

BOARD MEETING DATE: October 3, 2025

AGENDA NO. 15

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the August 2025 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, Small Business Assistance, Media Relations, and Outreach to Community Groups and Governments.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:
Receive and file.

Wayne Nastri
Executive Officer

LT:AL:DS:bel:cb

Background

This report summarizes the activities of the Legislative, Public Affairs and Media Office for August 2025. The report includes Major Events, Community Events/Public Meetings, Environmental Justice (EJ) Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Small Business Assistance, Media Relations, and Outreach to Community Groups and Governments.

Major Events (Hosted and Sponsored)

Each year, staff engage in hosting and sponsoring several major events throughout South Coast AQMD's four-county jurisdiction to promote, educate, and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality while minimizing economic impacts.

There were no major events hosted or sponsored in August 2025.

Community Events/Public Meetings

Staff engaged with residents and stakeholders in different communities to provide information about the agency, incentive programs, and ways individuals can help reduce air pollution through events and meetings sponsored by South Coast AQMD or in partnership with others. Attendees typically receive information regarding the following:

- Tips on reducing their exposure to smog and its negative health effects;
- How to file a complaint;
- Clean air technologies and their deployment;
- Invitations to or notices of conferences, seminars, workshops, and other public events;
- South Coast AQMD incentive programs;
- Funding/grant opportunities by South Coast AQMD and partner agencies;
- Ways to participate in South Coast AQMD's rules and policy development; and
- Assistance in resolving air pollution-related problems.

Staff attended and/or provided information and updates at the following August events and meetings:

National Night Out

On August 5, staff participated in Sun Valley Neighborhood Council's National Night Out by hosting a resource booth to share information on how to file an air quality complaint, the Mobile App, Residential and Commercial eL&G, wildfire tips, and Replace Your Ride.

South Bay Association of Chambers of Commerce

On August 5, staff attended the South Bay Association of Chambers of Commerce to provide an update on South Coast AQMD's Infrastructure, Vehicles, and Equipment Strategy for Climate, Equity, Air Quality, and National Competitiveness (INVEST CLEAN) for Battery Electric Locomotive Pilot Program.

Back to School Health Fair Week

On August 5 and 6, staff participated in the Discovery Cube Los Angeles' Back to School Health Fair Week by hosting a resource booth to provide information on how to file an air quality complaint, the Mobile App, the Clean Air Program for Elementary Students (CAPES) and Why Healthy Air Matters (WHAM) program.

San Bernardino Area Chamber of Commerce

On August 7, staff participated in the San Bernardino Area Chamber of Commerce meeting to provide information on the Small Business Assistance Program, INVEST CLEAN, and how to sign up for air alerts and wildfire notifications.

3rd Annual Joyful Living Resources Fair

On August 9, staff participated in Community Coalition Network's 3rd Annual Joyful Living Resources Fair and Back to School Event in Pacoima to provide information on how to file an air quality complaint, CAPES, and WHAM.

Santa Ana Chamber of Commerce

On August 12, staff participated in the Santa Ana Chamber of Commerce Government Affairs Committee meeting to share INVEST CLEAN funding opportunities.

Orange County Business Council

On August 12, staff participated in the Orange County Business Council Infrastructure Committee meeting to share INVEST CLEAN funding opportunities.

South Pasadena Chamber of Commerce

On August 13, staff participated in the South Pasadena Chamber of Commerce Legislative Affairs Committee meeting to share the latest Advisor newsletter, how to sign up for air quality alerts, CAPES, and WHAM.

Inland Empire Resource Conservation District

On August 14, staff participated in the Inland Empire Resource Conservation District board meeting to provide information on the Commercial Electric Lawn and Garden Equipment (eL&G) program and how to sign up for air alerts and wildfire notifications.

South Bay Cities Council of Governments Legislative Committee

On August 14, staff attended the South Bay Cities Council of Governments Legislative Briefing to share INVEST CLEAN funding opportunities.

Vernon City Council

On August 19, staff attended the Vernon City Council meeting to provide Public Comment on INVEST CLEAN funding opportunities.

Open House

On August 28, staff participated in San Bernardino County 2nd District Open House to provide information on eL&G programs and how to file an air quality complaint.

Greater Ontario Business Council

On August 28, staff participated in the Greater Ontario Business Council Government Affairs Committee meeting to provide information on INVEST CLEAN funding opportunities, Carl Moyer Memorial Air Quality Standards Attainment Program (Carl Moyer Program), and eL&G programs.

Environmental Justice Update

The following are key EJ-related activities in which staff participated during August. These events and meetings involve communities affected disproportionately from adverse air quality impacts.

Ballington Academy for the Arts and Sciences and Lytle Creek Elementary School

On August 12, staff visited Ballington Academy for the Arts and Sciences and Lytle Creek Elementary School in San Bernardino to provide information regarding CAPES, WHAM, wildfire safety, the Mobile App, and how to file an air quality complaint.

Carson High School and Dolores Street Elementary School

On August 20, staff visited Carson High School and Dolores Street Elementary in Carson to provide information regarding CAPES, WHAM, wildfire safety, the Mobile App, and how to file an air quality complaint.

EJAG

On August 22, South Coast AQMD hosted the third quarterly Environmental Justice Advisory Group meeting. Presentations included an update on the INVEST CLEAN project and WAIRE program as well as an overview of the Residential eL&G program.

Monroe Elementary School

On August 27, staff visited Monroe Elementary School in Santa Ana and Palms Elementary School in Lakewood to provide information on CAPES, wildfire safety, the Mobile App, and how to file an air quality complaint.

INVEST CLEAN Outreach

Staff conducted in-person and virtual outreach to promote INVEST CLEAN funding opportunities. A press release announcing the launch of the applications was distributed to elected officials, AB 617 Community Steering Committees, community and health organizations, and industry stakeholders through established program lists.

Additional recipients include:

- Big Bear Chamber of Commerce
- Big Bear Lake
- California State University, San Bernardino
- Chino
- Chino Airport
- Chino Hills
- Chino Valley Chamber of Commerce
- Coachella Valley Association of Governments
- Colton
- Colton Chamber of Commerce
- Crestline Chamber of Commerce
- Fontana
- Fontana Chamber of Commerce
- Grand Terrace
- Grand Terrace Area Chamber of Commerce
- Highland
- Highland Area Chamber of Commerce
- Inland Action

- Inland Empire Regional Chamber of Commerce
- Lake Arrowhead Communities Chamber of Commerce
- Loma Linda
- Loma Linda Chamber of Commerce
- Loma Linda University
- Mojave Desert Air Quality Management District
- Montclair
- Montclair Chamber of Commerce
- Ontario
- Ontario International Airport Authority
- Orange County Business Council
- Orange County Transportation Authority
- Rancho Cucamonga
- Rancho Cucamonga Chamber of Commerce
- Redlands
- Redlands Chamber of Commerce
- Rialto
- Rialto Chamber of Commerce
- Rio Hondo College
- San Bernardino
- San Bernardino Area Chamber of Commerce
- San Bernardino County Transportation Authority
- San Bernardino Valley College
- Southern California Association of Governments
- Riverside
- Upland
- Vernon
- Western Riverside Council of Governments
- Yucaipa
- Yucaipa Chamber of Commerce

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.

There were no presentations in August.

Communication Center Statistics

The Communication Center handles phone calls on South Coast AQMD's main line, 1-800-CUT-SMOG®, the Spanish line, and after-hours calls to those lines. Total calls received in August are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	1,811
Calls to South Coast AQMD's Spanish Line	29
Clean Air Connections	2
Total Calls	1,840

Public Information Center Statistics

The Public Information Center (PIC) handles phone calls and assists individuals who walk in for general information. Email advisories provide information on upcoming meetings and events, program announcements and alerts on time-sensitive issues. Information for the month of August is summarized below:

Calls Received by PIC	12
Calls to Automated System	161
Total Calls	173
Visitor Transactions	84
Email Advisories Sent	42,466

Small 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 works with other agencies and governments to identify efficient, cost-effective ways to reduce air pollution and shares that information broadly. Staff provided personalized assistance to small businesses over the telephone, at South Coast AQMD headquarters and via virtual on-site consultation, as summarized below for August.

- Provided permit application assistance to 189 companies, and
- Processed 123 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Gas Stations	Schools
Auto Body Shops	Manufacturing Facilities	Warehouses
Construction Firms	Offices	
Dry Cleaners	Restaurants	
Engineering Firms	Retail Facilities	

Media Relations The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications, and media operations. The August report is listed below:

Major Media Interactions	111
Press Releases	12
News Carousel	9

Major Media Topics:

- **Hyperion:** Daily Breeze inquired about Hyperion's Order for Abatement. Reporter had follow-up questions. Responses were provided.
- **Wildfire Smoke:** The Desert Sun inquired about the red appearance of the sun and whether smoke from the Gifford fire could be the cause. Newsweek asked if we had plans to extend the smoke advisory due to the wildfires. KESQ and ABC7 requested information on the wildfires. Responses were provided.
- **Carl Moyer:** Axios News inquired about Carl Moyer grants matching funds. Response was provided.
- **Chiquita Canyon Landfill (CCL):** Inside Climate News inquired about the current compliance status of CCL and whether our inspector ever saw smoke coming out of the landfill. Response was provided.
- **Salton Sea:** Los Angeles Times requested an interview in response to the new Pacific Institute report regarding Salton Sea's air quality findings, particularly how they align with particulate matter monitoring, ozone data, and understanding of major pollution sources in nearby communities. Response was provided.
- **Asbestos:** Bloomberg inquired about South Coast AQMD's standards and guidance for asbestos found on residential properties and had follow-up questions. An independent journalist requested information regarding a Los Angeles residence that tested positive for asbestos. Responses were provided.
- **Factory Odors:** LA Public Press inquired about odors at ReConserve factory, a bakery food waste processing facility in Los Angeles. Response was provided.
- **Orange County Air Quality:** Spectrum News requested information regarding air quality in Orange County for a story about EPA cuts expected under the new administration. Response was provided.
- **Hexavalent Chromium:** Science Magazine inquired about wildfire-related hexavalent chromium at the LA wildfire sites based on a recent draft report. Response was provided.
- **Clean Air Act (CAA):** CBS requested an interview regarding the CAA and California's waivers. Reporter was referred to CARB.
- **Invest Clean Press Release:** Pitched to media outlets.
- **Ozone Advisory:** Pitched to media outlets resulting in media coverage.
- **Smoke Advisories:** Pitched to media outlets resulting in media coverage.
- **Windblow Dust Advisory:** Pitched to media outlets resulting in media coverage.

News Releases:

- Smoke Advisory issued and extended due to wildfires. To view, click the following: [8/4](#), [8/5](#) & [8/8](#).
- Ozone Advisory issued due to heat wave. To view, click [here](#).
- Windblown Dust Advisory issued due to strong winds. To view, click: [8/11](#).
- Press Release on INVEST CLEAN. To view, click [here](#).

Social Media Posts:

[Gifford/Rosa/Gold Fire Smoke Advisory \(7/25\)](#): 6,326 Twitter Impressions
--RT by @Angeles_NF, @LAFDtalk, @CodeRed001Blue

[Ozone Advisory \(8/7\)](#): 15,200 Twitter Impressions
--RT by @Go511, @LAFDtalk, @CodeRed001Blue, @LACOFD, @OurSantaMonica, @NWSSanDiego, @NWSLosAngeles, @AirResources

[AQ Forecast \(7/18\)](#): 3,718 Twitter Impressions
--RT by @CodeRed001Blue, @NWSLosAngeles, @AirResources

[AQ Forecast \(8/23\)](#): 4,407 Twitter Impressions
--RT by @CodeRed001Blue, @NWSSanDiego, @LAFDTalk

News Carousel:

- **Multi-Family Housing Owners: Apply now for EV charger funding through Communities In Charge. Deadline: Nov. 20, 2025 (8/5)** – Linked to Communities in Charge incentives webpage.
- **Participate in the Permit Streamlining Task Force meeting on Aug. 13 to discuss permitting processing and program enhancement (8/6)** – Linked to Permit Streamlining Task Force webpage.
- **Join CARB's free One-Stop Truck Event in San Bernardino on Aug. 13 for compliance and funding updates (8/7)** – Linked to CARB's event page
- **Join a virtual AB 617 Community Steering Committee meeting on Aug. 14 to learn about the upcoming GO ZERO Incentive Program (8/12)** – Linked to GO ZERO webpage.
- **Stay informed on AB 617 – join our virtual meeting on Aug. 20 for the 2025 Annual Progress Report (8/13)** – Linked to AB 617 flyer.
- **Keep up with the latest News from South Coast AQMD, view the August/September edition of the Advisor newsletter (8/19)** – Linked to the Advisor Newsletter webpage.
- **Apply for ELECTRIC funding to replace older Class 6–7 diesel and gasoline trucks with battery-electric models and install charging infrastructure. (8/20)** – Linked to program application portal.
- **Join South Coast AQMD's virtual public meeting on Aug. 28 to hear updates on Ports Potential Cooperative Agreement (8/26)** – Linked to Potential Cooperative Agreement with the Ports of Long Beach and Los Angeles webpage.
- **Follow our step-by-step guide to check the Air Quality Index in real time on the South Coast AQMD app or your browser (8/28)** – Linked to YouTube Shorts illustrating how to check air quality.

Outreach to Community Groups and Federal, State and Local Governments

Communication was conducted in August with elected officials and/or staff from the following state and federal offices:

- U.S. Senator Alex Padilla
- U.S. Senator Adam Schiff
- U.S. Representative Pete Aguilar
- U.S. Representative Nanette Barragán
- U.S. Representative Julia Brownley
- U.S. Representative Ken Calvert
- U.S. Representative Judy Chu
- U.S. Representative Gilbert R. Cisneros
- U.S. Representative Lou Correa
- U.S. Representative Laura Friedman
- U.S. Representative Robert Garcia
- U.S. Representative Jimmy Gomez
- U.S. Representative Sydney Kamlager-Dove
- U.S. Representative Young Kim
- U.S. Representative Ted Lieu
- U.S. Representative Dave Min
- U.S. Representative Jay Obernolte
- U.S. Representative Linda Sánchez
- U.S. Representative Brad Sherman
- U.S. Representative Mark Takano
- U.S. Representative Norma Torres
- U.S. Representative Derek Tran
- U.S. Representative Luz Rivas
- U.S. Representative Dr. Raul Ruiz
- U.S. Representative Maxine Waters
- U.S. Representative George Whitesides
- Senate President Pro Tempore Mike McGuire
- Senator Ben Allen
- Senator Bob Archuleta
- Senator Catherine Blakespear
- Senator Sabrina Cervantes
- Senator Steven Choi
- Senator María Elena Durazo
- Senator Lena Gonzalez
- Senator Shannon Grove
- Senator Caroline Menjivar
- Senator Rosilicie Ochoa Bogh
- Senator Steve Padilla
- Sasha Renée Pérez
- Senator Eloise Gómez Reyes
- Senator Laura Richardson
- Senator Susan Rubio
- Senator Kelly Seyarto
- Senator Lola Smallwood-Cuevas
- Senator Henry Stern
- Senator Tom Umberg
- Assembly Speaker Robert Rivas
- Assemblymember Steve Bennett
- Assemblymember Mia Bonta
- Assemblymember Isaac G. Bryan
- Assemblymember Lisa Calderon
- Assemblymember Jessica M. Caloza
- Assemblymember Juan Carrillo
- Assemblymember Leticia Castillo
- Assemblymember Phillip Chen
- Assemblymember Laurie Davies
- Assemblymember Diane B. Dixon
- Assemblymember Sade Elhawary
- Assemblymember Stan Ellis
- Assemblymember Mike Fong
- Assemblymember Jesse Gabriel
- Assemblymember Robert Garcia
- Assemblymember Mike Gipson
- Assemblymember Jeff Gonzalez
- Assemblymember Mark González
- Assemblymember John Harabedian
- Assemblymember Jacqui Irwin
- Assemblymember Dr. Cory A. Jackson
- Assemblymember Ash Kalra
- Assemblymember Tom Lackey
- Assemblymember Josh Lowenthal
- Assemblymember Tina McKinnor
- Assemblymember Al Muratsuchi
- Assemblymember Blanca Pacheco

- Assemblymember Gail Pellerin
- Assemblymember Cottie Petrie-Norris
- Assemblymember Sharon Quirk-Silva
- Assemblymember James C. Ramos
- Assemblymember Celeste Rodriguez
- Assemblymember Michelle Rodriguez
- Assemblymember Blanca E. Rubio
- Assemblymember Kate Sanchez
- Assemblymember Pilar Schiavo
- Assemblymember Nick Schultz
- Assemblymember José Luis Solache
- Assemblymember Tri Ta
- Assemblymember Avelino Valencia
- Assemblymember Greg Wallis
- Assemblymember Rick Chavez Zbur

Outreach was conducted personally and virtually in August to communicate with elected officials or staff from the following cities:

Agoura Hills	Coachella	Hidden Hills
Alhambra	Colton	Highland
Aliso Viejo	Commerce	Huntington Beach
Anaheim	Compton	Huntington Park
Arcadia	Corona	Indian Wells
Artesia	Costa Mesa	Indio
Avalon	Covina	Inglewood
Azusa	Cudahy	Irvine
Baldwin Park	Culver City	Irwindale
Banning	Cypress	Jurupa Valley
Beaumont	Dana Point	La Cañada Flintridge
Bell	Desert Hot Springs	La Habra
Bell Gardens	Diamond Bar	La Habra Heights
Bellflower	Downey	La Mirada
Beverly Hills	Duarte	La Palma
Big Bear Lake	Eastvale	La Puente
Bradbury	El Monte	La Quinta
Brea	El Segundo	La Verne
Buena Park	Fontana	Laguna Beach
Burbank	Fountain Valley	Laguna Hills
Calabasas	Fullerton	Laguna Niguel
Calimesa	Garden Grove	Laguna Woods
Canyon Lake	Gardena	Lake Elsinore
Carson	Glendale	Lake Forest
Cathedral City	Glendora	Lakewood
Cerritos	Grand Terrace	Lawndale
Chino	Hawaiian Gardens	Loma Linda
Chino Hills	Hawthorne	Lomita
City of Industry	Hemet	Long Beach
Claremont	Hermosa Beach	Los Alamitos

Los Angeles	Placentia	Seal Beach
Lynwood	Pomona	Sierra Madre
Malibu	Rancho Cucamonga	Signal Hill
Manhattan Beach	Rancho Mirage	South El Monte
Maywood	Rancho Palos Verdes	South Gate
Menifee	Rancho Santa Margarita	South Pasadena
Mission Viejo	Redlands	Stanton
Monrovia	Redondo Beach	Temecula
Montclair	Rialto	Temple City
Montebello	Riverside	Torrance
Monterey Park	Rolling Hills	Tustin
Moreno Valley	Rolling Hills Estates	Upland
Murrieta	Rosemead	Vernon
Newport Beach	San Bernardino	Villa Park
Norco	San Clemente	Walnut
Norwalk	San Dimas	West Covina
Ontario	San Fernando	West Hollywood
Orange	San Gabriel	Westlake Village
Palm Desert	San Jacinto	Westminster
Palm Springs	San Juan Capistrano	Whittier
Palos Verdes Estates	San Marino	Wildomar
Paramount	Santa Ana	Yorba Linda
Pasadena	Santa Clarita	Yucaipa
Perris	Santa Fe Springs	
Pico Rivera	Santa Monica	

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

Americold Logistics, Carson
 Big Bear Chamber of Commerce
 CARB
 Carson Chamber of Commerce
 Chino Airport
 Chino Valley Chamber of Commerce
 Clean Power Alliance
 Coachella Valley Association of Governments
 Colton Chamber of Commerce
 County of Riverside
 County of San Bernardino
 Crestline Chamber of Commerce
 Cucamonga Valley Water District
 El Segundo Chamber of Commerce

Etiwanda High School
Fontana Chamber of Commerce
Fountain Valley Chamber of Commerce
Gardena Valley Chamber of Commerce
Grand Terrace Area Chamber of Commerce
Greater Ontario Business Council
Greenlane
Hawthorne Chamber of Commerce
Hemet San Jacinto Valley Chamber of Commerce
Hermosa Beach Chamber of Commerce
Highland Area Chamber of Commerce
InCharge Energy
Inland Empire Fire Safe Alliance
Inglewood Airport Area Chamber of Commerce
Inland Empire Regional Chamber of Commerce
Inland Empire Utilities Agency
Inland Valley Development Agency
Jam-n Logistics
Lake Arrowhead Communities Chamber of Commerce
Loma Linda Chamber of Commerce
Lomita Chamber of Commerce
Los Angeles Department of Water and Power
Mojave Desert Air Quality Management District
Manhattan Beach Chamber of Commerce
Montclair Chamber of Commerce
Omnitrans
Ontario International Airport Authority
Orange County Business Council
Orange County Transportation Authority
Orange EV
Palos Verdes Peninsula Chamber of Commerce
Penske
Rancho Cucamonga Chamber of Commerce
Redlands Chamber of Commerce
Redondo Beach Chamber of Commerce
Rialto Chamber of Commerce
Running Springs Chamber of Commerce
Ryvid Inc.
San Bernardino Area Chamber of Commerce
San Bernardino County Employees' Retirement Association
San Bernardino County Transportation Authority
San Bernardino International Airport Authority
SCAG

Santa Ana Chamber of Commerce
Santa Fe Springs Chamber of Commerce
SEKO Logistics, Los Angeles
Southern California Edison
South Pasadena Chamber of Commerce
Torrance Area Chamber of Commerce
Upland Chamber of Commerce
Upper San Gabriel Valley Municipal Water District
Watt EV
Western Riverside Council of Governments
Yucaipa Chamber of Commerce

In August, staff represented South Coast AQMD and/or provided updates or a presentation to the following community and educational groups and organizations:

Bear Valley Unified School District
Big Bear Zoo
California State University, San Bernardino
Chaffey College
Coalition for Clean Air
College of the Desert
Earthjustice
Inland Action
Inland Regional Energy Action Network
Kaiser Permanente
Loma Linda University
Los Osos High School
Making Hope Happen Foundation
Pasadena City College
Plug in America
Reach Out
Rim of the World Unified School District
Rio Hondo College
San Bernardino Valley College
University of California, Riverside