

BOARD MEETING DATE: April 7, 2023

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the February 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 Nastri
Executive Officer

LT:PC:DPG:CL:bl:ar

Background

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

No major events to report for February.

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 February events and meetings:

AllenCo Energy Stakeholder Meeting

On February 1, staff participated virtually in the AllenCo Energy stakeholder meeting hosted by Los Angeles County Department of Public Health and shared information on compliance activities in January.

Lake Arrowhead Communities Chamber of Commerce

On February 7, staff attended the Lake Arrowhead Communities Chamber of Commerce Government Affairs Committee meeting to provide information on the Mobile Source Air Pollution Reduction Review Committee's (MSRC) Microtransit Service Request for Proposals and other programs.

South Pasadena Chamber of Commerce

On February 8, staff attended the South Pasadena Chamber of Commerce's Legislative Affairs Committee meeting and provided information on the MSRC's Microtransit Service Request for Proposals and other incentive programs.

San Gabriel Valley Council of Governments

On February 9 and 14, staff participated in the San Gabriel Valley Council of Governments Transportation and Energy, Environment & Natural Resources Committee meetings. Updates were shared on MSRC's Microtransit Service Request for Proposals.

Orange County Business Council

On February 14, staff virtually attended the Orange County Business Council's Infrastructure Committee meeting to provide information on funding opportunities available through the Carl Moyer and Surplus Off-Road Opt-In for NOx (SOON) programs.

Santa Ana Chamber of Commerce

On February 14, staff virtually attended the Santa Ana Chamber of Commerce's Government Affairs Committee meeting and reported on funding opportunities available through Carl Moyer and the SOON programs.

San Fernando Valley Council of Governments

On February 16, staff participated in the San Fernando Valley Council of Governments' Transportation Committee meeting and provided information on MSRC's Microtransit Service Request for Proposals.

Cal State University San Bernardino (CSUSB) Leonard Transportation Center Dialogue

On February 21, staff attended CSUSB's Leonard Transportation Center Inland Empire Dialogue, "Balancing the Race to Zero Emissions in Transportation: Envisioning a Future with an Integrated Energy System."

San Gabriel Valley Economic Partnership

On February 22, staff participated in the San Gabriel Valley Economic Partnership's Legislative Committee meeting to provide information on funding opportunities available through Carl Moyer, SOON and MSRC's Microtransit Service Request for Proposals and application deadline and the Governing Board Summer Internship Program.

Environmental Justice Update

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

U.S. EPA EJ Action Plan Community Engagement Session

On February 2, staff participated in U.S. EPA's Office of Land and Emergency Management (OLEM) first EJ community engagement session. OLEM provides policy, guidance and direction for the Agency's emergency response and waste programs.

Pacoima Community Initiative (PCI)

On February 3, staff participated in PCI's monthly meeting and shared information on the CAPES and WHAM programs and on how to report air quality issues.

Clean Air Day Webinar: SUCCESS STORIES

On February 15, staff participated in a discussion on how to promote air quality issues centered around California Clean Air Day, which is scheduled for October 4, 2023. The goals of these efforts are to raise awareness on air quality and to receive commitments from individuals and organizations in support of clean air.

City of Los Angeles

On February 23, staff met with the Office of Mayor Karen Bass to provide an overview of South Coast AQMD and our EJ 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.

There were no presentations in February.

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 February are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	2,265
Calls to South Coast AQMD's Spanish Line	32
Clean Air Connection	1
Total Calls	2,298

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 February is summarized below:

Calls Received by PIC	61
Calls to Automated System	80
Total Calls	141
Visitor Transactions	103
Email Advisories Sent	17,474

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 February.

- Provided permit application assistance to 168 companies, and
- Processed 55 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Gas Stations	Telecommunication
Auto Body Shops	Manufacturing Facilities	Centers
Construction Firms	Offices	Warehouses
Dry Cleaners	Restaurants	
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 February report is listed below:

Major Media Interactions	51
Press Releases	6
News Carousel	3

Major Media Topics:

- **Air Quality in Southern California:** Staff participated in an interview with Public Broadcasting Services “Sustaining US” on the current state of air quality in Los Angeles and Southern California.
- **Hyperion:** Good Luck LA Snapchat requested an interview regarding Hyperion regulations. Written responses were provided.
- **Aliso Canyon Odor Complaints:** CARB inquired about odor complaints in Aliso Canyon. Information was provided.
- **South Coast AQMD Governing Board:** The Press Enterprise inquired about Ron Loveridge’s time as Governing and CARB board representative. Information was provided.
- **About South Coast AQMD:** Fox Business inquired about content for their "Business Leaders and Industry Innovators" installment. Working on scheduling a meeting.
- **Air Quality during the Pandemic** NBC 4 inquired about air quality in connection to traffic patterns during the start of the pandemic, in comparison to now. Information was provided.
- **Windblown Dust Advisories (2/4, 2/14, and 2/21):** Pitched windblown dust advisories to dozens of local media outlets resulting in coverage.

News Releases:

- **South Coast AQMD Issues a Windblown Dust Advisory for Portions of Riverside County - February 4 and 14, 2023** (English and Spanish): Informed the public about windblown dust due to strong winds in the Coachella Valley and San Geronio Pass.
- **South Coast AQMD Issues a Windblown Dust Advisory for Portions of the Coachella Valley and Eastern Riverside - February 21, 2023** (English and Spanish): Informed the public of Windblown Dust caused by high winds in the Coachella Valley and Eastern Riverside County.

Social Media Posts:

- **[Moyer Workshop \(2/2\)](#):** 1,243 Twitter Impressions -- RT by @socalgas, @sce_business
- **[Windblown Dust Advisory \(2/14\)](#):** 4,221 Twitter Impressions--RT by @NWSSanDiego
- **[Windblown Dust Advisory \(2/21\)](#):** 5,112 Twitter Impressions RT by @NWSSanDiego, @PalmDesertGov, @WeAre4CleanAir

News Carousel:

- **South Coast AQMD is seeking a qualified alternate Medical Member for appointment to the Hearing Board** – February 9, 2023: Linked to South Coast AQMD Careers webpage.
- **Apply today for South Coast AQMD’s Governing Board Summer Student Internship program** - February 23, 2023: Provided link to the Careers webpage.
- **Learn More about Carl Moyer Funding at a Workshop on Off-Road Agricultural Equipment/Engines** – February 17, 2023: Provided link to the Carl Moyer Program webpage.

Outreach to Community Groups and Federal, State and Local Governments

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

Alhambra	Glendora	Rancho Palos Verdes
Arcadia	Huntington Beach	Redondo Beach
Avalon	Industry	Rolling Hills
Azusa	Irwindale	Rolling Hills Estates
Baldwin Park	Jurupa Valley	Rosemead
Bradbury	La Cañada Flintridge	San Dimas
Brea	La Habra	San Fernando
Burbank	La Puente	San Gabriel
Carson	La Verne	San Marino
Claremont	Long Beach	Santa Ana
Colton	Los Angeles	Santa Clarita
Costa Mesa	Manhattan Beach	Sierra Madre
Covina	Mission Viejo	South El Monte
Diamond Bar	Monrovia	South Pasadena
Duarte	Monterey Park	Temple City
El Monte	Ontario	Walnut
El Segundo	Pasadena	West Covina
Fullerton	Placentia	Yorba Linda
Gardenia	Pomona	Yucaipa
Glendale	Rancho Cucamonga	

Communication was conducted in February 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 Ken Calvert
- U.S. Representative Cárdenas
- U.S. Representative Judy Chu
- U.S. Representative Mark DeSaulnier
- U.S. Representative Robert Garcia
- U.S. Representative Zoe Lofgren
- U.S. Representative Raul Ruiz
- U.S. Representative Judy Chu
- Senator Bob Archuleta
- Senator Maria Elena Durazo
- Senator Lena Gonzalez
- Senator Dave Min
- Senator Josh Newman
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Henry Stern
- Senator Tom Umberg
- Assembly Member Dawn Addis
- Assembly Member Steve Bennett
- Assembly Member Lisa Calderon
- Assembly Member Mike Fong
- Assembly Member Laura Friedman
- Assembly Member Jesse Gabriel
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Josh Lowenthal
- Assembly Member Al Muratsuchi
- Assembly Member Sharon Quirk-Silva
- Assembly Member Luz Rivas
- Assembly Member Blanca Rubio
- Assembly Member Miguel Santiago
- Assembly Member Avelino Valencia
- Assembly Member Christopher Ward
- Assembly Member Jim Wood

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

Alhambra Chamber of Commerce
Arcadia Chamber of Commerce
Cal Chamber
California Department of Toxic Substances Control
California Fuel Cell Partnership
California Geologic Energy Management Division
CARB
Clean Power Alliance

Coachella Valley Association of Governments
Colton Chamber of Commerce
Colton Public Utilities Department
County of Los Angeles Fire Department
Crestline Chamber of Commerce
El Monte/South El Monte Chamber of Commerce
Foothill Transit
Glendora Chamber of Commerce
Harbor Association of Industry and Commerce
Inland Action
Inland Empire Economic Partnership
Inland Empire Labor Council
Los Angeles County Metropolitan Transportation Authority
Los Angeles County Sanitation Districts
Los Angeles Economic Development Corporation
Lake Arrowhead Chamber of Commerce
League of California Cities, LA County Division
Metro Gold Line Foothill Extension Construction Authority
Metropolitan Water District of Southern California
National Park Service
Omnitrans
Ontario Chamber of Commerce
Ontario International Airport Authority
Orange County Business Council
Orange County Transportation Authority
San Bernardino County Transportation Authority
San Bernardino International Airport Authority
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
SCAG
South Pasadena Chamber of Commerce
Southern California Edison
Southern California Gas Company
Upper San Gabriel Valley Municipal Water District
Western Riverside Council of Governments
Western States Petroleum Association

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

Cal Poly Pomona
Cal State University, Fullerton
Cal State University, San Bernardino
Coalition for Clean Air
Esperanza Community Housing Corporation
Etiwanda Intermediate School
Inland Empire Health Plan
League of Women Voters of East San Gabriel Valley
Mt. San Antonio College
Pasadena City College
San Bernardino City Unified School District
San Bernardino County Board of Education
San Bernardino Valley College
San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy
San Gabriel Mountains Community Collaborative
University of La Verne
Wilmington Senior Citizen Center