




air pollution control district
SANTA BARBARA COUNTY

Agenda Item: E-3
Agenda Date: December 17, 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 October 15, 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 October 15 meeting to present.

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

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:
 - **Prescribed burns:** *Noozhawk, KEYT, Edhat, and Santa Barbara News-Press*
 - **Marine Shipping Program and shipping company recognition:** *Maritime Executive*
 - **LEEF program:** *Santa Barbara Independent*
- **Agency Awareness Campaign and Survey:** The District recently started an overall agency awareness campaign, sharing information about our programs and resources. Efforts so far have included social media posts, bilingual radio ads throughout the county, and a bilingual community survey. (The link for the survey can be found on our website: www.ourair.org/grants.) This campaign will continue through the fiscal year; survey results will be highlighted as part of the March 2021 Board meeting.
- **E-newsletter:** The District issued a bilingual e-newsletter on October 28 to approximately 1,900 subscribers. Articles covered the following topics:
 - District's 50th anniversary
 - ongoing bilingual air quality survey regarding local concerns and conditions
 - annual teacher grants program
 - Old Car Buy Back program
 - creating a "clean air room" to protect against wildfire smoke:
www.ourair.org/clean-air-roomsThe next e-newsletter is planned for January. People can sign up to receive future e-newsletters on the District website: www.ourair.org/subscribe.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this time period, District staff have coordinated with Santa Barbara County Fire Department on four planned prescribed burns: Sedgwick Reserve, BarM Ranch, Monighetti Ranch, and Spaulding Ranch. For prescribed burns, the District completes a two-step public notification process: 1) a news release is issued once the burn window is identified, and 2) a follow-up advisory is issued the day before the burn occurs. In addition, portable monitoring devices (EBAMs) are temporarily installed nearby to assess potential air quality impacts from the prescribed burns. The first three burns — Sedgwick Reserve, BarM Ranch, and Monighetti Ranch — were successful, with more than 500 acres burned and zero air quality complaints or elevated air quality readings. As of the docket date for this Board letter, the Spaulding Ranch burn was postponed, due to unfavorable weather conditions.

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.