

BOARD MEETING DATE: February 2, 2018

AGENDA NO. 14

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the December 2017 outreach activities of the Legislative, Public Affairs and Media Office, which include: an Environmental Justice Update, Community Events/Public Meetings, Business Assistance, Media Relations and Outreach to Business and Federal, State, and Local Government.

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 2017. The report includes five major areas: Environmental Justice Update; Community Events/Public Meetings (including the Speakers Bureau/Visitor Services, Communications Center, and Public Information Center); Business Assistance; Media Relations; and Outreach to Business and Governments.

## **ENVIRONMENTAL JUSTICE UPDATE**

The following are key environmental justice-related activities in which staff participated during December 2017.

### December 2

SCAQMD hosted the third annual Environmental Justice Conference: A Conversation on Environmental Justice, at the Center at Cathedral Plaza in Downtown Los Angeles. More than 200 community members, environmental justice groups, academics, business owners, and health experts attended the all-day event. Participants discussed the need to protect and improve the region's air quality. Breakout sessions included topics on Clean Air-Innovation; Cooperative Engagement (How Community Groups Can Better

Collaborate to Solve Environmental Justice Problems, Public Agencies and Businesses Can Work Together to Champion Environmental Justice); Right on the Money (Techniques Effective for Grant Writing and Air Pollution; Environmental Justice, and Health. Two plenary sessions were also held on Policy and Regulation; and Call to Action (Environmental Justice in 2018 and Beyond). The conference was part of the Environmental Justice Community Partnership, which aims to strengthen the SCAQMD's relationship with stakeholders from environmental justice communities.

### **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:

#### December 7

- Environmental Leadership Institute Event, California State University, San Marcos.

#### December 8

- Brotherhood Crusade Pioneer of African American Achievement Award Dinner Event, Beverly Hilton Hotel, Los Angeles.

#### December 14

- Community Meeting on Health Study related to Gas Leak at Aliso Canyon Storage Facility, Porter Ranch Community School, Los Angeles.

### **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.

## December

- No visits or presentations were made during the month of December.

### **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 December were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,560
Calls to SCAQMD's Spanish-language Line	<u>22</u>
Total Calls	3,582

### **PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	113
<u>Calls to Automated System</u>	<u>1,272</u>
Total Calls	1,385

Visitor Transactions	189
Email Advisories Sent	7,725

### **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 188 companies
- Issued 70 clearance letters
- Conducted 6 free on-site consultations

### **Types of businesses assisted**

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

## **MEDIA RELATIONS**

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

Total Media Inquiries: 66

Press Releases Issued: 5

No-Burn Alerts: 13

Smoke/Dust/Ash Advisories: 12

### **Major Media Topics for December**

**All inquiries closed unless noted as pending**

- **Wildfires:** Staff was interviewed regarding air quality and the Los Angeles County wildfires by NBC network news, The Weather Channel, Fox 11 News, KNBC, KPCC, KCRW, KNX, Bloomberg News, IWP News, CBS2, OC Register, KTLA, Washington Post, and Telemundo.
- **Rule 415:** The LA Business Journal inquired about Rule 415 requirements for rendering plants.
- **WalMart Settlement:** Law360 sought further information on the EPA/Walmart settlement case, especially regarding plans to install air filters in schools.
- **US EPA proposed repeal of “glider” regulation:** LA Times editorial page writer inquired about US EPA’s proposed repeal of “glider” rules. Staff provided Executive Officer Wayne Nastri’s testimony to U.S. EPA.
- **Rule 1180 – Fenceline Monitoring:** Staff provided information and interviews to the LA Times, Daily Breeze, KPCC and BNA on the proposal and Board adoption of Rule 1180.
- **Aliso Canyon:** Southern California News group inquired about SCAQMD’s Town Hall Meeting on the Aliso Canyon health study. The Daily Breeze and KPCC inquired in regards to developments at the Aliso Canyon drill site, which received a recent Notice of Violation.
- **Asbestos Contamination:** The Daily Breeze inquired about possible asbestos contamination in a Rancho Palos Verdes apartment complex. The facility had been issued a Notice to Comply to submit asbestos-related documents to SCAQMD staff.
- **Anaplex Curtailment:** The Paramount Journal and Long Beach Post inquired about the temporary curtailment of operations at Anaplex in Paramount.
- **Portable Monitors:** Staff conducted an interview with the San Francisco Chronicle regarding portable monitoring operations during wildfires. An interview was also conducted with KVPR radio on use of portable monitors by residents.
- **Thermal Landfill:** The Desert Sun inquired about a landfill near an elementary school and the Torres-Martinez reservation.

## **Media Campaigns**

### **Google Ad Campaign:**

- Preparations are underway for the next two campaigns, expected to begin in January, for The Right to Breathe and Check Before You Burn.

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

- 24 No-Burn Days November 1, 2017 to December 30, 2017
- The contractor continues to pitch media to secure interviews and press coverage.
- Three events attended by the contractor in December, with an event added in January to continue to seek signups for AirAlerts and pledges.
- After distribution of campaign outreach materials at several public events, a review of Air Alerts sign-ups shows continued higher-than-average totals for new subscribers in each month, compared to previous campaigns.

### **News Releases & Media Advisories Issued**

- SCAQMD Board Re-Elects William A Burke, Ed D, as Chair - December 1, 2017.
- SCAQMD Requires Refineries to Conduct Fenceline Air Monitoring - December 1, 2017.
- SCAQMD Hosts Third Annual Environmental Justice Conference - December 2, 2017.
- Anaplex in Paramount Ordered to Temporarily Suspend Operations - December 15, 2017.
- SCAQMD Issues Violation to SoCalGas for Gas Leak at Aliso Canyon - December 22, 2017.

## **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	Duarte	Moreno Valley
Arcadia	El Monte	Monrovia
Azusa	Fullerton	Monterey Park
Bradbury	Glendora	Paramount
Brea	Hermosa Beach	Pasadena
Baldwin Park	Huntington Beach	Placentia
Buena Park	La Cañada Flintridge	Pomona
Claremont	La Palma	Riverside
Compton	La Puente	Rosemead
Covina	La Verne	San Bernardino
Cypress	Lawndale	San Dimas
Diamond Bar	Los Angeles	San Gabriel

San Marino  
Sierra Madre  
South El Monte

South Pasadena  
Temple City  
Walnut

West Covina  
Yorba Linda

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

- U.S. Senator Dianne Feinstein
- U.S. Senator Kamala Harris
- U.S. Congresswoman Judy Chu
- U.S. Congressman Steve Knight
- U.S. Congressman Ted Lieu
- U.S. Congresswoman Grace Napolitano
- U.S. Congressman Brad Sherman
- State Senator Ben Allen
- State Senator Ed Hernandez
- State Senator Josh Newman
- State Senator Anthony J. Portantino
- State Senator Henry Stern
- Assembly Member Dante Acosta
- Assembly Member Phillip Chen
- Assembly Member Ed Chau
- Assembly Member Matt Dababneh
- Assembly Member Chris Holden
- Assembly Member Al Muratsuchi
- Assembly Member Blanco Rubio

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

California Air Resources Board  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
South Bay Cities Council of Governments  
South Bay Association of Chambers of Commerce

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

California State University, San Marcos  
Los Angeles Unified School District  
The National Collegiate Athletic Association, Los Angeles  
The Orange County Korean-U.S. Citizens League, Garden Grove  
Pasadena Neighborhood Communities Connections Group  
Porter Ranch Neighborhood Council  
TRAC (Taking Responsibility And Control) 91746 Neighborhood Watch Group, La Puente