virtually in the Ascon Coordination Committee and participated in discussions on the Department of Toxic Substances Control's plans for a community meeting.

Redondo Beach City Council

On March 21, staff participated virtually in the Redondo Beach City Council meeting and shared information regarding the Environmental Justice Inter-Agency Summit.

Clean Healthy Air Clean Healthy Altadena

On March 29, staff attended the Clean Healthy Air Clean Healthy Altadena community meeting and provided information on the upcoming Commercial Electric Lawn and Garden Equipment program.

ENVIRONMENTAL JUSTICE UPDATE

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

Environmental Justice Community Partnership (EJCP) Advisory Council

On March 1, the EJCP Advisory Council met in-person. Staff presented on the Commercial Electric Lawn and Garden program and an update on the 9th annual EJ Conference.

U.S. EPA Region 9

On March 7, staff attended U.S. EPA Region 9’s EJ Program Monthly Community Check-in and participated in the discussion on federal funding through the Inflation Reduction Act.

2023 National Environmental Justice Conference

On March 7 – 9, staff participated in the 2023 National EJ Conference and Training Program in Washington D.C. This year’s theme was *Fully Integrating and Institutionalizing EJ and Equity*, which included over 50 workshops and training sessions. Staff attended the keynote address of Dr. Jalonne L. White-Newsome, Senior Director for Environmental Justice, White House Council on Environmental Quality.

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.

There were no presentations in March.

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 March are summarized below:

Calls to South Coast AQMD’s Main Line and 1-800-CUT-SMOG®	2,352
Calls to South Coast AQMD’s Spanish Line	15
Clean Air Connection	5
Total Calls	2,372

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls and assists individuals who walk-in for general information. Email advisories provided information on upcoming meetings and events, program announcements and alerts on time-sensitive issues. Information for the month of March is summarized below:

Calls Received by PIC	42
Calls to Automated System	95
Total Calls	137
Visitor Transactions	163
Email Advisories Sent	24,018

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 over the telephone, at South Coast AQMD headquarters and via virtual on-site consultation, as summarized below for March.

- Provided permit application assistance to 177 companies, and
- Processed 112 Air Quality Permit Checklists.

Types of businesses assisted:

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

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 March report is listed below:

Major Media Interactions	61
Press Releases	9
News Carousel	4

Major Media Topics:

- **Murphy Drill Site:** Capital & Main requested information on a Notice of Violation issued to the Murphy Drill Site and the potential settlement. Written responses were provided.
- **2022 AQMP:** Los Angeles Times requested information on the implementation of the AQMP, including zero-emissions technologies. Information was provided.
- **China Shipping:** Random Length News requested a copy of our response brief for China Shipping. Document was provided.
- **New GB Chair/Vice Chair:** Cerritos Community Newspaper requested a photo of the Chair, as well as other information. Written responses were provided.
- **Hyperion:** Southern California News Group requested a copy of a recent equipment repair list provided to South Coast AQMD. Information was provided.
- **Fee Equivalency Program:** Inside EPA requested comment on a complaint received regarding a fee equivalency program to avoid a collection of section 185 fees from major stationary sources. Written response was provided.
- **Mobile Source Impacts on Air Basin:** Electrek requested data on the percentage of smog from mobile sources in the South Coast Air Basin. Written responses were provided.
- **Phillips 66 Refinery:** Random Lengths News requested information about the loss of power at the Phillips 66 refinery. Written responses were provided.
- **Rule 444:** Laguna Beach Independent Newspaper requested information regarding the firepits removed from Laguna Beach. Written responses were provided.
- **Gas Appliances:** The San Francisco Chronicle inquired about South Coast AQMD's work regarding gas stoves. Written response was provided.
- **Dominguez Channel:** Wired Magazine provided follow-up questions regarding their prior Dominguez Channel inquiry. Written responses were provided.
- **Parter:** Grist inquired about CalOSHA's fine to Parter and requested information on how the case was processed. Written responses were provided.
- **Air Quality Post Rain:** Los Angeles Times and Crescenta Valley Weekly inquired about the air quality post-rain. Written responses were provided.
- **Tank Terminals:** Public Health Watch inquired about Leakless pumps at chemical tank terminals. Written responses were provided.
- **Air Quality in Van Nuys:** LAist inquired about air quality in communities surrounding the Van Nuys Airport. Information was provided.
- **CBYB Season Recap** Pitches were sent to local media at the end of the Check Before You Burn season.
- **First Latina to Chair:** Pitched press release to local media outlets.
- **American Fruit and Flavors Settlement:** Pitched press release to local media outlets.

News Releases:

- **South Coast AQMD’s 11th Annual Check Before You Burn Season Closes with 10 No-Burn Days – March 2, 2023 (English and Spanish):** Informed the public of 10 No-Burn days across the South Coast Air Basin during the 11th annual Check Before You Burn season.
- **Senator (Ret.) Vanessa Delgado is First Latina to Chair South Coast AQMD Governing Board in 47-Year History –March 3, 2023 (English and Spanish):** Informed the public that Delgado is the first Latina to Chair the Board in the agency’s 47-year history.
- **South Coast AQMD Requires Los Angeles Flavoring Company to Reduce Odors, Provide Air Filtration Systems for Nearby Residents – March 14, 2023 (English and Spanish):** Informed the public of a recent settlement with American Fruit and Flavors, LLC located in East Los Angeles, for causing odors and failing to properly permit equipment.

Social Media Posts:

- **[Windblown Dust Advisory \(2/26\)](#):** 2,773 Twitter Impressions --RT by @LAFDtalk
- **[AQ Forecast \(3/5\)](#):** 1,372 Twitter Impressions -- RT by @LAFDtalk, @StewartTVNews
- **[AQ Forecast \(3/10\)](#):** 1,089 Twitter Impressions -- RT by @WeAre4CleanAir, @OCTeslaClub
- **[AQ Forecast \(3/17\)](#):** 2,499 Twitter Impressions -- RT by @LAFDtalk, @SantaClaritaCity
- **[AQ Forecast \(3/25\)](#):** 1,863 Twitter Impressions -- RT by @LAFDtalk, @805weather

News Carousel:

- **Keep up with the Latest News from South Coast AQMD – View the March/April edition of the Advisor newsletter – March 8, 2023:** Linked to the latest edition of the newsletter.
- **Learn More about Carl Moyer Funding at a Workshop on On-Road HD Vehicles/Infrastructure/Off-Road HD Equipment – March 15 & 22, 2023:** Linked to Incentives & Programs under Carl Moyer Program.
- **Participate in a Public Workshop on South Coast AQMD’s Proposed Rule on Emissions of NOx from Commercial Food Ovens - Th, 3/30 – Remote (3/29) - March 29, 2023:** Linked to the Notice of Public Workshop.

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE AND LOCAL GOVERNMENTS

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

Agoura Hills	Eastvale	Loma Linda
Alhambra	El Monte	Lomita
Aliso Viejo	El Segundo	Long Beach
Anaheim	Fontana	Los Alamitos
Arcadia	Fountain Valley	Los Angeles
Artesia	Fullerton	Lynwood
Avalon	Gardena	Malibu
Azusa	Garden Grove	Maywood
Baldwin Park	Glendale	Menifee
Banning	Glendora	Mission Viejo
Beaumont	Grand Terrace	Monrovia
Bell	Hawaiian Gardens	Montebello
Bellflower	Hemet	Monterey Park
Beverly Hills	Hermosa Beach	Moreno Valley
Big Bear Lake	Hidden Hills	Murrieta
Brea	Highland	Newport Beach
Buena Park	Huntington Park	Norco
Burbank	Huntington Beach	Norwalk
Calabasas	Jurupa Valley	Ontario
Canyon Lake	Industry	Orange
Calimesa	Inglewood	Paramount
Carson	Irwindale	Pasadena
Cerritos	Irvine	Perris
Chino Hills	La Cañada Flintridge	Pico Rivera
Claremont	La Habra	Placentia
Colton	La Habra Heights	Pomona
Commerce	La Mirada	Rancho Palos Verdes
Compton	La Palma	Rancho Santa Margarita
Corona	La Puente	Redlands
Costa Mesa	La Verne	Redondo Beach
Covina	Laguna Beach	Rialto
Cudahy	Laguna Hills	Riverside
Culver City	Laguna Niguel	Rosemead
Cypress	Laguna Woods	San Clemente
Dana Point	Lakewood	San Dimas
Diamond Bar	Lake Elsinore	San Fernando
Downey	Lake Forest	San Gabriel
Duarte	Lawndale	San Jacinto

San Juan Capistrano
San Marino
Santa Ana
Santa Clarita
Santa Fe Springs
Santa Monica
Seal Beach
Sierra Madre
Signal Hill

South El Monte
South Gate
South Pasadena
Stanton
Temecula
Temple City
Tustin
Upland
Vernon

Villa Park
Walnut
West Covina
West Hollywood
Westminster
Westlake Village
Whittier
Yorba Linda
Yucaipa

Communication was conducted in March 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 Tony Cárdenas
- U.S. Representative Judy Chu
- U.S. Representative Lou Correa
- U.S. Representative Jim Costa
- U.S. Representative Grace Napolitano
- Senator Ben Allen
- Senator Bob Archuleta
- Senator Maria Elena Durazo
- Senator Caroline Menjivar
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Henry Stern
- Assembly Member Dawn Addis
- Assembly Member Bob Archuleta
- Assembly Member Mike Fong
- Assembly Member Laura Friedman
- Assembly Member Eduardo Garcia
- Assembly Member Al Muratsuchi
- Assembly Member Blanca Pacheco
- Assembly Member Gail Pellerin
- Assembly Member Kate Sanchez
- Assembly Member Greg Wallis
- Assembly Member Christopher Ward
- Assembly Member Buffy Wicks
- Assembly Member Avelino Valencia
- Assembly Member Rick Chavez Zbur

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

Big Bear Chamber of Commerce
Brea Chamber of Commerce
California Air Pollution Control Officers Association
California Air Resources Board
Carson Chamber of Commerce
Chino Valley Chamber of Commerce
Clean Power Alliance of Southern California
Coachella Valley Association of Governments
Colton Chamber of Commerce
Colton Joint Unified School District
Corona Chamber of Commerce
Crestline Chamber of Commerce
Department of Toxic Substance Control
El Segundo Chamber of Commerce
Fontana Chamber of Commerce
Foothill Transit
Gardena Valley Chamber of Commerce
Gateway Cities Council of Governments
Glendale Chamber of Commerce
Harbor Association of Industry and Commerce
Hermosa Beach Chamber of Commerce
Highland Area Chamber of Commerce
Industry Business Council
Inglewood Airport Area Chamber of Commerce
Inland Action
Inland Empire Regional Chamber of Commerce
Inland Empire Economic Partnership
Inland Empire Utilities Agency
Lake Arrowhead Communities Chamber of Commerce
League of California Cities - Los Angeles County Division
Loma Linda Chamber of Commerce
Lomita Chamber of Commerce
Long Beach Area Chamber of Commerce
Los Angeles County Board of Supervisors
Los Angeles International Airport
Manhattan Beach Chamber of Commerce
Metro
Metro Gold Line Foothill Extension Construction Authority
Montclair Chamber of Commerce

Mountain Transit
National Association of Clean Air Agencies
Omnitrans
Ontario Chamber of Commerce
Ontario International Airport
Orange County Transportation Authority
Palos Verdes Peninsula Chamber of Commerce
Rancho Cucamonga Chamber of Commerce
Redlands Chamber of Commerce
Redondo Beach Chamber of Commerce
Regional Chamber of Commerce San Gabriel Valley
Rialto Chamber of Commerce
Riverside Chamber of Commerce
Running Springs Area Chamber of Commerce
San Bernardino Chamber of Commerce
San Fernando City Chamber of Commerce
San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy
San Gabriel Valley City Managers Association
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
San Gabriel Valley Mosquito & Vector Control District
San Pedro Chamber of Commerce
Santa Ana Chamber of Commerce
Santa Clarita Valley Chamber of Commerce
South Bay Association of Chambers of Commerce
South Bay Cities Council of Governments
South Pasadena Chamber of Commerce
Torrance Area Chamber of Commerce
Upland Chamber of Commerce
Western Riverside Council of Governments
Wilmington Chamber of Commerce
Yucaipa Valley Chamber of Commerce

In March, 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
American Green Zone Alliance
Breathe Southern California
California Fuel Cell Partnership
California State University, Fullerton
California State University, San Bernardino
California, State University, Dominguez Hills
Center for Community Action and Environmental Justice
Chino Valley Unified School District
Colton Joint Unified School District
Grades of Green
Huntington Beach Union High School District
Inland Congregations United for Change
Loma Linda University
Palos Verdes Peninsula Land Conservancy
Pasadena City College
Rio Hondo College
San Bernardino Valley College
South Bay Environmental Services Center
South Bay Parkland Conservancy
University of California, Riverside
University of Redlands
Upland Unified School District