

BOARD MEETING DATE: February 7, 2020

AGENDA NO. 8

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the December 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 December 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.

### **December 5 and December 12**

Staff assisted with organizing and outreach for a Rule 1180 Refinery Community and Fenceline Air Monitoring meeting held in Carson and El Segundo, respectively. The purpose of the meetings was to discuss air monitoring plans related to the implementation of Rule 1180 and solicit feedback.

### **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 December 2019 events and meetings:

### **December 7**

Staff presented information on South Coast AQMD at a Los Angeles County Open House event held at City Terrace Park and provided community members with information related to the Los Angeles County Cogen project.

### **December 14**

Staff participated and attended the Los Angeles County Open House event held at City Terrace Elementary School in Los Angeles. The primary purpose for South Coast AQMD participation in the event was to provide community members with information related to the Los Angeles County Cogen project.

### **ENVIRONMENTAL JUSTICE UPDATE**

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

### **December 3**

Staff held a subcommittee meeting of the Environmental Justice Community Partnership Inter-Agency Task Force. The meeting focused on the development of staff training for environmental agencies to build on collaboration between agencies, coaching on inter-agency protocol, and best practices. The subcommittee also discussed an outreach plan for the draft Los Angeles County “Who to Call” Guide for Environmental Issues.

### **December 4**

Staff held the fourth quarterly Environmental Justice Community Partnership (EJCP) Advisory Council meeting. Meeting topics included EJCP 2019 accomplishments, as well as the goals and objectives for 2020. An update was provided on the Clean Air Ranger Education (CARE) Program and Inter-Agency Task Force. There also was discussion on the Why Healthy Air Matters (WHAM) High School Program and outreach efforts for South Coast AQMD incentive programs.

### **December 11**

Staff hosted the fourth quarterly Environmental Justice Inter-Agency Task Force meeting in Los Angeles. There were about 15 participating agencies and organizations. Updates on each of the Task Force goals were reviewed and goals for 2020 were discussed.

Staff hosted a joint public workshop with the CARB on concepts to reduce emissions from locomotives and railyards. The meeting was held at San Bernardino Valley Community College and was attended by representatives from the community, AB 617 Community Steering Committee members, environmental justice organizations and health organizations, elected officials, industry, and academia. The meeting focused on gathering input from stakeholders.

### **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.

### **December 4**

Representatives from the Chinese National Environmental Monitoring Center visited South Coast AQMD. Staff presented information on air quality management strategies, air monitoring stations, and the laboratory.

Staff from the state Bureau of Automotive Repair and Rio Hondo College toured the South Coast AQMD laboratory, fueling and charging stations and a clean car display.

### **December 10**

A group of representatives from Seoul, South Korea Environmental Agency visited South Coast AQMD. Staff presented information on South Coast AQMD, the history of controlling air pollution, new clean air technologies, alternative fuel and clean vehicles.

### **December 12**

Staff participated in Career Night at Bell Gardens High School. The event was organized in an interview format to enable professionals to meet directly with an individual or group of students.

## **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 months of December were:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG® Line	3,214
Calls to South Coast AQMD's Spanish-language Line	33
Calls to Clean Air Connections	<u>4</u>
Total Calls	3,251

## **PUBLIC INFORMATION CENTER STATISTICS**

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

Calls Received by PIC Staff	138
Calls to Automated System	<u>501</u>
Total Calls	639

Visitor Transactions	182
Email Advisories Sent emails	1,269

## **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 for December 2019.

- Provided permit application assistance to 162 companies
- Conducted 2 free on-site consultations
- Processed 81 Air Quality Permit Checklists

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
		Warehouses

## **MEDIA RELATIONS**

The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications and media operations. December 2019 reports are listed:

Major Media Interactions: 23  
Press Releases: 4  
Air Quality Advisories Issued: 4

### **Major Media Topics For December**

- American Reclamation Fire — Staff explained the Notice of Violation (NOV) process and referred the reporter to the L.A. Fire Department for further information.
- Air Pollution and Lung Health — USC Annenberg News inquired regarding the effects of air pollution on health and development of children's lungs. Staff reached out to the reporters for their questions, but the reporters did not follow up.
- Los Angeles and Greenhouse Gases — National Geographic requested the most recent greenhouse gas emissions data for the Los Angeles area. Staff provided the reporter with NOx information.
- Airport Emissions — The Voice of OC submitted a series of questions regarding emissions at John Wayne Airport. Staff responded via email.
- Emissions and Oceangoing Vessels — L.A. Times asked for confirmation that oceangoing vessels were expected to become the leading source of NOx emissions by 2023. Staff provided a PowerPoint presentation on the subject
- Smog in the Basin — PBS requested an interview regarding general information about smog and other air pollution. The interview was conducted on December 13, 2019 with Bradley Whitaker.
- Air Quality and Strategies for Combatting Pollution — KBS requested an interview on California's strategies for addressing air quality problems. Staff is working with the reporter to schedule an interview.

- Check Before You Burn — KDOC and KPCC requested interviews regarding health effects of wood smoke and the Check Before You Burn program. An interview was held with KPCC on December 18, 2019; Staff is arranging an interview with KDOC for early January.
- Allenco — LA Taco inquired about complaints regarding Allenco and the NOV's and Notices to Comply issued to that site. Staff provided the information.
- Commercial Harbor Craft Technology Assessment — National Fisherman inquired about a 2015 draft report on commercial harbor craft, but canceled the story.
- Coachella Energy Efficiency Event — NBC Palm Springs, CBS/FOX/ABC Palm Springs, Telemundo and Univision attended this event highlighting the home energy upgrade program. Staff met with reporters at the event.
- Odors — The Long Beach Report inquired about a possible odor event occurring in Long Beach on December 24, 2019. Staff confirmed complaint information and forwarded to the reporter.
- No-Burn Maps — A freelance reporter inquired about a map included on the No-Burn Alert for December 12, 2019. Staff provided the requested information.
- Check Before You Burn — News pitches were picked up by CBS/NBC LA, KNX and Patch for No Burn Days December 28 – December 29, 2019.

#### **News Releases and Announcements**

- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin – December 3, 2019
- Supervisor Kathryn Barger Joins South Coast AQMD Governing Board - December 6, 2019
- \$30 Million Now Available for Trucks, Switcher Locomotives and Marine Vessels in California - December 6, 2019
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - December 10, 2019
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - December 11, 2019
- South Coast AQMD Launches New Refinery Flare Notification System - December 13, 2019
- Supervisor Perez and Assemblymember Garcia held a Press Conference on Energy Efficiency Upgrade Program on Wednesday - December 16, 2019

- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - December 28, 2019

#### **Media/Google Campaign:**

- During the month of December, the *Right to Breathe* Google Ads played 3,066,194 times (impressions), received 1,392,046 Views (counted when users watch at least 30 seconds of the ad), and were clicked 6,430 times.
- During the month of December there were 4,348 people in Tier 1 & Tier 2 regions watched the *Check Before You Burn* video advertisement as a result of Facebook hypertargeting.

#### **Check Before You Burn**

Thirteen no-burn days have been declared since November 1, 2019

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

Daimler Clean Air Awards Video (December 5, 2019): 2,153 Twitter Impressions

VW Press Release (December 6, 2019): 2,642 Twitter Impressions

Gov Board Barger Sworn In (December 5, 2019): 2,032 Twitter Impressions

Check Before You Burn Reminder (December 10, 2019): 2,019 Facebook Users Reached (885 from paid boost)

Check Before You Burn (December 11, 2019): 5,646 Twitter Impressions

Clean Air Awards Video: Dr. Jill Johnston (December 13, 2019): 2,642 Twitter Impressions

Check Before You Burn infographic (December 17, 2019): 3,049 Twitter Impressions

#CleanCarFactFriday (December 20, 2019): 1,448 Twitter Impressions

Check Before You Burn map graphic (December 26, 2019): 1,504 Twitter impressions

Check Before You Burn Announce (December 27, 2019): 6,751 Twitter Impressions

Check Before You Burn Announce (December 27, 2019): 2,831 Facebook Users Reached

Check Before You Burn Ext Reminder (December 29, 2019): 3,809 Twitter Impressions

## **OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE, AND LOCAL GOVERNMENTS**

Field visits and/or communications in December 2019 were conducted with elected officials or staff from the following cities:

Big Bear	Huntington Beach	San Gabriel
Carson	Irwindale	Santa Ana
City of Industry	Jurupa Valley	South El Monte
Claremont	La Verne	South Pasadena
Colton	Laguna Niguel	Temple City
Duarte	Lake Forest	Torrance
El Monte	Manhattan Beach	Tustin
El Segundo	Monrovia	Twentynine Palms
Fontana	Ontario	Walnut
Fullerton	Pomona	West Covina
Hermosa Beach	Rosemead	

Visits and/or communications were conducted in December 2019 with elected officials and/or staff from the following state and federal offices:

- U.S. Representative Nanette Barragan
- U.S. Senator Dianne Feinstein
- U.S. Representative Harley Rouda
- U.S. Representative Mark Takano
- Senator Ben Allen
- Senator Bob Archuleta
- Senator Holly Mitchell
- Senator John Moorlach
- Senator Lena Gonzalez
- Senator Richard Roth
- Senator Susan Rubio
- Assemblymember Sabrina Cervantes
- Assemblymember Tyler Diep
- Assemblymember Cristina Garcia
- Assemblymember Eduardo Garcia
- Assemblymember Cottie Petrie-Norris
- Assemblymember Blanca Rubio

Staff represented South Coast AQMD in December 2019 and/or provided updates or a presentation to the following governmental agencies and business organizations:

Bell Gardens Department of Recreation and Community Services  
Bureau of Automotive Repair  
Green Zone Alliance  
Huntington Beach Chamber of Commerce  
Inland Action  
Inland Empire Resource Conservation District  
Los Angeles County Metropolitan Transportation Authority  
Oak Glenn Growers Association  
Omnitrans, San Bernardino



Orange County Business Council  
Riverside County Board of Supervisors  
Riverside County Department of Health  
San Bernardino Board of Supervisors  
San Bernardino County Transportation Authority  
Sempra Energy  
South Gate Chamber of Commerce  
South Pasadena Chamber of Commerce  
Southern California Edison  
Tustin Chamber of Commerce  
Union Pacific  
United States Department of Agriculture  
Valley Industry Commerce Association  
Western States Petroleum Association

Staff represented South Coast AQMD in December 2019 and/or provided updates or a presentation to the following community and educational groups and organizations:

Alianza, Coachella Valley  
Alta Loma Unified School District  
American Cancer Society  
Association of School Administrators  
California School Board Association  
Coachella Valley Environmental Justice Task Force  
Healthy Jurupa Valley  
Loma Linda University  
Move LA  
Reach Out Jurupa Valley  
Southeast Los Angeles Collaborative