

BOARD MEETING DATE: January 9, 2026

AGENDA NO. 6

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the November 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:PC:DS:jl

Background

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

Run With Los Muertos

On November 1, South Coast AQMD sponsored Run with Los Muertos, celebrating a centuries-old tradition by uniting approximately 6,000 attendees in Eastern Coachella Valley to celebrate health, wellness, and culture. South Coast AQMD staff hosted an information booth to provide attendees with information regarding Check Before You Burn (CBYB), Commercial and Residential Electric Lawn & Garden Equipment (eL&G) Programs, Replace Your Ride (RYR), the Residential EV Charging Incentive Program, wildfire safety, the South Coast AQMD Mobile App (Mobile App), how to file an air quality complaint, and the Coachella Valley Dust Summit.

Coachella Valley Dust Summit

On November 6, South Coast AQMD hosted the Coachella Valley Dust Summit to listen to the community's concerns and provide the latest scientific information from various experts regarding dust-related emissions in the Coachella Valley.

Approximately 100 people attended the hybrid meeting.

The People's Collective for Environmental Justice

On November 8, South Coast AQMD sponsored The People's Collective for Environmental Justice's Weaving a New Path event in San Bernardino, which brought together approximately 180 attendees. The event also recognized community partners advocating for clean air and improved quality of life for residents living near transportation corridors, freight routes, and warehouses.

Town Hall Meeting with Senator Caroline Menjivar

On November 15, South Coast AQMD participated in a Town Hall meeting hosted by Senator Caroline Menjivar to provide updates on amending South Coast AQMD's Rule 1157, enhanced compliance and enforcement efforts, and community engagement activities as well as to provide information on how to file an air quality complaint.

Community Events/Public Meetings

Staff engaged with residents and stakeholders 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 November events and meetings:

Anaheim

On November 4, staff attended an Anaheim City Council meeting to provide information on the Pilot Incentive Program for Zero-Emission Space and Water Heating Appliances (GO ZERO) and the INVEST CLEAN program.

Chino

On November 4, staff participated in a Chino City Council meeting to provide information on GO ZERO and INVEST CLEAN.

Lake Arrowhead Communities Chamber of Commerce

On November 4, staff participated in a Lake Arrowhead Communities Chamber of Commerce Government Affairs Committee meeting to provide information on GO ZERO.

Vernon

On November 4, staff participated in a Vernon City Council meeting to provide information on GO ZERO and CBYB.

Rancho Cucamonga

On November 5, staff participated in a Rancho Cucamonga City Council meeting to provide information on GO ZERO and INVEST CLEAN.

Fountain Valley Chamber of Commerce

On November 6, staff participated in a Fountain Valley Chamber of Commerce Government Affairs Committee meeting to provide information on GO ZERO and INVEST CLEAN.

Harbor Association of Industry and Commerce

On November 6, staff participated in a Harbor Association of Industry and Commerce Government Affairs Committee meeting to provide information on CBYB and the draft Cooperative Agreement between South Coast AQMD and the Ports of Long Beach and Los Angeles.

San Bernardino Area Chamber of Commerce

On November 6, staff participated in the San Bernardino Area Chamber of Commerce's Koffee Klatch to provide information on South Coast AQMD's Small Business Assistance program, GO ZERO and RYR.

San Fernando

On November 10, staff participated in a San Fernando City Council meeting to provide information on GO ZERO and INVEST CLEAN.

emPower Gateway and GRID Alternatives

On November 12, staff participated in a Fall Into Energy Savings Resource Fair hosted by emPower Gateway and GRID Alternatives to provide information on Commercial and Residential eL&G Programs, GO ZERO, Residential EV, the Mobile App, and how to file an air quality complaint.

Corona Del Mar Chamber of Commerce

On November 13, staff participated in a Corona Del Mar Chamber of Commerce Community & Government Affairs Discussion Group to provide information on GO ZERO and INVEST CLEAN.

Desert Recreation District

On November 13, staff hosted an information booth at the Desert Recreation District's Sources of Pollution & Asthma Rates in Eastern Coachella Valley (ECV) Workshop. Attendees received information on the AB 617 ECV Residential Air Filtration Program, GO ZERO, Commercial and Residential eL&G Programs, and how to file an air quality complaint.

Santa Ana Chamber of Commerce

On November 18, staff participated in a Santa Ana Chamber of Commerce Government Affairs Committee meeting to share information regarding GO ZERO and INVEST CLEAN.

El Segundo

On November 20, staff participated in an El Segundo City Council Finance Committee meeting to provide information on AB 2766 Subvention Funds.

GO ZERO Outreach

In November 2025, staff continued to conduct outreach on GO ZERO, a pilot program to assist with the purchase of zero-emission space and water heating appliances. Staff shared the program announcement with their contacts and provided information on GO ZERO at meetings and resource booths such as:

- Alhambra
- Anaheim
- Arcadia
- Azusa
- Baldwin Park
- Bradbury
- Carson
- Cathedral City
- Chino
- City of Industry
- Claremont
- Coachella
- Covina
- Crestline Chamber of Commerce
- Desert Hot Springs
- Diamond Bar
- Duarte
- El Monte
- El Segundo
- Fontana

- Fountain Valley Chamber of Commerce
- Gardena
- Glendora
- Harbor Association of Industry and Commerce
- Healthy Chino
- Indio
- International Brotherhood of Electrical Workers
- Irwindale
- La Cañada Flintridge
- La Puente
- La Quinta
- La Verne
- Lake Arrowhead Communities Chamber of Commerce
- Monrovia
- Monterey Park
- Mountains Community Hospital
- Newport Beach
- Orange County Business Council
- Palm Desert
- Palm Springs
- Pasadena
- People's Collective for Environmental Justice
- Pomona
- Rancho Cucamonga
- Rancho Cucamonga Chamber of Commerce
- Rim of the World Unified School District
- Rosemead
- Running Springs Area Chamber of Commerce
- San Bernardino Area Chamber of Commerce
- San Dimas
- San Gabriel
- San Gabriel Valley Council of Governments
- San Marino
- Santa Ana Chamber of Commerce
- Santa Fe Springs Chamber of Commerce
- Sierra Madre
- South Bay Cities Council of Governments
- South El Monte
- South Pasadena
- Temple City
- Torrance
- Torrance Refinery Action Alliance
- Vernon
- Walnut
- Waste Management
- West Covina
- Western Riverside Council of Governments

Environmental Justice Update

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

Los Angeles County Elementary, Middle, and High School Visits

On November 4, staff visited the following schools to provide information on the Clean Air Program for Elementary Students (CAPES), the Why Healthy Air Matters (WHAM) program, wildfire safety, the Mobile App, and how to file an air quality complaint:

- Arminta Street Elementary School
- Fernangeles Elementary School
- Glenwood Elementary School
- John H. Francis Polytechnic Senior High School
- Richard E Byrd Middle School
- Robert H Lewis Continuation High School
- Roscoe Elementary School
- Valley Oaks Center for Enriched Studies Magnet School

On November 14, staff visited the following schools to provide information on CAPES, WHAM, wildfire safety, the Mobile App, and how to file an air quality complaint:

- Arleta High School
- Hillery T. Broadous Elementary School
- Pacoima Middle School
- Telfair Avenue Elementary School

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.

Archdiocese of Los Angeles – San Gabriel Valley Pastoral Region

On November 18, South Coast Air Quality Management District hosted Bishop Brian Nunes and Deacon Bill Pilkington. Vice Chair Cacciotti provided an overview of the agency, followed by a demonstration of electric gardening equipment by Dan Mabe of the American Green Zone Alliance and a tour of the laboratory. Staff presented information on several programs including GO ZERO, Commercial and Residential eL&G, and CAPES and WHAM.

Communication Center Statistics

The Communication Center handles 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 the Month of November are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	1462
Calls to South Coast AQMD's Spanish Line	29
Clean Air Connections	3
Total Calls	1494

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 November is summarized below:

Calls Received by PIC	14
Calls to Automated System	69
Total Calls	83
Visitor Transactions	111
Email Advisories Sent	17,908

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 November.

- Provided permit application assistance to 152 companies, and
- Processed 84 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Manufacturing Facilities	Warehouses
Auto Body Shops	Offices	
Construction Firms	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 November report is listed below:

Major Media Interactions	120
Press Releases	12
News Carousel	10

Major Media Topics:

- **Ports Cooperative Agreement (Ports Agreement):** Staff participated in an interview with Lloyd's List Intelligence (based in London) on the Ports Agreement. CalMatters inquired about the implications of a 'yes' vote on the resolution regarding the Ports Agreement at the upcoming Governing Board meeting. Response was provided. Los Angeles Times requested information on the Ports Agreement and history of rulemaking. Information was provided. Politico was looking for background information on the rulemaking, the Ports Agreement and had questions about SB 34 (Richardson). Information was provided.
- **Dust Summit:** Supervisor Perez participated in an interview with Telemundo to discuss the Coachella Valley Dust Summit. Desert Sun, NBC Palm Springs, Palm Springs Post, El Informador del Valle and KNX attended the event. City News Palm Springs requested information on the outcome of the dust summit. Response was provided.
- **Odor Complaints/World Oil:** LA Public Press had questions on the process of public odor complaints and violations regarding World Oil. Reporter had follow-up questions. Responses were provided.
- **Warehouse Actions and Investments to Reduce Emissions (WAIRE):** Run on Climate and E&E News were looking for information on WAIRE program. Responses were provided.
- **Diesel Backup Generators:** CalMatters inquired about emissions data regarding data centers, particularly the diesel backup generators. Response was provided.
- **Marathon Refinery:** Oil Price Information Service inquired if Marathon Los Angeles Refinery Modernization Projects submitted their air quality permit applications. Response was provided.
- **School Buses:** LAist requested information in response to our press release about zero-emission school buses. Written response was provided. CBS requested photos. Photos were sent. Mountain View News inquired why Pasadena Unified School District was not included in the approved. Response was provided.
- **Procedure 5 Plan:** San Francisco Chronicle reporter requested clarification on the Procedure 5 plan for remediation efforts on asbestos contamination. Working on a response.
- **Coachella Valley Dust Summit Press Release:** Pitched to media outlets.
- **No-Burn Day Alert and Extension:** Pitched to media outlets.
- **School Bus Replacement Press Release:** Pitched to media outlets

News Releases:

- No-Burn Day Alert issued and extended. To view, click the following: [11/2](#), [11/3](#), [11/28](#) & [11/29](#)
- Press Release issued announcing: South Coast AQMD and Riverside County Supervisor Perez to Host Coachella Valley Dust Summit. To view, click [here](#).
- Press Release issued on \$78 Million Awarded to Replace 286 Polluting School Buses with Cleaner Models. To view, click [here](#).

Social Media Posts:

[#AirQuality Forecast](#): Views 3,253; Likes: 3; Shares: 3; Comments: 2

[AQI Map](#): Impressions: 502; Likes: 3; Retweets: 1

[AQI Map](#): Impressions: 404; Likes: 3; Retweets: 2

News Carousel:

- **Access updated materials for South Coast AQMD's Public Hearing (11/7) on the proposed Cooperative Agreement with the Ports of Long Beach and Los Angeles (11/4)** - Linked to the 11/7 Board Meeting Agenda webpage.
- **Join the Coachella Valley Dust Summit on Nov. 6 in Palm Desert to learn about health impacts and strategies to reduce dust (11/5)** - Linked to the Dust Summit overview webpage.
- **Stay informed! Join CARB's hybrid workshop on Nov. 13 to learn about the next phase of clean transportation incentive policies (11/6)** - Linked to the workshop Zoom info.
- **Join a virtual working group on Nov. 18 to discuss commercial airports' progress on the Facility-Based Mobile Source Measure (11/12)** - Linked to Airport MOU Working Group webpage.
- **Join us at Senator Menjivar's community meeting on Nov. 15 for updates on our efforts to advance accountability for aggregate facilities in Sun Valley (11/13)** - Linked to community townhall meeting information.
- **Stay informed! Review the final 2025 Annual Progress Report for Assembly Bill 617 Community Emission Reductions Plans (11/14)** - Linked to November 7, 2025, Board Letter.
- **Small businesses! GO ZERO incentive program just broadened eligibility so more companies and nonprofits can access clean air funding (11/18)** - Linked to incentive program webpage.
- **Reminder! Applications for INVEST CLEAN funding to support zero-emission infrastructure, trucks and cargo handling equipment are due Nov. 28 (11/20)** - Linked to INVEST CLEAN webpage.

- **Update! Application deadline for INVEST CLEAN funding to support zero emission infrastructure, trucks and cargo handling equipment is now extended to Dec. 16 (11/25)** - Linked to INVEST CLEAN webpage.
- **New! Rebates available for battery-electric Class 4–5 commercial vehicles through INVEST CLEAN’s Last Mile Freight Program. (11/26)** - Linked to Last Mile Freight Program and Electric Vehicle Rebates webpage.

Outreach To Community Groups and Federal, State and Local Governments

Communication was conducted in November 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 Nanette Barragán
- U.S. Representative Ted Lieu
- U.S. Representative Jay Obernolte
- U.S. Representative Raul Ruiz
- U.S. Representative Maxine Waters
- Senator Ben Allen
- Senator Caroline Menjivar
- Senator Rosilicie Ochoa Bogh
- Senator Steve Padilla
- Senator Sasha Renee Perez
- Senator Eloise Gomez Reyes
- Senator Tom Umberg
- Assemblymember Phillip Chen
- Assemblymember Diane B. Dixon
- Assemblymember Mike Gipson
- Assemblymember Jeff Gonzalez
- Assemblymember Tom Lackey
- Assemblymember Tina McKinnor
- Assemblymember Al Muratsuchi
- Assemblymember Jose Luis Solache
- Assemblymember Greg Wallis

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

Agoura Hills	Calabasas	Corona
Alhambra	Calimesa	Costa Mesa
Anaheim	Canyon Lake	Covina
Arcadia	Carson	Culver City
Azusa	Cathedral City	Desert Hot Springs
Baldwin Park	Chino	Diamond Bar
Banning	Chino Hills	Duarte
Beaumont	City of Industry	Eastvale
Beverly Hills	Claremont	El Monte
Big Bear Lake	Coachella	El Segundo
Bradbury	Colton	Fontana
Brea	Commerce	Gardena
Burbank	Compton	Glendale

Glendora	Monterey Park	San Marino
Hemet	Moreno Valley	Santa Ana
Hidden Hills	Murrieta	Santa Clarita
Indian Wells	Newport Beach	Santa Fe Springs
Indio	Norco	Santa Monica
Irvine	Ontario	Seal Beach
Irwindale	Orange	Sierra Madre
Jurupa Valley	Palm Desert	South El Monte
La Cañada Flintridge	Palm Springs	South Pasadena
La Habra	Pasadena	Temecula
La Puente	Perris	Temple City
La Quinta	Pomona	Torrance
La Verne	Rancho Cucamonga	Upland
Lawndale	Rancho Mirage	Vernon
Loma Linda	Redlands	Walnut
Long Beach	Rialto	West Covina
Los Alamitos	Riverside	West Hollywood
Los Angeles	Rosemead	Westlake Village
Malibu	San Bernardino	Yorba Linda
Menifee	San Dimas	Yucaipa
Mission Viejo	San Fernando	
Monrovia	San Gabriel	
Montclair	San Jacinto	

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

- Alhambra Chamber of Commerce
- Arcadia Chamber of Commerce
- Azusa Chamber of Commerce
- Big Bear Chamber of Commerce
- Bear Valley Electric Service, Inc.
- Claremont Chamber of Commerce
- Corona Del Mar Chamber of Commerce
- Covina Chamber of Commerce
- Crestline Chamber of Commerce
- Desert Recreation District
- Duarte Chamber of Commerce
- Electric Vehicle Infrastructure Training Program
- emPower Gateway
- EV Realty

- Fountain Valley Chamber of Commerce
- Gateway Cities Council of Governments
- Glendora Chamber of Commerce
- Greater Monterey Park Chamber of Commerce
- Harbor Association of Industry and Commerce
- Hydrogen Fuel Cell Partnership
- Imperial Irrigation District
- Inland Economic Growth & Opportunity
- Inland Empire Resource Conservation District
- Inland Empire Utilities Agency
- Inland Valley Development Agency
- International Brotherhood of Electrical Workers
- Irwindale Chamber of Commerce
- La Cañada Flintridge Chamber of Commerce
- La Verne Chamber of Commerce
- Lake Arrowhead Communities Chamber of Commerce
- Las Virgenes-Malibu Council of Governments
- Los Angeles Area Chamber of Commerce
- Metrolink
- Monrovia Chamber of Commerce
- Omnitrans
- Orange County Business Council
- Orange County Council of Governments
- Orange County Sanitation District
- Orange County Transportation Authority
- Rancho Cucamonga Chamber of Commerce
- Redlands Chamber of Commerce
- Reyes Coca-Cola Bottling
- Running Springs Area Chamber of Commerce
- San Bernardino Area Chamber of Commerce
- San Bernardino County Transportation Authority
- San Bernardino County Workforce Development
- San Fernando Valley Council of Governments
- San Gabriel Valley Council of Governments
- South Bay Cities Council of Governments
- Southern California Association of Governments
- Southern California Edison
- Southern California Gas Company
- Terawatt
- Upland Chamber of Commerce

- Valley Industry and Commerce Association
- Waste Management
- Western Riverside Council of Governments

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

- Alianza Coachella Valley
- Arminta Street Elementary School
- Arts Council for Long Beach
- Boys & Girls Clubs of Coachella Valley
- Breathe Southern California
- Chaffey College
- Coachella Valley Community Health Center
- Comite Civico Del Valle, Inc.
- Desert Recreation Foundation
- Fernangeles Elementary School
- Friends of the Desert Mountains
- Glenwood Elementary School
- GRID Alternatives
- Health Assessment and Research for Communities
- Healthy Chino
- John H. Francis Polytechnic Senior High School
- Leadership Counsel for Justice & Accountability
- Loma Linda University
- Long Beach Community Action Partnership
- Los Angeles Unified School District
- Mexican American Opportunity Foundation
- Mojave Environmental Education Consortium
- Mountains Community Hospital
- Northeast Valley Health Corporation
- Pacoima Beautiful
- Pacoima Community Initiative
- People's Collective for Environmental Justice
- Raices Cultura
- Reach Out
- Richard E Byrd Middle School
- Rim of the World Unified School District
- Robert H Lewis Continuation High School
- Roscoe Elementary School
- San Antonio Regional Hospital

- Sierra Club
- Valley Oaks Center for Enriched Studies Magnet School