



Community Outreach Programs

2010 Annual West Coast Collaborative Partners Meeting

Dr. Anupom Ganguli

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

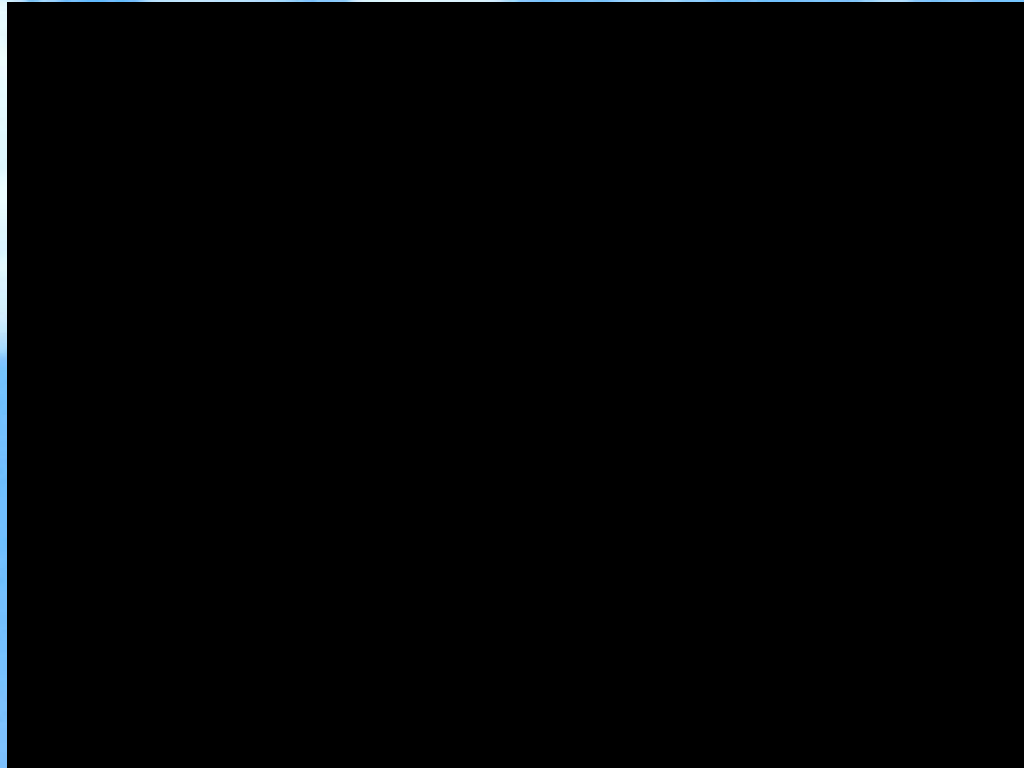
Brings SCAQMD closer to the Public

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...

Get Health Effects Info
E-mail Address
Zip Code

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SHARE   

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 & 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

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South Coast AQMD • 21865 Copley Dr • Diamond Bar, CA 91765 • (909) 396-2000 • 800-CUT-SMOG (288-7664)
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

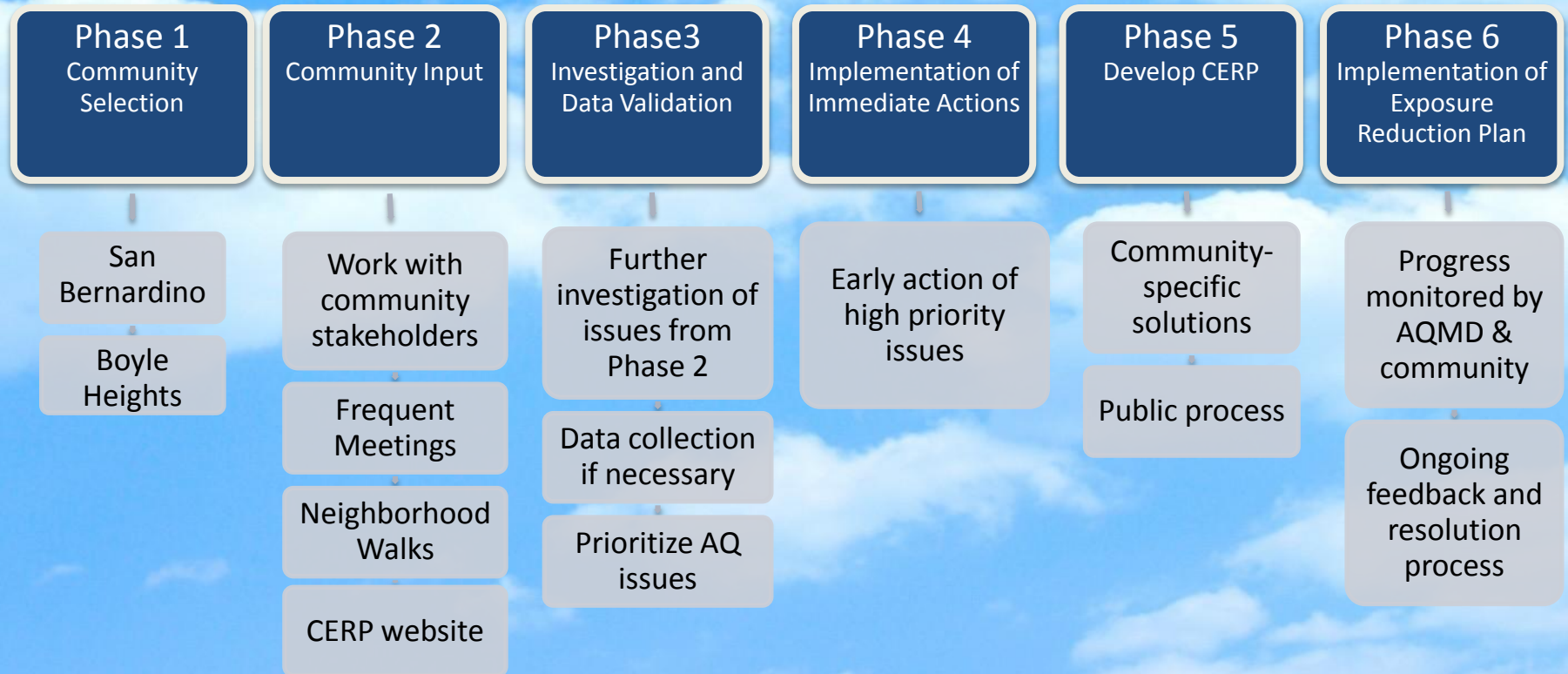
Nuisance

- 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

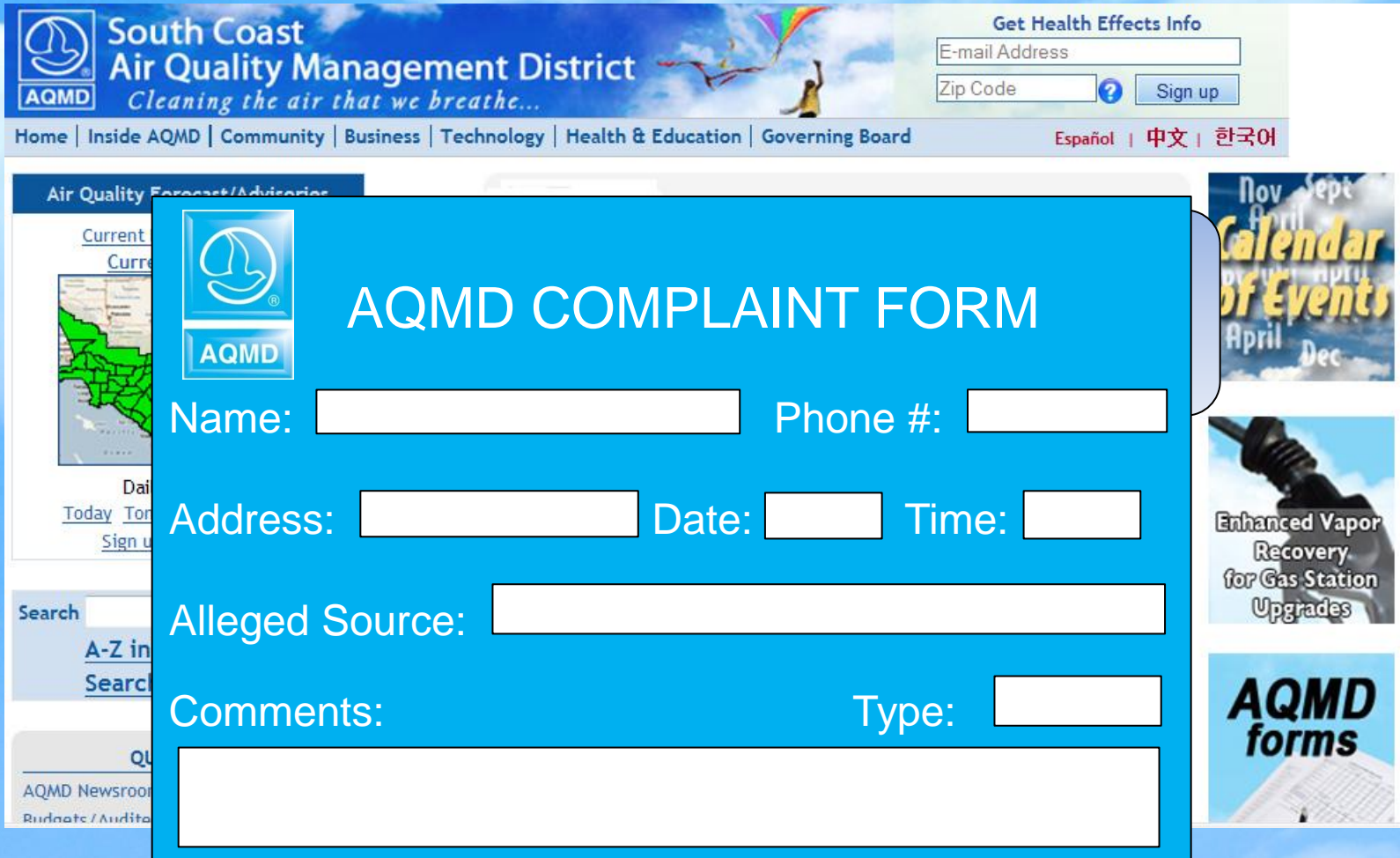


Enhanced Compliance



- 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 fields for Name, Phone #, Address, Date, Time, Alleged Source, Comments, and Type. The background of the website shows the AQMD logo, navigation links, and a 'Get Health Effects Info' section with input fields for E-mail Address and Zip Code. There are also promotional banners for a 'Calendar of Events' and 'Enhanced Vapor Recovery for Gas Station Upgrades'.

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

Get Health Effects Info
E-mail Address
Zip Code ?

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AQMD COMPLAINT FORM

Name: Phone #:

Address: Date: Time:

Alleged Source:

Comments: Type:

Calendar of Events
Nov April
April Dec

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