

BOARD MEETING DATE : December 1, 2023

AGENDA NO. 9

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the October 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 October. The report includes Major Events, Community Events/Public Meetings, Environmental Justice (EJ) 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 hosting 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.

Taste of Soul

On October 21, staff hosted an information booth at the 18th Annual Taste of Soul Family Festival in South Los Angeles which drew over 300,000 attendees. Staff demonstrated the mobile app, how to file air quality complaints, as well as shared information on incentive programs for residents.

COMMUNITY EVENTS/PUBLIC MEETINGS

Staff engaged 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 October events and meetings:

South Bay Association of Chambers of Commerce

On October 3, staff attended the South Bay Association of Chambers of Commerce Board of Directors meeting to announce the Public Workshop for Proposed Amended Rule 1180 and Proposed Rule 1180.1 related to refinery fence line and community air monitoring.

Reach Out Jurupa Valley

On October 3, staff attended the Reach Out Jurupa Valley community meeting. Staff provided information on how to file a complaint, the mobile app, Replace Your Ride, and other programs.

Commerce Clean Air Day

On October 4, staff participated in the City of Commerce Clean Air Day event. Staff provided information on how to file air quality complaints, the mobile app, Replace Your Ride, and other programs.

Gateway Cities Council of Governments

On October 4, staff participated in the Gateway Cities Council of Government's Board of Directors meeting. Staff provided an update on enforcement of the Rule 2305 - Warehouse Indirect Source Rule.

San Gabriel Valley Council of Governments

On October 4, staff participated in the San Gabriel Valley Council of Government's Energy, Environment & Natural Resources Committee meeting to announce an upcoming presentation by South Coast AQMD on U.S. EPA's Climate Pollution Reduction Grant program.

San Bernardino Area Chamber of Commerce

On October 7, staff hosted an information booth at the 10th Annual Rendezvous Back to Route 66 event in San Bernardino. Information on South Coast AQMD was shared with attendees such as Replace Your Ride, residential and commercial electric landscaping incentives, and how to file complaints.

South Pasadena Chamber of Commerce

On October 11, staff attended the South Pasadena Chamber of Commerce Legislative Affairs Committee meeting to provide program updates on Check Before You Burn, Replace Your Ride, and residential and commercial electric landscaping incentives.

South Bay Cities Council of Governments

On October 12, staff attended the South Bay Cities Council of Governments meeting. Staff announced the upcoming Public Workshop for Proposed Amended Rule 1180 and Proposed Rule 1180.1 related to refinery fence line and community air monitoring.

Southeast Los Angeles Community Environmental Health Workshop

On October 14, staff participated in U.S. EPA's Southeast Los Angeles Community Environmental Health Workshop in Huntington Park. Staff provided information on how to file air quality complaints, the mobile app, and Replace Your Ride.

Riverside County Health Coalition

On October 18, staff attended the Riverside County Health Coalition meeting in Moreno Valley. Staff shared information on how to file air quality complaints and Replace Your Ride.

Coachella City Council

On October 25, staff attended the Coachella City Council meeting to provide information on Check Before You Burn Program, the mobile app, and how to file air quality complaints.

San Gabriel Valley Economic Partnership

On October 25, staff presented at the San Gabriel Valley Economic Partnership Legislative Action Committee meeting on U.S. EPA's Climate Pollution Reduction Grant program. Staff also updated attendees on Check Before You Burn.

Orange County Council of Governments

On October 26, staff participated in the Orange County Council of Governments Board of Directors meeting to provide updates on Check Before You Burn and compliance assistance training.

California State University, Northridge Resource Fair

On October 29, staff participated in California State University, Northridge, Resource Fair in Pacoima. Staff provided information on how to file air quality complaints, South Coast AQMD's mobile app, and Check Before You Burn.

ENVIRONMENTAL JUSTICE (EJ) UPDATE

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

U.S. EPA Webinar

On October 10, staff participated in U.S. EPA Healthy and Resilient Communities webinar entitled, "Benefits of the Environment, Revitalization, and Environmental Cleanup." The webinar focused on how to access technical services, goal setting, and how to track outcomes.

Affordable Housing and Sustainable Communities

On October 18, staff participated in the Affordable Housing and Sustainable Communities public workshop on housing construction, zero-emission transit, and social service programs for residents.

CARB Public Workshop

On October 24, staff participated in CARB's public workshop on projects targeted for disadvantaged communities to offset legacy engine emissions.

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 October 27, engineering students from Cal Poly Pomona visited South Coast AQMD headquarters, which included a lab and campus tour. Staff also presented an overview of South Coast AQMD, and air quality issues.

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®	2567
Calls to South Coast AQMD's Spanish Line	24
Total Calls	2591

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls and assists individuals who walk in for general information. Email advisories provide 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	51
Calls to Automated System	208
Total Calls	259
Visitor Transactions	147
Email Advisories Sent	31,711

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 October.

- Provided permit application assistance to 165 companies, and
- Processed 96 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Gas Stations	Retail Facilities
Auto Body Shops	Manufacturing Facilities	Schools
Construction Firms	Other Businesses	Warehouses
Engineering Firms	Restaurants	

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 October report is listed below:

Major Media Interactions	128
Press Releases	12
News Carousel	4

Major Media Topics:

- **Dust Advisory:** The Desert Sun requested information on the connection between Hurricane Hilary and dust advisories in the Coachella Valley. Response was provided.
- **Chiquita Canyon Landfill:** The Signal requested confirmation on the number of Notices of Violation received by the landfill in late September and early October. Response was provided.
- **Port ISR:** Southern California News Group and LA Business Journal requested information on current actions the ports are taking to reduce emissions and information on upcoming public meetings. Responses were provided.
- **Lawn & Garden Incentive Program:** ABC7 requested information on the Commercial Lawn & Garden program. Response was provided.
- **Port of Los Angeles:** Southern California News Group inquired about equipment technology and testing methods referenced in a recent action by the Los Angeles Board of Harbor Commissioners.
- **Odor Complaints:** Univision 34 requested information on where residents can report odors and poor air quality in their neighborhood. Response was provided.
- **Baker Commodities:** LAist requested a comment on Baker’s latest court filings and ongoing court hearings. Provided available documents, but unable to comment on pending litigation.
- **Warehouse ISR:** Law306 requested general information on the rule. Response was provided.
- **Technology Advancement:** Social Justice podcast requested an interview with our technology advancement office. Working on gathering details on the podcast and topics for discussion.
- **Ports ISR Education:** Working on identifying specific reporters to begin outreach and education on port-related issues.

- **Marathon Refinery Ammonia Emissions:** E&E News requested information regarding the increase of ammonia emissions from Marathon. Response in progress.
- **Lead Contamination:** PBS looking for information on our efforts at Exide. Gathering additional information.
- **Windblown Dust Advisory (10/9, 10/11, 10/21, 10/27 & 10/29):** Pitched advisory to media outlets resulting in media coverage.
- **Wildfire Smoke Advisory (10/31):** Pitched advisory to media outlets resulting in coverage.
- **Hexavalent Chromium NOV:** Pitched press release to local media outlets.

News Releases:

- **South Coast AQMD Issues Violation to Chrome Plating Facility for Release of Hexavalent Chromium, Failure to Maintain Equipment – October 5, 2023 (English and Spanish):** Informed public of an NOV issued due to elevated levels of hexavalent chromium.
- **South Coast AQMD Issues Windblown Dust Advisory for the Coachella Valley – October 9 and 11, 2023 (English and Spanish):** Informed the public of elevated levels of dust (PM10) caused by gusty winds in the Coachella Valley.
- **South Coast AQMD Issues Windblown Dust Advisory for the Coachella Valley and San Geronio Pass – October 21, 2023 (English and Spanish):** Informed the public of elevated levels of dust caused by high winds and elevated particle pollution (PM10) levels.
- **South Coast AQMD Issues Windblown Dust Advisory for the Coachella Valley and Parts of the Inland Empire – October 27, 2023 (English and Spanish):** Informed the public of elevated levels of dust caused by gusty Santa Ana winds.
- **South Coast AQMD Issues Windblown Dust Advisory for the Coachella Valley, Parts of the Inland Empire, and Orange County – October 29, 2023 (English and Spanish):** Informed the public of an expanded dust advisory.
- **South Coast AQMD Issues Wildfire Smoke Advisory Due to Highland Fire – October 31, 2023 (English and Spanish):** Informed the public of a smoke advisory caused from the Highland Fire.

Social Media Posts:

- [AQI Forecast \(9/29\)](#): 1,236 Impressions
- [AQI Forecast \(10/7\)](#): 1,504 Impressions
--RT by @LAFDtalk
- [AQI Forecast \(10/17\)](#): 1,531 Impressions
--RT by @LAFDtalk, @AIRNow
- [AQI Forecast \(10/24\)](#): 719 Impressions
--RT by @AIRNow

News Carousel:

- **“Participate in California Clean Air Day on October 4”** – Linked to the website about the event.
- **“Hot, stagnant days with strong sunlight can cause poor air quality.”**
–Linked to the website to sign up for air alerts.
- **“Register for Compliance Training to better understand air quality regulations, control technologies, and industry clean air requirements”** – Linked to the website for registration.
- **“Keep up with the Latest News from South Coast AQMD – View the current edition of the Advisor newsletter”** – Linked to the Advisor newsletter.

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE AND LOCAL GOVERNMENTS

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

- U.S. Senator Tom Carper
- U.S. Senator Alex Padilla
- U.S. Representative Pete Aguilar
- U.S Representative Ken Calvert
- U.S. Representative Judy Chu
- U.S. Representative Robert Garcia
- U.S. Representative Frank Pallone
- Senator Catherine Blakespear
- Senator Lena A. Gonzalez
- Senator Caroline Menjivar
- Senator Dave Min
- Senator Josh Newman
- Senator Anthony Portantino
- Senator Henry Stern
- Assemblymember Lisa Calderon
- Assemblymember Wendy Carrillo
- Assemblymember Phillip Chen
- Assemblymember Mike Fong
- Assemblymember Laura Friedman
- Assemblymember Eduardo Garcia
- Assemblymember Mike Gipson
- Assemblymember Josh Lowenthal
- Assemblymember Tina McKinnor
- Assemblymember Al Muratsuchi
- Assemblymember Cottie Petrie-Norris
- Assemblymember Sharon Quirk-Silva
- Assemblymember James Ramos
- Assemblymember Eloise Gomez Reyes
- Assemblymember Luz Rivas
- Assemblymember Miguel Santiago

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

Agoura Hills	Eastvale	Los Angeles
Alhambra	El Monte	Lynwood
Anaheim	El Segundo	Malibu
Arcadia	Fontana	Manhattan Beach
Artesia	Fullerton	Maywood
Azusa	Gardena	Menifee
Baldwin Park	Glendale	Mission Viejo
Banning	Glendora	Monrovia
Beaumont	Grand Terrace	Montclair
Bell	Hawaiian Gardens	Montebello
Bell Gardens	Hawthorne	Monterey Park
Bellflower	Hemet	Moreno Valley
Beverly Hills	Hermosa Beach	Murrieta
Big Bear Lake	Hidden Hills	Newport Beach
Bradbury	Highland	Norco
Brea	Huntington Park	Norwalk
Buena Park	Indian Wells	Ontario
Burbank	Indio	Orange
Calabasas	Industry	Palm Desert
Calimesa	Inglewood	Palm Springs
Canyon Lake	Irvine	Paramount
Carson	Irwindale	Pasadena
Cathedral City	Jurupa Valley	Perris
Cerritos	La Cañada Flintridge	Pico Rivera
Chino	La Habra	Placentia
Chino Hills	La Habra Heights	Pomona
Claremont	La Mirada	Rancho Cucamonga
Coachella	La Palma	Rancho Mirage
Colton	La Puente	Rancho Palos Verdes
Commerce	La Quinta	Redlands
Compton	La Verne	Redondo Beach
Corona	Lake Elsinore	Rialto
Covina	Lake Forest	Riverside
Cudahy	Lakewood	Rolling Hills
Culver City	Lawndale	Rolling Hills Estates
Desert Hot Springs	Loma Linda	Rosemead
Diamond Bar	Lomita	San Bernardino
Downey	Long Beach	San Dimas
Duarte	Los Alamitos	San Fernando

San Gabriel	South El Monte	West Covina
San Jacinto	South Gate	West Hollywood
San Marino	South Pasadena	Westlake Village
Santa Ana	Stanton	Whittier
Santa Clarita	Temecula	Wildomar
Santa Fe Springs	Temple City	Yorba Linda
Santa Monica	Torrance	Yucaipa
Seal Beach	Upland	
Sierra Madre	Vernon	
Signal Hill	Walnut	

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
 Azusa Chamber of Commerce
 Claremont Chamber of Commerce
 Clean Power Alliance
 Coachella Valley Association of Governments
 Covina Chamber of Commerce
 Duarte Chamber of Commerce
 El Monte/South El Monte Chamber of Commerce
 Foothill Gold Line Construction Authority
 Foothill Transit
 Gateway Cities Council of Governments
 Glendora Chamber of Commerce
 Greater Monterey Park Chamber of Commerce
 Harbor Association of Industry and Commerce
 Industry Business Council
 Inland Valley Development Agency
 Irwindale Chamber of Commerce
 La Verne Chamber of Commerce
 League of California Cities
 Los Angeles County Sanitation Districts
 METRO
 Metrolink
 Monrovia Chamber of Commerce
 OmniTrans
 Ontario International Airport Authority
 Orange County Business Council
 Orange County Transportation Authority

Pasadena Chamber of Commerce
Pomona Chamber of Commerce
Puente Hills Habitat Preservation Authority
Rosemead Chamber of Commerce
San Bernardino Area Chamber of Commerce
San Bernardino County Transportation Authority
San Dimas Chamber of Commerce
San Gabriel and 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 Marino Chamber of Commerce
Santa Ana Chamber of Commerce
Sierra Madre Chamber of Commerce
South Bay Association of Chambers of Commerce
South Bay Cities Council of Governments
South Pasadena Chamber of Commerce
Southern California Association of Governments
Southern California Edison
Temple City Chamber of Commerce
The Metropolitan Water District of Southern California
Valley Industry & Commerce Association
Western Riverside Council of Governments

In October, 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, Northridge
Cal State University, San Bernardino
Colton Joint Unified School District
Discovery Cube Los Angeles
League of Women Voters
Pasadena City College
San Bernardino City Unified School District
San Bernardino Valley College
San Gabriel Mountains Community Collaborative
The Nature Conservancy
Trust for Public Land
University of California, Riverside