

Agenda Date: March 21, 2019
Agenda Placement: Admin
Estimated Time: N/A
Continued Item: No

Board Agenda Item

TO: Air Pollution Control District Board

FROM: Aeron Arlin Genet, Air Pollution Control Officer 

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SUBJECT: Update on Public Outreach Activities

RECOMMENDATION:

Receive and file this update on District outreach activities.

BACKGROUND:

The District conducts public outreach throughout Santa Barbara County to provide communities with air quality information. This new agenda item will be brought to your Board at every meeting moving forward to provide an update on recent outreach efforts by District staff.

DISCUSSION:

The District uses a variety of methods and venues to connect with the community about air quality information and District programs. Those methods and venues include the District website, news releases, air quality alerts, social media (Twitter and Nextdoor), school and civic group presentations, interagency coalitions, events and festivals, media interviews, and phone calls with the public. Efforts are made to provide information in English and Spanish. For this recurring agenda item, outreach activities will be categorized as follows: Agency Awareness, Community Programs, and Interagency and Regulatory Support Efforts.

This update covers outreach efforts from January 2019 to present. Here are the outreach activities that have occurred during this timeframe:

Agency Awareness

- **New Agency Logo:** This fiscal year, the District has worked with a local graphic designer to create a new, fresh logo for the District, as noted in the FY 18-19 budget. This new logo, which the District is unveiling at this meeting, emphasizes the picturesque topography of Santa Barbara County and conveys the District's clean-air mission. One goal of the logo was to capture a stylized illustration of Santa Barbara County's dynamic topography. The colors depict the vibrant hues seen throughout the county, and the circular shape lends itself well to social media profiles, as well as horizontal and vertical versions of the logo. In conjunction with the new logo, the District is working with a design firm to produce new collateral materials (e.g., letterhead, business cards, brochures/postcards, and giveaways for community events). Also launching in conjunction with the new logo will be a new electronic newsletter, which will be used to update county residents and businesses about District news and air quality information, and to encourage readers to have their friends and family subscribe for air quality alerts.
- **OurAir.org Website Revamp:** As was also outlined in the FY 18-19 budget, efforts are also underway with website design professionals to revamp the District website to reflect the design elements of the new logo, improve navigational options, and maximize popular webpages for the public to easily access. In addition to staff input on key redesign elements, an external survey is being released to solicit feedback from the public regarding website navigation and usability. The new website is scheduled to launch in June 2019.
- **Media Relations:** The District regularly receives questions from the media regarding specific District programs as well as general air quality topics. During this time period, the District received media coverage on the following issues:
 - "Electric Drive 805" coalition launch: *Santa Maria Times, Noozhawk, Santa Barbara Independent*
 - Old Car Buy Back Program accepting model years up to 1995: *Santa Maria Times, Lompoc Record, Edhat*
 - Inspections of oil and gas facilities in relation to a Board of Supervisors meeting: *Lompoc Record, Santa Maria Times*
 - Prescribed burn operations: *Noozhawk, Edhat, KSBY, Santa Ynez Valley News*The District also regularly receives inquiries regarding pollutants and greenhouse gases in relation to proposed oil development, and county air quality trends in relation to vehicle emissions standards.

Community Programs

- **Low-Cost Air Sensors:** After receiving your Board's approval at the December 20, 2018 meeting to enter into agreements with community partners to deploy low-cost air sensors throughout the county, District staff have developed a distribution map to optimize the geographical representation of the devices countywide. District staff have plans to install 43 sensors by the company PurpleAir — 28 owned by the District and 15 supplied by

California Air Resources Board. Local teachers are also using these sensors as part of a grant program overseen by the District and County Education Office. Sensors have been co-located with the District's more sophisticated monitoring stations, and reports comparing the data captured by the different devices will be posted on the District website. Community partners interested in learning more about using a low-cost air sensor are encouraged to visit the District website: www.ourair.org/sensors

- **Clean Air Ambassadors:** The District has hired four local college students as contractors to help create this new District program. The program, modeled after one at San Luis Obispo County APCD, provides undergraduates the opportunity to hone their teaching skills by teaching K-3 students about air quality and actions they can take to make a difference. District staff have been working with the students to develop the program, and connecting with educators to promote the program. The program is expected to launch in classrooms this Spring. More information about this program is available on the District website: www.ourair.org/clean-air-ambassadors-program
- **Woodsmoke Reduction Program:** Launched in October, this fiscal year's Woodsmoke Reduction Program committed all of its \$225,000 in state funding in February; staff have created a waiting list in case any planned projects aren't completed. The program reimbursed participating retailers in Santa Barbara and Santa Maria to replace a wood-burning fireplace or wood stove with a cleaner alternative. Retailers were reimbursed up to \$5,000 for replacement projects for customers living in state-designated low-income communities or households, and up to \$1,000 for all other projects. A total of 61 vouchers were issued countywide. The District worked with the retailers to promote the program to county residents. More information is available on the District website: www.ourair.org/heatclean
- **School presentations and visits:** District staff regularly give presentations about the District's mission, jurisdiction, and programs to schools, pre-K-college. Since January, District staff provided presentations to two different classes at UCSB (i.e., Introduction to Environmental Law, and Environmental Economics and Policy). Since January, District staff have also attended three Science/STEM Nights at the following schools: Santa Barbara Community Academy, Hope School, and Hollister Elementary.

Interagency and Regulatory Support Efforts:

- **Marine Shipping Program:** The 2018 marine shipping program ran July 1 – November 15, 2018. The program, which marked its fourth year in 2018, is a collaborative effort by the District, Ventura County APCD, Bay Area AQMD, local chapters of national marine sanctuaries, NOAA, and other partners. Under the program, ships receive monetary incentives to slow down when transiting through the Santa Barbara Channel and Bay Area. Slower ships produce less pollution and are less likely to fatally strike whales. On March 6, 2019, the program partners recognized the 12 global shipping companies that participated in the 2018 program, at a ceremony near the Ports of Los Angeles and Long Beach. The 2018 program saw the 12 participating companies travel more than 46,000

nautical miles at slower speeds, compared to more than 12,000 nautical miles traveled during the 2017 program. More information is available on the District website:

www.ourair.org/air-pollution-marine-shipping

- **Draft Revisions to Rules 361 and 342:** As identified in the rule schedule for the 2016 Ozone Plan, District staff have created draft rule revisions to District Rules 361 and 342. The rules address emissions from boilers, steam generators, and process heaters of different sizes. The draft rule revisions require all newly installed and modified units to meet a lower oxides of nitrogen (NOx) emission standard; NOx can lead to the formation of ozone. These standards are based on similar requirements previously adopted by Ventura County APCD, San Joaquin Valley APCD, and South Coast AQMD. The District hosted a public workshop to discuss these draft revisions in Solvang on March 14. At the workshop, District staff also addressed Assembly Bill 617 Best Available Retrofit Control Technology (BARCT) standards as they relate to a small group of the largest sources of air pollution in the county (six facilities in all). To inform the public of the March 14 workshop, District staff posted the draft rule language on the District website, emailed a public notice to people subscribed to the subscription list, mailed the public notice to the 72 companies that may be affected by rule revisions, and shared workshop information on the District's social media.
- **Prescribed Burns:** The District works with fire agencies and land managers to prepare for and coordinate prescribed burns, which can help reduce the risk of wildfire. The District reviews a Smoke Management Plan provided by the fire agency and provides conditions to minimize smoke impacts; burns are dependent on weather and air quality conditions, and District staff often install a temporary air monitor near the burn to monitor the air quality. The District and fire agencies work together to provide multiple notifications to the public ahead of a burn. In 2019, the District has worked with Santa Barbara County Fire on ongoing prescribed burns in the Lompoc Valley (i.e., Burton Mesa Pile Burn Project) and the U.S. Forest Service (i.e., Figueroa Mountain Pile Burn and Administration Pile Burn) on ongoing prescribed burns occurring on Los Padres National Forest land. County residents can sign up to receive alerts about upcoming prescribed burns on the District website: www.ourair.org/subscribe
- **Burn Program:** In December 2018, the District and Santa Barbara County Fire Department announced changes affecting permitted pile burns. Pile burns are permitted by the County Fire Department and fall into three categories: Agricultural, Hazard Reduction, and Residential Backyard. Permitted pile burns are different from prescribed burns; prescribed burns involve standing vegetation and are performed by land managers such as fire agencies. The changes announced in December address common concerns regarding air quality and fire safety. The changes revolve around ignition times, no-burn areas, pile sizes, and more. Since the changes were announced, the District and County Fire Department have jointly worked to alert the public, including attending meetings of the Ag Advisory Committee and Fire Safe Council, mailing postcards to previous permit holders and stocking them at all County Fire stations, and issuing a news release. More information is available on the District website: www.ourair.org/permit-burning

- **Wildfires and Air Quality:** District staff attended and moderated a panel at an Air & Waste Management Association conference in Santa Rosa in February titled “Impacts of Wildfires on Air Quality and Health.” Topics discussed during the conference included health effects from smoke exposure, options for monitoring air quality affected by wildfire smoke, and creating smoke forecasts. The session moderated by District staff focused on lessons learned, best practices, and new ideas for communicating wildfire smoke impacts to diverse audiences, in preparation for future wildfire events.
- **ElectricDrive805:** Working with the neighboring APCDs in San Luis Obispo and Ventura counties, as well as the Community Environmental Council, Central Coast Clean Cities Coalition, and others, the District has launched “Electric Drive 805,” a regional coalition leading local efforts to increase access for affordable electric vehicles. The partnership will work with local drivers, fleet operators, businesses, property managers and local governments to increase awareness of the financial benefits of driving an electric car, and supporting the installation of charging stations. More information is available at the coalition website: www.electricdrive805.org

FISCAL IMPACT:

The costs for the outreach efforts and activities described above are included in the budget approved by your Board. There are no additional fiscal impacts.

ATTACHMENT: New District logo

ATTACHMENT 1

New APCD Logo

March 21, 2019

Santa Barbara County Air Pollution Control District
Board of Directors

260 San Antonio Road, Suite A
Santa Barbara, California 93110

PRIMARY LOGO



BLACK/WHITE LOGO



SECONDARY LOGOS



TERTIARY LOGOS

