

BOARD MEETING DATE: July 6, 2018

AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the May 2018 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

DJA:LTO:DM

BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for May 2018. 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 May 2018. These events involve communities which suffer disproportionately from adverse air quality impacts.

May 30

Staff held a community meeting in Santa Ana on AB 617, which focused on reducing air pollution in environmental justice communities. The purpose of the meeting was to seek input on how to prioritize communities in our region for future air monitoring and emission reduction programs.

May 31

Staff participated in Career Day at Today's Fresh Start Charter School in an environmental justice area of Los Angeles. Staff spoke to six classes of students for 20 minutes each about SCAQMD and air quality issues. Students were engaged and asked questions related to the presentations.

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:

May 2

- ACT (Alternative Clean Transportation) Expo, Long Beach Convention & Entertainment Center.

May 11

- Asian American Pacific Islander Heritage Month Celebration, Garden Grove.

May 12

- 2nd Los Angeles Unified School District, Youth Sustainability & Environmental Summit, Dr. Maya Angelou Community High School, Los Angeles.

May 17

- SCAQMD, Seniors Celebrating Healthy Living & Clean Air Fair, Los Angeles Convention Center.

May 20

- Alhambra Eco Fair, Alhambra Farmers Market.

May 30

- SCE 1,000th EV Station Celebration, South El Monte High School.

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.

May 5

- Staff spoke and provided information on the environmental impacts of air pollution in communities and displayed and shared information about alternative fuel vehicles, to 300 middle and high school students during an environmental event hosted by the Phi Beta, Charters Inc., in Long Beach.

May 16

- Staff spoke and provided information on SCAQMD, air quality and the agency's mission and answered questions from an audience of 40 industry representatives at the Desert Valley Builders Association in Palm Desert.

May 17

- Staff presented information on SCAQMD and sources of air pollution to a group of officials visiting from 13 different countries through the US Department of State, International Visitors Council of Los Angeles. The group also toured SCAQMD headquarters, including its laboratory and fleet of alternative fuel vehicles.

May 30

- Staff spoke and provided information on SCAQMD, air pollution, clean air technologies, and the health impacts of air pollution to 72 students at Temecula Preparatory School.
- Staff participated in a panel at the UC Irvine Climate Solutions Summit at the Beckman Center. Information was shared about SCAQMD, air pollution, clean air technologies, and health impacts of air pollution to 240 attendees. Staff also answered questions from attendees and discussed the latest efforts to reduce air pollution and climate change.

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 May were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,897
Calls to SCAQMD's Spanish-language Line	<u>43</u>
Total Calls	3,940

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	153
<u>Calls to Automated System</u>	<u>675</u>
Total Calls	828
Visitor Transactions	238
Email Advisories Sent	3,286

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 259 companies
- Issued 82 clearance letters
- Conducted 6 free on-site consultations

Types of businesses assisted

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

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: 68
Press Releases Issued: 4

Major Media Topics for May

All inquiries closed unless noted as pending

- **Aliso Canyon** – KCBS requested information on reporting requirements for the SoCalGas Aliso Canyon site, as well as information on the allocation of SoCalGas settlement funds. Additional inquiries were made regarding the contract with KORE Infrastructure. A story aired on KCBS exploring residents' concerns about ongoing health problems.

- **Hydrofluoric Acid** – Staff responded to inquiries from KPCC, BNA/Bloomberg News, Los Angeles/Orange County Building Trades News, and the Daily Breeze, regarding the 4/28/18 Refinery Committee meeting on Proposed Rule 1410.
- **Indirect Source Rules** – L.A. Times editorial page staff requested information on SCAQMD’s proposed indirect source measures, as well as potential penalties for failure to implement the AQMP. L.A. Times, KCRW and L.A. Business Journal inquired as to whether the Board would hold a vote on indirect source rules at the May 4 Board meeting.
- **ACT Expo** – Staff provided a quote from the Executive Officer to the California CNG Partnership for its news release issued at the ACT Expo.
- **STAR Grant Community Meeting** – Inland Empire Business Journal sought information on the STAR Grant, and the use of portable air monitors. The L.A. Times requested an update on SCAQMD’s participation in the STAR grant program.
- **Fuel-Efficient Trucking** – Staff conducted an interview with KPCC on the Shell Starship 8, a hyper-fuel-efficient prototype truck.
- **Fire Ring Restrictions** – The L.A. Times inquired as to whether SCAQMD still maintained strict limits on the use of fire rings at local beaches.
- **Palisades News** – The editor inquired regarding an asbestos investigation at a local residence, findings of SCAQMD’s inspection and the status of asbestos abatement. Reporter submitted a public records request for information related to the topic.
- **Permit Backlog Reduction** – Following a press release by Media staff, over 100 publications reported on the reduction of the SCAQMD permit inventory by about 50%.

Media Campaigns

Check Before You Burn:

- Contract renewal completed.
- Google AdWords component under review.

The Right to Breathe

- Translation and subtitling process underway with translator and producer.
- Contract approved to be extended.
- The Google AdWords campaign received 5,384 clicks, 4,901,166 impressions, 1,976,682 views.

News Releases & Media Advisories Issued

- SCAQMD Slashes Permit Applications Inventory by 50 Percent – May 24, 2018
- Southland Seniors Learn About Air Quality and Healthy Living at SCAQMD Event – May 17, 2018
- SCAQMD Initiates Advisory Council to Engage Young Adults – May 4, 2018
- SCAQMD Board Directs Further Development of Indirect Source Measures – May 4, 2018

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	Pomona
Anaheim	Grand Terrace	Rialto
Arcadia	Glendora	Rosemead
Azusa	Huntington Beach	San Bernardino
Baldwin Park	Highland	Santa Ana
Brea	Irvine	San Dimas
Chino	La Cañada Flintridge	San Gabriel
Claremont	La Habra	Sierra Madre
Covina	La Puente	South El Monte
Colton	La Verne	South Pasadena
Costa Mesa	Lake Forest	Temple City
Crestline	Laguna Niguel	Tustin
Cypress	Los Angeles	Walnut
Diamond Bar	Loma Linda	West Covina
Duarte	Mentone	Westminster
El Monte	Monrovia	Yucaipa
Fountain Valley	Monterey Park	

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 Nanette Barragán
- U.S. Congresswoman Judy Chu
- U.S. Congressman Lou Correa
- U.S. Congresswoman Mimi Walters
- Senator Steven Bradford
- Senator Josh Newman
- Senator Janet Nguyen
- Senator Anthony Portantino
- Assembly Member Ed Chau
- Assembly Member Steven Choi
- Assembly Member Tom Daly
- Assembly Member Mike Gipson
- Assembly Member Chris Holden
- Assembly Member Patrick O'Donnell
- Assembly Member Blanca Rubio

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

Anaheim Chamber of Commerce
Barrio Planners Incorporated, Los Angeles
Chino Valley Chamber of Commerce
Esperanza Community Housing Corporation, Los Angeles
Future Ports, San Pedro
Gateway Cities Council of Governments
League of California Cities, Orange County Division
Metrolink Southern California
Orange County Council of Governments
Port of Long Beach
Port of Los Angeles
San Pedro Chamber of Commerce
San Pedro & Peninsula Homeowners Association
Southern California Association of Governments
San Gabriel Valley Council of Governments
Sunline Transit Agency, Thousand Palms
South Pasadena Chamber of Commerce
U.S. Green Building Council
Westside Cities Council of Governments
Wilmington Chamber of Commerce
Yucaipa Chamber of Commerce

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

Alhambra Senior Center
American Lung Association
American Cancer Society
Asian Pacific Islander Forward Movement, Los Angeles
All Peoples Christian Center, Los Angeles
Arcadia Community Center
Boyle Heights Neighborhood Council
Brookins-Kirkland Community AME Church, Los Angeles
California Communities Against Toxics
California Black Womens Health Project, Inglewood
Central San Pedro Neighborhood Council
Climate Resolve, Los Angeles
Coalition for a Safe Environment, Los Angeles
Coalition for Clean Air, Los Angeles
Coastal San Pedro Neighborhood Council
Communities for a Better Environment, Los Angeles

Crestline Connect
Culver City Senior Center
Delhi Community Center, Santa Ana
Earthjustice, Los Angeles
Environmental Defense Fund, National
Fairfax Senior Citizens Center, Los Angeles
Harbor Alliance of Neighborhood Councils
Healthy African American Families
I Heart, Wilmington
Investing in Place, Los Angeles
Jessie Terry Manor Apartments, Los Angeles
Jackie Robinson Senior Center, Pasadena
Jiangsu Environmental Protection Department
Joslyn Senior Center, Alhambra
Julia McNeill Senior Center, Baldwin Park
Jurupa Valley School District
Kilgore Manor, Los Angeles
La Habra College
Lake Gregory Regional Park Committee
Lake Gregory Environmental Education Center
Liberty Hill Foundation
Little Tokyo Service Center, Los Angeles
Los Angeles Unified School District
Los Angeles Asthma Coalition
Los Angeles Alliance for a New Economy
Northwest San Pedro Neighborhood Council
Mark Keppel High School, Monterey Park
Morgan Place, Los Angeles
Mothers of East Los Angeles
One LA – Pacoima Beautiful
Pan Pacific Senior Activities Center, Los Angeles
Rancho Santiago Community College District
Resurrection Church, Los Angeles
Rim of the World Recreation and Park District, Rimforest
Robert F. Kennedy Institute, Wilmington
Torch Middle School, La Puente
Saint Barnabas Senior Center, Los Angeles
San Gabriel Senior Center
San Gabriel Adult Recreation Center
Sierra Club, Los Angeles
St. Eugene Over 50+ Club, Los Angeles
South Los Angeles Alliance of Neighborhood Councils
STAND LA
Stoval Terrace, Los Angeles

TRAC (Taking Responsibility And Control) 91746 Neighborhood Watch Group, La
Puente/Industry

University of California, Irvine

University of Southern California, Keck School of Medicine

Youth Science Center, Hacienda Heights

Yvonne Burke Senior & Community Center, Los Angeles

Villa-Park Community Center, Pasadena

Watts Senior Center, Los Angeles

West Adams Neighborhood Council, Los Angeles

Wilmington Neighborhood Council

Willowbrook Senior Center, Los Angeles