BOARD MEETING DATE: June 7, 2024 AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the April 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

AL:DS:cb:bel:sr

Background

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

34th Annual Clean Air Awards

On April 5, South Coast AQMD hosted the 34th Annual Clean Air Awards to honor community leaders, organizations and businesses who have made outstanding clean air contributions to improve the health of our communities and the economy. Spectrum News 1 Meteorologist Autumn Robertson served as the emcee.

This year's awardees included:

- S. Roy Wilson Memorial Award for Leadership in Government Los Angeles City Council President Paul Krekorian
- Robert M. Zweig, M.D. Memorial Award Congressman Raul Ruiz, M.D.
- Dr. William A. Burke Award for Leadership in Environmental Justice California Attorney General Rob Bonta
- John J. and Ben J. Benoit Award for Innovative Clean Air Technology Schneider National, Inc.
- Leadership in Air Quality Award Center for Environmental Research & Technology at University of California, Riverside,
- Leadership in Air Quality Award Los Angeles City Councilmember Monica Rodriguez
- Youth Leadership in Air Quality Award Emily Ng, Los Angeles County Youth Climate Commission

Earth Day Webinars

On April 19, staff held Clean Air Program for Elementary Students (CAPES) and Why Healthy Air Matters (WHAM) Earth Day webinars for approximately 520 students in South Coast AQMD's region. A total of 14 elementary schools with 17 classrooms, and nine high schools with nine classrooms, registered to participate in the educational events.

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 April events and meetings:

San Gabriel Valley Council of Governments

On April 2, staff provided program updates at the San Gabriel Valley Council of Governments, Energy, Environment & Natural Resources Committee meeting on the Volkswagen (VW) Mitigation Trust fund opportunities, CEC Communities in Charge Program, and the 34th Annual Clean Air Awards.

Arroyo Verdugo Communities Joint Powers Authority

On April 2, staff attended Arroyo Verdugo Communities Joint Powers Authority's Governing Board meeting to provide information on the VW Mitigation Trust fund opportunities, 34th Annual Clean Air Awards, CAPES, and WHAM programs, and Earth Day virtual events.

San Bernardino County Transportation Authority

On April 4, staff participated in the San Bernardino County Transportation Authority's City Manager Technical Advisory Committee meeting extending an invitation to attendees to the 34th Annual Clean Air Awards, and to provide information on the VW Mitigation Trust fund opportunities.

Discovery Cube Science Museum

On April 6, staff hosted a booth at Discovery Cube Los Angeles' Earth Day event, to share information on South Coast AQMD, air quality, tips on how to help clean the air, CAPES and WHAM programs, how to file complaints, the South Coast AQMD Mobile App, and residential incentive programs.

South Pasadena Sustainability Fair

On April 6, staff participated in the South Pasadena Sustainability Fair, to provide community members information on South Coast AQMD and air quality, tips on how to help clean the air, CAPES and WHAM programs, how to file complaints, the South Coast AQMD Mobile App, and residential incentive programs.

Orange County Business Council

On April 9, staff attended the Orange County Business Council's Infrastructure Committee meeting, to thank the organization for providing a letter of support for South Coast AQMD's Climate Pollution Reduction Grant (CPRG) application, submitted to U.S EPA, and to share the latest South Coast AQMD Advisor newsletter.

South Pasadena Chamber of Commerce

On April 10, staff participated in the South Pasadena Chamber of Commerce's Legislative Affairs Committee meeting, to thank the organization for providing a letter of support for South Coast AQMD's CPRG application submitted to U.S EPA, and to share the latest Advisor newsletter.

Upland Chamber of Commerce

On April 11, staff participated virtually in the Upland Chamber of Commerce's Government Affairs Committee meeting, to provide information on the Commercial Electric Lawn and Garden Equipment Incentive and Exchange program.

Riverside Chamber of Commerce

On April 12, staff participated virtually in Riverside Chamber of Commerce's Government Affairs Committee meeting, to present updates regarding the VW Mitigation Trust Fund opportunities and the CEC Communities in Charge Program.

Earth to Table

On April 17, staff hosted a booth at Rialto's Earth to Table event, to provide information on South Coast AQMD and air quality, how to file complaints, the South Coast AQMD Mobile App, and current incentive programs.

Whittier Transportation Fair

On April 17, staff attended the Whittier Transportation Fair, to share information on Replace Your Ride, how to file complaints, the South Coast AQMD Mobile App, and incentive programs for vehicles.

Harbor Association of Industry and Commerce

On April 18, staff attended the Harbor Association of Industry and Commerce's Government Affairs Committee meeting to conduct outreach for the PM2.5 Plan regional public hearings.

Inland Empire Utilities Agency

On April 18, staff hosted a booth at the Inland Empire Utilities Agency's Earth Day event, to share information on South Coast AQMD and air quality, tips on how to help clean the air, how to file air complaints, Replace Your Ride, and the residential Electric Lawn Mower Rebate program.

Diamond Bar Earth Day Celebration

On April 20, staff participated in Diamond Bar's Earth Day Celebration, to provide information on South Coast AQMD and air quality, tips on how to help clean the air, how to file complaints, Replace Your Ride, and residential Electric Lawn Mower Rebate program.

Earth Day Everyday

On April 20, staff participated in the Citizen's Climate Lobby Earth Day Everyday event in Cerritos, to provide information including tips on how to help clean the air, Replace Your Ride, residential Electric Lawn Mower Rebate program, and the South Coast AQMD Mobile App.

7th Annual Eco-Friendly Fair

On April 20, staff hosted a booth at Paramount's 7th Annual Eco-Friendly Fair, to provide information on how to file complaints, tips on how to help clean the air, Replace Your Ride, and residential Electric Lawn Mower Rebate program.

Earth Day Celebration

On April 20, staff participated in Moreno Valley's Earth Day Celebration, to share information on how to file complaints, Replace Your Ride, residential Electric Lawn Mower Rebate program, and the South Coast AQMD Mobile App.

Bolsa Chica Conservancy

On April 21, staff hosted a booth at the Bolsa Chica Conservancy's Earth Day event, to provide information on South Coast AQMD and air quality, how to file complaints, tips on how to help clean the air, the South Coast AQMD Mobile App, Replace Your Ride, and residential Lawn Mower Rebate program.

California State University, Dominguez Hills

On April 23, staff hosted a booth at California State University, Dominguez Hills' Earth Day Festival, to provide information on South Coast AQMD and air quality, how to file complaints, tips on how to help clean the air, the South Coast AQMD Mobile App, Replace Your Ride, and other programs.

Fullerton College

On April 24, staff participated in California State University, Fullerton's Earth Day event, to provide information on South Coast AQMD and air quality, how to file complaints, tips on how to help clean the air, the South Coast Mobile App, Replace Your Ride, and other programs.

South Bay Cities Council of Governments

On April 25, staff participated in the South Bay Cities Council of Governments' Board of Directors meeting, to provide updates on the upcoming Wilmington/Carson/West Long Beach AB617 Community Steering Committee meeting, and regional hearings for the PM2.5 Plan.

Orange County Council of Governments

On April 25, staff provided an update at the Orange County Council of Governments' Board of Directors meeting, with regard to an \$8 million state grant for a zero-emission technology demonstration project in partnership with Balboa Island Ferry.

Chino Corn Feed Run

On April 27, staff attended the Chino Corn Feed Run car show, hosting a booth and display of a clean air vehicle. Staff shared information on Replace Your Ride, how to file complaints, and Small Business Assistance.

Echo Park Earth Day Fest

On April 27, staff participated in the Echo Park Earth Day Fest in Los Angeles, to share information on how to file complaints, Replace Your Ride, and the residential Electric Lawn Mower Rebate program.

Greater Wilshire Neighborhood Earth Day

On April 27, staff participated in the Greater Wilshire Neighborhood Earth Day in Los Angeles. Staff provided a booth to share information on South Coast AQMD and air quality, how to file complaints, the South Coast AQMD Mobile App, Replace Your Ride, and the residential Electric Lawn Mower Rebate program.

Active Streets

On April 28, staff participated in Active Streets: Mission-to-Mission event hosted by LA Metro, San Gabriel Valley Council of Governments and the cities of Alhambra, San Gabriel and South Pasadena. Staff hosted a booth to provide information on South Coast AQMD and air quality, how to file complaints, the South Coast AQMD Mobile App, Replace Your Ride, and the residential Electric Lawn Mower Rebate program.

Spheres of Sustainability Summit

On April 30, staff participated in the Hispanic Coalition of Small Businesses Spheres of Sustainability Summit, to provide information on SBA services, the Commercial Electric Lawn and Garden Equipment Incentive and Exchange program, and other incentive programs.

Environmental Justice Update

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

Pacoima Community Initiative

On April 12, staff participated in the Pacoima Community Initiative's monthly meeting held at the Serra Medical Center in Sun Valley. Staff shared information on the CAPES and WHAM programs, how to report complaints, the South Coast AQMD Mobile app, and other programs.

9th Annual Environmental Justice and Enforcement Symposium

On April 24, staff participated in the 9th Annual Environmental Justice and Enforcement Symposium. This year's focus was on environmental laws and practices that reduce pollution, and protect overburdened communities, including a presentation on South Coast AQMD's Rule 2305: Warehouse Actions and Investments to Reduce Emissions.

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.

Hope International University

On April 11, staff presented an overview on South Coast AQMD and air quality issues to Hope International University students. The students also toured the laboratory and a display of electric vehicles, as well as charging and fueling stations.

California State Polytechnic University

On April 12, staff hosted a laboratory tour for students from California State Polytechnic University, Pomona. Students also learned about South Coast AQMD, air quality issues, and potential career opportunities.

Chinese Ministry of Ecology and Environment

On April 12, staff presented to a delegation from the Chinese Ministry of Ecology and Environment on South Coast AQMD's AQMP, MATES VI, and an overview of the permit process. Staff also hosted a tour of the laboratory.

Energize SoCal 2024

On April 24, staff participated in a panel at the Energize SoCal 2024: Sustainable Energy and Mobility Summit organized by the Chino Valley Chamber of Commerce. Topics presented included incentive programs and the path to an energy efficient economy.

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 April are summarized below:

Calls to South Coast AQMD's Main Line and	2,777
1-800-CUT-SMOG®	
Calls to South Coast AQMD's Spanish Line	21
Clean Air Connections	2
Total Calls	2,800

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 April is summarized below:

Calls Received by PIC	26
Calls to Automated System	163
Total Calls	189
Visitor Transactions	135
Email Advisories Sent	17,043

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 April.

- Provided permit application assistance to 259 companies.
- Processed 138 Air Quality Permit Checklists.

Types of businesses assisted:

Auto Body Shops	Dry Cleaners
Manufacturing Facilities	Warehouses
Beauty Salons	Construction, Architecture, Engineering
Offices	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 April report is listed below:

Major Media Interactions	115
Press Releases	12
News Carousel	3

Major Media Topics:

- State of the Air Report (SOTA): Staff participated in an interview with ABC7 to discuss air quality improvements. KVCR requested information on emissions reductions in light of the SOTA report. Response was provided.
- U.S. EPA Emission Standards: The Press-Telegram requested a statement on U.S. EPA's new emission standards for trucks and other heavy-duty vehicles. Response was provided.
- **EPA Contingency Measure Plan (CMP) Deadline:** Bloomberg Law requested a comment on U.S. EPA's proposed disapproval of CMP. Response was provided.
- Warehouse Indirect Source Rule (ISR): Babaco News requested a quote for a newsletter article on the Warehouse ISR. Response was provided.
- **Dust in La Quinta**: The Coachella Valley Independent asked questions about a construction site known as Talus Development in La Quinta. Response was provided.
- Quemetco/Ecobat: Public Health Watch requested details on the facility's Title V permit. Response was provided. Reporter followed up with questions about Quemetco's 2015 Health Risk Assessment. Reporter was directed to submit a public records request.
- **Southern California Landfills:** Los Angeles Times requested a list of regional landfills with a copy of their quarterly reports and source tests. Reporter was directed to submit a public records request.
- **Residential Purifiers**: Desert Sun requested information on the availability of residential air purifiers, and whether outreach events are scheduled in Eastern Coachella Valley, particularly in Spanish. Response was provided.
- Warehouse Indirect Source Rule: Inside EPA asked whether U.S. EPA has finalized its approval of the Warehouse ISR as part of the State Implementation Plan. Response was provided.
- Lead Pollution: A freelance reporter from Seal Beach is looking for information about potential lead pollution surrounding the Long Beach Airport and a nearby elementary school. Research is in progress.
 - State of the Air Statement: Pitched release to media outlets resulting in media coverage.
- Windblown Dust Advisory (4/3, 4/13, 4/23 & 4/25): Pitched to media outlets resulting in media coverage.
- Windblown Dust Advisory Extension (4/4): Pitched to media outlets resulting in media coverage.

News Releases:

• South Coast AQMD Issues Windblown Dust Advisory for the San Gorgonio Pass area, the Coachella Valley, and Eastern Riverside County – April 3, 4 and 14th, 2024 (English and Spanish) – Informed the public of a PM10 Dust Advisory caused by high winds.

- South Coast AQMD Issues Windblown Dust Advisory for Portions of Riverside County – April 23, 2024 (English and Spanish) – Informed the public of a PM10 Dust Advisory caused by high winds.
- South Coast AQMD Statement on the American Lung Association's 25th State of the Air Report April 24, 2024 (English and Spanish) Informed the public of our implementing the Indirect Source Rule for warehouses, and developing proposals for additional rules for railyards and ports.
- Windblown Dust Advisory Updated: Portions of Riverside County could see Hazardous Air Quality Levels April 25, 2024 (English and Spanish) Informed the public of an update to the PM10 Dust Advisory caused by high winds.

Social Media Posts:

AO Forecast (4/9): 4,193 Twitter Impressions

--RT by @CodeRed001Blue, @NWSSanDiego, @AIRNow

AQ Forecast (4/14): 1,294 Twitter Impressions

--RT by @CodeRed001Blue, @LAFDtalk

AO Forecast (4/22): 1,050 Twitter Impressions

--RT by @AirNOW, @LAFDtalk

News Carousel:

- Keep Up with the Latest News from South Coast AQMD (4/10) Linked to Advisor Newsletter webpage.
- Participate in a Regional Public Hearing on the Draft South Coast Air Basin Attainment Plan for the 2012 Annual PM2.5 Standard (4/17) Linked to Notice of Regional Public Hearings.
- Earth Day is April 22nd Here's how to Celebrate it All Spring Long! (4/19) Linked to Earth Day Flier.

Outreach to Community Groups and Federal, State and Local Governments

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

- U.S. Senator Laphonza Butler
- U.S. Senator Alex Padilla
- U.S. Representative Pete Aguilar
- U.S. Representative Nanette Barragán
- U.S. Representative Ken Calvert
- U.S. Representative Tony Cardenas
- U.S. Representative Judy Chu
- U.S. Representative Robert Garcia
- U.S. Representative Mark Takano
- U.S. Representative Norma Torres
- Senator Bob Archuleta
- Senator Josh Becker
- Senator Catherine Blakespear
- Senator Brian Dahle
- Senator Bill Dodd
- Senator Maria Elena Durazo
- Senator Lena Gonzalez
- Senator Monique Limón
- Senator Josh Newman
- Senator Janet Nguyen
- Senator Roger Niello
- Senator Anthony Portantino
- Senator Susan Rubio

- Senator Kelly Seyarto
- Senator Tom Umberg
- Assemblymember Rebecca Bauer-Kahan
- Assemblymember Isaac Bryan
- Assemblymember Wendy Carrillo
- Assemblymember Mike Fong
- Assemblymember Laura Friedman
- Assemblymember Eloise Gómez Reyes
- Assemblymember Chris Holden
- Assemblymember Josh Hoover
- Assemblymember Corey Jackson
- Assemblymember Ash Kalra
- Assemblymember Josh Lowenthal
- Assemblymember Devon Mathis
- Assemblymember Al Muratsuchi
- Assemblymember Gail Pellerin
- Assemblymember Anthony Rendon
- Assemblymember Freddie Rodriguez
- Assemblymember Blanca Rubio
- Assemblymember Miguel Santiago
- Assemblymember Buffy Wicks
- Assemblymember Jim Wood

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

Agoura Hills Bell Calimesa Alhambra Bell Gardens Canyon Lake Anaheim Bellflower Carson **Beverly Hills** Cerritos Arcadia Big Bear Lake Chino Artesia **Bradbury** Chino Hills Avalon Azusa Brea Claremont **Baldwin Park** Buena Park Colton Burbank Banning Commerce Calabasas Beaumont Compton

Corona Lake Elsinore Riverside Covina Lake Forest Rolling Hills

Cudahy Lakewood Rolling Hills Estates

Lawndale Rosemead Culver City Dana Point Loma Linda San Bernardino San Dimas Diamond Bar Lomita Downey Long Beach San Fernando Los Alamitos San Gabriel Duarte Eastvale Los Angeles San Jacinto El Monte Lynwood San Marino El Segundo Malibu Santa Fe Springs

Fontana Manhattan Beach Santa Ana Santa Clarita Fullerton Maywood Gardena Menifee Santa Monica Glendale Mission Viejo Seal Beach Glendora Monrovia Sierra Madre Hawaiian Gardens Montebello Signal Hill Hawthorne Monterey Park South El Monte Hemet Moreno Valley South Gate Hermosa Beach South Pasadena Murrieta

Hidden Hills Newport Beach Stanton Highland Norco Temecula **Huntington Beach** Norwalk Temple City **Huntington Park** Ontario Torrance Industry Orange **Upland** Inglewood Palos Verdes Estates Vernon Irvine Paramount Walnut Irwindale Pasadena West Covina Perris West Hollywood Jurupa Valley

La Canada Flintridge Pico Rivera Westlake Village
La Habra Pomona Whittier
La Habra Heights Rancho Palos Verdes Wildomar

La Mirada Redlands

La Puente Redondo Beach

La Verne Rialto

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

Association of California Cities, Orange County

Alhambra Chamber of Commerce

Arcadia Chamber of Commerce

Building Industry Association of Southern California, Orange County

California Department of Transportation

Chino Valley Chamber of Commerce

Coachella Valley Economic Partnership

County of Los Angeles

Echo Park Chamber of Commerce

El Monte - South El Monte Chamber of Commerce

Foothill Transit

Gateway Cities Council of Governments

Glendora Chamber of Commerce

Gold Line Foothill Extension Construction Authority

Greater Irvine Chamber of Commerce

Greater Ontario Business Council

Greater Wilshire Neighborhood Council

Harbor Association of Industry and Commerce

Hispanic Coalition of Small Businesses

Inland Action

Inland Empire Health Plan

Inland Empire Regional Chamber of Commerce

Inland Empire Resource Conservation District

Inland Empire Utilities Agency

Inland Valley Development Agency

Kaiser Permanente

League of California Cities, Los Angeles, Orange County & San Bernardino Divisions

Los Angeles Area Chamber of Commerce

Los Angeles County Economic Development Corporation

Los Angeles County Sanitation Districts

METRO

Metropolitan Water District of Southern California

Monterey Park 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

Port of Long Beach

Port of Los Angeles

Riverside Transit Authority

San Bernardino County Transportation Authority

San Bernardino International Airport Authority

San Fernando Valley Council of Governments

San Gabriel and Lower Los Angeles Rivers Mountains Conservancy

San Gabriel Basin Water Quality Authority

San Gabriel Valley Council of Governments

San Gabriel Valley Economic Partnership

San Gabriel Valley Mosquito & Vector Control District

Santa Ana Chamber of Commerce

South Bay Associations of Chambers of Commerce

South Bay Cities Council of Governments

South Pasadena Chamber of Commerce

SCAG

U.S. Chamber of Commerce

U.S. National Park Service

Upland Chamber of Commerce

Upper San Gabriel Valley Municipal Water District

Valley Industry Commerce Association

West Valley Water District

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

Active San Gabriel Valley

AltaMed

Bolsa Chica Conservancy

Chino Kiwanis

City of Hope

Clean Power Alliance

Climate Mayors

California State Polytechnic University, Pomona

California State University, Dominguez Hills

California State University, Long Beach

Cesar Chavez Foundation

Coachella Valley Unified School District

Del Amo Action Committee

Discovery Cube, Los Angeles

Downtown Pasadena Neighborhood Association

El Centro del Pueblo

El Sol Neighborhood Educational Center

Elizabeth Learning Center

Foundation for Early Childhood Education

Fullerton College

Glendale Environmental Coalition

Habitat for Humanity

Hacienda Heights Improvement Association

Hope International University

Inland Empire Electric Vehicle Association

Loma Linda University

Los Angeles Unified School District

Nature for All, Los Angeles

Pasadena City College

Redlands Unified School District

San Bernardino Valley College

San Gabriel Mountains Community Collaborative

San Gabriel Valley Conservation Corps

Santa Ana Unified School District

Sustainable Claremont

The Energy Coalition

Trust for Public Land

University of Redlands

Vision y Compromiso