

BOARD MEETING DATE: December 6, 2024

AGENDA NO. 11

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the October 2024 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 Federal, State and Local Governments.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:  
Receive and file.

Wayne Nastri  
Executive Officer

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### **Background**

This report summarizes the activities of the Legislative, Public Affairs and Media Office for October. The report includes Major Events, Community Events/Public Meetings, Environmental Justice (EJ) Updates, 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.

### Taste of Soul

On October 19, staff hosted an information booth at the 19th Annual Taste of Soul Family Festival in South Los Angeles, which drew over 300,000 attendees. Staff demonstrated the Mobile app and how to file complaints as well as provided information on Check Before You Burn (CBYB), and incentive programs for residents.

### 10th Annual Environmental Justice Conference

On October 24, the 10th Annual Environmental Justice Conference entitled, “A Decade of Collaboration for Clean Air,” was held at University of Southern California’s Town and Gown. The keynote speaker was Jacqueline Patterson, Founder and Executive Director of the Chisholm Legacy Project. Martin Estrada, U.S. Attorney for the Central District, was presented with the Environmental Justice for All Award. The conference included two plenary sessions entitled “From Grants to Impact: Community-Led Initiatives in Environmental Justice,” and “Leveraging Resources for Environmental Justice.” The event was attended by members of the public, community-based organizations, high school and community college students, elected officials, government, and industry.

### **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 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 October events and meetings:

### Healthy Jurupa Valley

On October 1, staff participated in the Healthy Jurupa Valley meeting to share information on Replace Your Ride (RYR).

City of Inglewood

On October 1, staff attended the Inglewood City Council meeting to make public comment on the Residential Electric Lawn and Garden (eL&G) program.

Laguna Niguel Chamber of Commerce

On October 3, staff participated in the Laguna Niguel Chamber of Commerce meeting to provide an overview on South Coast AQMD and air quality related issues.

OC Auto Show

On October 4, staff participated in the OC Auto Show to provide information on residential incentive programs including RYR, eL&G, and EV chargers.

City of Torrance

On October 8, staff attended the Torrance City Council meeting to make public comment on Residential eL&G and to announce the upcoming community meeting on Rule 1180 and Rule 1180.1: Refinery Community and Fenceline Air Monitoring.

Upland Chamber of Commerce

On October 10, staff participated in the Upland Chamber of Commerce Government Affairs Committee meeting to share updates on incentive programs such as Residential eL&G, RYR, and Carl Moyer.

Big Bear Chamber of Commerce

On October 10, staff participated in the Big Bear Chamber of Commerce Government Affairs Committee meeting to share the updates on the Residential eL&G, RYR, and Carl Moyer.

Greater Riverside Chambers of Commerce

On October 11, staff attended the Greater Riverside Chambers of Commerce Governmental Affairs Committee meeting to share information regarding RYR.

Harbor Gateway North Neighborhood Council

On October 15, staff participated in the Harbor Gateway North Neighborhood Council community meeting to provide information on how to file an air quality complaint and the Mobile App.

Carson Breathe Rideshare Fair

On October 16, staff participated in the Carson Breathe Rideshare Fair to provide information on Rule 2202: On-Road Motor Vehicle Mitigation Options, the Mobile App, and how to file an air quality complaint.

### City of San Dimas

On October 16, staff participated in the San Dimas Community Health and Resource Fair to provide information on programs such as Residential eL&G and CBYB as well as the Mobile App and how to file an air quality complaint.

### Friends of the Coliseum

On October 18, staff participated in the Friends of the Coliseum 2024 Harbor Classic event to provide information on the Residential eL&G Program, Mobile App, CBYB, and how to file an air quality complaint.

### San Gabriel Valley Economic Partnership

On October 23, staff participated in the San Gabriel Valley Economic Partnership Legislative Action Committee meeting to provide information about CBYB and the latest Advisor newsletter.

### **Environmental Justice Update**

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

### Pacoima Community Initiative

On October 4, staff participated in Pacoima Community Initiative's monthly meeting to provide information on the Clean Air Program for Elementary Students, Why Healthy Air Matters program, how to report air quality complaints, and the 10th Annual Environmental Justice Conference.

### California Safe Schools

On October 9, staff participated in California Safe Schools 26th Annual Forum "Your Life Is Now." This year's Champion of Change Honoree was Ed Begley Jr., and the Keynote Speaker was Jacqueline Hamilton, City of Los Angeles Mayor Bass' Senior Advisor and Deputy Mayor of Neighborhood Services.

### U.S. EPA National Environmental Justice Community Engagement Call

On October 15, staff participated in U.S. EPA's National Environmental Justice Community Engagement meeting. Agenda topics included an overview on EJ Thriving Communities Grantmaking Program, updates from the National Response Center Emergency Hotline and a presentation on the proposed Ozone Reclassification Requirements Rule.

### Council on Environmental Quality (CEQ)

On October 29, staff participated in the CEQ briefing where President Biden announced a \$3 billion investment from his Inflation Reduction Act to improve and electrify port infrastructure, support an estimated 40,000 jobs, and reduce pollution.

**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.

Chapman University

On October 9, staff presented to an undergraduate class in Environmental Politics and Policy. Topics included air quality and the implementation of regulations in Southern California.

Salton Sea Summit

On October 18, staff participated in the panel “Characterization of Dust in the Eastern Coachella Valley Community” at the Salton Sea Summit at University of California, Riverside-Palm Desert.

Pollution Control and Climate Mitigation Conference

On October 24, staff spoke at the Pollution Control and Climate Mitigation conference held at California State University, Los Angeles, where they showcased technologies that will reduce emissions in EJ communities.

Master Gardeners of San Bernardino and Riverside

On October 25, members of the Master Gardeners of San Bernardino and Riverside visited South Coast AQMD for an overview of the agency and to take a tour of the lab.

**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 October are summarized below:

Calls to South Coast AQMD’s Main Line and 1-800-CUT-SMOG®	3,300
Calls to South Coast AQMD’s Spanish Line	22
Clean Air Connections	4
Total Calls	3,326

### 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 October is summarized below:

Calls Received by PIC	92
Calls to Automated System	215
Total Calls	
Visitor Transactions	208
Email Advisories Sent	30,968

### 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 October.

- Provided permit application assistance to 248 companies, and
- Processed 131 Air Quality Permit Checklists.

Types of businesses assisted:

Architecture Firms	Dry Cleaners	Restaurants
Auto Body Shops	Engineering Firms	Warehouses
Beauty Salons	Manufacturing Facilities	
Construction Firms	Offices	

### 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 October report is listed below:

Major Media Interactions	412
Press Releases	16
News Carousel	6

## Major Media Topics:

- **Line Fire:** Staff participated in an interview with KCAL to discuss air quality and current smoke impacts from the fire. Crescenta Valley Weekly asked for a copy of the advisory. Response was provided.
- **MATES V Data:** Staff met with CalMatters, who requested more information on MATES V data concerning diesel particulate matter. Additional information was provided as requested.
- **Inland Empire Air Quality:** Staff participated in an interview with ABC7 to discuss the poor air quality and ash from recent wildfires.
- **American Experience Film:** PBS requested assistance in identifying people, archival materials, and themes to feature in the film “American Experience” about the history of LA smog and its role in the path to the Clean Air Act. Responses were provided.
- **Greenlane:** Government Technology magazine inquired how the Greenlane EV truck charging station in Colton will serve as part of a larger charging network for the I-215/10 corridor, and the importance of state aid in transitioning toward a ZE future. Response was provided.
- **Air Filtration Program:** Desert Sun requested information on the Residential Air Filtration program including specifications of the air filtration units and details on the application process. Response was provided.
- **Air Quality Days:** Patch.com inquired about the number of days air quality standards were exceeded in Riverside County in 2023 and 2024. Response was provided.
- **Methyl Bromide:** LA Public Press inquired about methyl bromide emissions and associated permits. Reporter had follow-up questions on the data provided to them. Responses were provided.
- **Salton Sea:** Civil Eats attended a workshop and spoke to staff regarding MATES and other efforts. Reporter followed up to request information about sea spray. Response was provided.
- **Ecobat:** Public Health Watch had follow-up questions on Ecobat’s Notice of Violation’s and inspections. Response was provided.
- **LA Odors:** KCAL inquired about odor concerns from residents in the Carson, Gardena, and Torrance area. Response was provided.
- **Climate Pollution Reduction Grants (CPRG):** New York Times inquired about the funding status of CPRG. Response was provided.
- **Port Indirect Source Rule (ISR):** Inside Washington Publishers asked for the development status of the Port ISR and when it will be brought to the Board for consideration. Response was provided.
- **CBYB Press Release:** Pitched to media outlets resulting in coverage.
- **Media Advisory:** Pitched the electric school bus showcase to media outlets resulting in coverage and attendance.
- **Smoke Advisories:** Pitched to media outlets resulting in coverage.

- **Windblown Dust Advisories:** Pitched to media outlets resulting in coverage.

News Releases:

- **South Coast AQMD Continues Smoke Advisory Due to Line Fire (English and Spanish) – October 1-2, 2024** – Informed the public of smoke advisories issued and extended due to wildfires.
- **South Coast AQMD Issues a Windblown Dust Advisory for the Coachella Valley – October 17 and 27, 2024 (English and Spanish)** – Informed the public of a PM10 Dust Advisory issued due to high winds.
- **South Coast AQMD Issues Windblown Dust and Ash Advisory for the South Coast Air Basin – October 18, 2024 (English and Spanish)** – Informed the public of a PM10 Dust Advisory issued due to high winds and ash from recent wildfires.
- **South Coast AQMD and Placentia-Yorba Linda Unified School District to Showcase New Electric School Buses – October 21 & 23, 2024** – Informed the public/media of an electric school bus event held at Placentia-Yorba Linda Unified School District with Board Member.
- **CBYB Pollution Prevention Program Begins November 1 – October 30, 2024 (English and Spanish)** – Informed the public of the start of the 13<sup>th</sup> Annual CBYB season.

News Carousel:

- **Participate in the 7<sup>th</sup> Annual California Clean Air Day on October 2 (10/1)** – Linked to save-the-date webpage.
- **Get involved! Attend an in-person community meeting on October 9 to discuss fence-line and community air monitoring for refineries (10/3)** – Linked to community meeting notice.
- **Attend the Permitting Working Group meeting on 10/25 to learn about a new Health Risk Assessment Tool and Rule 317.1 Exclusion Plans (10/10)** – Linked to Permitting Working Group webpage.
- **Attend a virtual workshop on October 23 to learn about proposed emission reductions from combustion equipment at publicly owned treatment works facilities (10/22)** – Linked to Proposed Amended Rule 1179.1 webpage.
- **There's still time to apply for zero-emission off-road equipment funding – application deadline extended to November 15 (10/29)** – Linked to the Carl Moyer Program webpage.
- **Reminder! Proposals for projects for funding under the AB 617 Southeast Los Angeles Green Space program are due by November 8 (10/31)** – Linked to the SELA RFP flyer.



Social Media Posts:

- [Air Quality Forecast \(10/9\)](#): 4,864 Twitter Impressions  
--RT by @NWSLosAngeles, @damageddamages, @jenniferintv23, @lazyjackslombar
- [Air Quality Forecast \(10/14\)](#): 4.100 Twitter Impressions  
--RT by @airnow, @WildfireIncidents @NWSSanDiego, @LAFDtalk
- [AQ Forecast \(10/22\)](#): 927 Twitter Impressions  
--RT by @LAFDtalk, @CodeRed001Blue
- [Windblown Dust Advisory \(10/27\)](#): 1,261 Twitter Impressions  
--RT by @AirNow, @AirResources, @CodeRed001Blue

**Outreach to Community Groups and Federal, State and Local Governments**

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

U.S. Senator Laphonza Butler	Senator Rosilicie Ochoa Bogh
U.S. Senator Alex Padilla	Senator Richard Roth
U.S. Representative Pete Aguilar	Senator Kelly Seyarto
U.S. Representative Nanette Barragán	Assemblymember Isaac Bryan
U.S. Representative Ken Calvert	Assemblymember Sabrina Cervantes
U.S. Representative Mike Garcia	Assemblymember Laurie Davies
U.S. Representative Tina McKinnor	Assemblymember Bill Essayli
U.S. Representative Jay Obernolte	Assemblymember Chris Holden
U.S. Representative Mark Takano	Assemblymember Tom Lackey
U.S. Representative Norma Torres	Assemblymember Josh Lowenthal
Senator Catherine Blakespear	Assemblymember Freddie Rodriguez
Senator Steven Bradford	Assemblymember Pilar Schiavo
Senator María Elena Durazo	Assemblymember Avelino Valencia
Senator Lena Gonzalez	

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

Agoura Hills	Bell	Burbank
Alhambra	Bell Gardens	Calabasas
Aliso Viejo	Bellflower	Canyon Lake
Anaheim	Beverly Hills	Cerritos
Arcadia	Big Bear Lake	Chino
Artesia	Bradbury	City of Industry
Azusa	Brea	Claremont
Baldwin Park	Buena Park	Colton

Commerce	La Puente	Rosemead
Compton	La Verne	San Bernardino
Corona	Laguna Beach	San Clemente
Costa Mesa	Laguna Hills	San Dimas
Covina	Laguna Niguel	San Gabriel
Cudahy	Lake Forest	San Jacinto
Culver City	Lakewood	San Juan Capistrano
Cypress	Loma Linda	San Marino
Dana Point	Lomita	Santa Ana
Diamond Bar	Long Beach	Santa Clarita
Downey	Los Alamitos	Santa Fe Springs
Duarte	Los Angeles	Santa Monica
El Monte	Lynwood	Seal Beach
Fontana	Malibu	Sierra Madre
Fountain Valley	Maywood	Signal Hill
Fullerton	Menifee	South El Monte
Garden Grove	Mission Viejo	South Gate
Gardena	Monrovia	South Pasadena
Glendale	Monterey Park	Stanton
Glendora	Murrieta	Temecula
Hawaiian Gardens	Newport Beach	Temple City
Hemet	Norco	Torrance
Hidden Hills	Norwalk	Tustin
Huntington Beach	Ontario	Upland
Huntington Park	Orange	Vernon
Inglewood	Palm Springs	Villa Park
Irvine	Paramount	Walnut
Irwindale	Pasadena	West Covina
Jurupa Valley	Perris	West Hollywood
La Cañada Flintridge	Pico Rivera	Westlake Village
La Habra	Placentia	Whittier
La Habra Heights	Pomona	Wildomar
La Mirada	Rancho Santa Margarita	Yorba Linda
La Palma	Riverside	

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

Arroyo Verdugo Communities Joint Powers Authority  
Association of California Cities, Orange County  
Bear Valley Electric Service, Inc.  
Big Bear Chamber of Commerce  
CARB  
Carson Chamber of Commerce  
Cordoba Corporation  
Department of Toxic Substances Control  
El Segundo Chamber of Commerce  
Fontana Chamber of Commerce  
Fountain Valley Chamber of Commerce  
Greater Irvine Chamber of Commerce  
Inland Empire Utilities Agency  
Inland Valley Development Agency  
Laguna Niguel Chamber of Commerce  
Lake Arrowhead Communities Chamber of Commerce  
League of California Cities – Orange County  
Lomita Chamber of Commerce  
Los Angeles Sentinel  
Los Angeles World Airports  
March Joint Powers Authority  
Metrolink  
Mountain Transit  
Murrieta/Wildomar Chamber of Commerce  
Newport Beach Chamber of Commerce  
Omnitrans  
Ontario International Airport Authority  
Orange County Business Council  
Orange County Sanitation District  
Orange County Transportation Authority  
SCAG  
San Bernardino Area Chamber of Commerce  
San Bernardino County Transportation Authority  
San Bernardino International Airport Authority  
San Gabriel Valley Council of Governments  
San Gabriel Valley Economic Partnership  
Santa Ana Chamber of Commerce  
South Bay Association of Chambers of Commerce  
South Pasadena Chamber of Commerce  
SunLine Transit Agency

Torrance Area Chamber of Commerce  
Upland Chamber of Commerce  
U.S. EPA  
Valley Industry and Commerce Association  
Watts Rising

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

ActiveSGV  
Altadena Arts Magnet School  
Altadena WILD  
California Safe Schools  
California State University, Northridge  
California State University, San Bernardino  
Center for Sustainable Energy  
Chapman University  
Cool OC  
Corona-Norco Unified School District  
East Yard Communities for Environmental Justice  
Eliot Arts Magnet  
Inland Empire Biking Alliance  
Inland Empire Electric Vehicle Association  
Liberty Hill  
Los Angeles Alliance for a New Economy  
Los Angeles Cleantech Incubator  
Los Angeles Neighborhood Land Trust  
Los Angeles Unified School District  
Moreno Valley College  
North Verdemon Elementary School  
Reach Out Jurupa Valley  
Riverside City College  
San Bernardino City Unified School District  
San Bernardino Valley College  
Santa Ana Unified School District  
Strategic Concepts in Organizing and Policy Education  
Tierra del Sol Foundation  
University of California, Los Angeles  
University of Southern California  
University of West Los Angeles  
Upland Unified School District