

BOARD MEETING DATE: January 4, 2019

AGENDA NO. 11

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the November 2018 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 Government.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:  
Receive and file.

Wayne Nastri  
Executive Officer

DJA:LTO:DM

---

## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for November 2018. 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 SCAQMD staff engage in holding and sponsoring a number of major events throughout the SCAQMD's four county area to promote, educate and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality and the economy.

**November 3, 4 and 18**

SCAQMD sponsored three American Lung Association Lung Force Walks including Orange County, the Inland Empire and Los Angeles. SCAQMD hosted a booth at each walk with information on air quality and the agency, as well as the Check Before You Burn program. SCAQMD staff also won awards for the largest number of team participants at all the walks.

**COMMUNITY EVENTS/PUBLIC MEETINGS**

Each year SCAQMD 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 SCAQMD 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;
- SCAQMD incentive programs;
- Ways to participate in SCAQMD's rule and policy development; and
- Assistance in resolving air pollution-related problems.

SCAQMD staff attended and/or provided information and updates at the following events:

**November 2**

- San Bernardino Department of Education STEMopolooza Event, San Bernardino Valley College, San Bernardino

**November 3**

- City of Diamond Bar "America Recycles Day" Event, SCAQMD parking lot, Diamond Bar

**November 7**

- Sustainable Claremont Community Meeting, Lenz Building at Rancho Santa Ana Botanic Garden, Claremont

**November 15**

- SCAQMD hosted the Community Meeting, "Update on SCAQMD Compliance Efforts in Colton" at the Hutton Community Center, Colton

**November 16**

- Zócalo Fiesta Fundraiser Event, Laguna Beach

### **November 17**

- 4<sup>th</sup> Annual Green STEM Summit, College of Canyons, Santa Clarita

### **ENVIRONMENTAL JUSTICE UPDATE**

The following are key environmental justice-related activities in which staff participated throughout the month of November 2018. These events involve communities affected disproportionately from adverse air quality impacts.

### **November 7**

Staff attended the Boyle Heights Neighborhood Council Committee meeting and discussed the AB 617 Community Steering Committee for the Boyle Heights, East Los Angeles and West Commerce communities.

### **November 8**

Staff held a Community Steering Committee meeting in San Bernardino for the AB 617 program, which focuses on reducing air pollution in environmental justice communities. The purpose of the meeting was to convene Steering Committee Members for their first meeting for the San Bernardino/Muscoy area. Steering Committee Members and the public participated in a mapping exercise where they identified areas of concern.

Staff attended the Coachella Valley Association of Governments Energy & Environmental Resources Committee meeting. The committee discussed increased advocacy efforts through the state legislative process to ensure that the Coachella Valley receives an equitable allocation of cap and trade funding.

### **November 14**

Staff participated in the California Climate Equity Coalition (CCEC) Annual Convening titled, “From Climate Investments to a Just Transition: Building Resilient Communities” in Los Angeles. CCEC is led by The Greenlining Institute, the Asian Pacific Environmental Network, Public Advocates, Coalition for Clean Air, and Strategic Concepts in Organizing and Policy Education (SCOPE). Some of the topics covered included: defining a Just Transition, the pillars of a Just Transition, and climate investments to a Just Transition. Staff participated in the breakout group about the role of government in a Just Transition.

### **November 15**

Staff presented information regarding the AB 617 Community Steering Committee in East Los Angeles, Boyle Heights, and West Commerce to students at California State University Los Angeles. There were about 40 students in attendance. Students were given a flyer for the next AB 617 meeting, applications to apply to become a steering committee member, and informed about the AB 617 work that will be ongoing within their community.

### **November 27**

Staff participated in an Environmental Justice tour led by Manuel Arredondo, a member of SCAQMD's Environmental Justice Advisory Group and resident of the Coachella Valley. Some locations that were visited include the North Shore community, revitalized Polanco Parks, local schools near industrial facilities, and agricultural communities.

Staff participated in the Transformative Climate Communities meeting hosted by Leadership Counsel for Justice & Accountability, Supervisor V. Manuel Perez's office, City of Coachella, and Coachella Valley Association of Governments. Community members and local stakeholders shared information for the Eastern Coachella Valley Climate Resilience Action Plan. Some of the topics included: public transit, air pollution, urban greening, infrastructure, and affordable housing.

### **November 28**

Staff held a Community Steering Committee meeting in Boyle Heights for the AB 617 program, which focuses on reducing air pollution in environmental justice communities. The purpose of the meeting was to convene the Steering Committee Members for their first meeting for the Boyle Heights, East Los Angeles and West Commerce area. The Community Steering Committee will help guide program implementation in the Boyle Heights, East Los Angeles, and West Commerce communities.

Staff attended the Coachella Valley Environmental Justice Enforcement Task Force meeting in Indio. SCAQMD Board Member Supervisor V. Manuel Perez attended the meeting, as well as representatives from U.S. EPA, CARB, Leadership Counsel for Justice & Accountability, and business and community members. The meeting was held to help identify and address Environmental Justice concerns in the Coachella Valley.

### **SPEAKERS BUREAU/VISITOR SERVICES**

SCAQMD 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. SCAQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

### **November 1**

- Staff hosted five representatives from the Korea Environmental Corporation, provided presentations, and had discussions on SCAQMD, and its emissions estimates, permitting, monitoring, emission detection, and rule development for stationary sources of air pollution.

### **November 2**

- Staff hosted 50 students from Cal Poly Pomona University, Civil Engineering Department. The visit included a presentation on SCAQMD, tour of the laboratory, alternative fuel vehicles and alternative fueling stations at SCAQMD headquarters.

### **November 13**

- Staff presented information on SCAQMD, air quality, clean air technologies, and displayed an alternative fuel vehicle to three classes of 75 students at Providence High School in Burbank.

### **November 29**

- Staff presented information on SCAQMD and how to file air quality complaints to 20 members of the Downtown Riverside Kiwanis Club at their monthly meeting.

## **COMMUNICATION CENTER STATISTICS**

The Communication Center handles calls on SCAQMD'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 month of November were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,814
Calls to SCAQMD's Spanish-language Line	<u>35</u>
Total Calls	3,849

## **PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	128
Calls to Automated System	<u>962</u>
Total Calls	1,090

  

Visitor Transactions	158
Email Advisories Sent	5,066

## **BUSINESS ASSISTANCE**

SCAQMD notifies local businesses of proposed regulations so they can participate in the agency's rule development process. SCAQMD 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. The information is summarized below:

- Provided permit application assistance to 139 companies
- Processed 58 Air Quality Permit Checklists
- Conducted 7 free on-site consultations

### **Types of businesses assisted**

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

### **MEDIA RELATIONS**

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

Total Media Inquiries: 86

No-Burn Alerts: 5

Press Releases/Air Quality Advisories Issued: 13

### **Major Media Topics for November**

#### **All inquiries closed unless noted as pending**

- Aliso Canyon – Southern California News Group inquired about storage tanks for crude oil at the SoCalGas Aliso Canyon site.
- No-Burn Notices – KPCC requested an interview to discuss the details about no-burn notices, including enforcement actions taken when a resident was found to be burning wood on a no-burn day.
- Torrance Refinery – The Press-Telegram requested information on an unplanned flaring event.
- Battery-Electric Trucks – Government Technology Magazine requested more information on proposed efforts to turn over to alternative fuel transport trucks in the near future.
- Smoke Advisories and Fire – KPCC/NPR, KNX 1070 AM, Bloomberg, OC Register, LA Times, KNBC inquired regarding the Woolsey Fire, and the related smoke and ash advisories.
- Tanker Cited for Coastal Odors– Following receipt of our November 9 news release, Bloomberg News, Orange County Register, LA Times, The Sun News, and Long Beach Post inquired about the number of complaints received in relation to coastal odors; whether the Notice of Violation carried a fine or was simply a "fix-it ticket"; odor sample results, etc.
- Ultra-Low NOx Truck Emissions Petition – E&E News, Bloomberg News, LA Times requested SCAQMD's reaction to a U.S. EPA announcement regarding its Clean Truck Initiative. Staff issued a statement to reporters who inquired, and also posted the statement to our social media platforms.

- Metrolink NOVs – Staff responded to written questions from Southern California News Group regarding two NOVs issued in 2018 to Metrolink’s Central Maintenance Facility in Los Angeles.
- Portable Air Monitors – Staff conducted an interview with New York Times regarding portable air monitors.
- EPA Administration Leaders – Staff responded to a request for statement by E&E News.
- Commuter Impact on Local Climate –The Daily Titan inquired regarding the impacts of the commuter lifestyle in and around USC, and how it could affect student health.

### **News Releases**

- U.S. EPA Requires Trucking Companies to Reduce Air Pollution Near Los Angeles Schools - November 1, 2018
- SCAQMD Approves \$90.7 Million Zero-Emission Truck Demonstration - November 2, 2018
- SCAQMD Launches Investigation Following Disturbance of Asbestos-Containing Material at Senior Apartments in Mission Hills - November 6, 2018
- SCAQMD Enhances Regulation to Further Reduce Hexavalent Chromium Emissions - November 6, 2018
- SCAQMD Issues Windblown Dust & Ash Advisory - November 8, 2018
- SCAQMD Issues Smoke Advisory Due to Hill and Woolsey Fires - November 9, 2018
- SCAQMD Continues Windblown Dust & Ash Advisory - November 9, 2018
- SCAQMD Issues Violation to Oil Tanker Ship for Fugitive Emissions - November 9, 2018
- SCAQMD Continues Smoke Advisory Due to Hill and Woolsey Fires - November 10, 2018
- SCAQMD Continues Smoke Advisory Due to Hill and Woolsey Fires - November, 11, 2018
- SCAQMD Continues Smoke Advisory Due to Hill and Woolsey Fires - November 12, 2018
- SCAQMD Continues Smoke Advisory Due to Hill and Woolsey Fires - November 13, 2018
- SCAQMD Launches Upgraded Air Quality Mobile Phone App - November 21, 2018

### **Media Campaigns**

#### **Check Before You Burn**

- All paid ad campaigns, including radio, digital and Google AdWords, started on November 1, 2018.
- Three short video vignettes completed for social media.
- Five No-burn days issued during November.

## **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	Rancho Cucamonga
Anaheim	Huntington Beach	Riverside
Arcadia	Irvine	Rosemead
Azusa	Laguna Niguel	San Dimas
Baldwin Park	La Cañada Flintridge	San Gabriel
Banning	Lake Elsinore	San Marino
Buena Park	Lake Forest	Sierra Madre
Carson	La Habra	South El Monte
Claremont	La Puente	South Pasadena
Coachella	La Verne	Temple City
Covina	Los Angeles	Temecula
Colton	Menifee	Tustin
Cypress	Mission Viejo	Upland
Diamond Bar	Moreno Valley	Walnut
Duarte	Monrovia	West Covina
El Monte	Monterey Park	Wildomar
Fountain Valley	Murrieta	Yucaipa
Fullerton	Newport Beach	
Grand Terrace	Pomona	

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

- U.S. Senator Ben Cardin
- U.S. Senator Dianne Feinstein
- U.S. Senator Kamala Harris
- U.S. Representative Jimmy Garcia
- U.S. Representative Lucille Roybal-Allard
- Senator Kevin de León
- Senator Ed Hernandez
- Assembly Member Wendy Carrillo
- Assembly Majority Floor Leader Ian Calderon
- Assembly Member Tom Daly
- Assembly Member Miguel Santiago
- Assembly Member Al Muratsuchi



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

Association of California Cities, Orange County  
Los Angeles Department of Water and Power  
Los Angeles Area Chamber of Commerce  
Newport Beach Chamber of Commerce  
Omnitrans, San Bernardino  
Orange County Council of Governments  
Orange County Business Council  
Riverside Chamber of Commerce  
Riverside Public Utilities  
Riverside County Transportation Commission  
Riverside Transit Agency  
Transportation Now, -Moreno Valley/Perris - Southwest Chapter  
San Bernardino County Transportation Authority  
San Gabriel Valley Economic Partnership  
Santa Ana Chamber of Commerce  
South Bay Association of Chambers of Commerce  
Southern California Association of Governments  
Southern California Gas Company  
Upland Chamber of Commerce  
Valley Industry & Commerce Association (VICA)  
Western Riverside Council of Governments

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

American Lung Association  
California Polytechnic State University, Pomona  
California State University, Los Angeles  
Eastern Metropolitan Water District  
Providence High School, Burbank  
Riverside Kiwanis Club  
San Bernardino Valley College  
San Gabriel Valley Community Alliance  
University of California, Riverside