

BOARD MEETING DATE: December 6, 2019

AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the October 2019 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, 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 October 2019. The report includes: Major Events; Community Events/Public Meetings; Environmental Justice Update; Speakers Bureau/Visitor Services; Communications Center; Public Information Center; Business Assistance; Media Relations; and Outreach to Community Groups and Governments.

MAJOR EVENTS (HOSTED AND SPONSORED)

Each year South Coast AQMD staff engage in holding and sponsoring a number of major events throughout the South Coast AQMD's four county areas to promote, educate and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality and the economy.

October 4

South Coast AQMD held the 31st Annual Clean Air Awards at the LA Grand Hotel in downtown Los Angeles to honor those who have made outstanding clean air contributions to the health of our communities and economy. The event was attended by more than 350 guests representing non-profits, academia, industry, and governmental organizations.

COMMUNITY EVENTS/PUBLIC MEETINGS

Each year South Coast AQMD staff engage with thousands of residents, providing valuable information about the agency, incentive programs and ways individuals can help reduce air pollution through events and meetings sponsored solely 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 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.

South Coast AQMD staff attended and/or provided information and updates at the following events:

October 2

Staff participated in the newly renamed John V. Denver Park Ribbon Cutting Ceremony & Tree Planting event in Menifee. The event featured a Clean Air Day Proclamation by the City Council and staff to emphasize the importance clean air and sustainability.

October 5

Staff participated in the 7th Annual Route 66 Rendezvous Event in downtown San Bernardino and displayed a hydrogen fuel cell vehicle and electric vehicles. In addition, staff shared information about South Coast AQMD, air quality issues, and clean air cars.

Staff represented South Coast AQMD at the Altadena Clean Air Day Celebration & Family Fair at the Altadena Main Library. Staff provided information on South Coast AQMD, air quality issues, residential incentives, and other programs.

October 11-12

Staff exhibited at the Yucaipa Autumnfest in the Historic Uptown District. The event, which is attended by thousands, features a popular car show. South Coast AQMD staff displayed battery electric cars, provided information on clean air cars, incentive programs and the South Coast AQMD iPhone and Android apps.

October 16

Staff exhibited as sponsor at the Southern California ALTCar Expo at the Riverside Convention Center in downtown Riverside. Staff also participated on a panel titled, “Alternative Technology Infrastructure and Product Investment Opportunities.”

October 19

Staff exhibited at the 14th Annual Taste of Soul Family Festival in Los Angeles. The event is family oriented bringing thousands of attendees to visit the South Coast AQMD booth. Staff provided information on South Coast AQMD, air quality issues, incentive programs, clean air cars, and the South Coast AQMD iPhone and Android apps

ENVIRONMENTAL JUSTICE UPDATE

The following are key environmental justice-related activities in which staff participated throughout the month of October 2019. These events involve communities affected disproportionately from adverse air quality impacts.

October 3

Staff hosted the third Clean Air Ranger Education (CARE) Program to fourth and fifth grade students at Twentieth Street Elementary School in Los Angeles. There were 200 students in attendance. The assembly included information on air pollution, school flag program, South Coast AQMD iPhone and Android apps, demonstration of zero-emission landscaping equipment, and a fun and interactive dry ice experiment. Staff also interacted with over 400 students during their lunch by showing them electric vehicles, zero-emission landscaping equipment, and providing information on ways they can help clean the air.

October 17

Staff held the 10th AB 617 Community Steering Committee meeting for the San Bernardino, Muscoy community. Topics for presentation and discussion included truck idling as part of the Community Emissions Reduction Plan (CERP), incentive funding programs for AB 617 projects, air monitoring and a general overview of the CERP.

October 23 & 24

Staff held the 10th AB 617 Community Steering Committee meetings on consecutive days for Wilmington, Carson, West Long Beach and East Los Angeles, Boyle Heights, West Commerce, respectively. Topics for presentation and discussion included truck idling as part of the CERP, incentive funding programs for AB 617 projects, air monitoring and a general overview of the CERP.

October 29

Staff participated in the So Cal Forum and Roundtable on SB 1000, the “Healthy Communities Act,” at Community Action Partnership in Riverside. The program included California State Senator Connie Leyva Leaders from the public, private and non-profit sectors representing urban and regional planning, public health and advocacy fields convened to discuss how to effectively implement environmental justice into General Plans as required by SB 1000.

Staff presented to an Urban Pollution class at California State University, Los Angeles regarding environmental justice and air quality concerns in the region. There were 40 students in attendance. Students were also provided information on South Coast AQMD’s internship program.

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.

October 4

Staff participated in the Honey Hollow Elementary School Science Night in Moreno Valley. The event was attended by over 200 students and their families. Staff provided information on South Coast AQMD, air quality issues and clean air technologies, as well as the South Coast AQMD mobile apps and residential incentive programs.

October 24

Staff presented to seniors at the Ezra Center in Anaheim. The presentation featured information on South Coast AQMD, air quality issues, how to report air quality complaints, incentive programs and the South Coast AQMD iPhone and Android apps.

October 31

A group of undergraduate students from Hope International University in Fullerton visited South Coast AQMD. Staff presented information on South Coast AQMD, the history of air pollution, the progress made improving air quality and clean air technologies. The visit also included a tour of the laboratory and clean air vehicles as well as the fueling/charging stations.

COMMUNICATION CENTER STATISTICS

The Communication Center handles calls on South Coast AQMD's main line, the 1-800-CUT-SMOG® line, the Spanish line, and after-hours calls to each of those lines. Total calls received in the months of October were:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG® Line	4,406
Calls to South Coast AQMD's Spanish-language Line	46
Calls to Clean Air Connections	<u>7</u>
Total Calls	4,459

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls and walk-in requests for general information. Information for the month of October is summarized below:

Calls Received by PIC Staff	215
Calls to Automated System	<u>1,305</u>
Total Calls	1,520

Visitor Transactions	279
Email Advisories Sent emails	16,687

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 also 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 on-site consultation, as summarized below:

- Provided permit application assistance to 243 companies
- Conducted 7 free on-site consultations
- Processed 72 Air Quality Permit Checklists

Types of businesses assisted:

Auto Body Shops	Gas Stations	Furniture Refinishing Facilities
Auto Repair Centers	Restaurants	Construction Firms
Printing Facilities	Plating Facilities	Architecture Firms
Manufacturing Facilities	Dry Cleaners	Engineering Firms

MEDIA RELATIONS

The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications and media operations.

Total Media Inquiries: 58

Press Releases: 1

Air Quality Advisories Issued: 27

Major Media Topics for October

- San Bernardino/Muscoy CERP —The San Bernardino Sun requested information on the San Bernardino/Muscoy CERP.
- Compliance Records — The San Francisco Chronicle requested enforcement documents from 2016 including complaints, inspections, NOVs, etc.
- Warehouse Development — The L.A. Times requested additional information on the development of warehouses near residential areas in the Inland Empire.
- 2019 Smog Season Data — Inland News Today requested 2019 smog season data.
- Chino Hills High School Permit — The Chino Hills Champion asked for clarification about a permit for an emergency generator located at Chino Hills High School.
- Rule 1111 — The Alpine Mountaineer requested information about furnace requirements and compliance in areas with higher altitudes.
- Torres-Martinez in Thermal —The Desert Sun requested information on agricultural burns and permits needed on tribal lands.
- AES Power Plant —The Long Beach Post, The Daily Pilot, and the Long Beach Press Telegram requested information on smoke coming from the AES power plant and NOVs issued.
- Wind/Dust Advisory —The Desert Sun and Southern California News Group asked about wind and dust advisories for Coachella Valley due to the Santa Ana winds.

- CA SIPs and Recent EPA Actions: South Coast AQMD staff was interviewed for Bloomberg's "Parts Per Billion" podcast to discuss recent actions taken by EPA, SIPs, and how goods movement affects air quality. CalMatters also spoke to South Coast AQMD staff about CARB's letter in response to U.S. EPA's claim regarding incomplete SIPs.
- Environmental Spotlight: South Coast AQMD's Executive Officer, Wayne Nastri, will be included in an email interview series for BuzzFeed, Authority Magazine and Thrive Global about "5 things we must do to engage the next generation about sustainability and the environment."
- AB 617: Women's Heart Symposium's Newsletter "Have a Heart, Save A Heart" worked with us to spotlight AB 617 work in an upcoming issue.
- Wildfires and Air Quality in Los Angeles – NBC4, LA Daily News, the LAist, KDOC, Desert Sun, Daily Mail Online, the Weather Channel, Newsweek, the Press-Enterprise, and KPCC inquired about the air quality in the region affected by fires, and were provided information or referred to our smoke advisory.
 - Wildfire Television Interviews: South Coast AQMD staff conducted live interviews with Good Day LA Fox and taped interviews with Fox News, NBC4 and NBC News Now at the West LA monitoring station to discuss our monitoring efforts for the Getty fire. Staff also conducted interviews with KDOC (Carlos and Lisa Show) to discuss the health effects of the fires in the Los Angeles area.
 - Wildfire Radio Interviews: South Coast AQMD staff interviewed with KNX, KCBS, KCIW, and KPCC radio stations on air quality due to the fires. Additional interviews were featured on *Air Talk with Larry Mantle* and *Take Two on KPCC*.
 - Wildfire and Public Health Q&A, print: South Coast AQMD staff participated in an interview with L.A. Times about our monitoring network, how we issue advisories and health effects related to wildfires. This will be included in a Q&A style piece.
- Devils Gate Sediment Project — Outlook Papers requested an update on the project and if additional NOV's had been issued.
- China Shipping — Random Lengths News asked about China Shipping, and the company's Final Supplemental Environmental Impact Report.
- Air Quality Index (AQI) — KPCC reporter sought clarification on the AQI posted on South Coast AQMD's website and real-time smoke conditions in the area.
- Rideshare Programs — LA Business Journal asked about businesses participating in South Coast AQMD program and employee retention when factoring in work commutes.

- AQ-SPEC — South Coast AQMD staff was interviewed by the Washington Post and KQED about AQ-SPEC and how low-cost sensors can be used during wildfires.
- Wind Advisory Coachella Valley — Univision and Eye on the Desert were looking for more information about high PM 10 readings in Coachella Valley.
- Office Security and Protocols — City Watch LA was seeking information on South Coast AQMD's security and operations procedures.
- The Center Lake Hotel — L.A. Times asked for an update on a previous NOV and settlement agreement.
- CAPCOA 2019 Statistics — L.A. Times asked for the 2019 enforcement numbers submitted to CAPCOA.

News Releases and Announcements

- South Coast AQMD honors clean air heroes—October 4, 2019— Press release issued announcing the winners of the 31st annual Clean Air Awards.
- South Coast AQMD Issues Smoke Advisory Due to Sandalwood and Reche Fires in Riverside County - October 10, 2019—Residents were advised of unhealthy smoke conditions due to fire.
- South Coast AQMD Issues Windblown Dust Advisory - October 10, 2019—Advised residents of dust conditions due to wind.
- South Coast AQMD Issues Smoke Advisory Due to Four Fires in Los Angeles and Riverside Counties - October 11, 2019—Residents were notified of smoke conditions due to fire.
- South Coast AQMD Issues Smoke Advisory Due to Saddleridge Fire in Los Angeles County - October 12, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Continues Smoke Advisory Due to Saddlebridge Fire in Los Angeles County - October 13, 2019— Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Issues Smoke Advisory Due to a Debris Fire in Coachella Valley - October 15, 2019—Residents were advised of unhealthy smoke conditions due to fire.
- South Coast AQMD Continues Smoke Advisory Due to a Debris Fire in Coachella Valley - October 16, 2019 —Residents were notified of an extended advisory due to smoke conditions.

- South Coast AQMD Extends Smoke Advisory Due to a Debris Fire in Coachella Valley - October 17, 2019 — Advised residents of smoke conditions due to fire.
- South Coast AQMD Extends Smoke Advisory Due to a Debris Fire in City of Thermal - October 18, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Extends Smoke Advisory Due to a Debris Fire in City of Thermal - October 19, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Extends Smoke Advisory Due to a Debris Fire in City of Thermal - October 20, 2019— Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Extends Smoke Advisory Due to a Debris Fire in City of Thermal - October 21, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Extends Smoke Advisory Due to Martinez Debris Fire in City of Thermal - October 22, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire - October 23, 2019— Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Issues Smoke Advisory Due to the Tick Fire near Santa Clarita - October 24, 2019 — Residents were notified of smoke conditions due to fire.
- South Coast AQMD Issues Windblown Dust Advisory - October 24, 2019 — Residents were notified of dust and ash conditions.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 24, 2019 — Residents were notified of smoke conditions due to fire.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 25, 2019—Residents were notified of an extended advisory due to smoke conditions.
- South Coast AQMD Continues Smoke Advisory Due to the Tick Fire near Santa Clarita - October 25, 2019— Residents were notified of extended smoke conditions.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 26, 2019— Residents were notified of extended smoke conditions.

- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 27, 2019—Advised residents of smoke advisories.
- South Coast AQMD Issues Smoke Advisory Due to Getty Fire in Brentwood Area - October 28, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Issues Windblown Dust Advisory - October 28, 2019—Advised residents of dust and ash conditions.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 28, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Continues Windblown Dust Advisory - October 29, 2019—Advised residents of wind and dust conditions.
- South Coast AQMD Continues Smoke Advisory Due to Getty Fire in Brentwood Area - October 29, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 29, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Continues Smoke Advisory Due to Getty Fire in Brentwood Area - October 30, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 30, 2019—Advised residents of smoke conditions due to fire.
- South Coast AQMD Issues Smoke Advisory Due to Multiple Wildfires - October 31, 2019—Advised residents of smoke conditions due to fires.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - October 31, 2019—Advised residents of smoke conditions due to fire.

Media/Google Campaign:

During the month of October, the *Right to Breathe* Google Ads played 3,912,723 times (impressions), received 1,855,709 views (counted when users watch at least 30 seconds of the ad), and were clicked 8,789 times.

Social Media Notable posts:

Clean Air Award: Port of Long Beach Academy (October 4): 2,652 Twitter Impressions
Clean Air Award: SBCOG (October 4): 2,378 Twitter Impressions
Clean Air Award: Daimler (October 4): 2,374 Twitter Impressions
Wildfire Safety Tips (October 11): 33,259 Twitter Impressions
Smoke Advisory (October 11): 38,168 Twitter Impressions
Smoke Advisory Map (October 11): 22,040 Twitter Impressions
Smoke Advisory (October 12): 28,599 Twitter Impressions
Smoke Advisory Map (October 12): 26,484 Twitter Impressions
Smoke Advisories Discontinued (October 14): 45,786 Twitter Impressions
Smoke Advisory Update (Oct. 17): 1,245 Twitter Impressions
SB/Muscoy Stream (Oct. 17): 1,172 Twitter Impressions
Smoke Advisory Update (Oct. 18): 2,250 Twitter Impressions
Smoke Advisory Update (Oct. 20): 1,534 Twitter Impressions
Smoke Advisory Update (Oct. 21): 2,254 Twitter Impressions
Smoke Advisory Update (Oct. 23): 1,449 Twitter Impressions
Smoke Advisory Announce (October 28 [Getty Fire]): 7,435 Twitter Impressions
Smoke Advisory Update (October 29): 8,786 Twitter Impressions
Windblown Dust Advisory (October 29): 4,990 Twitter Impressions
Smoke Advisories Update (October 30): 39,986 Twitter Impressions
Wildfire Tips + App (October 30): 4,831 Twitter Impressions

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

Field visits and/or communications were conducted with elected officials or staff from the following cities:

Alhambra	Glendora	Pomona
Aliso Viejo	Huntington Beach	Rancho Cucamonga
Arcadia	Irwindale	Riverside
Azusa	La Cañada Flintridge	Rosemead
Baldwin Park	La Habra	San Bernardino
Big Bear Lake	La Puente	San Dimas
Buena Park	La Verne	San Gabriel
Claremont	Lake Forest	San Marino
Colton	Los Alamitos	Sierra Madre
Covina	Los Angeles	South El Monte
Cypress	Monrovia	South Pasadena
Diamond Bar	Montclair	Temple City
Duarte	Monterey Park	Walnut
El Monte	Newport Beach	West Covina
Fountain Valley	Ontario	Yucaipa
Garden Grove	Pasadena	

Visits and/or communications were conducted with elected officials and/or staff from the following state and federal office.

- U.S. Representative Paul Cook
- U.S. Representative Lou Correa
- U.S. Representative Judy Chu
- U.S. Representative Harley Rouda
- U.S. Representative Raul Ruiz
- Senator Ben Allen
- Senate President Pro Tempore Toni Atkins
- Senator Maria Elena Durazo
- Senator Connie Leyva
- Senator Mike Morrell
- Senator John Moorlach
- Senator Anthony Portantino
- Senator Ling Ling Chang
- Senator Tom Umberg
- Assembly Member Wendy Carrillo
- Assembly Member Chris Holden
- Assembly Member Sharon Quirk-Silva

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

Active San Gabriel Valley
Anaheim Chamber of Commerce
Big Bear Chamber of Commerce
Bear Valley Business Association
California Conference of Carpenters
California Natural Gas Vehicle Coalition
CalSTART
California State Council of Laborers
California Teamsters
California Trucking Association
CalFire
Chino Valley Chamber of Commerce
Colton Chamber of Commerce
Colton Public Utilities
Environmental Defense Fund
Inland Action, Inland Empire
Inland Empire Utilities Agency
International Brotherhood of Electrical Workers (IBEW) Power Professionals
International Longshore and Warehouse Union
Jobs to Move America
Los Angeles Area Chamber of Commerce
Los Angeles County Board of Supervisors
Neighborhood Connections, City of Pasadena
Newport Beach Chamber of Commerce
Ontario International Airport Authority

Orange County Board of Supervisors
Orange County Transportation Authority
Omnitrans, San Bernardino
Pacific Merchant Shipping Association
Riverside Public Utilities
San Bernardino Area Chamber of Commerce
San Bernardino County Board of Supervisors
San Bernardino County Transportation Authority
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
Santa Ana Chamber of Commerce
Service Employees International Union
South Pasadena Chamber of Commerce
Southern California Association of Governments
Truck and Engine Manufacturers Association
Valley Industry Commerce Association
Western Riverside Council of Governments

Staff represented South Coast AQMD and/or provided updates or a presentation to the following community and educational groups and organizations:

Altadenans for Clean Healthy Air
California State University, Fullerton
California State University, San Bernardino
California Teachers Association
Community Action Plan, Baldwin Hills
Emanuel Romanian Church of God, Los Angeles
Huntington Beach Union High School District
Junior League of Pasadena
Latino Health Collaborative, Redlands
Pasadena Neighborhood Connections
Pasadena Public Library
Riverside Transportation Agency, Transportation Now
Santa Ana College
San Bernardino Valley Community College
San Gabriel Valley Mountains Regional Conservancy
Sisters of St Joseph, Orange
Temple Beth Emet of Burbank
University of California, Riverside