



# Community Outreach Programs

2010 Annual West Coast Collaborative Partners Meeting

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South Coast AQMD

Thursday, September 30, 2010



# SCAQMD Goals

All basin residents have the right to live and work in an environment of clean air...

- Equal Access
- Education and Outreach
- Public Participation
- Health Protection

# Strategy & Implementation

- Since 1997, SCAQMD has integrated E.J. into



**Compliance**



**Permitting**



**Rulemaking**



**Funding**



**Monitoring and Enforcement**



**Legislation**

# Strategy & Implementation

Traditional  
Approach  
**CURRENT**

New Media  
Approach  
**NEW**

Clean Air  
Connections  
**NEW**

Clean  
Communities  
Plan  
**NEW**

# Traditional

1-800-cut-smog

Complaint Response

Public Meetings

Workshops

Health Fairs

Events

Collateral Materials

Translations

Task Forces

# New Media



## AQMD iPhone application

- Real time air quality
- Alternative Fuels
- Carbon Footprint, etc...



## AQMD Widget



## Twitter @Connect2clnair



## Facebook – Clean Air Connections



## AQMD You Tube Channel

- “On The Air” Videos
- How to make a complaint video

# New Media

Enhanced efforts  
to reach a wider  
audience

Actively Engage

More Effective

Faster, quicker  
response

User friendly

Less expensive

**Brings SCAQMD closer to the Public**

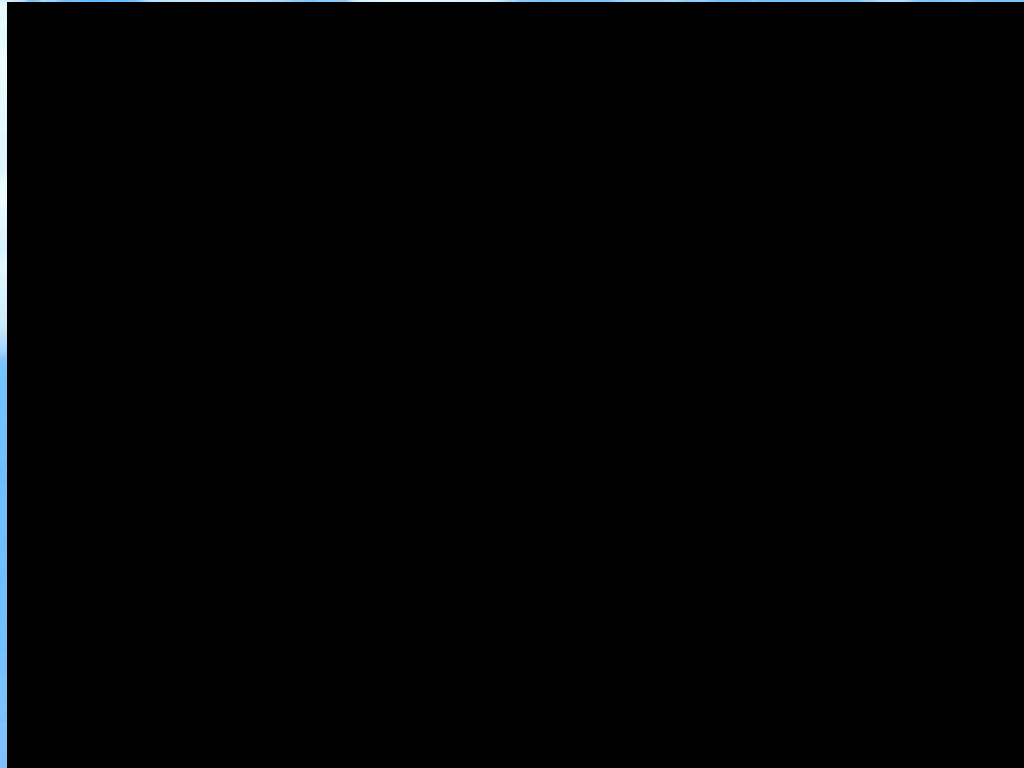
# iPhone App



Introducing the  
South Coast AQMD iPhone App



“On the Air”



# Clean Air Connections

- Community based grassroots approach to develop solutions
- Helps to ensure the public is part of the solution
- Gives public to have a sense of ownership and empowerment
- Better results with two-way communication



# Clean Air Connections



# Clean Air Connections



**South Coast  
Air Quality Management District**  
*Cleaning the air that we breathe...*

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Zip Code

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# CLEAN AIR CONNECTIONS



 <p>Welcome to the South Coast Air Quality Management District (AQMD's) Clean Air Connections web page</p> <p>Welcome</p>	 <p>Reporting Air Quality Problems</p>	 <p>Your Story</p>	 <p>Non-Toxic Dry-Cleaners</p>	 <p>Air Quality and Wildfires</p>
 <p>AQMD Releases Innovative iPhone Air Quality App</p> <p>What's News</p>	 <p>Health</p>	 <p>Important Legislation</p>	 <p>Environmental Justice</p>	 <p>Cash for Your Car</p>
 <p>Upcoming Events</p> <p>Events</p>	 <p>Kids &amp; Tweens</p>	 <p>Community Partners</p>	 <p>Take Action</p>	 <p>Smartphone</p>

This page updated: September 17, 2010  
URL: [http://www.aqmd.gov/ej/CAC/Clean\\_Air\\_Congress.htm](http://www.aqmd.gov/ej/CAC/Clean_Air_Congress.htm)

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This site best viewed in the latest version of Internet Explorer

# Clean Communities Plan

- Real world opportunity to include the public to address specific issue in specific communities
- A plan aimed at reducing toxic risks
- Develops a more comprehensive and multi-stakeholder process
- Ability to resolve Localized Air Quality Issues



# Clean Communities Plan Structure and Proposed Measures

## Clean Communities Plan

### Community Exposure Reduction

- Community Exposure Reduction Plan
- Community Guidance for Reducing Air Toxic Exposure
- Greening Communities

### Community Participation

- Clean Communities Pledge
- Clean Schools Pledge
- Enhanced AQMD Community Meetings

### Communication and Outreach

- Clean Air Toolbox
- Community Dialogue
- “Playing it Safe” Campaign
- Cleaner Choices to Reduce School Children’s Exposure to Toxics
- Advocating Toxic-Free Choices

### Agency Coordination

- Promoting Better Land Use Decisions
- Multi-Agency Coordinated Response

### Monitoring and Compliance

- Enhancements to AQMD’s Compliance Program
- Increased Public Awareness and Participation to Enhance Compliance

### Source Specific Measures

- Lead Emissions
- Lead Paint for Pre-1978 Structures
- Identifying New Sources
- Alternative Assessments
- Indirect Sources

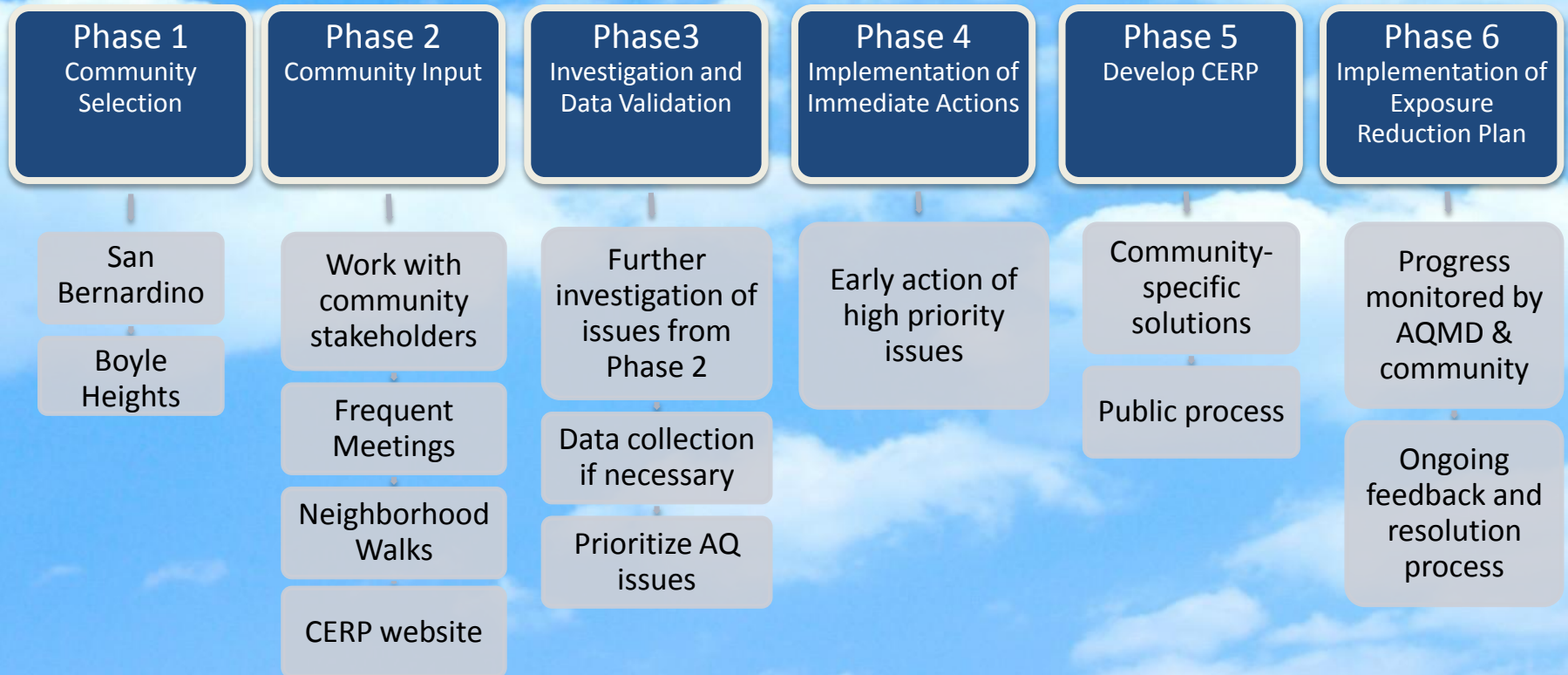
### Nuisance

- Nuisance Rule
- Source-Specific Nuisance Rules

# Community Exposure Reduction Plan (Pilot)

- Develop Community Exposure Reduction Plans
  - Tailored to the air issues in specific community
  - Pilot program starts with two communities
    - San Bernardino
    - Boyle Heights and surrounding areas
  - Work with community to identify air issues, develop and implement solutions
- Use structure as template for other communities

# Community Exposure Reduction Plan







# Clean Communities Pledge

- Clean Community Pledge
  - Asking community leaders (cities, counties, school boards) to take the Clean Communities Pledge
  - Commit to learn about health effects of their land use decisions
  - Commit to participating in training and outreach
- Acknowledge Communities and Schools
  - On AQMD website
  - Allow communities to share information

# Increased Public Participation

- Public input is an integral part of AQMD's air quality program
- Enhance existing and incorporate new tools to encourage public input such as:
  - Enhanced Town Hall Meetings
  - “Ask AQMD” forum
  - Outreach to improve public awareness and participation in AQMD's compliance program



# Agency Coordination

- Multi-Agency coordinated response
  - Establish Interagency Task Force
  - Increased communication between agencies
  - Work together to solve recurring issues
  - Establish interagency information sharing system





# Enhanced Compliance

- Improved compliance presence during off-hours
- Improved response time
- Better communication with complainants
- Compliance feedback and tracking system
- Tech tools for monitoring and communication
- Coordination and communication with other agencies

# “One-Click” Complaint

The image shows a screenshot of the South Coast Air Quality Management District (AQMD) website. A blue overlay is positioned in the center, containing a complaint form. The form includes the AQMD logo and the title "AQMD COMPLAINT FORM". The form fields are: Name, Phone #, Address, Date, Time, Alleged Source, Comments, and Type. The background of the website shows the AQMD logo, navigation links (Home, Inside AQMD, Community, Business, Technology, Health & Education, Governing Board), and a "Get Health Effects Info" section with an "E-mail Address" and "Zip Code" input field and a "Sign up" button. There are also language options for Spanish, Chinese, and Korean. On the right side of the website, there is a "Calendar of Events" and a section titled "Enhanced Vapor Recovery for Gas Station Upgrades" with the text "AQMD forms".

**South Coast Air Quality Management District**  
*Cleaning the air that we breathe...*

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E-mail Address  
Zip Code ? Sign up

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**AQMD COMPLAINT FORM**

Name:  Phone #:

Address:  Date:  Time:

Alleged Source:

Comments:  Type:

**AQMD**

Calendar of Events

Enhanced Vapor Recovery for Gas Station Upgrades

**AQMD forms**

# Outreach Activities

- ▶ **Playing it Safe**
  - Outreach to schools and organized sports to post when outdoor activities should be curtailed
- ▶ **Cleaner Choices for School Children**
  - Educate parents, and educators of ways to reduce children's exposure to air toxics
- ▶ **Advocating Toxic-Free Choices**
  - Educate the public on toxic free choices