




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: E-3  
Agenda Date: June 17, 2021  
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 

CONTACT: Lyz Bantilan, Public Information Officer, (805) 961-8819

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 May 20, 2021.

### 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 May 20 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:
  - Marine Shipping Program: *Ventura County Star, GCaptain, New2Sea, KCLU, Amigos805, FarodiRoma* (Italian publication), *Edhat, Long Beach Post, Santa Barbara Independent, and Supply Chain Drive*
  - Selection of next County Counsel: *Santa Barbara Independent, Edhat, and Santa Ynez Valley Star*
  - “Burn Boss” prescribed burn training: *Santa Ynez Valley News, Lompoc Record, Noozhawk, Santa Barbara News-Press, and Edhat*
  - Sedgwick Reserve prescribed burn: *Edhat*
  - Overview of prescribed burning: *Santa Barbara Independent and Edhat*
  - Fire at Greka facility: *Lompoc Record*
  - Central Coast Agriculture NOVs: *Santa Barbara Independent, Edhat, Noozhawk, and KEYT*
  - “Clean air rooms” for wildfire smoke: *Noozhawk and Edhat*

## Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff coordinated with Santa Barbara County Fire Department on two separate prescribed burns in the Santa Ynez Valley: 1) a “Burn Boss” training on May 26-27 and 2) a research burn at the Sedgwick Reserve. 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.

## **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.