

BOARD MEETING DATE: March 6, 2026

AGENDA NO. 9

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the January 2026 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 Natri
Executive Officer

LTO:CG:PC:DS:cb:jl:lb

Background

This report summarizes the activities of the Legislative, Public Affairs and Media Office for January 2026. 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.

Working With Communities

On January 17, South Coast AQMD employees volunteered to partner with San Gabriel Valley Habitat for Humanity to help build a house in Altadena for a longtime homeowner whose property was impacted by the Eaton Fire in 2025.

Community Events/Public Meetings

Staff engaged with residents and stakeholders of diverse communities to provide information about the South Coast AQMD, 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 an air quality 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 January events and meetings:

Upland Chamber of Commerce

On January 8, staff participated in an Upland Chamber of Commerce meeting to share information regarding Check Before You Burn (CBYB) and INVEST CLEAN.

Greater Riverside Chambers of Commerce

On January 9, staff participated in a Greater Riverside Chambers of Commerce meeting to share information regarding the Commercial Electrical Lawn and Garden Equipment (eL&G) program.

Orange County Business Council

On January 9, staff participated in an Orange County Business Council meeting to provide information regarding INVEST CLEAN.

Paramount Chamber of Commerce

On January 13, staff participated in a Paramount Chamber of Commerce's event to share information regarding the Zero-Emission Space and Water Heating Appliances (GO ZERO), Residential EV Charging Incentive program, Commercial and Residential eL&G programs, Mobile App, and how to file an air quality complaint.

Riverside County Board of Supervisors

On January 13, staff participated in a Riverside County Board of Supervisors meeting to provide information regarding the Commercial eL&G program.

Santa Ana Chamber of Commerce

On January 13, staff participated in a Santa Ana Chamber of Commerce meeting to share information regarding GO ZERO and INVEST CLEAN.

South Pasadena Chamber of Commerce

On January 14, staff participated in a South Pasadena Chamber of Commerce meeting to share information regarding GO ZERO and Small Business Assistance (SBA) services.

Indian Wells City Council

On January 15, staff participated in an Indian Wells City Council meeting to provide information regarding the Commercial eL&G program.

Shine LA Community Clean-Up

On January 24, staff hosted an information table at the Shine LA community clean-up hosted by the Sun Valley Area Neighborhood Council. Staff provided information on GO ZERO, how to file an air quality complaint, Mobile App, and Replace Your Ride.

Country Club Heights Tree Planting

On January 24, staff participated in a community beautification project organized by the Koreatown Youth and Community Center. Staff hosted a resource booth to share information regarding how to file an air quality complaint, Mobile App, Residential eL&G Program, and GO ZERO.

Lawndale Senior Citizen Center

On January 28, staff participated in a Lawndale Senior Citizen Advisory Committee meeting to share information regarding the Mobile App and the Air Quality Index.

San Gabriel Valley Economic Partnership

On January 28, staff participated in a San Gabriel Valley Economic Partnership meeting to provide information regarding South Coast AQMD and air quality incentive programs for charging and fueling infrastructure.

GO ZERO Outreach

In January 2026, 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:

- Air Tech 24 Heating and Air Conditioning
- Alex & Brothers Appliance Repair
- ArroyoWest LLC
- Athen Services
- California Air Conditioning Systems, Inc.
- Carson Chamber of Commerce
- Carson Heating & Air Conditioning
- City of Hope
- Clean Power Alliance
- Costa Mesa Chamber of Commerce
- El Segundo Chamber of Commerce
- Gardena Valley Chamber of Commerce
- Grand Terrace
- Grand Terrace Area Chamber of Commerce
- Hawthorne Chamber of Commerce
- Hermosa Beach Chamber of Commerce
- Inglewood Airport Area Chamber of Commerce
- Irvine Chamber of Commerce
- Lomita Chamber of Commerce
- Malone Heating & Cooling
- Manhattan Beach Chamber of Commerce
- Mission Viejo Chamber of Commerce
- One Hour Heating & Air Conditioning of South Bay
- One Way Heating & Air Conditioning
- Orange County Transportation Authority
- Palos Verdes Peninsula Chamber of Commerce
- Paramount
- Paramount Chamber of Commerce
- Redondo Beach Chamber of Commerce
- San Juan Capistrano Chamber of Commerce
- Santa Ana
- Santa Ana Chamber of Commerce
- Small Business Front Inc.
- SoCalREN
- South Bay Association of Chambers of Commerce
- South Bay Cities Council of Governments
- South Bay Cities Council of Governments
- South Pasadena Chamber of Commerce
- Upper San Gabriel Valley Municipal Water District

Environmental Justice Update

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

Westchester Enriched Sciences Magnets and Benjamin Franklin High School

On January 6, staff visited Westchester Enriched Sciences Magnets (Los Angeles) and Benjamin Franklin High School (Los Angeles) to provide information on the Why Healthy Air Matters (WHAM) program, wildfire safety, Mobile App, and how to file air quality complaints.

Heritage High School and Excelsior Charter School

On January 13, staff visited Heritage High School (Menifee) and Excelsior Charter School (Corona) to provide information on the WHAM program, wildfire safety, Mobile App, and how to file an air quality complaint.

Benjamin Franklin and Bell Gardens High Schools

On January 20, staff visited Benjamin Franklin High School (Los Angeles) for a second time and Bell Gardens High School (Bell Gardens) to provide information on the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

Santiago and Mission Viejo High Schools

On January 21, staff visited Santiago High School (Garden Grove) and Mission Viejo High School to provide information on the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

10th Annual Los Angeles Environmental Justice Network Enforcement Symposium

On January 28, staff participated in the “Building Alliances: Students, Workers and Enforcement” workshop as part of the 10th Annual Los Angeles Environmental Justice Network Enforcement Symposium. The workshop brought together educators, advocates, allies, and community workers to explore current issues related to the EJ movement.

Nathaniel Narbonne Senior High School

On January 28, staff visited Nathaniel Narbonne Senior High School (Harbor City) to provide information on the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

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.

CAPCOA 2026 Prescribed Fire Trainings

On January 28, South Coast AQMD hosted CAPCOA’s Prescribed Fire Training, providing a general lab tour which focused on air quality sensors for monitoring VOCs, asbestos, and particulate matter.

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 January are summarized below:

Calls to South Coast AQMD’s Main Line and 1-800-CUT-SMOG®	2,233
Calls to South Coast AQMD’s Spanish Line	22
Clean Air Connections	1
Total Calls	2,256

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 January is summarized below:

Calls Received by PIC	35
Calls to Automated System	108
Total Calls	143
Visitor Transactions	132
Email Advisories Sent	50,583

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 January.

- Provided permit application assistance to 221 companies, and
- Processed 120 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 January report is listed below:

Major Media Interactions	50
Press Releases	4
News Carousel	12

Major Media Topics:

- **Ports Cooperative Agreement:** Participated in an interview with Long Beach Business Journal to discuss air quality efforts specific to the Port of Long Beach, including the cooperative agreement.
- **Air Quality:** Participated in an interview with a student from Community Roots Academy about air pollution in Los Angeles.
- **Coachella Valley (CV) Dust:** Participated in an interview with KESQ regarding updates and our efforts in tackling the dust issues in CV. Reporter requested additional images. Images were sent.
- **Castaic Gas Leak:** ABC News was looking for information on potential air quality impacts following the natural gas line rupture in Castaic on 12/27/25. Response was provided.
- **Atmospheric Science:** Diamond Bar High School student requested an interview with an air quality specialist with a background in atmospheric science. Interview is scheduled for early February.
- **Marathon Refinery:** LA Times inquired about the flaring at Marathon Refinery in Carson. Response was provided.
- **Proposed Amended Rule 1144 (Metalworking Fluids & Direct-Contact Lubricants):** F&L Asia requested information on the proposed rule. Responses were provided.
- **Metal Recycling Center Fire:** CBS/KCAL and NBC/Telemundo inquired about the effects on air quality from the fire at the metal recycling center in South El Monte on January 28. Responses were provided and follow-up questions regarding mobile monitoring were received. Response was provided.

- **Replace Your Ride (RYR):** Community Sentinel requested information about the RYR program. Response was provided.
- **Vernon/Sterigenics:** LA Reported requested an interview regarding Vernon and Sterigenics. Response was provided.
- **Clean Air Act Exemptions:** Grist requested an interview to discuss enforcement and permitting regarding Sterigenics for their story on the Presidential Clean Air Act Exemptions. Response was provided.
- **Board Members Reappointed Press Release:** Pitched to media outlets.
- **No Burn Alert:** Pitched to media outlets.

News Releases:

- Press Release: Veronica Padilla-Campos and Brenda Olmos Reappointed to South Coast AQMD Governing Board. To view, click [here](#).
- Air Quality Advisory: No-Burn Day Alert issued. To view, click [here](#).

Social Media Posts:

[AQ Forecast \(1/1\)](#): 391 Twitter Impressions

[Gov. Board Reappointments \(1/9\)](#): 1,542 Instagram Views

[No Burn Day Advisory \(1/21\)](#): 8,002 Twitter Impressions

RT by @CodeRed001Blue, @NWSLosAngeles

[No Burn Day Advisory \(1/21\)](#): 9,356 Twitter Impressions (1,350+ additional views on 1/22)

RT by @CodeRed001Blue, @NWSLosAngeles

[AB 617 SELA Meeting Reminder \(1/28\)](#): 2,161 Instagram Views

News Carousel:

- **Warehouse owners & operators: The Annual Warehouse Actions & Investments to Reduce Emissions (WAIRE) Report is due Jan. 31 (1/6)** - Linked to WAIRE Program webpage.
- **Join us for a community meeting in Wilmington on Jan. 28 to share your input on potential additional measures for our Cooperative Agreement with the Ports (1/13)** - Linked to Ports Cooperative Agreement webpage.
- **Stay informed! Join CARB for a virtual community meeting on Jan. 20 to learn about updates on Clean Transportation Incentives (1/14)** - Linked to community meeting registration webpage.
- **Reminder! Applications for INVEST CLEAN Charging Infrastructure Incentive and Last Mile Freight Program are due Jan. 30 (1/15)** - Linked to INVEST CLEAN webpage.
- **Warehouse owners & operators: Deadline update—The Annual Warehouse Actions & Investments to Reduce Emissions (WAIRE) Report is due Feb. 2 (1/20)** - Linked to WAIRE Program webpage.

- **Join us for a virtual office hour on Feb. 5 to ask questions and share input on potential additional measures for our Cooperative Agreement with the Ports (1/21)** - Linked to Ports Agreement webpage.
- **Join us for a community meeting in Wilmington on Jan. 28 to share your input on potential additional measures for our Cooperative Agreement with the Ports (1/22)** - Linked to Ports Agreement webpage.
- **Reminder! Applications for INVEST CLEAN Charging Infrastructure Incentive and Last Mile Freight Program are due Jan. 30 (1/23)** - Linked to INVEST CLEAN webpage.
- **Update: The Ports Cooperative Agreement community meeting scheduled for Jan. 28 has been postponed (1/27)** - Linked to Ports Cooperative Agreement webpage.
- **Attend our Hearing Board Meeting on Jan. 29 regarding a Status Report/Modification Order for Abatement for the Chiquita Canyon Landfill (1/28)** - Linked to Hearing Board Agenda.
- **Reminder! Applications for INVEST CLEAN Charging Infrastructure Incentive and Last Mile Freight Program are due Jan. 30 (1/29)** - Linked to Invest Clean webpage.
- **Warehouse owners & operators: The Annual Warehouse Actions & Investments to Reduce Emissions (WAIRE) Report is due Feb. 2 (1/30)** - Linked to WAIRE Program Webpage.

Outreach to Community Groups and Federal, State and Local Governments

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

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| • U.S. Senator Alex Padilla | • U.S. Representative Sydney Kamlager-Dove |
| • U.S. Senator Adam Schiff | • U.S. Representative Young Kim |
| • U.S. Representative Pete Aguilar | • U.S. Representative Ted Lieu |
| • U.S. Representative Nanette Diaz Barragán | • U.S. Representative Dave Min |
| • U.S. Representative Julia Brownley | • U.S. Representative Jay Obernolte |
| • U.S. Representative Ken Calvert | • U.S. Representative Luz Rivas |
| • U.S. Representative Judy Chu | • U.S. Representative Dr. Raul Ruiz |
| • U.S. Representative Gil Cisneros | • U.S. Representative Linda Sánchez |
| • U.S. Representative Lou Correa | • U.S. Representative Brad Sherman |
| • U.S. Representative Laura Friedman | • U.S. Representative Mark Takano |
| • U.S. Representative Robert Garcia | • U.S. Representative Norma Torres |
| • U.S. Representative Jimmy Gomez | • U.S. Representative Derek Tran |
| | • U.S. Representative Maxine Waters |

- U.S. Representative George Whitesides
- Governor Gavin Newsom
- Senate President Pro Tempore Monique Limón
- Senator Ben Allen
- Senator Bob Archuleta
- Senator Catherine S. Blakespear
- Senator Sabrina Cervantes
- Senator Steven Choi
- Senator María Elena Durazo
- Senator Lena A. Gonzalez
- Senator Shannon Grove
- Senator Caroline Menjivar
- Senator Rosilicie Ochoa Bogh
- Senator Steve Padilla
- Senator 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. Corey 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 Jr.
- Assemblymember Tri Ta
- Assemblymember Avelino Valencia
- Assemblymember Greg Wallis
- Assemblymember Rick Chavez Zbur

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

Agoura Hills	Glendora	Perris
Alhambra	Grand Terrace	Pomona
Arcadia	Hemet	Rancho Cucamonga
Azusa	Hidden Hills	Rancho Mirage
Baldwin Park	Huntington Beach	Rialto
Banning	Huntington Park	Riverside
Beaumont	Indian Wells	Rosemead
Beverly Hills	Indio	San Bernardino
Big Bear Lake	Irwindale	San Dimas
Bradbury	Jurupa Valley	San Fernando
Burbank	La Cañada Flintridge	San Gabriel
Calabasas	La Puente	San Jacinto
Calimesa	La Quinta	San Marino
Canyon Lake	La Verne	Santa Ana
Chino	Lake Elsinore	Santa Clarita
City of Industry	Lawndale	Santa Monica
Claremont	Los Angeles	Sierra Madre
Coachella	Malibu	South El Monte
Colton	Menifee	South Gate
Corona	Monrovia	South Pasadena
Covina	Montclair	Temecula
Cudahy	Monterey Park	Temple City
Culver City	Moreno Valley	Walnut
Desert Hot Springs	Murrieta	West Covina
Diamond Bar	Norco	West Hollywood
Duarte	Ontario	Westlake Village
Eastvale	Orange	Whittier
El Monte	Palm Desert	Wildomar
Fontana	Palm Springs	
Gardena	Paramount	
Glendale	Pasadena	

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

- Apartment Association of Greater Los Angeles
- Big Bear Chamber of Commerce
- Big Bear City Community Services District

- Black Chamber of Orange County

- California Department of Forestry and Fire Protection
- Carson Chamber of Commerce
- Classic Club, Thousand Palms
- Coachella Valley Association of Governments
- Coachella Valley Public Cemetery District
- Costa Mesa Chamber of Commerce
- Desert Willow Golf Resort
- El Segundo Chamber of Commerce
- Foothill Gold Line Construction Authority
- Foothill Transit
- Gardena Valley Chamber of Commerce
- Grand Terrace Chamber of Commerce
- Greater Ontario Business Council
- Greater Riverside Chambers of Commerce
- Hawthorne Chamber of Commerce
- Indian Canyons Golf Resort
- Indian Palms Country Club & Resort
- Indian Wells Golf Resort
- Inglewood Airport Area Chamber of Commerce
- Inland Empire Regional Chamber of Commerce
- Inland Empire Resource Conservation District
- Inland Regional Energy Network
- Lomita Chamber of Commerce
- Los Angeles Area Chamber of Commerce
- Los Angeles County Metropolitan Transportation Authority
- Manhattan Beach Chamber of Commerce
- Marriott's Shadow Ridge Golf Club
- Metropolitan Water District of Southern California
- Mission Viejo Chamber of Commerce
- Mountain View Country Club
- Omnitrans
- Orange Chamber of Commerce and Visitors Bureau
- Orange County Council of Governments
- Orange County Transportation Authority
- Palos Verdes Peninsula Chamber of Commerce
- Paramount Chamber of Commerce
- PGA West
- Rancho La Quinta Country Club
- Redondo Beach Chamber of Commerce
- Riverside County

- San Bernardino County
- San Bernardino County Fire Protection District
- San Bernardino County Transportation Authority
- San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy
- San Gabriel Valley Council of Governments
- San Gabriel Valley Economic Partnership
- San Gabriel Valley Mosquito & Vector Control District
- San Juan Capistrano Chamber of Commerce
- Santa Ana Chamber of Commerce
- Santa Fe Springs Chamber of Commerce
- SilverRock Resort, La Quinta
- South Bay Association of Chambers of Commerce
- South Bay Cities Council of Governments
- South Pasadena Chamber of Commerce
- Southern California Edison
- Southern California Gas Company
- Southern California Regional Energy Network
- Sun Valley Area Neighborhood Council
- The Golf Club at Terra Lago, Indio
- Thunderbird Country Club, Rancho Mirage
- Torrance Area Chamber of Commerce
- U.S. Chamber of Commerce
- U.S. Forest Service
- U.S. Green Building Council
- Upland Chamber of Commerce
- Upper San Gabriel Valley Municipal Water District
- Western Riverside Council of Governments

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

- American Red Cross
- Bagdouma Park Community Center, Coachella
- Banning High School
- City of Hope
- Clean Power Alliance
- Del Amo Action Committee
- Demuth Community Center, Palm Springs
- Indio Community Center
- Indio Hills Community Center
- Jerry Rummonds' Community & Senior Center, Thermal

- Kaiser Permanente
- La Quinta Community Fitness Center
- Long Beach Alliance for Children with Asthma
- Mecca Community Center
- North Shore Beach & Yacht Club
- Pacoima Beautiful
- Palm Desert Community Center & Gymnasium
- Portola Community Center in Palm Desert
- Redondo Beach Unified School District
- San Antonio Regional Hospital
- San Gabriel Valley Habitat for Humanity
- Southern California Mountains Foundation
- The Wildlands Conservancy
- Thousand Palms Community Center
- Torrance Memorial Medical Center
- UCLA Health
- University of California, Irvine
- University of California, Riverside