

BOARD MEETING DATE: February 3, 2017

AGENDA NO. 10

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the December 2016 outreach activities of Legislative, Public Affairs and Media Office, which include: an Environmental Justice Update, Community Events/Public Meetings, Business Assistance, Media Relations and Outreach to Business and Federal, State, and Local Government.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:
Receive and file.

Wayne Natri
Executive Officer

DJA:FW:MC:DM

BACKGROUND

This report summarizes the activities of Legislative, Public Affairs and Media Office for December 2016. The report includes five major areas: Environmental Justice Update; Community Events/Public Meetings (including the Speakers Bureau/Visitor Services, Communications Center, and Public Information Center); Business Assistance; Media Relations, and Outreach to Business and Federal, State and Local Governments.

Environmental Justice Update

The following are key environmental justice-related activities in which staff participated during December 2016. These events involve communities which suffer disproportionately from adverse air quality impacts.

December 2

- Staff participated in a meeting with Metro to discuss the SCAQMD's Environmental Justice Community Partnership, and to learn about Metro's environmental justice initiatives. Both parties agreed to keep each other informed about upcoming events and initiatives related to environmental justice.

December 21

- Staff participated in the Coachella Valley Environmental Justice Enforcement Taskforce Meeting in Indio. Staff networked with environmental justice leaders, received a report on the environmental issues in the area and learned about the California Department of Pesticide Regulation's environmental justice efforts.

COMMUNITY EVENTS/PUBLIC MEETINGS

Each year SCAQMD staff engage with thousands of residents, providing valuable information about the agency, incentive programs, and ways individuals can help reduce air pollution through events and meetings sponsored solely by SCAQMD or in partnership with others. Attendees typically receive the following information:

- Tips on reducing their exposure to smog and its health effects;
- Clean air technologies and their deployment;
- Invitations or notices of conferences, seminars, workshops and other public events;
- SCAQMD incentive programs;
- Ways to participate in SCAQMD's rule and policy development; and
- Assistance in resolving air pollution-related problems.

SCAQMD staff attended and/or provided information and updates at the following events:

December 12

- SCAQMD Town Hall Meeting, Paramount Community Center, Paramount.

December 14

- SCAQMD Hearing Board Meeting, related to Order for Abatement for Anaplex Corp., Aerocraft Heat Treating Co., Inc. and possible additional facilities doing business in the City of Paramount with emissions of hexavalent chromium, SCAQMD Auditorium.

December 15

- California Department of Toxic Substances Control, Exide Advisory Group Meeting, Ruben Salazar Park, East Los Angeles.

SPEAKERS BUREAU/VISITOR SERVICES

SCAQMD 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. SCAQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

December

- No requests were received this month.

COMMUNICATION CENTER STATISTICS

The Communication Center handles calls on SCAQMD's main line, 1-800-CUT-SMOG® line, the Spanish line, and after-hours calls to each of those lines. Total calls received in the month of December were:

Calls to SCAQMD's Main Line and 1-800-CUT-SMOG® Line	3,245
Calls to SCAQMD's Spanish-language Line	<u>27</u>
Total Calls	3,272

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls and walk-in requests for general information. Information for the month of December is summarized below:

Calls Received by PIC Staff	153
<u>Calls to Automated System</u>	<u>763</u>
Total Calls	916
Visitor Transactions	166
E-Mail Advisories Sent	336,063

BUSINESS ASSISTANCE

SCAQMD notifies local businesses of proposed regulations so they can participate in the agency's rule development process. SCAQMD also works with other agencies and governments to identify efficient, cost-effective ways to reduce air pollution and shares that information broadly. Staff provides personalized assistance to small businesses both over the telephone and via on-site consultation. The information is summarized below:

- Provided permit application assistance to 172 companies
- Conducted 5 free on-site consultations
- Issued 13 clearance letters

Types of businesses assisted

Auto Body Shops	Dry Cleaners	Furniture Refinishing Facilities
Engineering Firm	Gas Stations	Auto Repair Centers
Construction Firm	Restaurants	Printing Facilities
Architecture Firm	Breweries	Manufacturing Facilities
Plating Facilities		

MEDIA RELATIONS

The Media Office handles all SCAQMD outreach and communications with television, radio, newspapers and all other publications and media operations.

Total Media Inquiries: 52

Major Media Topics for December:

- **Paramount Hexavalent Chromium** – Stories have continued to run in print, TV, and radio media regarding concerns about hexavalent chromium emissions in Paramount. Executive and Media Office staff gave multiple interviews via teleconference and in person. A press release on the status of Anaplex went out to reporters on December 23.
- **Odor Events in Seal Beach, Huntington Beach and Long Beach** – Following a major odor event in December of undetermined origin, which resulted in a voluntary evacuation notice throughout the area, reporters and news outlets made several inquiries about both the event itself and the general situation of multiple odor events in this coastal area. Enforcement and Compliance staff were consulted and later participated in interviews. A story ran in regards to the general approach to investigation of odors.
- **Supervisor John J. Benoit: Statement distributed to all Southern California media** regarding the passing of Supervisor Benoit. Provided information to inquiries on the selection process for a new representative from the County of Riverside, based on the Health and Safety Code.
- **U.S. EPA– Writer with Transport Topics, an online periodical for trucking and freight transportation topics, inquired about U.S. EPA announcement on the SCAQMD petition on an ultra low NOx standard for heavy-duty trucks.** Staff provided a brief response for the story which was scheduled to run on January 2.

Media Campaigns

- **Check Before You Burn (CBYB):** Eight no-burn days called so far this season. Outreach campaign is live on radio and cable channels. No-Burn Day alerts were included in the radio campaign, and AirAlerts.org page updated with new graphic from new CBYB video. Pop-up banner has been prepared for use at community events. Coloring page for kids is being created for distribution at community events.

Media coverage of No-Burn Days has consistently shown improved engagement from previous years, mostly in print media.

- **Google Ad Campaign v2.0 (Check Before You Burn):** The Google Advertising campaign featuring CBYB advertisement was approved and initiated. Google has started running the pre-roll videos for CBYB on YouTube. To date, the CBYB YouTube video has gained 2.8 million impressions.

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE, AND LOCAL GOVERNMENTS

Field visits and/or communications were conducted with elected officials or staff from the following cities:

Alhambra	Los Angeles	Pasadena
Bell	Long Beach	Paramount
Chino Hills	Lynwood	Rancho Cucamonga
Commerce	Maywood	South Gate
Huntington Park	Montebello	Vernon

Visits and/or communications were conducted with elected officials or staff from the following state and federal offices:

- U.S. Senator Dianne Feinstein
- U.S. Senator Barbara Boxer
- U.S. Congresswoman Roybal-Allard
- U.S. Congressman Xavier Becerra
- State Senator Ricardo Lara
- Senator Kevin De León
- Assembly Member Anthony Rendon
- Assembly Member Miguel Santiago

Staff represented SCAQMD and/or provided updates or a presentation to the following governmental agencies and business organizations:

Arcadia Chamber of Commerce
California Air Resources Board
City of Paramount, Air Quality Sub-Committee
Gateway Cities Council of Governments
Omnitrans, San Bernardino County
San Bernardino Associated Governments (now SBCTA and SBCOG)

Staff represented SCAQMD and/or provided updates or a presentation to the following community and educational groups and organizations:

Boyle Heights Neighborhood Council
California Communities Against Toxics
Clean Air Matters, Los Angeles
Claude Pepper Senior Center, Los Angeles
Communities For A Better Enviroment
East Yard Communities For A Better Enviroment, Commerce
Faithful Central Bible Center, Inglewood
Felicia Mahood Senior Center, Los Angeles
Fresh Charter School, Inglewood
First Baptist Church of Huntington Park
Gardena Community Center
Hawthorne Senior Center
Highland Park Senior Center
Inglewood Community Center
Los Angeles Unified School District
Los Angeles Eastside Coaltion Against Exide
Maywood Adademy High School
Mothers of East Los Angeles
Peoples Coordinated Services, Los Angeles
Resurrection Church, Los Angeles
Saint Rose of Lima Catholic Church, Maywood
University of Southern California, Los Angeles
Yvonne Burke Senior and Community Center, Los Angeles