

Regulatory Information on Social Media

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APCD's Regulatory Communications

- Required Public Notices (by either federal or local regulation) of Public Comment Periods and/or Public Hearings
 - Title V permits
 - Enforcement actions
 - Regulation revisions
 - Meetings of the Air Pollution Control Board or their Committees
 - Board agreements
- Additional Public Notices (per APCD Policy)
 - FEDOOP (synthetic minor) permits
 - Public Meetings
- Related Regulatory Communications
 - How to participate in public comment periods
 - What to expect in a Public Hearing/Meeting
- And many non-Regulatory Communications
 - Air Quality Alerts
 - Program updates and announcements
 - Trainings and workshops
 - Air Quality tips and news
 - Partner and community news

Our Goals

Immediate

- Social media strategy that matches our agency's communications goals.
 - Meet residents where they're at.
 - Simplify the message.
 - Encourage participation in the process but set expectations clearly and fairly.
- Increased transparency and easier access to our information.

Long-Term

- Show the public good faith in our messaging and build public trust. Less about traditional social stats.
- Grow our presence on a few different social media channels through both regulatory and less regulatory messaging.

Changes to Social Strategy

- Joined Facebook.
- Started intermittent posting of distilled information about certain regulatory processes.
- Creating graphics on "How to Get Involved" to accompany certain public notice posts.
 - Proposed Permits
 - Public Hearings
 - Board Meetings



Louisville Air Pollution Control

@LouAPCD

The Louisville Metro Air Pollution Control Board will hold its regular monthly meeting on Wednesday, April 20, 2022, at 10:00 a.m. You may attend the meeting online or in person: louisvilleky.gov/government/air...

Upcoming Meeting of the Air Pollution Control Board

The Air Pollution Control Board is the regulatory authority for air pollution in Louisville Metro. The Board meets on the third Wednesday of each month at 10 a.m. to conduct regular business of the board, receive updates on the work of the Air Pollution Control District, and provide opportunity for the public to make a comment to the board. Here's what you need to know:



All board reports and the meeting agenda are available to the public on the Air Pollution Control District's "Board Meetings and Public Hearings" web page. You may also access them if you subscribe the APCD email list.



There is a regularly scheduled agenda item to give individuals and organizations an opportunity to address the Board on air pollution issues. Speakers are encouraged to register beforehand by submitting a speaker registration card that can be found online or in the agenda.



A full recording of the meeting will be made available on the Louisville MetroTV YouTube channel following the meeting. Meeting minutes will be made available prior to the next Board meeting.



Changes to Social Strategy



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APCD Notice of Action on a Federally Enforceable District Origin Operating Permit (FEDOOP)
lnks.gd/2/bJtn3x

2:35 PM · Nov 19, 2021 · GovDelivery



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Notice of Action on a Title V Operating Permit for Caldwell Tanks, Inc.

More info & related documents:
louisvilleky.gov/government/air...

How to Get Involved:
Public Comment Period for a Proposed Permit

		
Review the Permit	Submit a Comment	Request a Public Hearing
<small>You may access the Public Notice, Statement of Basis, and Proposed Permit on the APCD website. Physical copies are available upon request.</small>	<small>You may submit a comment on a proposed permit by emailing airpermits@louisvilleky.gov, through the form on our website, or by attending a public hearing.</small>	<small>A public hearing may be held if the APCD deems there is significant public interest or germane, unresolved issues with the permit.</small>

 AIR POLLUTION CONTROL DISTRICT



Changes to Social Strategy



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What is an air pollution permit? It's a long and detailed document that helps make the APCD, the public, and regulated facilities make sure that all air pollution laws & regulations are followed 📌

What is an air pollution permit?

Any project or piece of equipment in Louisville that emits or controls air pollutants requires a permit prior to installation and operation unless it is specifically exempted from the APCD's permit requirements.

The goal of any permit is to provide the public, the APCD, and the facility a way to assure that the facility is complying with all existing air quality requirements.

An effective permit for a facility will clearly identify the existing laws, regulations, and requirements that apply to a facility and require the facility to perform monitoring and recordkeeping to provide assurance to the APCD and the public that the facility is complying with those permit conditions.

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Community involvement is an important part of the air pollution permit process, but it can often be complicated. Here's a short look at the types of public comments that can contribute to a better permit.
[#LocalGov](#) [#AirQuality](#) [#Louisville](#)

Commenting on a Proposed Permit

The goal of any permit is to provide the public, the APCD, and the facility a way to assure that the facility is complying with all existing air quality laws, regulations, and requirements. An effective permit for a facility clearly identifies these requirements and establishes air pollution monitoring and recordkeeping practices in order to provide the APCD and the public assurance that the facility is complying with the permit conditions.

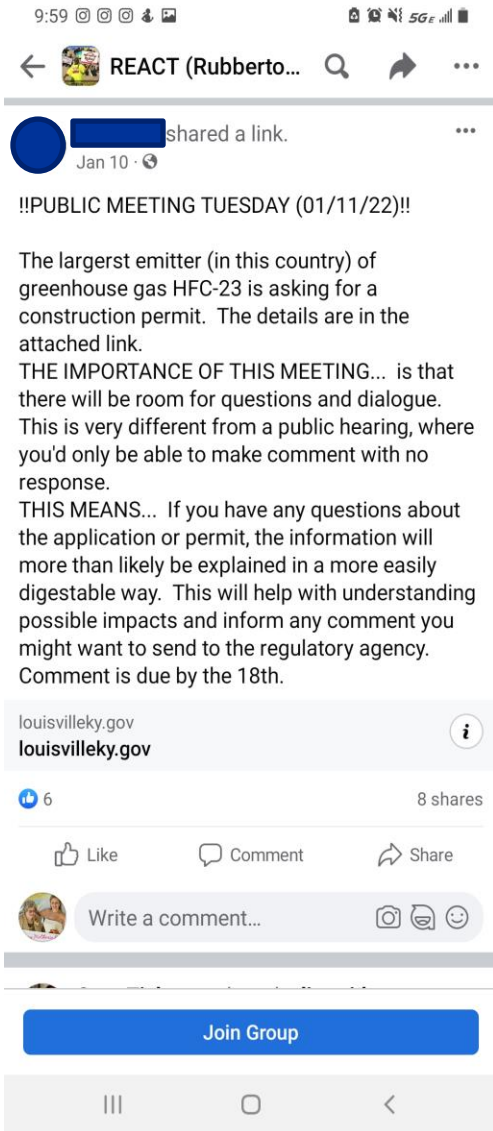
Considering this, the APCD can only reject a permit based on federal, state, and local air pollution laws and regulations. Here are some examples of actionable comments:

- The permit contains technical inaccuracies, or fails to address all significant emission sources covered in the application.
- The permit fails to include all local, state, and federal air pollution requirements.
- The permit does not have sufficient control device operations or requirements for monitoring of air pollution emissions.
- The permit does not properly consider case-by-case determinations, such as best available control technology (BACT) and lowest achievable emission rate (LAER).

AIR POLLUTION CONTROL DISTRICT

10:07 AM · Mar 30, 2022 · Twitter Web App





Early Results/Lessons

- Facebook makes it easy to share events/meetings/hearings, especially if you're a bit proactive.
- Engagement on public notice posts has gone up slightly, a little too early to be definitive.
- Expectations need to be clearly set, don't be unrealistic with what you tell the public they can do when involved.
- Public interest in regulatory actions is still fleeting and unpredictable.



Thank you! Questions?



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