

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



air pollution control district SANTA BARBARA COUNTY

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

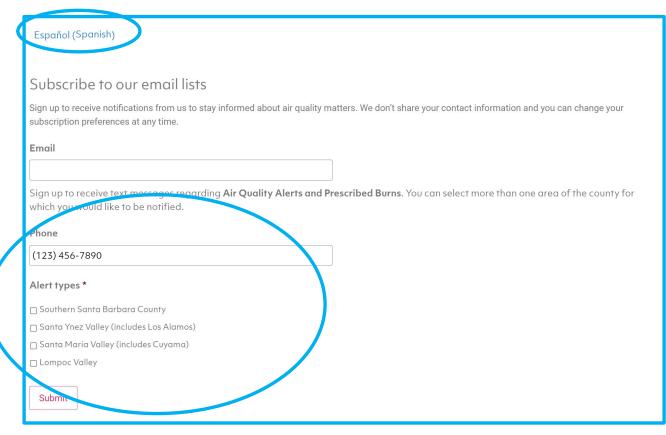


- Work with Central Coast Clean Cities Coalition (C5) to share information about air quality benefits, latest vehicle rebate opportunities, and infrastructure funding
 - National Drive Electric Week (Sept. 23 Oct. 2)
- Increase awareness on benefits of electric landscaping equipment, and encourage people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



WILDFIRE SMOKE PREPAREDNESS

- Promote our bilingual text alert system for Air Quality Alerts
 - 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



CONTACT INFORMATION

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