

BOARD MEETING DATE: October 4, 2019

AGENDA NO. 14

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the August 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 Nastri
Executive Officer

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BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for August 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.

August 9

Staff organized and executed an AB 617 Community Bus Tour in the Wilmington/Carson/West Long Beach community. The tour was organized in collaboration with the Community Steering Committee (CSC) members and staff. Tour locations included: 1) Intermodal Container Transfer Facility (ICTF) railyard; 2) the Villages at Cabrillo; 3) Hudson Elementary School; 4) Marathon Refinery; 5) Wilmington Waterfront Park; and 6) the Port of Los Angeles. Approximately 40 participants attended, including CSC members, CARB staff and South Coast AQMD staff.

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:

August 3

Staff exhibited at the 41st Assembly District Community Resource Fair & Block Party in Pasadena to provide information on South Coast AQMD and air quality issues. The focus was on providing information related to residential incentive programs, and the South Coast AQMD mobile apps. Attendees included community members and elected officials.

Staff participated in the Moreno Valley Family Health Center Annual "Back to School" event. Backpacks and school supplies were distributed to the students and families attending the event. Staff provided items to promote 1-800-CUT-SMOG and residential incentive programs.

August 6

Staff attended the City of Cudahy's National Night Out event to provide information to residents on South Coast AQMD incentive programs, how to file an air quality complaint and other programs. General information on air quality issues and the AB 617 program was also shared with event attendees.

August 22

Staff attended the Black Chamber of Commerce of Orange County 28th Annual event in Anaheim to engage with attendees and elected officials about South Coast AQMD programs, and to discuss opportunities to collaborate on projects that provide air quality information to various communities.

Staff participated in the 8th Annual Conference on Prevention, Treatment & Control of Cancer in our Community at Holman United Methodist Church in Los Angeles to provide general information about South Coast AQMD, air quality issues, and how to report air quality complaints.

August 24

Staff exhibited at the I Heart Wilmington's Community Wellness Festival at Banning Park to provide community members with information on AB 617, air quality issues, how to report air quality complaints, South Coast AQMD incentive programs, and upcoming events, including the 2019 Environmental Justice Conference.

Staff participated in the Valley Industry Commerce Association's Congressional Luncheon. Staff interacted with representatives from industry and government to provide information on South Coast AQMD, air quality, and incentive and business programs.

August 27

Staff participated in the Improving the Electric Grid and Infrastructure for EV Needs event hosted by the Leonard Transportation Center, at California State University, San Bernardino. Staff discussed South Coast AQMD and air quality issues with a wide variety of stakeholders representing the utilities, electric vehicle industry, and community. Discussion largely focused on addressing the region's mobility needs through advanced vehicle technology and multi-modal solutions.

ENVIRONMENTAL JUSTICE UPDATE

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

August 7

Staff held the ninth AB 617 Community Steering Committee meeting for the Wilmington/Carson/West Long Beach communities at the Carson Community Center. Staff provided a recap of the July 26 Stationary Source Committee meeting and an update on monitoring efforts in the community. Staff also discussed the Board process, and gave an update on revisions to the Draft Community Emissions Reduction Plan (CERP) based on comments received, while explaining how actions in the CERP will lead to emission reductions.

August 15

Staff held the ninth AB 617 Community Steering Committee meeting at San Bernardino Valley College for the San Bernardino/Muscoy communities. Staff provided a recap of the July 26 Stationary Source Committee Meeting and an update on monitoring efforts in this area. Members of ChiCCCAA (Chicano Indigenous Community for Culturally Conscious Advocacy & Action) gave a presentation titled “Mother Earth Rising” which highlighted committee members’ air quality concerns. Staff also provided information on the Governing Board process and discussed revisions to the Draft CERP.

August 22

Staff held the ninth AB 617 Community Steering Committee meeting in Commerce for the Boyle Heights/East Los Angeles/West Commerce communities. Staff provided a recap of the July 26 Stationary Source Committee Meeting and provided updated information on monitoring efforts in this area. CSC Member presenters from the Los Angeles County Department of Public Health and the Office of Mayor Eric Garcetti gave presentations to the committee regarding current efforts in the community to address air quality concerns. Staff also provided information on the Governing Board process and discussed revisions of the Draft Community Emissions Reduction Plan (CERP).

August 28

Staff participated in the Coachella Valley Environmental Task Force Meeting in Indio to highlight the South Coast AQMD’s 2019 Environmental Justice Conference and to update attendees about South Coast AQMD air quality programs.

August 29

Staff held an AB 617 Community Identification meeting in South Gate to discuss the community prioritization process and opportunities to help reduce air pollution in environmental justice communities. There were approximately 50 attendees including elected officials, small business owners, and residents of South Gate, Bell Gardens, Vernon, and Paramount.

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.

August

No Visitors or Speaker Requests were received or conducted in August.

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 August were:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG® Line	3,280
Calls to South Coast AQMD's Spanish-language Line	<u>38</u>
Total Calls	3,318

PUBLIC INFORMATION CENTER STATISTICS

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

Calls Received by PIC Staff	177
Calls to Automated System	<u>1,086</u>
Total Calls	1,263
Visitor Transactions	263
Email Advisories Sent emails	34,305

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 254 companies
- Processed 55 Air Quality Permit Checklists
- Conducted 10 free on-site consultations

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: 24

Press Releases: 3

Air Quality Advisories Issued: 4

Major Media Topics for August

- Seal Beach Odors – The Seal Beach Sun asked if any complaints about odors were received in Seal Beach, and if so, what steps were taken to mitigate them.
- Low-Cost AQ Sensors — Fairwarning.org conducted an interview on the AQ-SPEC program and the current research and testing of low-cost air sensors.
- Royal Park Hotel/Center Lake Hotel — The L.A. Times requested copies of violation notices, orders and enforcement actions for the Royal Park or Center Lake Hotel.
- NOx Emissions — The L.A. Times asked about NOx emissions and how transport emissions can effect local vegetation and plant growth.
- SCV Air Quality Advisory — KNX Radio conducted an interview about air quality following an advisory issued by the L.A. County Department of Public Health.
- San Gabriel Air Quality — The Southern California News Group conducted an interview on air pollution in the San Gabriel Valley, and what measures can be taken to reduce negative impacts.
- Air Quality/Smog Alerts — The Mountain Messenger News conducted an interview on overall air quality and the increase in smog alerts. KPCC and KNX also conducted interviews on air quality trends and the pattern of air quality advisories being issued by Los Angeles County.
- Devil’s Gate—The L.A. Times attended a La Cañada Flintridge City Council meeting and conducted a brief interview on enforcement actions at Devil’s Gate.
- Compliance and Enforcement — San Francisco Chronicle asked for specific information on the Compliance and Enforcement database.
- Clean Air Act Rules — Bloomberg Environmental asked about EPA’s proposed rule change to the Project Emissions Accounting Rule.

- About South Coast AQMD: Spectrum News participated in a tour of the lab and conducted interviews to discuss overall air quality, the AQ-SPEC program and AB 617. The episode was scheduled to air on September 9 as part of “Inside the Issue.”
- LAUSD Event — Interviews were conducted with NPR and Fox 11 at an event with LAUSD highlighting a new electric school bus and upcoming high school education program. KTLA, L.A. Times and Univision were also in attendance.
- Exide—A freelance reporter inquired about the history of the facility in Vernon as well as information on other Exide facilities outside California.

News Releases and Announcements

- South Coast AQMD provides \$16 Million to Test Integration of Battery Electric Trucks into Large-scale Fleet Operations – August 13, 2019: Provided a quote for a press release issued by Daimler Trucks announcing the new battery electric trucks, for which the district provided funding.
- South Coast AQMD Issues Salton Sea Odor Advisory – August 18, 2019: An odor advisory was issued informing the public of high levels of chemical which has been causing odors in the area.
- South Coast AQMD Extends Salton Sea Odor Advisory – August 20, 2019: An odor advisory was extended for odors in the area.
- South Coast AQMD, LAUSD deploy electric school bus, announce air quality education program benefitting communities across the region – August 20, 2019: Issued a press release highlighting LAUSD’s first electric school bus and the launch of the district’s high school air quality education program.
- Freightliner eCascadias Report for Duty - August 21, 2019 – Provided a quote for a press release issued by Daimler announcing the delivery of the zero-emission trucks to NFL and Penske.
- South Coast AQMD Continues Salton Sea Odor Advisory - August 22, 2019 – Another odor advisory was extended for odors in the area.
- South Coast AQMD Continues Salton Sea Odor Advisory – August 24, 2019: Informed residents of high levels of chemical which has been causing odors.
- South Coast AQMD Continues Salton Sea Odor Advisory – August 26, 2019: An odor advisory was extended for odors in the area.

Media/Google Campaign:

- During the month of June, the *Right to Breathe* Google Ads played 3,962,893 times (Impressions), received 1,897,441 Views (counted when users watch at least 30 seconds of the ad), and were clicked 7,894 times.

Social Media Notable posts:

AB 617 Stream: 425 Facebook Users Reached; 56 Engagements

AB 617 Boat Tour Port of LA: 2,269 Twitter Impressions

Salton Sea Odor Advisory: 9,799 Facebook Users Reached

Women in Green: Bird Scooter: 5,984 Twitter Impressions

Women in Green: Edison: 4,292 Twitter Impressions

Salton Sea Odor Advisory: 2,739 Twitter Impressions

Salton Sea Odor Advisory: 33,572 Twitter Impressions (KTLA Retweeted)

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	Duarte	Riverside
Altadena	El Monte	Rosemead
Arcadia	Glendora	Santa Ana
Anaheim	Huntington Beach	San Bernardino
Azusa	Indio	San Dimas
Baldwin Park	Irwindale	San Gabriel
Beaumont	La Cañada Flintridge	San Marino
Bradbury	La Puente	Sierra Madre
Chino	La Verne	South El Monte
City of Industry	Los Angeles	South Pasadena
Claremont	Loma Linda	Temple City
Coachella Valley	Mission Viejo	Tustin
Colton	Monterey Park	Van Nuys
Covina	Monrovia	Walnut
Costa Mesa	North Hollywood	West Covina
Crestline	Pasadena	Yucaipa
Diamond Bar	Pomona	

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

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| • U.S. Senator Dianne Feinstein | • U.S. Representative Lou Correa |
| • U.S. Representative Nanette Barragán | • U.S. Representative Jimmy Gomez |
| • U.S. Representative Gil Cisneros | • U.S. Representative Katie Hill |
| • U.S. Representative Judy Chu | • U.S. Representative Grace Napolitano |
| • U.S. Representative Tony Cardenas | • U.S. Representative Brad Sherman |

- Senator Lena Gonzalez
- Senator Richard Roth
- Senator Susan Rubio
- Senator Tom Umberg
- Senator Ling Ling Chang
- Senator Anthony Portantino
- Senator Susan Rubio
- Assembly Member Ian Calderon
- Assembly Member Ed Chau
- Assembly Member Philip Chen
- Assembly Member Steven Choi
- Assembly Member Tom Daly
- Assembly Member Tyler Diep
- Assembly Member Eduardo Garcia
- Assembly Member Chris Holden
- Assembly Member John Kennedy
- Assembly Member Cottie Petrie-Norris
- Assembly Member Blanca Rubio

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

Anaheim Chamber of Commerce
 Black Chamber of Commerce of Orange County
 Chino Valley Governmental Advisory Committee
 Clean Cities Coalition
 Coachella Valley Water District
 Cabazon Valley Band of Mission Indians
 Foothill Transit
 Greater Coachella Valley Chamber of Commerce
 Huntington Beach Chamber of Commerce
 Inland Valley Development Agency
 Metropolitan Transportation Authority
 Monterey Park Chamber of Commerce
 Orange County Black Chamber of Commerce
 Pasadena Chamber of Commerce
 Pasadena Small Business Development Center
 Riverside Transit Agency, Transportation NOW – San Gabriel Pass Chapter
 San Bernardino Area Chamber of Commerce
 San Bernardino County Transportation Authority
 San Bernardino International Airport
 Santa Ana Chamber of Commerce
 San Gabriel Valley Economic Partnership
 Southern California Association of Governments
 Southern California Gas Company
 South Pasadena Chamber of Commerce
 Valley Industry Commerce Association
 Western Riverside Council of Governments
 Westside Cities Council of Governments
 Western Cities Council of Government
 Yucaipa Governmental Advisory Committee

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

Alianza Coachella Valley
Altadena Residents for Clean Healthy Air
California Polytechnic State University, Pomona
California Environmental Justice Taskforce
California for New Communities
California State University, San Bernardino Leonard Transportation Center
Coachella Valley Environmental Taskforce
Coachella Valley Stakeholders
Committee Civico Del Valle, Coachella Valley
Compton Unified School District
Crestline Connect Networking Group
Delhi Center, Santa Ana
Healthy African American Families, Los Angeles
Junior League of Pasadena
Lideres Campesinas, Coachella Valley
Los Angeles Unified School District
Pomona Unified School District
Shriners for Children Medical Center, Pasadena
University of California, Riverside
University of Redlands