



air pollution control district
SANTA BARBARA COUNTY

Agenda Item: E-1
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Agenda Placement: Admin
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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 August 18, 2022.

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 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, media interest in the District included the following coverage:
 - Prescribed burn at UCSB: *Edhat*, *KSBY*, *KEYT*, *Noozhawk*, and *Santa Barbara News-Press*
 - Training burn near Burton Mesa: *KSBY* and *Edhat*
 - Marine Shipping program: *Edhat* and *GCaptain*
 - National Drive Electric Week: *Edhat* and *KEYT*
 - Clean Air Day: *Edhat*
 - Cruise ships in Santa Barbara: *Santa Barbara Independent*
 - Prescribed burn near Los Olivos: *KSBY*, *Santa Ynez Valley News*, *Lompoc Record*, *Santa Maria Times*, *Santa Barbara News-Press*, *KEYT*, and *Edhat*
- **California Clean Air Day and National Drive Electric Week:** The District celebrated National Drive Electric Week in September. In addition to issuing a news release with the Central Coast Clean Cities Coalition (C5) and sharing information on social media, the District also joined partners at a Santa Maria Downtown Fridays event on September 30, providing information about electric vehicles in English and Spanish to individuals who stopped by our booth. (You can see a [video recap](#) of our time at the event on our Instagram page.) The Downtown Fridays event also benefitted from a Clean Air Day microgrant. California Clean Air Day occurred on October 5, with regional events in Ventura County and Santa Barbara County happening leading up to and around that date. For Clean Air Day, the District issued news releases, posted on social media, and worked with our Clean Air Ambassadors to attend an event at Adams School in Santa Barbara.
- **E-newsletter:** The District issued a bilingual e-newsletter in September to approximately 1,900 subscribers. People can sign up to receive future news and alerts on the District website: www.OurAir.org/subscribe. Articles in the September edition covered the following topics:
 - Our agency's 52nd anniversary
 - Preparing for future wildfires
 - Our new Planning Division Manager, Alex Economou
 - Reminder of California Clean Air Day on October 5
 - A recap of the May, June, and August Board of Directors meetings
 - Information about a survey about EV charging infrastructure, provided by SBCAG
 - Reminder about the District's new phone numbers

Community Programs

- **Clean Air Rooms Pilot Program:** The District is pleased to provide an update about the Clean Air Rooms Pilot Program for Guadalupe and Casmalia residents. As was previously shared with your Board, we purchased 137 air purifiers — in addition to the 656 distributed in Fall 2021 — for individuals who added their names and contact information to a waiting list at our Fall 2021 distribution events. After conducting meaningful outreach to the waiting list and providing multiple opportunities for the individuals to get their device, the District

was left with remaining air purifiers. Earlier this month, the District successfully distributed the remaining devices at the Guadalupe Foodbank event; devices were also given to Bonita School, located in the same census tract as Guadalupe and Casmalia, so that they could have an air purifier in every classroom. The District greatly appreciates the partnerships that have made this program possible. Photos from the Guadalupe Foodbank event and Bonita School will be shared as part of the Director's Report.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff coordinated with Santa Barbara County Fire and UCSB on a prescribed burn near the campus lagoon. Staff also coordinated with County Fire on a 1,600-acre prescribed burn near Los Olivos and began planning for other burns scheduled in the coming months. 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 media advisory is issued the day before or morning of the selected burn day. As needed, portable air quality monitors are installed nearby to monitor for any smoke impacts to surrounding areas.
- **Marine Shipping Program:** In September, the District issued a joint news release with our Marine Shipping Program partners regarding the awards for the 2021 program participants, with quotes from the recipients. The 2022 program is underway. More information is available on the program website: www.BlueWhalesBlueSkies.org.

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.