

BOARD MEETING DATE: May 1, 2026

AGENDA NO. 15

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the March 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 Nastri
Executive Officer

LT:CG:PC:DS:cbjl

Background

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

Hispanas Organized for Political Equality (HOPE)

On March 6, South Coast AQMD sponsored HOPE's 35th Annual Latina History Day – "Piece By Piece Building Power, Unlocking Possibility" in Los Angeles with over 500

attendees. Staff hosted a resource booth to provide information on the Commercial and Residential Electric Lawn & Garden Equipment (eL&G) Programs, Residential EV Charging Incentive Program, Mobile App, and how to file air quality complaints.

San Bernardino Valley College

On March 27, South Coast AQMD sponsored San Bernardino Valley College's 100th Anniversary Gala, an evening to honor the legacy of the college and its positive impact on the community. Staff hosted a resource table to provide information on the Commercial and Residential eL&G Programs, Residential EV Charging Incentive Program, Mobile App, and how to file air quality complaints.

Community Events/Public Meetings

Staff engaged with residents and stakeholders of diverse 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 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 March events and meetings:

South Bay Association of Chambers of Commerce

On March 3, staff participated in a South Bay Association of Chambers of Commerce meeting to provide information on the upcoming Technology Showcase and Small Business Assistance (SBA) services.

League of Women Voters

On March 4, staff participated in a League of Women Voters Orange County Climate Interest Group meeting to announce the upcoming Technology Showcase, and summer internship program.

Fountain Valley Chamber of Commerce

On March 5, staff participated in a Fountain Valley Chamber of Commerce Government Affairs Committee meeting to share information on SBA services and other programs.

Rancho Mirage

On March 5, staff participated in a Rancho Mirage City Council meeting to provide public comment on the Commercial eL&G Program.

South Pasadena Chamber of Commerce

On March 11, staff participated in a South Pasadena Chamber of Commerce Legislative Affairs Committee meeting to provide information on a funding opportunity for charging infrastructure by the Mobile Source Air Pollution Reduction Review Committee (MSRC).

Greater Riverside Chambers of Commerce

On March 13, staff participated in a Greater Riverside Chambers of Commerce Government Affairs Committee meeting to provide information on SBA services and other programs.

Orange County Business Council

On March 13, staff participated in an Orange County Business Council Government Affairs Committee meeting to provide information on a \$12 million grant with South Coast AQMD and CARB to transition the Balboa Island Ferry to battery-electric.

Climate Resolve's Coolest in LA 2026

On March 20, South Coast AQMD sponsored Climate Resolve's Coolest in LA 2026 to provide information on the Commercial and Residential eL&G Programs, Residential EV Charging Incentive Program, Mobile App, and how to file air quality complaints.

South Bay Cities Council of Governments

On March 26, staff participated in South Bay Cities Council of Governments General Assembly and hosted a resource booth to provide information on Residential and Commercial eL&G Programs, how to file air quality complaints, Mobile App, and wildfire safety tips.

California Indian Nations College

On March 28, staff participated in a California Indian Nations College American Indian/Indigenous Education Summit and hosted a resource booth to provide information on Replace Your Ride Program (RYR), Commercial eL&G Program, Mobile App, how to file air quality complaints, and the Air Quality Index.

Citrus Festival

On March 28, staff participated in the city of Highland's Annual Citrus Festival and provided a clean vehicle demonstration and hosted a resource booth to provide information on RYR, Residential and Commercial eL&G Programs, and how to file air quality complaints.

City of Commerce

On March 31, staff met with city of Commerce to provide information on South Coast AQMD with a focus on SBA programs, permitting enhancement, compliance training classes, how to file air quality complaints, and incentive programs for residents and businesses.

Indio

On March 31, staff met with city of Indio to provide information on South Coast AQMD with a focus on SBA programs, permitting enhancement, compliance training classes, how to file complaints, incentive programs for residents and businesses and other information.

Environmental Justice (EJ) Update

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

Fountain Valley, Rialto, and Heritage High Schools

On March 3, staff visited Fountain Valley High School, Rialto High School, and Heritage High School (Menifee) and provided information on the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

Frida Kahlo Continuation High School and Elizabeth Learning Center

On March 4, staff visited Frida Kahlo Continuation High School (Los Angeles) and Elizabeth Learning Center (Cudahy) and provided information regarding the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

Dr. Martin Luther King, Jr. Middle School and Dwight D. Eisenhower High School

On March 11, staff visited Dr. Martin Luther King Jr. Middle School (San Bernardino) and Dwight D. Eisenhower High School (Rialto) and provided information regarding the WHAM program, wildfire safety, Mobile App, and how to file air quality complaints.

Los Osos High School and Summit High School

On March 17, staff visited Los Osos High School (Rancho Cucamonga) and Summit High School (Fontana) and provided information on South Coast AQMD's Earth Day events.

Savanna and Aliso Niguel High School and Wood Canyon and Canyon Vista Elementary Schools

On March 18, staff visited Savanna High School (Anaheim) and Aliso Niguel High School (Aliso Viejo) and provided materials for the WHAM program, as well as information regarding wildfire safety, Mobile App, and how to file air quality complaints. Staff also visited Wood Canyon Elementary School (Aliso Viejo), and Canyon Vista Elementary School (Aliso Viejo) and provided information on South Coast AQMD's Earth Day events.

Canyon Springs, Mountain, and Arlington High Schools

On March 24, staff visited Canyon Springs High School (Moreno Valley), March Mountain High School (Moreno Valley), and Arlington High School (Riverside) and provided information regarding the WHAM program, wildfire safety, Mobile App, how to file air quality complaints, and South Coast AQMD's Earth Day events.

Santa Monica High School and El Sereno Middle School

On March 25, staff visited Santa Monica High School (Santa Monica) and El Sereno Middle School (Los Angeles) and provided information regarding the WHAM program, wildfire safety, Mobile App, how to file air quality complaints, and South Coast AQMD's Earth Day events.

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 March.

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 March are summarized below:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG®	2248
Calls to South Coast AQMD's Spanish Line	27
Total Calls	2275

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 March is summarized below:

Calls Received by PIC	51
Calls to Automated System	85
Total Calls	136
Visitor Transactions	101
Email Advisories Sent	17,830

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 March.

- Provided permit application assistance to 193 companies, and
- Processed 120 Air Quality Permit Checklists.

Types of businesses assisted:

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

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 March report is listed below:

Major Media Interactions	136
Press Releases	14
News Carousel	11

Major Media Topics:

- **Technology Showcase:** Participated in an interview with ABC, CBS, NBC/Telemundo, and Spectrum News at our Technology Showcase discussing emerging clean air technologies.
- **Wind Advisory:** Participated in an interview with ABC regarding the March 6 weekend wind advisory.
- **Coachella Valley Air Quality:** Participated in an interview with Entravision regarding air quality in Coachella Valley.
- **Air Quality:** Participated in an interview with ABC to discuss the windblown dust advisory issued on March 4 for the Inland Empire and burn scar areas in Los Angeles.
- **Air Quality History:** Participated in an interview with LA Magazine regarding the history of clean air efforts in Los Angeles from the 1950s to present.
- **Community Air Protection Program (AB 617) Clean Community School Initiative Funding Program:** Participated in an interview with NBC regarding the program and sent the reporter images of zero-emission buses.
- **AI Generated Emails:** Fast Company, American Planning Association Magazine, Inside Washington Publishers and Canary Media had questions on the AI-generated opposition emails during the rulemaking process of PARs 1111/1121. Written responses were provided.
- **Mobile Source Emissions:** Inland Empire Community News requested information regarding AB 98 and mobile source emissions related to warehouses. Response was provided.
- **Replace Your Ride Program:** Community Sentinel had follow-up questions about the program, specifically about the replacement vehicles participants received. Response was provided.

- **Facility Complaints:** Capitol Weekly requested information regarding complaints and violations over a five-year period for 19 facilities. Response was provided.
- **Vernon Air Toxics:** LA Reported had follow-up inquiry regarding the cancer risk in Vernon. Response was provided.
- **Warehouse Actions and Investments to Reduce Emissions (WAIRE):** CalMatters inquired about the status of the program and had follow-up questions. Responses were provided.
- **Rule 1106 (VOC Emissions):** Chemical Watch inquired about the proposed amendments to the rule. Response was provided.
- **Ethylene Oxide:** New York Times requested an interview to discuss medical sterilizer exemptions and ethylene oxide limits. Working on scheduling an interview.
- **New Board Member Press Release:** Pitched to media outlets resulting in media coverage.
- **Tech Showcase Press Release:** Pitched to media outlets resulting in media coverage.
- **Windblown Dust Advisories:** Pitched to media outlets resulting in media coverage.

News & Updates:

- Air Quality Advisory: Windblown Dust Advisory issued. To view, click the following: [3/1](#), [3/4](#), [3/5](#), [3/6](#) & [3/31](#).
- Press Release: South Coast AQMD to Host Technology Showcase Featuring One of the first Zero-Emission Fire Trucks in North America, Next-Gen Zero-Emission Vehicles, Drones & More. To view, click [here](#).
- Press Release: Los Angeles Councilmember Adrin Nazarian Joins South Coast AQMD Governing Board. To view, click [here](#).

News Carousel:

- **\$30 million available through the MSRC Electric Vehicle Charging Infrastructure Resiliency Program. Apply by Jun. 2 (3/4)** - Linked to MSRC Electric Vehicle Charging Infrastructure Resiliency Program webpage.
- **Apply for AB 617 Clean Community School Initiative funding to replace older school buses with zero-emission models — deadline Apr. 7 (3/5)** - Linked to Clean Community School Initiative webpage.

- **Check out highlights from our Mar. 6 Tech Showcase, where attendees experienced cutting-edge clean air technology up close (3/10)** - Linked to Instagram posting of Board Chair Cacciotti’s soundbite.
- **Stay informed—view our 2025 Clean Fuels Program Report and 2026 Technology Advancement Plan Update (3/10)** - Linked to Facebook posting
- **Join CARB for a virtual community meeting on Mar. 17 to learn about updates on Clean Transportation Incentives (3/11)** - Linked to community meeting registration.
- **Join us for a virtual working group meeting on Mar. 27 to receive an update on potential new measures for our Cooperative Agreement with the Ports (3/17)** - Linked to Ports Cooperative Agreement webpage.
- **Join us for a virtual office hour on Mar. 31 to ask questions and share input on potential additional measures for our Cooperative Agreement with the Ports (3/18 & 3/26)** - Linked to Ports Cooperative Agreement webpage.
- **Celebrate Earth Day! The Clean Air Program for Elementary Students is hosting a free webinar on Apr. 22 about clean air and how kids can help (3/19)** - Linked to CAPES Earth Day Registration.
- **Learn why healthy air matters! Our WHAM program invites students to a free webinar on Apr. 22 about air quality and environmental careers (3/20)** - Linked to WHAM Earth Day Celebration
- **Keep up with the latest news from South Coast AQMD, view the Mar-Apr edition of the Advisor newsletter (3/24)** - Linked to Advisor Newsletter webpage.

Notable posts:

[2026 Summer Internship](#): 990 Instagram Views

[Windblown Dust Advisory \(3/6\)](#): 2,129 Instagram Views

[Student Internship \(3/13\)](#): 1,415 Instagram Views

[Now Hiring \(3/20\)](#): 983 Instagram Views

Outreach to Community Groups and Federal, State and Local Governments

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

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| • U.S. Representative Ken Calvert | • U.S. Representative Young Kim |
| • U.S. Representative Nanette Diaz Barragán | • Senator Ben Allen |
| | • Senator Catherine S. Blakespear |

- Senator Steven Choi
- Senator Lena Gonzalez
- Senator Shannon Grove
- Senator Eloise Gómez Reyes
- Assemblymember Juan Alanis
- Assemblymember Isaac G. Bryan
- Assemblymember Stan Ellis
- Assemblymember Robert Garcia
- Assemblymember Josh Hoover
- Assemblymember Corey Jackson
- Assemblymember Ash Kalra
- Assemblymember Josh Lowenthal
- Assemblymember Al Muratsuchi
- Assemblymember Celeste Rodriguez
- Assemblymember Kate Sanchez
- Assemblymember Nick Schultz
- Assemblymember José Luis Solache

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

Agoura Hills	Corona	Jurupa Valley
Alhambra	Covina	La Cañada Flintridge
Aliso Viejo	Cudahy	La Habra Heights
Anaheim	Culver City	La Mirada
Arcadia	Cypress	La Puente
Artesia	Dana Point	La Verne
Azusa	Desert Hot Springs	Lake Forest
Baldwin Park	Diamond Bar	Lakewood
Bell	Downey	Long Beach
Bell Gardens	Duarte	Los Alamitos
Bellflower	Eastvale	Los Angeles
Big Bear Lake	El Monte	Lynwood
Bradbury	Fullerton	Malibu
Buena Park	Garden Grove	Maywood
Burbank	Glendale	Mission Viejo
Calabasas	Glendora	Monrovia
Cathedral City	Grand Terrace	Monterey Park
Cerritos	Hawaiian Gardens	Moreno Valley
Chino	Hidden Hills	Newport Beach
Chino Hills	Highland	Norwalk
City of Industry	Huntington Beach	Ontario
Claremont	Huntington Park	Orange
Colton	Indio	Paramount
Commerce	Irvine	Pasadena
Compton	Irwindale	Pico Rivera

Placentia	Santa Clarita	Upland
Pomona	Santa Fe Springs	Vernon
Rancho Cucamonga	Santa Monica	Walnut
Redlands	Seal Beach	West Covina
Rialto	Sierra Madre	Westlake Village
Rosemead	Signal Hill	Whittier
San Dimas	South El Monte	Yorba Linda
San Fernando	South Gate	Yucaipa
San Gabriel	South Pasadena	
San Marino	Stanton	
Santa Ana	Temple City	

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

Big Bear Chamber of Commerce
 California Department of Toxic Substances Control
 Carson Chamber of Commerce
 Complete Coach Works
 Corona Chamber of Commerce
 El Segundo Chamber of Commerce
 EV Realty
 Filipino American Chamber of Commerce of Greater Los Angeles
 Fountain Valley Chamber of Commerce
 Gardena Valley Chamber of Commerce
 Gateway Cities Council of Governments
 Greater Ontario Business Council
 Harbor Association of Industry and Commerce
 Harbor Trucking Association
 Hawthorne Chamber of Commerce
 Hermosa Beach Chamber of Commerce
 Inglewood Airport Area Chamber of Commerce
 Inland Economic Growth & Opportunity
 Lomita Chamber of Commerce
 Long Beach Area Chamber of Commerce
 Los Alamitos Area Chamber of Commerce
 Los Angeles Area Chamber of Commerce
 Los Angeles County Metropolitan Transportation Authority
 Manhattan Beach Chamber of Commerce

Mountain Transit
Newport Beach Chamber of Commerce
Omnitrans
Ontario International Airport Authority
Orange County Business Council
Orange County Council of Governments
Orange County Transportation Authority
Palos Verdes Peninsula Chamber of Commerce
Paramount Chamber of Commerce
Penske Corporation
Port of Los Angeles
Redlands Chamber of Commerce
Redondo Beach Chamber of Commerce
Riverside County
Riverside County Transportation Commission
Ryvid Inc.
San Bernardino Area Chamber of Commerce
San Bernardino County
San Bernardino County Transportation Authority
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
Santa Ana Chamber of Commerce
Santa Clarita Valley Chamber of Commerce
South Bay Association of Chambers of Commerce
South Bay Association of Realtors
South Bay Cities Council of Governments
Southern California Association of Governments
Sun Valley Area Neighborhood Council
Terawatt Infrastructure
Torrance Area Chamber of Commerce
Upland Chamber of Commerce
WattEV
Western Riverside Council of Governments
ZM Trucks

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

Azusa Pacific University
Buena Vista High School

California Institute of Technology
California State Polytechnic University, Pomona
California State University, Dominguez Hills
California State University, Fullerton
Citrus College
Claremont McKenna College
Coalition for Clean Air
Cypress College
Earthjustice
East Yard Communities for Environmental Justice
El Camino College
THE Impact Project
Inland Empire Fire Safe Alliance
Legacy LA
Long Beach Alliance for Children with Asthma
Los Angeles Unified School District
Lynwood Unified School District
Mt. San Antonio College
North Orange County Community College District
Odyssey STEM Academy
The People's Collective for Environmental Justice
Pacific Environment
Paramount High School
Pasadena City College
Pomona College
Redlands Unified School District
San Bernardino Valley College
U.S. Green Building Council