

BOARD MEETING DATE: February 3, 2023

AGENDA NO. 6

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the December 2022 outreach activities of the 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 the Legislative, Public Affairs and Media Office for December. 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.

No major events were hosted or sponsored in December.

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 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 December events and meetings:

Orange County Business Council (OCBC)

On December 2, staff participated virtually in a OCBC Government Affairs Committee meeting to provide information on the 33rd Clean Air Awards, 2022 AQMP and how to sign up for clean air alerts.

Baldwin Hills Community Standards District

On December 8, staff participated virtually in a Baldwin Hills Community Standards District Community Advisory Panel meeting hosted by the Los Angeles County Department of Regional Planning on oil and gas production activities at the Inglewood Oil Field.

Big Bear Valley Chamber of Commerce

On December 8, staff participated virtually in a Big Bear Chamber of Commerce Government Affairs Committee meeting and shared information regarding alternative fuel vehicle resources and the 33rd Clean Air Awards.

Del Amo Action Committee

On December 10, staff attended the Del Amo Action Committee Health Fair. Staff outreached to event attendees on Replace Your Ride and residential programs for EV charging and electric lawnmowers.

San Bernardino County Transportation Authority

On December 14, staff attended in-person a San Bernardino County Transportation Authority General Policy Committee meeting and provided information on alternative fuel vehicle resources and other programs.

San Fernando Valley Council of Governments

On December 15, staff participated virtually in a San Fernando Valley Council of Governments Board meeting to promote registration for the 33rd Clean Air Awards.

ENVIRONMENTAL JUSTICE UPDATE

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

Environmental Justice Community Partnership (EJCP) Advisory Council

On December 7, the quarterly EJCP Advisory Council meeting was held virtually. Presentations included an end-of-year summary on state and federal legislation and an advisory council member presented on Oak View ComUNIDAD's environmental justice efforts in Orange County.

AB 617 UPDATE

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

South Los Angeles (SLA) CSC Meeting

On December 1, approximately 80 people participated virtually in the SLA CSC meeting. Staff provided an overview and update on rule development and implementation of the SLA CERP. Coalition for Clean Air presented on the Joint Electric Truck Scaling Initiative (JETSII) project.

Southeast Los Angeles (SELA) CSC Meeting

On December 8, approximately 60 people participated virtually in the SELA CSC meeting. Staff provided updates on the SELA CERP, recently adopted Rule 1460, and Coalition for Clean Air presented on the JETSII project.

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 December.

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 December are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	1,956
Calls to South Coast AQMD's Spanish Line	36
Clean Air Connection	2
Total Calls	1,994

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 December is summarized below:

Calls Received by PIC	28
Calls to Automated System	157
Total Calls	185
Visitor Transactions	71
Email Advisories Sent	21,530

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 December.

- Provided permit application assistance to 128 companies, and
- Processed 46 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 all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications, and media operations. The December report is listed below:

Major Media Interactions	154
Press Releases	20
News Carousel	2

Major Media Topics:

- **Ethylene Oxide (EtO):** ABC requested an interview for a story regarding “Environmental Issues in Southeast LA” to discuss EtO investigations. Working on scheduling in January. Capital and Main had follow-up questions on a story regarding EtO. Written responses were provided.
- **Clean Air Awards:** Staff participated in an interview with 1580 KBLA Radio on the Clean Air Awards and other South Coast AQMD topics.
- **2022 AQMP:**
 - Los Angeles Times and Desert Sun wrote articles about the vote by the Board on the 2022 AQMP. Staff provided corrections to both stories regarding the Governing Board Member votes.
 - KCET conducted an interview with staff on the EJ impacts of the AQMP.
- **AQ SPEQ:** Standardization News provided for review an article about lead, and the technologies that detect these toxics. Staff reviewed and approved for future publication.
- **Air Quality and the 2022 AQMP:** Staff participated in an interview with NBC News Conference on air quality and the AQMP, which aired on December 24, 2022.
- **Rebate Programs:** Los Angeles Times inquired about rebate programs in 2023 and asked about the Lawn and Garden Program.
- **Dominguez Channel:** Wired Magazine requested information on last year’s hydrogen sulfide releases from the Dominguez Channel. Responses were provided.
- **Earthjustice Lawsuit:** Courthouse News and KPCC requested comments on a lawsuit filed against South Coast AQMD. A response was provided.

- **No-Burn Alerts:**

- Conducted pitches and outreach to local media outlets for No Burn Day alerts, resulting in dozens of stories in television, radio, print and online outlets.
- Santa Clarita Valley (SCV) Signal inquired about the Santa Clarita Valley. Responses were provided.
- Staff participated in an interview with KNX regarding a No-Burn Day extension.

- **Clean Air Awards Emcee:** South Coast AQMD media office coordinated with Fox 11 on the availability of Meteorologist Maria Quiban, to emcee the 33rd Clean Air Awards. Items shared included a calendar invitation, event flyer, social media graphics and a caption and draft script.

News Releases:

- “No Burn Day Alerts: December 18-26, 2022” (English and Spanish) - Sent releases and extensions announcing No-Burn days and extensions for the Basin.
- “South Coast AQMD Statement on EPA’s HD Truck Rule” (English and Spanish) - December 20, 2022: Informed public about South Coast AQMD’s statement regarding the rule. Pitches were sent to local media outlets resulting in coverage.
- “South Coast AQMD Honors U.S. Senator Alex Padilla, Congressman Alan Lowenthal and Community Activist Angelica Balderas for Environmental Achievements” (English and Spanish) - December 21, 2022: Informed public about the upcoming 33rd Annual Clean Air Awards. Pitches were sent to local media outlets to highlight the upcoming event.

Social Media Posts:

- [AQ Forecast \(12/6\)](#): 1,125 Twitter Impressions -- RT by @WeAre4CleanAir, @LAFDtalk, @805Weather, @StewartTVNews
- [AQ Forecast \(12/8\)](#): 1,117 Twitter Impressions -- RT by @WeAre4CleanAir, @LAFDtalk, @805Weather

News Carousel:

- **Join the Clean Air team – we are hiring Inspectors, Interns, Legislative Analysts, IT Specialists and more – December 8, 2022:** Provided a link to the Careers webpage.
- **Be Green for the Holidays: See our simple tips to help save energy and reduce air pollution – December 13, 2022:** Provided a link to an infographic, informing the public on how they can celebrate the holidays in an environmentally friendly way.

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE AND LOCAL GOVERNMENTS

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

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|--------------------|------------------|-----------------------|
| Agoura Hills | Glendale | Palm Desert |
| Artesia | Glendora | Palm Springs |
| Azusa | Hawaiian Gardens | Palos Verdes Estates |
| Baldwin Park | Hawthorne | Paramount |
| Banning | Hemet | Perris |
| Bell | Hermosa Beach | Pico Rivera |
| Bell Gardens | Hidden Hills | Rancho Mirage |
| Bellflower | Huntington Park | Rancho Palos Verdes |
| Beaumont | Indian Wells | Redondo Beach |
| Beverly Hills | Indio | Riverside |
| Big Bear Lake | Industry | Rolling Hills |
| Burbank | Inglewood | Rolling Hills Estates |
| Calabasas | Irwindale | Rosemead |
| Calimesa | Jurupa Valley | San Dimas |
| Canyon Lake | La Habra Heights | San Fernando |
| Carson | La Mirada | San Gabriel |
| Cathedral City | La Puente | San Jacinto |
| Cerritos | La Quinta | Santa Clarita |
| Claremont | La Verne | Santa Fe Springs |
| Coachella | Lake Elsinore | Santa Monica |
| Commerce | Lakewood | Signal Hill |
| Compton | Lawndale | South El Monte |
| Corona | Lomita | South Gate |
| Covina | Long Beach | Temecula |
| Cudahy | Los Angeles | Temple City |
| Culver City | Lynwood | Torrance |
| Desert Hot Springs | Malibu | Vernon |
| Diamond Bar | Manhattan Beach | Walnut |
| Downey | Maywood | West Covina |
| Duarte | Menifee | West Hollywood |
| Eastvale | Moreno Valley | Westlake Village |
| El Monte | Murrieta | Whittier |
| El Segundo | Norco | Wildomar |
| Gardena | Norwalk | |

Communication was conducted in December 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 Young Kim
- U.S. Representative Alan Lowenthal
- Senator Lena Gonzalez
- Senator Josh Newman
- Senator Anthony Portantino
- Senator Susan Rubio
- Assembly Member Lisa Calderon
- Assembly Member Mike Fong
- Assembly Member Eduardo Garcia
- Assembly Member Corey Jackson
- Assembly Member Josh Lowenthal
- Assembly Member Blanca Pacheco
- Assembly Member Diane Papan
- Assembly Member Eloise Reyes
- Assembly Member Blanca Rubio
- Assembly Member Miguel Santiago
- Assembly Member Sharon Quirk-Silva

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

Big Bear Chamber of Commerce
California Department of Toxic Substances Control
Crestline Chamber of Commerce
El Monte / South El Monte Chamber of Commerce
El Segundo Chamber of Commerce
Foothill Transit
Gardena Valley Chamber of Commerce
Gateway Cities Council of Governments
Glendora Chamber of Commerce
Harbor Association of Industry and Commerce
Hermosa Beach Chamber of Commerce
Hydrogen Fuel Cell Partnership
Inglewood Airport Area Chamber of Commerce
Inland Action
Inland Empire Economic Partnership
Inland Valley Development Agency
Lake Arrowhead Communities Chamber of Commerce

Lomita Chamber of Commerce
Long Beach Area Chamber of Commerce
Los Angeles Economic Development Corporation
Manhattan Beach Chamber of Commerce
Metropolitan Water District
Orange County Business Council
Orange County Transportation Authority
Palos Verdes Peninsula Chamber of Commerce
Redondo Beach Chamber of Commerce
Running Springs Area Chamber of Commerce
San Fernando Valley Council of Governments
San Gabriel Basin Water Quality Authority
San Gabriel Valley Economic Partnership
San Pedro Chamber of Commerce
South Bay Association of Chambers of Commerce
South Bay Cities Council of Governments
South Bay Environmental Services Center
Torrance Area Chamber of Commerce

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

Cal Poly Pomona
California State University, Dominguez Hills
Clean Healthy Air, Clean Healthy Altadena
Coalition for Clean Air
Del Amo Action Committee
Grades of Green
Huntington Beach Union High School District
Inland Empire Biking Alliance
Moreno Valley Unified School District
Mt. San Antonio College
Palos Verdes Peninsula Land Conservancy
San Gabriel Valley Conservation Corp
South Bay Parkland Conservancy
University of California, Irvine
University of La Verne