

BOARD MEETING DATE: September 7, 2018

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the June and July 2018 outreach activities of the Legislative, Public Affairs and Media Office, which includes: Major Events, Community Events/Public Meetings, Environmental Justice Update, 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:jns

BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for June and July 2018. The report includes important areas of: Major Events & Community Events/Public Meetings' Environmental Justice Update; and the Speakers Bureau/Visitor Services, Communications Center, and Public Information Center; Business Assistance; Media Relations; and Outreach to Business and Governments.

MAJOR EVENTS (HOSTED AND SPONSORED)

Each year SCAQMD staff engage in holding and sponsoring a number of major events throughout the SCAQMD's four county area to promote, educate and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality and the economy.

June 20

Staff held a Town Hall Meeting in Paramount which was attended by approximately 50 members of the public and interested stakeholders. The staff presentation included an update on air monitoring and the revised plan for future monitoring, and information on studies to evaluate other potential sources of hexavalent chromium.

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 for 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:

June 2

- Children's Hospital of Orange County (CHOC) Air Power Games, Santa Ana College.

June 3

- World Environment Day 2018, Palm Springs Pavilion.

June 9

- Los Angeles Community Clean Up, Los Angeles County 1st Supervisorial District, Los Angeles.

June 13

- San Bernardino County Transportation Authority (SBCTA) 2018 General Assembly, Ontario Convention Center.

June 21

- Western Riverside Council of Governments (WRCOG) General Assembly Meeting, Cabazon.

June 23

- Health & Housing Resource Fair, MacArthur Park, Long Beach.

June 28

- Arcadia Environmental Fair, Arcadia.

July 6

- “Red, White, and Bounce Health and Wellness Fair, 48th Assembly District, El Monte.

July 20

- Annual Senior Briefing & Health Fair, 44th Congressional District, Carson Community Center.

July 28-29

- 23rd Annual Central Ave Jazz Festival, South Los Angeles.

ENVIRONMENTAL JUSTICE UPDATE

The following are key environmental justice-related activities in which staff participated during June and July 2018. These events involve communities which suffer disproportionately from adverse air quality impacts.

June 6, 13, 19, and 21

Staff organized and facilitated a series of AB 617 meetings held throughout the South Coast Air Basin including Jurupa Valley, South Gate, Colton, and San Fernando. Staff shared information regarding the community prioritization process and provided an update on which communities would be recommended to CARB for first year funding. Community input was taken through small group roundtable discussions.

June 27

Staff provided an update on AB 617 at the Eastern Coachella Valley Environmental Justice Enforcement Task Force meeting in Indio. There were approximately 40 attendees, including representatives from legislative offices, agencies, and the California Air Resources Board.

June 28

SCAQMD partnered with the California Environmental Protection Agency (CalEPA) for its second annual Inter-Agency Summit in downtown Los Angeles. The SCAQMD and CalEPA met with environmental justice groups and various governmental agencies with jurisdiction in Los Angeles County to discuss how agencies manage environmental complaints, and how to collaborate with one another to improve the complaint process.

July 18

Staff participated in the Riverside County Health Coalition General Membership Meeting. Staff met with Riverside University Health System and La Unión Hace la Fuerza regarding air quality issues and monitoring in the Eastern Coachella Valley. La Unión Hace la Fuerza also expressed an interest in air filtration for homes and schools.

July 19

Staff participated in the Moreno Valley/Perris Transportation NOW meeting to provide an update on SCAQMD efforts and air quality issues. The MSRC Local Government Partnership program was highlighted as the meeting is well attended by city representatives and staff of local elected officials.

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.

June 26

- Staff provided information on impacts of air pollution in communities and displayed and shared information about alternative fuel vehicles to over 100 students at the Immanuel Praise Fellowship STEM Academy in Rancho Cucamonga.

July 19

- Staff provided an overview of SCAQMD and air quality issues, and a tour of SCAQMD headquarters, including its laboratory and alternative fueling stations and vehicles to a group of 15 parents and students from the Youth Science Center in Hacienda Heights.

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 months of June and July were:

Calls to SCAQMD’s Main Line and 1-800-CUT-SMOG® Line	6,135
Calls to SCAQMD’s Spanish-language Line	<u>71</u>
Total Calls	6,206

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	275
<u>Calls to Automated System</u>	<u>1,713</u>
Total Calls	1,988
Visitor Transactions	538
Email Advisories Sent	15,016

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 415 companies;
- Processed 51 Air Quality Permit Checklists’
- Issued 82 clearance letters; and
- 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: 150
 Press Releases Issued: 7
 Air Quality Advisories Issued: 16

Major Media Topics for June and July

All inquiries closed unless noted as pending

- **SoCalGas news release** – The Executive Officer was quoted in SoCalGas’ news release titled, “Renewable Natural Gas Produced in California by CR&R Flows into SoCalGas Pipelines for First Time.”

- **Rule 1403/Asbestos investigation** – Staff provided information to KCAL on requirements of SCAQMD’s Rule 1403 – Asbestos Emissions from Demolition/Renovation Activities. Staff also prepared a draft news release and spoke with reporters from KNBC 4 News and KCAL regarding SCAQMD’s asbestos investigation at an apartment complex on Prosser Street in Los Angeles. CBS 2/KCAL 9 News further requested information on any SCAQMD enforcement action in connection with the investigation.
- **World Oil** – A reporter with KCET inquired about World Oil complaints, NOVs, and penalties, and requested copies of all investigation reports. Staff assisted in filing a public records request and provided links to Board letters providing additional information.
- **Paramount** – Staff spoke with a reporter from KPCC seeking an update to SCAQMD’s air monitoring for hexavalent chromium in Paramount and next steps for proposed mitigation of modified hydrogen fluoride risk at the Andeavor Refinery in Torrance.
- **STAR Grants** – Staff conducted an interview with the L.A. Times and SCAQMD staff for a story on SCAQMD’s sensor network development as part of the EPA STAR grant. Staff also provided names of organizations participating in STAR grant programs.
- **Wildfires** – Staff conducted interviews with reporters from Fox 11, the Press Enterprise and KHTS who were seeking air quality information related to the Portola and Euclid fires.
- **Hydrogen Fluoride** – Staff was interviewed by KPCC regarding HF and what steps SCAQMD is taking regarding mitigation measures versus a ban, and general air quality issues in the South Bay area. Staff also responded to a request from a reporter for Truthout.com regarding a report prepared by a member of the Torrance Refinery Action Alliance on consequences of potential terrorism at local refineries, and development of Proposed Rule 1410 – Hydrogen Fluoride Storage and Use.
- **Unhealthy Air Quality** – Staff was interviewed by KNX 1070, KHTS, the Southern California News Group and ABC7 about unhealthy air quality levels in Los Angeles, Riverside, and San Bernardino counties. Staff also participated in interviews with KPCC radio and The (Santa Clarita) Signal newspaper regarding air quality in the San Gabriel Valley and Santa Clarita Valley.
- **Proposed rollbacks on vehicle fuel economy regulations**– Staff responded to a request from a reporter from KCET about SCAQMD’s position on possible US EPA rollback of fuel-economy standards.
- **Sentinel Advertorial** – Staff wrote an advertorial and provided photos for the Los Angeles Sentinel on the success of the Carl Moyer Program.
- **Electric Buses** – IWP news requested a response to news articles reporting poor performance in BYD (Build Your Dreams) electric school buses. The reporter inquired whether SCAQMD had provided grant funding for the school buses in question. Staff informed the reporter that SCAQMD has not funded BYD transit buses.

- **Diesel Emissions in Mira Loma area** – Staff conducted an interview with a freelance writer for the L.A. Review on diesel truck emissions in the Mira Loma area, SCAQMD’s role in commenting on CEQA documents for warehouses and other general air quality topics.
- **USC Study on PM2.5 Modeling in LA County** – Staff prepared talking points in response to a USC study and accompanying web story that produced a list of best- and worst-ranked communities for PM2.5 exposure. Many of the rankings contradicted SCAQMD monitoring and modeling data.
- **Impacts of Fireworks and Hot Weather on Air Quality** – Staff responded to queries from the L.A. Times, OC Register, KNX and KPCC on health impacts from Fourth of July fireworks.
- **EV Infrastructure/Daimler Trucks North America LLC (DTNA)** – Staff responded to questions from The Daily Breeze on the scale of the proposed DTNA development and demonstration of 20 heavy-duty electric trucks and EV infrastructure in the ports. Trucks.com inquired about the ending date of the DTNA demonstration project.
- **Air Quality/Wildfire Smoke/Advisories**—NBC4, KNBC, KFI and KPCC requested interviews on air quality conditions in response to heat conditions, fire conditions, and smog. Staff arranged recorded and live interviews for radio and television news.
- **Seal Beach Odors** – The Sun News requested information on an incident of foul, rotten-egg type odors in Seal Beach on July 16.
- **Brea-area Oil Wells** – Fullerton Observer requested information on the status of fracking/well activity at Brietburn oil wells in local areas, where no fracking incidents were being reported. Staff confirmed that equipment for fracking had been updated/replaced, but no fracking activity was occurring.
- **SCAQMD compliance trends** – The L.A. Times requested an interview in follow-up to a compliance summary provided to them in a recent public records request.
- **SCAQMD’s webpage on super-compliant, no-VOC paints** – Staff provided information to the Austin (Texas) Environmental Directory on SCAQMD's criteria for posting products to the web page.

Rule Changes

Bloomberg News requested updates on proposed changes to Rules 1135 – Emissions of Oxides of Nitrogen from Electric Power Generating Systems, 2001 – Applicability, and 2002 – Allocations for Oxides of Nitrogen (NOx) and Oxides of Sulfur (SOx).

Media Campaigns

Check Before You Burn:

- Kick-off meeting held on July 24.
- Contractor submitted a list of new/updated outreach strategies based on feedback from staff.

The Right to Breathe

- Foreign-language subtitles completed; DVD with subtitles now in post-production.
- Redispatched DVD to U.S. Copyright Office to replace version damaged in mail.
- The Google AdWords campaign received 5,163 clicks, 4.7 million impressions, and 1.9 million views during June.
- In-house production of subtitled DVDs underway.
- The Google AdWords campaign received 5,485 clicks, 5.013 million impressions, and 2.208 million views during July.

News Releases & Media Advisories Issued

- SCAQMD Issues Smoke Advisory for Fire Burning in the Aliso Canyon and Laguna Beach Area of Orange County - June 2, 2018
- SCAQMD Continues Smoke Advisory for Fire Burning in the Aliso Canyon and Laguna Beach Area of Orange County - June 3, 2018
- SCAQMD Answers Call to Lend Air Monitors to Hawaii's Big Island - June 6, 2018
- SCAQMD Launches Home Furnace Rebate Program - June 20, 2018
- SCAQMD Issues Particulate Advisory for Fireworks - July 3, 2018
- SCAQMD Issues Ozone Advisory due to Heat Wave - July 6, 2018
- SCAQMD and Daimler Trucks North America Partner to Demonstrate Zero-Emission Vehicles at Ports - July 6, 2018
- SCAQMD Issues Smoke Advisory Due to Multiple Wildfires - July 7, 2018
- SCAQMD Issues Smoke Advisory Due to Valley Fire - July 7, 2018
- SCAQMD Continues Smoke Advisory Due to Multiple Wildfires - July 8, 2018
- SCAQMD Issues Windblown Dust Advisory - July 9, 2018
- SCAQMD Continues Smoke Advisory Due to Valley Fire - July 9, 2018
- SCAQMD Continues Smoke Advisory Due to Valley Fire - July 10, 2018
- SCAQMD Issues Windblown Dust Advisory - July 10, 2018
- SCAQMD Launches Web Portal Providing Improved Public Access to Geographic-Based Air Quality Information - July 11, 2018
- SCAQMD Response to USC Study - July 17, 2018
- SCAQMD Continues Smoke Advisory Due to Skyline Fire - July 20, 2018
- SCAQMD Issues Ozone Advisory Due to Heat Wave - July 25, 2018
- SCAQMD Issues Smoke Advisory Due to Cranston Fire - July 25, 2018
- SCAQMD Issues Smoke Advisory Due to Cranston Fire - July 26, 2018
- SCAQMD Extends Smoke Advisory Due to Cranston Fire - July 27, 2018
- SCAQMD Extends Smoke Advisory Due to Cranston Fire - July 29, 2018
- SCAQMD Extends Smoke Advisory Due to Cranston Fire - July 30, 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	Hemet	Rancho Cucamonga
Anaheim	Hermosa Beach	Rancho Palos Verdes
Arcadia	Huntington Beach	Rialto
Azusa	Inglewood	Redondo Beach
Baldwin Park	Industry	Rolling Hills
Big Bear	Jurupa Valley	Rolling Hills Estates
Brea	La Cañada Flintridge	Rosemead
Buena Park	La Puente	San Bernardino
Burbank	La Verne	Santa Ana
Carson	Lawndale	San Dimas
Chino	Lake Forest	San Fernando
Claremont	Los Angeles	San Gabriel
Covina	Lomita	San Jacinto
Colton	Long Beach	San Marino
Cypress	Manhattan Beach	Sierra Madre
Diamond Bar	Monrovia	South Gate
Duarte	Monterey Park	South El Monte
Eastvale	Moreno Valley	South Pasadena
El Monte	Murrieta	Temple City
El Segundo	Norco	Torrance
Gardena	Paramount	Tustin
Glendora	Palos Verdes Estates	Walnut
Glendale	Perris	West Covina
Hawthorne	Pomona	

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

- U.S. Senator Richard Burr
- U.S. Senator Dianne Feinstein
- U.S. Representative Pete Aguilar
- U.S. Representative Judy Chu
- U.S. Representative Paul Cook
- U.S. Representative Lou Correa
- U.S. Representative Peter DeFazio
- U.S. Representative Trey Hollingsworth
- U.S. Representative Steny Hoyer
- U.S. Representative Steve Knight
- U.S. Representative Ted Lieu
- U.S. Representative Alan Lowenthal
- U.S. Representative Tom O'Halleran
- U.S. Representative Raul Ruiz
- U.S. Representative Tom Reed
- U.S. Representative Lucille Roybal-Allard
- U.S. Representative Ed Royce
- U.S. Representative John Shimkus
- U.S. Representative Mark Takano
- U.S. Representative Mimi Walters

- Senator Steven Bradford
- Senator Ed Hernandez
- Senator Ricardo Lara
- Senator Janet Nguyen
- Senator Anthony Portantino
- Senator Richard Roth
- Assembly Member Sabrina Cervantes
- Assembly Member Ed Chau
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Jose Medina
- Assembly Member Melissa Melendez
- Assembly Member Al Muratsuchi
- Assembly Member Blanca Rubio
- Assembly Member Sharon Quirk-Silva

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

Anaheim Chamber of Commerce
 California Air Resources Board
 California Department of Transportation
 City of Chino, Healthy Chino Initiative Program
 Colorado River Basin Regional Water Control Board
 Coachella Valley Mosquito & Vector Control District
 Inland Empire Jobs Corp
 Long Beach Chamber of Commerce
 Los Angeles Economic Development Corporation
 Orange County Business Council
 Orange County Council of Governments
 Orange County Transportation Authority
 Pasadena Water and Power
 Redlands Chamber of Commerce
 Riverside County Agricultural Commission
 San Bernardino Chamber of Commerce
 San Bernardino County Transportation Authority
 San Fernando Valley Council of Governments
 South Pasadena Chamber of Commerce
 South Bay Cities Council of Governments
 Santa Ana Chamber of Commerce
 San Gabriel Valley Council of Governments
 San Gabriel Valley Economic Partnership
 U.S. Environmental Protection Agency
 Upland Chamber of Commerce
 Upper San Gabriel Municipal Water District

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

California State University, Los Angeles

Cabazon Band of Mission Indians

Cabrillo Beach Community Group, San Pedro

Coachella Valley Environmental Justice Task Force

Green Meadows Community Group, Harbor City

Inland Action

La Unión Hace la Fuerza

Leadership Council for Justice and Accountability, Coachella Valley

Lideres Campesinas, California

Loma Linda University

Riverside Transit Agency

STEM Academy, Rancho Cucamonga

Sustainable Claremont

Temescal Valley Advisory Council

Torch Middle School, City of Industry

University of California, Irvine

Urban Conservation Corps, Indio