

BOARD MEETING DATE: March 2, 2018

AGENDA NO. 14

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the January 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

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## **BACKGROUND**

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

### January 31

Staff hosted a Lunch and Learn on “How Electric Vehicles Can Help Clean the Air and Improve Public Health,” in partnership with Christ Our Redeemer Church in Irvine. The event was part of the Environmental Justice Community Partnership, which aims to strengthen relationships with stakeholders in environmental justice communities. Over 70 people attended the event, which included elected officials, business owners, community members, and electric vehicle enthusiasts.

## **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:

### January 9

- Wilmington Neighborhood Council Meeting, Los Angeles Public Library, Wilmington.

### January 11

- 2018 SoCal Energy Water + Green Living Summit, Rancho Mirage.

### January 13

- SCAQMD, A Martin Luther King Jr., Day of Service Forum, Los Angeles.

### January 20

- SCAQMD, Refinery Committee Meeting, Torrance.

## **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.

### January 12

- Twelve staff from the California Department of Transportation (Caltrans) visited SCAQMD. The visit included an overview of SCAQMD, air quality, and clean alternative fuel vehicles. The visit also included a tour of the SCAQMD facility, its laboratory, and clean alternative fueling stations and vehicles.

## 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 January were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,941
Calls to SCAQMD's Spanish-language Line	<u>43</u>
Total Calls	3,984

## PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	168
<u>Calls to Automated System</u>	<u>1,040</u>
Total Calls	1,208

Visitor Transactions	323
Email Advisories Sent	11,346

## 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 276 companies
- Issued 60 clearance letters;
- Conducted 14 free on-site consultations
- Provided assistance in filing 1 request for variance

### 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: 176

Press Releases Issued: 3

No-Burn Alerts: 7

### **Major Media Topics for January**

**All inquiries closed unless noted as pending**

- **Check Before You Burn:** Laguna Beach Independent featured an op-ed article by SCAQMD's Executive Officer. . Staff was interviewed on KCAA and KPCC radio.
- **Wildfire Smoke:** Accuweather inquired about air quality and smoke levels in Southern California.
- **RECLAIM Lawsuit Appeal:** IWP News followed up on inquiries regarding the Governing Board's decision to appeal a court decision related to RECLAIM.
- **Refineries:** Torrance Daily Breeze and OC Independent attended the January 20 Refinery Committee meeting in Torrance. KPCC, Reuters and Bloomberg requested information on the status of refineries switching from hydrofluoric acid to sulfuric acid.
- **Portable Air Monitors:** Staff was interviewed by Valley Public Radio, based in Fresno, on SCAQMD's work with local communities and environmental justice groups.
- **Air Quality Careers:** Pearson Education interviewed air monitoring staff about careers in air quality science for a fifth grade science textbook.
- **Aliso Canyon:** L.A. Daily News published a story on Aliso Canyon residents' response to the Porter Ranch gas leak situation. KABC 7 interviewed staff on-camera in a related story.
- **Coastal Odors:** The Seal Beach Sun inquired about coastal odor investigations and whether SCAQMD had any plans to install air monitors in the area.
- **Refuse Haulers:** L.A. Times requested information on whether refuse hauling trucks contracted by the City of L.A. were subject to SCAQMD's Rule 1193 - Clean On-Road Residential and Commercial Refuse Collection.
- **School Air Filters:** KPCC interviewed staff regarding SCAQMD's involvement in installing air filters in classrooms.
- **Indirect Source Rules:** IWP News inquired about the status of SCAQMD's facility-based rules.
- **EV Charger Funding:** Following a City of Calabasas agenda item on AB 2766 funding, staff provided information to The Acorn newspaper about funding for EV charging infrastructure in the city.

## Media Campaigns

### Google Ad Campaigns

The Check Before You Burn campaign is live. Preparations are underway for the next The Right to Breathe campaign.

### Annual Check Before You Burn Program:

31 No-Burn Days since November 1, 2017.

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 AirAlerts sign-ups shows continued higher-than-average totals for new subscribers in each month, compared to previous campaigns.

### The Right to Breathe Signature Film update

Additional edits were requested and discussed with the contractor. Contract was extended to accommodate additional work.

### News Releases & Media Advisories Issued

- SCAQMD Refinery Committee Receives Comments on use of Toxic Chemical at Two Refineries - January 20, 2018
- Building Upon the Dream: A Martin Luther King, Jr. Day of Service Forum - January 13, 2018
- Los Angeles County Supervisor Hilda L. Solis Joins SCAQMD Board - January 5, 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:

Agoura Hills	Calimesa	Glendora
Alhambra	Calabasas	Grand Terrace
Aliso Viejo	Chino	Hemet
Anaheim	Chino Hills	Huntington Beach
Arcadia	Claremont	Industry
Azusa	Covina	Irvine
Banning	Cypress	Jurupa Valley
Brea	Diamond Bar	La Cañada Flintridge
Buena Park	Duarte	Lake Forest
Burbank	Eastvale	Laguna Beach
Baldwin Park	Fountain Valley	Laguna Woods
Beverly Hills	Fullerton	Laguna Niguel
Canyon Lake	Glendale	La Habra

La Palma	Newport Beach	Santa Clarita
La Puente	Ontario	Sierra Madre
La Quinta	Pasadena	South El Monte
La Verne	Placentia	South Pasadena
Lake Elsinore	Pomona	Temecula
Los Angeles	Rancho Santa Margarita	Temple City
Malibu	Riverside	Walnut
Menifee	Rosemead	West Hollywood
Mission Viejo	Santa Ana	Westlake Village
Monrovia	San Dimas	Wildomar
Moreno Valley	San Fernando	West Covina
Monterey Park	San Gabriel	Yorba Linda
Murrieta	San Marino	

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

- U.S. Congresswoman Nanette Barragán
- U.S. Congressman Lou Correa
- U.S. Congressman Dana Rohrabacher
- U.S. Congressman Ted Lieu
- Congresswoman Judy Chu
- Congresswoman Grace Napolitano
- Senator Ed Hernandez
- Senator Anthony Portantino
- Senator Josh Newman
- Assembly Member Chris Holden
- Assembly Member Ed Chau
- Assembly Member Philip Chen
- Assembly Member Blanca Rubio
- Assembly Member Stephen Choi
- Assembly Member Al Muratsuchi
- Assembly Member Sharon Quirk-Silva
- Assembly Member Sabrina Cervantes
- Assembly Member Jose Medina

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

California Air Resources Board  
California Environmental Protection Agency  
California Department of Transportation  
California Fuel Cell Partnership  
California State Treasurer  
Center for Sustainable Energy  
Chino Valley Chamber of Commerce  
Coachella Valley Association of Governments  
Coachella Water Mosquito & Vector Control District  
Costa Mesa Chamber of Commerce  
Department of Toxic Substances Control (DTSC)  
County of Los Angeles (Department of Public Health/Fire Department)

Los Angeles County Arboretum and Botanic Garden  
Newport Beach Chamber of Commerce  
Orange County Council of Governments  
League of California Cities, Orange County Division  
League of California Cities, Inland Empire Division  
Orange County Business Council  
Pasadena Chamber of Commerce  
Regional Water Quality Control Boards  
Riverside County Transportation Commission  
Riverside Transit Agency  
Regional Water Quality Control Board, Colorado River Basin  
Riverside County Agricultural Commissioners  
San Bernardino County Transportation Authority  
San Bernardino City Unified School District  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
South Bay Association of Chambers of Commerce  
South Bay Cities Council of Governments  
South Orange County Economic Coalition  
South Pasadena Chamber of Commerce  
Southern California Gas Company  
Santa Ana Chamber of Commerce  
Southern California Association of Governments  
Western Riverside Council of Governments  
Western Municipal Water District, Riverside

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

Alliance for a Healthy Orange County  
Cabazon Band of Mission Indians  
Coachella Valley Environmental Justice Enforcement Taskforce  
Comite Civico del Valle  
Environmental Charter High School, Lawndale  
Huntington Beach Coastal Odors Ad Hoc Committee  
Rancho Senior Center, Irvine  
Morongo Band of Mission Indians  
Orange County Community Relations Collaborative, Irvine  
Pasadena Neighborhood Connections  
Porter Ranch Neighborhood Council  
Riverside University Health System  
Taking Responsibility and Control (TRAC) 91746, La Puente  
Torch Middle School, La Puente  
Twenty-Nine Palms Band of Mission Indians

San Gabriel Valley Conservation Corps.  
San Manuel Band of Mission Indians Tribal Government  
Sustainable Claremont  
University of California, Irvine  
Wilmington Neighborhood Council