



air pollution control district  
SANTA BARBARA COUNTY

# CALIFORNIA CLEAN AIR DAY

## *OCTOBER 5*

### South Central Coast Basinwide Air Pollution Control Council

Our Mission: To protect the people and the environment  
of Santa Barbara County from the effects of air pollution.

Aeron Arlin Genet  
Director/Air Pollution Control Officer

September 22, 2022



# BACKGROUND

- California Clean Air Day occurs on the first Wednesday of October
- Opportunity to increase awareness about local air quality, celebrate successes and progress, unite for continued progress
- APCO & PIO have joined Board Member Das Williams and other regional partners in forming a subcommittee for Santa Barbara & Ventura Counties to coordinate efforts
- Shocked and saddened by the passing of Supervisor Carmen Ramirez – working to ensure her legacy and passion for this effort is recognized and sustained



## OUR 2021 REACH



**1.8 million** participants  
up 13% from 1.6 million in 2020



**38 million** media impressions  
up 533% from 6 million in 2020



**51** counties  
California Clean Air Day participants in 51 California counties



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# OUR CLEAN AIR DAY OUTREACH

Toolbox to promote actions that people can take to increase their air quality awareness, help improve air quality, and protect their health:

- News release
- Social media posts (Twitter, Instagram, Nextdoor, LinkedIn)
  - Graphic showing the progress made toward cleaner air
- Clean Air Ambassadors classroom program
- Sharing outreach ideas of the subcommittee and other CAPCOA partners
- Encouraged entities to apply for Coalition for Clean Air's Clean Air Day microgrant program



**Santa Barbara County APCD** @OurAirSBC · Oct 6, 2021

Celebrating [#CleanAirDayCA](#) with Green/Good [#airquality](#) countywide! Swipe through this post to see graphics made by [@cleanairday](#) with tips on how you can help keep your **air clean**!

For more resources on local [#airquality](#) and ways to help the **air**, visit our website - link in bio!



# CLEAN AIR DAY PLEDGES

- Our agency signed the pledge for organizations and will encourage:
  - Individuals to take the pledge
    - Internal challenge for APCD staff
  - Students to take the pledge
- Serves as a reminder of the power of small, collective actions



Bike to school, the store or a park



Walk to school, the store or a park



Grow a seed or plant a garden



Plant a tree



Tell my parents to turn off the car when idling

# CLEAN AIR DAY MICROGRANTS – 8 TOTAL

- Awards given to local organizations partnering to raise awareness around Clean Air Day

- Both air districts pitched in some money to help fund every project that applied in the two counties

## Ventura County

- *EV curriculum (“Evie McWheelie”) and activities for select schools* – Ventura County Regional Energy Alliance, Oxnard School District, Ventura County STEM Network
- *Community greening and tree stewardship* – County of Ventura, Ventura County Resource Conservation, Boys & Girls Clubs, UC Cooperative Extension
- *Education about native plants and environmental stewardship, including for kids, at “Native Plant Palooza and Eco Fest”* – Conejo Open Space Foundation, Conejo Open Space Conservation Agency
- *Sight + Sound Film Festival: Free admission for those who choose “clean air” transportation options to attend* – Oxnard Performing Arts Center Corporation

## Santa Barbara County

- *Bike valet and complimentary bicycle services at Summer Concert Series* – Isla Vista Recreation and Park District and Isla Vista Community Services District
- *Sustainable Transportation Day with “Bike, Walk, and Roll”* – Adams Elementary School and COAST+SBBIKE
  - Special appearance by APCD’s Clean Air Ambassadors!
- *EV Showcase at Santa Maria Downtown Friday* – SBCAPCD, C5, CEC, local chapter of Sierra Club, and Santa Barbara EV Advocates
- *Clean Air Ambassadors classroom program* – SBCAPCD



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# ZERO-EMISSION TECHNOLOGY



- Work with Central Coast Clean Cities Coalition (C5) to share information about air quality benefits, latest vehicle rebate opportunities, and infrastructure funding
  - National Drive Electric Week (Sept. 23 – Oct. 2)
- Increase awareness on benefits of electric landscaping equipment, and encourage people to sign up for news about our upcoming incentive program



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# WILDFIRE SMOKE PREPAREDNESS

- Promote our bilingual text alert system for Air Quality Alerts

- [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe)

- Encourage people to create a “clean air room” at home by purchasing a HEPA air purifier for creating the DIY version

- [www.OurAir.org/clean-air-rooms](http://www.OurAir.org/clean-air-rooms)

Español (Spanish)

## Subscribe to our email lists

Sign up to receive notifications from us to stay informed about air quality matters. We don't share your contact information and you can change your subscription preferences at any time.

Email

Sign up to receive text messages regarding **Air Quality Alerts and Prescribed Burns**. You can select more than one area of the county for which you would like to be notified.

Phone

Alert types \*

- ☐ Southern Santa Barbara County
- ☐ Santa Ynez Valley (includes Los Alamos)
- ☐ Santa Maria Valley (includes Cuyama)
- ☐ Lompoc Valley

Submit



# CONTACT INFORMATION

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