

BOARD MEETING DATE: January 5, 2018

AGENDA NO. 8

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the November 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 Natri  
Executive Officer

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## **BACKGROUND**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for November 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 November 2017. These events involve communities which suffer disproportionately from adverse air quality impacts.

### November 1

Staff participated in the California Air Resources Board (CARB) “One-Stop” Truck Conference in Moreno Valley. SCAQMD staff provided information on the Prop 1B Program and the Voucher Incentive Program (VIP) to potential applicants and answered questions about SCAQMD.

#### November 7

Staff participated in the California Air Pollution Control Officers Association (CAPCOA) Enforcement, Engineering, and Toxics Symposium to present on environmental justice. Staff shared information about SCAQMD's environmental justice initiatives, including the Environmental Justice Community Partnership and the Environmental Justice Advisory Group. Attendees included individuals from other air quality agencies and departments from the California Environmental Protection Agency.

Staff attended the Healthy Jurupa Valley meeting at Crestmore Manor in Jurupa Valley. Staff provided an update on current SCAQMD programs and air quality issues including Check Before You Burn Program.

#### November 8

Staff attended and presented at the TRAC (Taking Responsibility And Control) 91746 Neighborhood Watch meeting in La Puente. The meeting was attended by over 40 residents and representatives of government officials and entities. The discussion largely focused on a fire at a local facility (Light Metals)." SCAQMD provided an update on the facility and how to file an air quality complaint.

#### November 16

Staff represented SCAQMD at the Transportation NOW Coalition meeting in Moreno Valley. Staff provided information on the Check Before You Burn Program and the MSRC Local Government Partnership program.

#### November 29

Staff attended a community meeting held by CARB on AB 617 Community Air Protection Program. The purpose of the CARB meeting was to gather community input on local air quality issues in the Inland Empire.

### **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 4, 5, 19

- SCAQMD sponsored three (3) American Lung Association Lung Force Walks in Irvine, Ontario, and Studio City. SCAQMD staffed the three walks and volunteer staff, family, and friends participated in all three SCAQMD Walk Teams to 'Fight Air Pollution to Save Lives.'

**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 2

- Staff presented an overview on SCAQMD, air quality, and clean alternative fuel vehicles to 30 members of the Kiwanis Club in Riverside.

November 17

- Twenty-one representatives from the Ministry of Environmental Protection offices in Harbin China visited SCAQMD. The visit included an overview on SCAQMD, air quality, clean alternative fuel vehicles, and an emphasis on engineering.

November 29

- Staff presented an overview on SCAQMD, air quality, and clean air technologies to city leaders and staff in the City of Hermosa Beach.

**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	3,873
Calls to SCAQMD's Spanish-language Line	<u>43</u>
Total Calls	3,916

## **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	124
<u>Calls to Automated System</u>	<u>810</u>
Total Calls	934

Visitor Transactions	199
Email Advisories Sent	11,348

## **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 243 companies
- Issued 97 clearance letters.
- Conducted 11 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 communications with television, radio, newspapers and all other publications and media operations.

Total Media Inquiries: 109  
Press Releases Issued: 3  
No-Burn Alerts: 6

## Major Media Topics for November

**All inquiries closed unless noted as pending**

- **Air Monitors:** Southern California News Group inquired as to the likelihood of future fenceline monitoring. Staff assisted the reporter in finding the online data tools relevant to the program.
- **Refineries:** Center for Public Integrity published their long-researched report on refineries and the RECLAIM program. The report ran on the CPI website as well as other news outlets.
- **Torrance Refinery Emissions:** The Daily Breeze requested 3rd quarter emissions data from the Torrance refinery.
- **Annual Check Before You Burn Program:** World Journal, KPCC, CBS, KNX Radio, and Southern California News Group requested interviews with regards to No-Burn Alerts.
- **RECLAIM:** IWP News, L.A. Times, Bloomberg and Southern California News Group inquired about the 2015 RECLAIM amendments and the recent court ruling on the subject. Staff responded with a statement about SCAQMD's disagreement with the ruling and next steps in regard to the issue.
- **eHighway Demonstration:** ABC, CBS, KNX, KFI and The Daily Breeze joined SCAQMD staff in Carson for a media availability/live demonstration of the operational eHighway, and the electric and hybrid trucks that are running on it. Fox 11 News requested on-site interviews on the following day, which staff conducted.
- **Smog Season:** In response to an L.A. Times story on the increased number of smog alert days in the Southland the past two years, KNX, KFI, USC Annenberg, and NPR inquired about the recent smog season.
- **Clean Air Action Plan:** KPCC and L.A. Times requested a copy of the comment letter issued by SCAQMD to the San Pedro Bay ports regarding the CAAP. Staff provided the letter.
- **Walmart Settlement:** Law360 sought further information on the U.S. EPA/Walmart settlement case, in particular regarding plans to install air filters in schools.
- **Aliso Canyon:** L.A. Daily News requested information regarding complaints received by SCAQMD since well injection commenced on July 31, 2017 at the Aliso Canyon natural gas storage facility, as well as recent monitoring data and further information on how the data is interpreted.
- **Emissions Factors:** The Center for Public Integrity inquired about the use and effectiveness of emissions factors in developing emissions inventories. The reporter expressed specific interest in a report from the SCAQMD website on optical remote sensing, and its potential for replacing emission factors in the future.

- **Rainbow Environmental Services:** The Orange County Register inquired about the SCAQMD Hearing Board's latest decisions and activities regarding the transfer facility in Huntington Beach.
- **Coastal Nuisance Odors:** The Long Beach Post inquired about SCAQMD's investigation of nuisance odor complaints, and filed a Public Records Request for all odor complaints in 2017 received from Long Beach residents.

## **Media Campaigns**

### **Google Ad Campaigns**

The Right to Breathe Google Ad Word campaign ended on October 31. The next campaign will begin after the updated Right to Breathe video is completed.

### **Signature Film update**

Staff submitted feedback to the director on the rough cut of the film. Fine cut is now in progress based on the suggestions made.

### **Annual Check Before You Burn Program**

Produced tip cards in English and Spanish for SCAQMD staff to distribute at events and speaking engagements in their areas.

Received 201 pledges and 159 Air Alerts signups this month from participants at "Pomona Home Improvement Show," "Rosemead Fitness & Health Fair" and "Mission Inn Run/Clark's Nutrition Health & Fitness Expo" events.

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

- Protect Public Health – Check Before You Burn – November 1, 2017.
- SCAQMD Adopts Rule to Reduce Odors from Rendering Plants – November 3, 2017.
- First U.S. eHighway Demonstration Running in California – November 8, 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	Garden Grove	Monterey Park
Anaheim	Glendale	Murrieta
Arcadia	Glendora	Norco
Azusa	Hemet	Paramount
Brea	Hermosa Beach	Pasadena
Baldwin Park	Huntington Beach	Pomona
Buena Park	Irvine	Rialto
Calimesa	Industry	Riverside
Canyon Lake	Jurupa Valley	Rosemead
Carson	La Cañada Flintridge	Rolling Hills Estates
Claremont	Laguna Hills	San Dimas
Colton	La Habra	San Gabriel
Compton	La Palma	San Marino
Corona	La Puente	Santa Ana
Coachella	La Verne	Signal Hill
Costa Mesa	Lawndale	Sierra Madre
Compton	Lake Elsinore	South El Monte
Covina	Lake Forest	South Pasadena
Culver City	Long Beach	Temple City
Diamond Bar	Los Angeles	Temecula
Duarte	Malibu	Tustin
Eastvale	Mission Viejo	Walnut
El Monte	Monrovia	West Covina
Fountain Valley	Moreno Valley	

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

- U.S. Congressman Pete Aguilar
- U.S. Congressman Lou Correa
- U.S. Congresswoman Jimmy Gomez
- U.S. Congressman Ted Lieu
- U.S. Congressman Raul Ruiz
- U.S. Congresswoman Grace Napolitano
- U.S. Congressman Mark Takano
- State Senator Richard Roth
- State Senator Connie Leyva
- State Senator John Moorlach
- State Senator Josh Newman
- Assembly Member Ed Chau
- Assembly Member Tom Daly
- Assembly Member Mathew Harper
- Assembly Member Chris Holden
- Assembly Member Jose Medina
- Assembly Member Freddie Rodriguez

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

Anaheim Chamber of Commerce  
ARRO AutoGas, Propane, American Transportation Fuel Company  
California Air Resources Board  
California State Controller Office  
California Fuel Cell Partnership  
Costa Mesa Chamber of Commerce  
Los Angeles World Airports  
Los Angeles Area Chamber of Commerce  
Newport Beach Chamber of Commerce  
Metrolink, Southern California  
Orange County Council of Governments  
Orange County Business Council  
Riverside County Transportation Commission  
Riverside Transit Agency (RTA)  
Santa Ana Chamber of Commerce  
San Bernardino Area Chamber of Commerce  
San Bernardino County Transportation Authority (SBCTA)  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
South Bay Cities Council of Governments  
South Bay Association of Chambers of Commerce  
Southern California Association of Governments (SCAG)  
Southern California Edison  
Southern California Gas Company  
Temescal Valley Municipal Advisory Council  
Tustin Chamber of Commerce  
Western Riverside Council of Governments (WRCOG)  
    -WRCOG Clean Cities Coalition  
Western Riverside Transportation NOW (RTA), Greater Riverside Chapter  
Western Riverside Transportation NOW (RTA), Moreno Valley/Perris Chapter  
Western Riverside Transportation Now (RTA) Norco/Corona Chapter  
Yucaipa Chamber of Commerce  
United States Chamber of Commerce, Washington D.C.



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

American Lung Association of California  
Baldwin Park Residents Group  
Bassett Unified School District, La Puente  
Breathe California, Los Angeles  
Bike San Gabriel Valley  
Corona-Norco Unified School District  
Garvey School District, Rosemead  
Healthy Jurupa Valley  
Inland Action, San Bernardino  
Ocean View School District, Huntington Beach  
Pasadena Neighborhood Communities Connections Group  
Porter Ranch Community School  
Reach Out, Inland Valley  
Rotary Club, Jurupa Valley  
Riverside Unified School District  
Riverside University Health System  
Safe Routes to School, Riverside  
TRAC 91746 Neighborhood Watch Group, La Puente