




air pollution control district
SANTA BARBARA COUNTY

Agenda Date: January 16, 2020
Agenda Placement: Admin
Estimated Time: N/A
Continued Item: No

Board Agenda Item

TO: Air Pollution Control District Board

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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 air quality information. This regular agenda item will provide an update on recent outreach efforts by District staff since the previous Board meeting on December 19, 2019.

DISCUSSION:

The District uses a variety of methods to share information about air quality and District programs. Those methods include the District website, news releases, air quality alerts, social media (Twitter, Instagram, 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 organized into the following categories as needed: Agency Awareness, Community Programs, and Interagency and Regulatory Support Efforts. This update covers outreach efforts from the docket deadline of the December 19 meeting to present.

[Aeron Arlin Genet](#), Air Pollution Control Officer

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Agency Awareness

- **OurAir.org Website Revamp:** Efforts continue with website design professionals to revamp the District website to improve the navigation, maximize popular webpages for easy access, and refresh the overall look. The website will launch in the coming months.
- **New Agency Logo:** The District has been working with a design firm to create a new logo to represent the mission and vision of the agency. The logo has been officially launched this week. The icon is a square shape, with a blue color representing the sky and a citron color representing a mountain. Further shaping the logo is the agency's acronym underneath an area of white space; together, this effect creates another mountain image that depicts the topography and scenery of Santa Barbara County. The agency name is styled using a mix of all-lowercase and all-uppercase type. The District is excited for this new clean, crisp, and simple logo to convey the District's mission of clean air across multiple applications. The logo is being incorporated across letterhead, outreach materials, social media, website, pool cars, news releases, community events booth, and giveaway items for community events.
- **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 interest on the following issues:
 - Designation of Santa Barbara County as attainment for the state ozone standard: *KEYT, Edhat, Santa Barbara News-Press, and Carpinteria Coastal View News*
 - Health effects of wildfire smoke: *Grist*
 - Contaminated soil clean-up project: *Santa Barbara Independent*
 - Permitted burns and smoke: *Noozhawk*

Community Programs

- **Education programs:** The District's Clean Air Ambassadors program continues to be popular among Santa Barbara County teachers, with the Ambassadors presenting to two additional classes during this time period. The Ambassadors also recently attended two Science Nights – at Hope School in Santa Barbara and at Santa Barbara Community Academy. A presentation to your Board about this program is planned for an upcoming meeting.

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.