




Agenda Item: F-3
Agenda Date: October 21, 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 

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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 August 19, 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 August 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:
 - Wildfire smoke affecting Santa Barbara County: *Carpinteria Coastal View News, Santa Barbara Independent, Noozhawk, Edhat, KCLU*
 - Marine Shipping program: *KTVN, MENAFN, EINNews, Supply Chain Management Review, Silicon Valley Livenews, News Deli, TechToday, Maritime Executive*
 - Upcoming prescribed burns: *Bolly Inside, KSBY, KEYT, Santa Barbara News-Press, Edhat, Noozhawk*
 - Cannabis: *Santa Barbara Independent*
 - EV charging infrastructure (Goleta and Lompoc): *Global News Wire, Noozhawk, Lompoc Record*
 - Clean Air Rooms Pilot Program: *KCLU, KEYT, KSBY, Santa Maria Times, AC Repair Weekly*

Community Programs

- **Clean Air Rooms Pilot Program:** The District successfully implemented this pilot program in late September, working with many community partners. (*Agenda Item I-1 covers this in detail.*)
- **National Drive Electric Week (NDEW):** As we do every year, the District worked with regional partners to promote and participate in this annual nationwide push to educate the public about electric vehicles. This year's event occurred from September 25 to October 3. The coordinator for the Central Coast Clean Cities Coalition (C5), who is also a District staff member, spearheaded our agency's involvement this year. Outreach included issuing a joint news release with C5 and sharing on our social media channels. Other efforts included attending an electric vehicle showcase at the Goleta Farmers' Market and promoting webinars hosted by the Community Environmental Council; other NDEW events occurred in the tri-counties area.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff coordinated with Vandenberg Space Force Base and Santa Barbara County Fire Department on separate prescribed burns within their jurisdictions. For prescribed burns, the District works with fire partners to complete 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. As needed, portable air quality monitors are installed nearby to monitor for any smoke impacts to surrounding areas. The District is also working on an infographic about the benefits of prescribed burns, and our process working with fire agencies.

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.