

BOARD MEETING DATE: July 12, 2019

AGENDA NO. 12

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the May 2019 outreach activities of the Legislative, Public Affairs and Media Office, which includes Major Events, Community Events/Public Meetings, Environmental Justice Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Business Assistance, Media Relations, and Outreach to Community Groups and Federal, State, and Local Governments.

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 May 2019. The report includes: Major Events; Community Events/Public Meetings; Environmental Justice Update; Speakers Bureau/Visitor Services; Communications Center; Public Information Center; Business Assistance; Media Relations; and Outreach to Community Groups and Governments.

## **MAJOR EVENTS (HOSTED AND SPONSORED)**

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

### **May 28 and 29**

Staff held two training workshops in Diamond Bar for school officials from Los Angeles, San Bernardino, Riverside and Orange counties on Rule 1403 - Asbestos Emissions from Demolition/Renovation Activities. The workshops were designed for school facilities and maintenance staff and covered notification and work practice requirements to comply with Rule 1403. Staff also presented at County Department of Education meetings within the South Coast region to promote the asbestos training workshops and ongoing South Coast AQMD compliance classes.

### **COMMUNITY EVENTS/PUBLIC MEETINGS**

Each year South Coast AQMD 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 South Coast AQMD 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;
- South Coast AQMD incentive programs;
- Ways to participate in South Coast AQMD's rules and policy development; and
- Assistance in resolving air pollution-related problems.

South Coast AQMD staff attended and/or provided information and updates at the following events:

### **May 1**

Staff held public consultation meetings in Palm Desert and Coachella regarding the reclassification of Coachella Valley for the 1997 8-hour ozone standard. The meetings were attended by community members, environmental justice and health organizations, government agencies and local elected officials.

### **May 17**

Staff exhibited at the Independence Square Health Fair sponsored by USC Keck School of Medicine. The event was attended by community members who received information on South Coast AQMD programs for residents and how to file air quality complaints.

### **May 18**

Staff represented South Coast AQMD at the Children's Hospital of Orange County (CHOC) Air Power Games at Santa Ana College. This annual track and field day event is widely attended by children with asthma. Staff provided information on air quality, Clean Choice Vehicles, and other programs.

### **May 19**

Staff exhibited at the 626 Golden Streets | Mission-to-Mission event (South Pasadena – Alhambra – San Gabriel) in the San Gabriel Valley. Participants were encouraged to use non-motorized forms of transportation in a 5K event path, which was lined with various exhibits including the South Coast AQMD. Staff provided information on air quality, residential and commercial lawn and garden incentives, residential electric vehicle charging equipment rebates and other programs.

### **May 23**

Staff represented South Coast AQMD at an Ontario Chamber of Commerce event and provided information on Clean Choice Vehicles, residential and commercial lawn and garden incentives and residential electric vehicle charging equipment rebates. The event was attended by representatives of Chambers of Commerce, staff from other government agencies and elected officials.

### **May 29**

Staff held a public information meeting on the proposed Title V Permit Renewal for the SoCalGas Aliso Canyon facility. The meeting was held at California State University, Northridge and was attended by more than 50 participants representing community members, community groups, city staff, industry and local elected official representatives. The meeting was held to provide an update on the proposed permit renewal and to discuss next steps.

## **ENVIRONMENTAL JUSTICE UPDATE**

The following are key environmental justice-related activities in which staff participated throughout the month of May 2019. These events involve communities affected disproportionately from adverse air quality impacts.

### **May 9**

Staff held an AB 617 Wilmington/Carson/West Long Beach Community Steering Committee (CSC) meeting in Carson. The meeting included presentations by CSC members, Communities for a Better Environment, Coalition for Clean Air and the Port of Los Angeles, to understand current efforts in the community to address air quality concerns. The meeting also focused on a discussion of the draft Community Air Monitoring Plan (CAMP) and getting input on the proposed measures (actions) to help staff in writing the Community Emissions Reduction Plan (CERP) and CAMP.

### **May 15**

Staff attended the Diversity in Environmental Leadership Initiative (DELI) reception at the Los Angeles River Center & Gardens. The event was focused on the engagement of tomorrow's Latino Environmental Justice leaders. Some of the organizations represented included TreePeople, Goodwill Industries of Southern California, the

University of California, Los Angeles, Pacoima Beautiful, the California Community Foundation and Nature for All.

### **May 16**

Staff hosted an AB 617 environmental justice tour in Long Beach. Tour locations included: 1) Port of Long Beach; 2) Phillips 66 Refinery; 3) Veteran's Park; 4) Los Angeles Harbor Grain Terminal; 5) Hudson Elementary School; and, 6) the Villages at Cabrillo. The tour was attended by Assembly Member Cristina Garcia and South Coast AQMD Board Member and Rolling Hills Estates Mayor, Judith Mitchell as well as California State Assembly staff members and community stakeholders.

### **May 16**

Staff held an AB 617 San Bernardino/Muscoy CSC meeting in San Bernardino. The meeting included presentations by CSC members – Center for Community Action and Environmental Justice, Omnitrans, City of San Bernardino, and San Bernardino Department of Public Health – to understand current efforts in the community to address air quality concerns. The meeting included discussions on the draft CAMP and getting input on the proposed measures (actions) to help staff in writing the CERP and CAMP.

### **May 23**

Staff held the fifth AB 617 Boyle Heights/East Los Angeles/West Commerce Steering Committee meeting in East Los Angeles. The meeting was co-hosted by Anna Araujo, Executive Director, East Los Angeles Rising. The meeting was to understand current efforts in the community to address air quality concerns, discuss the draft CAMP, and to gather input on the proposed measures (actions) to help staff in writing the CERP and CAMP.

### **May 29**

Staff held an AB 617 Community Identification Meeting in Colton. The meeting was to discuss opportunities to address community air pollution and to discuss ideas on how to prioritize communities for future inclusion in AB 617.

### **May 31**

Staff met with leaders from the Council of Mexican Federations in North America, an organization focused on community outreach, in Los Angeles. The meeting was to learn about the organization's recent environmental justice efforts and to discuss future projects.

## **SPEAKERS BUREAU/VISITOR SERVICES**

South Coast AQMD 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. South Coast AQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

### **May 10**

Staff presented information to 30 students at Amino Jackie Robinson Charter High School in Los Angeles on South Coast AQMD, air pollution and actions individuals can take to help clean the air.

### **May 16**

A delegation from Seoul Korea Metropolitan Government visited the South Coast AQMD to learn about the AQMP, clean air technologies, alternative fuels and vehicles. The officials were also given a tour of the laboratory and alternative fuel stations and vehicles.

### **May 17**

Staff participated in a career fair for students at Honey Hollow Elementary School in Moreno Valley. The students were provided with information on educational and career paths related to air quality as well as background on South Coast AQMD and air quality issues.

Staff presented information at the California State University, San Bernardino's Leonard Transportation Center Regional Mobility Dialogue Series on the electrification of medium- and heavy-duty vehicles and charging infrastructure. Staff also had an electric vehicle on display.

## **COMMUNICATION CENTER STATISTICS**

The Communication Center handles calls on South Coast AQMD'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 South Coast AQMD's Main Line and	
1-800-CUT-SMOG® Line	3,612
Calls to South Coast AQMD's Spanish-language Line	<u>77</u>
Total Calls	3,689

## **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	198
<u>Calls to Automated System</u>	<u>561</u>
Total Calls	759

Visitor Transactions	267
Email Advisories Sent emails	21,774

## **BUSINESS ASSISTANCE**

South Coast AQMD notifies local businesses of proposed regulations so they can participate in the agency's rule development process. South Coast AQMD 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, as summarized below:

- Provided permit application assistance to 258 companies
- Processed 80 Air Quality Permit Checklists
- Conducted six on-site consultations
- Provided assistance in filing one request for variance

### **Types of businesses assisted**

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

## **MEDIA RELATIONS**

The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications and media operations.

Total Media Inquiries: 18

Press Releases/Air Quality Advisories Issued: 8

## **Major Media Topics for May**

- **Air Quality:** Sinovision and KHTS requested information on local air quality, including recent smog/dust advisories, and the long-term status of Southern California regions as hot spots for pollution and poor air quality.
- **Exide Bankruptcy Decision:** Reuters inquired as to South Coast AQMD's response to a judicial opinion in the Exide bankruptcy proceedings.
- **Fleet Migration to CTechnologies:** Los Angeles Business Journal inquired regarding truck fleets, and the advancement toward zero- or near-zero-emissions fleet technology.
- **Asbestos Investigations:** Santa Clarita Valley Signal requested an update on our asbestos investigation at the Soledad Trailer Lodge. The OC Register inquired regarding an incident at the Sheriff's substation at San Clemente, which is undergoing construction.
- **Goods Movement and Women's Health:** Grist.org inquired about goods movement in San Bernardino and its impact on women's health and birth outcomes.
- **American Lung Association (ALA) Report and Air Quality Issues:** Fox In-Depth with Hal Eisner had staff participate on his show to discuss air quality in Southern California. The panel also included participation from the ALA. Staff also participated in the "What the Hal" podcast, and the segment aired on May 16, 2019.
- **Phillips 66 Refinery Fire:** Reuters, NBC, and The Daily Breeze requested information during the Phillips 66 refinery fire in Carson. Staff provided statements, updates and our incident report. News stations including KNX, FOX, and KPCC used our social media updates as an avenue for information.
- **Chino Dairy Fire:** NBC and KPCC requested statements in regards to a hay fire in Chino. An advisory was issued and reporters were provided updates on that advisory.
- **Rule 1470 – Requirements for Stationary Diesel-Fueled Internal Combustion and Other Compression Ignition Engines:** The Ventura County Star requested information on a letter sent by 19 water districts to South Coast AQMD. The letter was related to Rule 1470 and policy regarding backup generators.
- **Valero Wilmington Notices of Violation:** San Antonio Express News wanted more information on the status of Notices of Violation issued to Valero.
- **Agricultural Burns in the Salton Sea:** The Desert Sun requested more information on South Coast AQMD's program addressing agricultural burning.
- **Compliance and Air Quality:** The Los Angeles Times requested information on 2018 air quality data, timeline of deadlines and potential sanctions associated with the 2023 ozone deadline, and additional details following the compliance presentation at the Board retreat.
- **Emissions Standards:** A reporter from CalMatters wanted South Coast AQMD's outlook on proposed emission rollbacks by the Trump administration.
- **South Coast AQMD App:** Staff worked with a reporter for ARCWatch to complete a feature on the South Coast AQMD app, and the Android release.
- **EnergyProjects:** The Distributed Energy Magazine inquired about the installation of energy efficiency projects following a 2016 Board decision. The reporter asked for more information about the contractor, and the status of the project.

- Ascon Landfill: The Daily Pilot requested more information regarding a Notice of Violation, and whether the landfill had received other violations. The reporter also requested a copy of the violation notice.

### **News Releases and Announcements**

- Phillips 66 Refinery Fire Incident Report – May 2, 2019: A summary of the incident at Phillips 66 Refinery in Wilmington was issued, including summary of air quality to the local area.
- Former State Senator Vanessa Delgado Joins South Coast AQMD Board – May 3, 2019: The swearing in of a new Governing Board Member was announced.
- South Coast AQMD Issues Smoke Advisory for Chino Area Hay Fire – May 8/May 9, 2019: A smoke advisory was issued in response to a local area hay fire, extended through May 9.
- South Coast AQMD Issues Windblown Dust Advisory for the Coachella Valley – May 15, 2019: A dust advisory was issued for the Coachella Valley for three days
- South Coast AQMD Issues Windblown Dust Advisory for Coachella Valley and East Riverside County – May 21, 2019: A dust advisory was issued for the Coachella Valley.
- South Coast AQMD Offers Free Training for Schools to Protect Communities from Asbestos Exposure – May 23, 2019: A press release was issued announcing the availability of asbestos training courses to School Districts and the importance of the Asbestos Compliance program.
- South Coast AQMD Issues Windblown Dust Advisory for Coachella Valley and East Riverside County – May 25, 2019: A dust advisory was issued for the Coachella Valley.
- South Coast AQMD Launches Android Version of Award-Winning Smartphone App – May 30, 2019: The South Coast AQMD announced the launch of its Android application that was previously only available for Apple IOS users.

### **Google Campaign:**

- The Right to Breathe – The Google AdWords campaign began.
- The campaign received 6,215 clicks, 4.94 million impressions, 2.3 million views during May.

### **Social Media Notable posts:**

May 3: Delgado Board Welcome, 2,379 Facebook Users Reached

May 8: Chino Smoke Advisory, 5,626 Facebook Users Reached

May 8: Chino Smoke Advisory, 3,436 Twitter Impressions

May 8: Port of LA Drone Video, 3,907 Twitter Impressions

May 10: Wildfire Preparedness Week, 2,831 Twitter Impressions

May 19: Hal Eisner Interview, 8,255 Twitter Impressions



## **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	Highland	Rosemead
Arcadia	Huntington Beach	Santa Ana
Anaheim	Huntington Park	South Gate
Azusa	Indio	San Bernardino
Baldwin Park	Irvine	San Clemente
Big Bear	La Cañada Flintridge	San Dimas
Brea	La Habra	San Gabriel
Buena Park	La Puente	San Marino
Claremont	La Verne	Santa Ana
Colton	Laguna Niguel	Sierra Madre
Covina	Lake Forest	South El Monte
Coachella	Los Angeles	South Pasadena
Cypress	Mission Viejo	Temple City
Diamond Bar	Monrovia	Torrance
Duarte	Monterey Park	Tustin
El Monte	Ontario	Walnut
El Segundo	Palm Desert	West Covina
Fountain Valley	Pomona	Westminster
Glendora	Rancho Cucamonga	Yucaipa
Hawthorne	Redlands	

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

- U.S. Representative Pete Aguilar
- U.S. Representative Gil Cisneros
- U.S. Representative Lou Correa
- U.S. Representative Judy Chu
- U.S. Representative Mike Levin
- U.S. Representative Alan Lowenthal
- U.S. Representative Grace Napolitano
- U.S. Representative Katie Porter
- U.S. Representative Harley Rouda
- U.S. Representative Raul Ruiz
- U.S. Representative Norma Torres
- Senator Ben Allen
- Senator Bob Archuleta
- Senator Pat Bates
- Senator Ling Ling Chang
- Senator Connie Leyva
- Senator John Moorlach
- Senator Anthony Portantino
- Senator Susan Rubio
- Senator Tom Umberg
- Assembly Member Ian Calderon
- Assembly Member Wendy Carrillo

- Assembly Member Tom Daly
- Assembly Member Tyler Diep
- Assembly Member Laura Friedman
- Assembly Member Cristina Garcia
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member Eloise Gómez Reyes
- Assembly Member Cottie Petrie-Norris
- Assembly Member Anthony Rendon
- Assembly Member Sharon Quirk-Silva

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

California Association of Realtors  
 Coachella Valley Association of Governments  
 Coachella Valley Economic Partnership  
 Colton Chamber of Commerce  
 Colton Public Utilities  
 Five Mountain Communities Government Affairs Council  
 Healthy Redlands  
 Inland Action  
 Los Angeles County Department of Public Health  
 Ontario Chamber of Commerce  
 Orange County Council of Governments  
 Orange County Business Council  
 Orange County Transportation Authority  
 Port of Long Beach  
 Riverside Transit Agency - Transportation Now:  
     -San Geronimo Pass Area Chapter  
 Riverside County Transportation Commission  
 San Bernardino Area Chamber of Commerce  
 San Bernardino County Department of Health  
 San Bernardino County Regional Parks  
 San Bernardino County Transportation Authority  
 San Bernardino International Airport  
 Santa Ana Chamber of Commerce  
 San Gabriel Valley Council of Governments  
 San Gabriel Valley Economic Partnership  
 South Pasadena Chamber of Commerce  
 Southern California Association of Governments  
 Southern California Gas Company  
 South Gate Chamber of Commerce  
 Valley Industry Commerce Association  
 Western Riverside Council of Governments

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

Alianza, Coachella Valley  
American Green Zone Alliance  
California State University, San Bernardino  
Children's Hospital of Orange County  
Clean Air Coalition  
Clinicas Salud Del Pueblo, Coachella  
Colton Unified School District  
Comité Civico Del Valle, Inc., Coachella Valley  
Communities for a Better Environment  
Gonzales Community Center, Colton  
Lake Arrowhead Association  
La Union Hace La Fuerza  
Los Angeles County Department of Education  
Orange County Department of Education  
Pasadena Neighborhood Connections Community Alliance  
Perdew Elementary School, Etiwanda  
San Bernardino County Department of Education  
San Bernardino Valley College  
Redlands Unified School District  
Rim of the World Unified School District  
South Gate Community Environmental Health Action Team  
Taking Responsibility and Control Neighborhood Watch, La Puente  
University of Southern California  
University of Redlands