



air pollution control district
SANTA BARBARA COUNTY

Agenda Item: F-3
Agenda Date: December 16, 2021
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 October 21, 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 October 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:
 - Alisal Fire and air quality: *KSBY, Santa Barbara News-Press, Santa Maria Times, KEYT, Santa Barbara Independent, Edhat, Noozhawk, KCBX, Carpinteria Coastal View News, and The Current (UCSB)*
 - Solar-powered EV charging in Goleta: *Santa Barbara News-Press, KEYT, and Edhat*
 - Prescribed burns: *Edhat, KEYT, KSBY, and Noozhawk*
- **E-newsletter:** The District issued a bilingual e-newsletter this month to approximately 1,900 subscribers. The next e-newsletter is planned for March. People can sign up to receive future news and alerts on the District website: www.ourair.org/subscribe. Articles in the December edition cover the following topics:
 - Clean Air Rooms Pilot Program
 - Prescribed burns
 - October Board of Directors meeting recap
 - Ideas for eco-friendly ways to celebrate the holidays
 - The District's holiday office closure

Community Programs

Clean Air Ambassadors Program: The District's popular Clean Air Ambassadors education program — highlighted at the [May 2021 Board meeting](#) — has been returning to classrooms this school year, after taking a pause in 2020 when schools turned to remote learning due to the COVID-19 pandemic. Since the last Board meeting, the Ambassadors revisited two schools, both in the Goleta Union School District (La Patera Elementary and El Camino Elementary). The Ambassadors, who are local college students, presented air quality-focused lessons to kindergarteners and first graders; the program is currently geared toward grades K-3. More information about the program, including how teachers can request a visit from the Ambassadors, can be found on the District's website: www.ourair.org/clean-air-ambassadors-program/.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff continued to coordinate with Santa Barbara County Fire Department on prescribed burns at BarM Ranch, Spaulding Ranch, and the Painted Cave area. 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.