

BOARD MEETING DATE: June 1, 2018

AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the April 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 Natri
Executive Officer

DJA:LTO:DM

BACKGROUND

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

April 7

Staff served on a panel to discuss air pollution and health impacts at the Healthy Future for Southeast Los Angeles Community Symposium, held by the Council of Mexican Federations in North America at the South Gate Park Auditorium.

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:

April 5

- Assembly Member Eloise Gomez-Reyes AB 617 Community Meeting, Ruben Campos Community Center, San Bernardino.

April 7

- Cucamonga Valley Water District, Frontier Project Earth Day Event, Rancho Cucamonga.
- Assembly Member Sharon Quirk-Silva, Community Health Resource Fair , Buena Park.

April 10

- SCAQMD Community Meeting, AB 134 & AB 617, San Manuel Gateway College - Loma Linda University, San Bernardino.

April 12

- Assembly Member Al Muratsuchi Town Hall Meeting, AB 617, El Camino Community College, Torrance

April 14

- Bolsa Chica Earth Day Festival, Bolsa Chica Ecological Reserve, Huntington Beach.
- City of Diamond Bar, 29th Birthday Event, Pantera Park.
- Supervisor Hilda L. Solis, Earth Day Community Clean Up Event, Obregon Park, Los Angeles.

April 17

- SCAQMD Community Meeting, AB 134 & AB 617, Brookhurst Community Center, Anaheim.

April 18

- Cities of Rolling Hills Estates, Earth Day Celebration Event, Promenade on the Peninsula.

April 18-19

- Inland Empire Utilities Agency/City of Chino, Earth Day Event, Chino Creek Wetlands and Educational Park.

April 19

- City of Colton, Earth Day Event, Colton City Hall.

April 20

- Bear Valley Earth Day Event, Bear Valley Electric.
- Potrero Heights Community Senior Fair, Potrero Senior Center

April 21

- City of Monterey Park Earth Day Festival & Eco-Summit, Barnes Park.

April 22

- City of Claremont, 10th Annual Earth Day Celebration Event & CicLAvia, Claremont Village.

April 23

- Estelle Van Meter Senior Center, Earth Day Event, Los Angeles.

April 28

- 2018 Arbor Day Celebration, Victory Vineland Recreation Center, North Hollywood.
- SCAQMD Refinery Committee Meeting, Torrance City Council Chambers.

April 30

- Hybrid Ford Police Car Test Event, Fontana Speedway.

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.

April 11

- Staff participated in a student phone interview regarding air pollution and studies about the impacts it has in this country, with a class of fifth grade students at the Vista Academy of Visual Performing Arts in Vista.

April 24

- Staff attended, spoke, and answered questions about what students can do in the environmental field to reduce air pollution, and what the SCAQMD currently does to reduce smog, at an Earth Day event for the Associated Student Government at Santa Ana College.

April 25

- Staff provided information regarding employment opportunities at the SCAQMD to college students at a Career Fair, at California State University, Los Angeles.

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 April were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG [®] Line	3,256
Calls to SCAQMD's Spanish-language Line	<u>15</u>
Total Calls	3,271

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	112
<u>Calls to Automated System</u>	<u>692</u>
Total Calls	804
 Visitor Transactions	 255
Email Advisories Sent	13,372

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 251 companies
- Issued 62 clearance letters; and
- Conducted 14 free on-site consultations.

Types of businesses assisted

Auto Body Shops	Dry Cleaners	Furniture Refinishing Facilities
Plating Facilities	Gas Stations	Engineering, Construction,
Auto Repair Centers	Restaurants	& Architecture Firms
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: 122

Press Releases Issued: 2

Major Media Topics for April

All inquiries closed unless noted as pending

- **Facility-Based Mobile Source Measures:** The L.A. Times and KPCC radio inquired about the history of SCAQMD's indirect source measures and the status of SCAQMD's facility-based measures.
- **April 28 Refinery Committee meeting:** The Daily Breeze asked for information prior to the April 28 Refinery Committee meeting. Staff outlined key points of the meeting and the proposed process for new rules. The Daily Breeze, Bloomberg/BNA and L.A./OC Building Trades News attended and covered the meeting.
- **Ozone Exceedance:** KPCC asked about comparing NOx inventories from different AQMPs, but staff explained such a comparison would be inaccurate, and instead provided NOx inventories from the 2016 AQMP for 2012, 2018 and future years.
- **Sales Tax Proposal:** KQED requested a copy of the presentation regarding the SCAQMD Sales Tax Proposal at the Legislative Committee in March. Staff directed the reporter to the presentation online.

- **Odors:** The (Seal Beach) Sun News and KPCC inquired regarding odors along the coastal area. The Los Angeles Fire Department determined that the source of the odors was a naturally-occurring "methane burp" given off by coastal wetlands/the ocean.
- **Cedars-Sinai Air Pollution Health Effects Study:** Cedars-Sinai contacted SCAQMD to collaborate on a press release regarding a health study for which SCAQMD had provided a portion of funding. Staff provided a quote for a press release by Cedars Sinai.
- **RECLAIM:** IWP News inquired whether the Board had decided to appeal the RECLAIM court decision regarding RECLAIM amendments in 2015. Staff sent the most recent SCAQMD legal briefs related to the appeal.
- **E-highway:** Civil Engineering Magazine inquired regarding the timeline for implementation of the e-highway project conducted with Siemens.
- **American Lung Association (ALA) State of the Air Report:** KNBC-TV and Annenberg Media requested a response to the recently released ALA report on Los Angeles's air quality. Staff responded with a written statement.
- **Environmental Justice and Air Pollution:** Staff participated in a live radio podcast on Air Quality and Environmental Health, for Good News Radio Magazine, in association with Healthy African American Families.
- **Aliso Canyon:** KPCC requested an update on Aliso Canyon and Porter Ranch, regarding recent efforts in mobile monitoring. Staff shared recent reports from the SCAQMD website.
- **AQ-SPEC:** S&P Global Market Intelligence interviewed staff regarding the AQ-SPEC and current state of air quality technology.

Media Campaigns

The Right to Breathe

The Google AdWords campaign received 5,524 clicks, 5,234,007 impressions, and 2,118,344 views during April.

The Right to Breathe Signature Film update

DVDs have been distributed to staff for presentation at public meetings or events.

News Releases & Media Advisories Issued

- Air Quality Study Initiated to Analyze Cancer Risks Related to Air Pollution in Southland - April 13, 2018.
- Refinery Committee Directs Development of Measures to Further Reduce Risk of Toxic Chemical at Two South Bay Refineries - April 29, 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	Fountain Valley	Pomona
Anaheim	Fullerton	Redondo Beach
Arcadia	Garden Grove	Rialto
Azusa	Glendora	Rolling Hills Estates
Baldwin Park	Huntington Beach	Rosemead
Bell	Irvine	San Dimas
Burbank	La Cañada Flintridge	San Gabriel
Buena Park	La Habra	San Marino
Chino	La Puente	Sierra Madre
Claremont	La Verne	South El Monte
Covina	Lake Forest	South Gate
Colton	Laguna Niguel	South Pasadena
Costa Mesa	Los Angeles	Temple City
Cypress	Long Beach	Torrance
Diamond Bar	Lynwood	Walnut
Duarte	Monrovia	West Covina
El Monte	Monterey Park	
Fontana	Pasadena	

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

- U.S. Congresswoman Judy Chu
- U.S. Congressman Ted Lieu
- U.S. Congresswoman Grace Napolitano
- Senator Ed Hernandez
- Senator Anthony Portantino
- Assembly Member Ed Chau
- Assembly Member Chris Holden
- Assembly Member Al Muratsuchi
- Assembly Member Eloise Gomez-Reyes
- Assembly Member Sharon Quirk-Silva

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

Long Beach Health and Human Services Department
Orange County Council of Governments
Orange County Business Council
Orange County Transportation Authority
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
South Bay Association of Chambers of Commerce
South Pasadena Chamber of Commerce

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

750 South Olive Apartments, Los Angeles
American Lung Association
Ahmanson Senior Citizen Center, Los Angeles
AltaMed, West Covina
Alpert Jewish Community Center, Long Beach
All Peoples Christian Center, Los Angeles
Angelus Plaza Senior Activity Center, Los Angeles
Arcadia Senior Center
Betty Hill Senior Center, Los Angeles
Boyle Heights Senior Citizen Center, Los Angeles
California State University, Los Angeles
Carson YMCA Senior Center
Centro Maravilla Service Center, Los Angeles
Council of Mexican Federations, Los Angeles
Culver City Senior Center
El Santo Nino Senior Center, Los Angeles
East Rancho Dominguez Services Center
El Sereno Senior Center, Los Angeles
Faithful Central Bible Church, Inglewood
Figueroa Senior Housing Apartments
Garvey Community Center, Rosemead
Golden Glory Senior Organization, Los Angeles
Griffith Park Adult Community Center, Los Angeles
Glendale Adult Recreation Center
Hawthorne Senior Center
Highland Park Adult Senior Center, Los Angeles
Hoover Senior Apartments, Los Angeles
Independence Square Senior Center, Los Angeles
Interfaith Sustainability Council, Claremont
Jessie Terry Manor Apartments, Los Angeles
Jewish Home for the Aging, Reseda
Joslyn Senior Center, Alhambra
Julia McNeill Senior Center, Baldwin Park
Kilgore Manor, Los Angeles
Lawndale Senior Center
Lincoln Heights Senior Center, Los Angeles
Little Tokyo Service Center, Los Angeles
Long Beach Senior Center
Long Beach Jewish Center
Mark Keppel High School, Monterey Park
Monrovia Community Center

Monterey Park Langley Senior Center
Monterey Park Environmental Commission
Mt. Carmel Senior Center, Los Angeles
Normandie Senior Center
Potrero Heights Senior Center
Royal Oaks Senior Living Community, Pasadena
Temple CME Church, Los Angeles
Theresa Lindsay Senior Center, Los Angeles
Santa Ana College
Saint Barnabas Senior Center, Los Angeles
San Gabriel Senior Center
San Gabriel Parks and Recreation Department
San Pedro Service Center
Slauson Multi-Purpose Center, Los Angeles
South Pasadena Senior Center
SRO Housing Corporation, James Wood Community Center, Los Angeles
St. John Baptist Church, Los Angeles
Stoval Terrace, Los Angeles
Sustainable Claremont
Vermont Senior Housing
Vineyard Recreation Center/Senior Center, Los Angeles
Weingart Senior Center, Lakewood
Westminster Garden Retirement Community, Duarte
Wise & Health Aging, Santa Monica
Willowbrook Senior Center, Los Angeles