



Agenda Item: E-3
Agenda Date: May 21, 2020
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 air quality information. This regular agenda item will provide an update on recent outreach efforts by District staff since the previous Board meeting on March 19, 2020.

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 March 19 meeting to present.

Agency Awareness

- **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 attention on the following issues:
 - South Central Coast Basinwide Control Council meeting: *Santa Maria Times*
 - LEEF Program: *Santa Ynez Valley Star*
 - Passing of Laura Kath, District contractor for Santa Barbara Car Free program: *Santa Barbara Independent*

Community Programs

- **Education programs:** During this time period, District staff and the District's Clean Air Ambassadors program were unable to visit elementary school classrooms due to COVID-19-related school closures. Realizing there is a possibility that schools will see continued COVID-19-related changes to normal operations into the 2020-2021 school year, staff and the Ambassadors are considering alternative ways to share air quality information with students and teachers in the fall. The only education-related outreach conducted during this period was a virtual guest lecture to a UCSB Environmental Studies class.

Interagency and Regulatory Support Efforts:

- **Wildfire Season Preparedness:** In preparation for wildfire season, staff are working with County Public Health to strongly encourage Santa Barbara County residents to create "clean air rooms" in their home to prepare for wildfire smoke, and to minimize other sources of indoor air pollution. The District will use the following tools to spread the word, all in English and Spanish: a news release, infographics, radio ads (also in Mixteco), and social media posts. This campaign is scheduled for May in recognition of Clean Air Month; efforts to continue sharing this information will occur throughout the summer and fall.

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.