Update on Vessel Speed Reduction Program & Ocean-Going Vessels

Board of Directors
Santa Barbara County
Air Pollution Control District

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

Aeron Arlin Genet
Executive Director / APCO

Alex Economou, Planning Division Manager
Lyz Bantilan, Public Information Officer

May 18, 2023
@OurAirSBC
Background: Ship Emissions

- Santa Barbara Channel Region is a heavily trafficked shipping corridor
  - Vessels are outside District’s regulatory control
  - District staff has been advocating for federal & international emission controls since 1994

- **2022 Ozone Plan:** Forecasted Growth in emissions from Marine Shipping until 2035
  - **New Ships:** Federal & International regulations require emission controls (e.g. Tier 3 engines)
  - **Existing Ships:** Can continue operating older engines until retired (10-15+ years)

@OurAirSBC
Blue Whales And Blue Skies Program

- Air Districts, National Marine Sanctuaries, Non-Profits, and Foundations

- **Seasonal program:** May 1 - December 15

- Asks shipping companies to voluntarily slow down to 10 knots or less

- **Benefits:**
  - Significant emission reductions
  - Reduce risk of fatal ship strikes on whales
  - Reduce ocean noise

- Began as 2014 pilot in Santa Barbara Channel & expanded each year (2016-present)

www.bluewhalesblueskies.org
2022 Results

- 8 Sapphire, 10 Gold, and 5 Blue Sky awards
- 684 vessels slowed down for 266,148 nautical miles

<table>
<thead>
<tr>
<th>Year</th>
<th>VSR % Cooperation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 VSR Season</td>
<td>36%</td>
</tr>
<tr>
<td>2019 VSR Season</td>
<td>55%</td>
</tr>
<tr>
<td>2020 VSR Season</td>
<td>60%</td>
</tr>
<tr>
<td>2021 VSR Season</td>
<td>64%</td>
</tr>
<tr>
<td>2022 VSR Season</td>
<td>78%</td>
</tr>
</tbody>
</table>

- 921 tons of NOx reduced (27% reduction in pollution compared to baseline)

@OurAirSBC
2022 Results

- Financial awards ranged from $2,500 to $20,000 for Gold and Sapphire companies

<table>
<thead>
<tr>
<th>Total Incentive Funds</th>
<th>$202,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives Accepted</td>
<td>$45,000</td>
</tr>
<tr>
<td>Incentives Declined</td>
<td>$157,500</td>
</tr>
</tbody>
</table>

Statue for Previous Sapphire Award

August 2022: Bay Area News Story

CLIMATE & ENVIRONMENT: BUILDING A BETTER BAY AREA
CARDS HELP SAVE WHALES
ABC7 NEWS
Program Marketing

- Tools: news releases, print & online ads, sponsored features, social media
  - Media coverage mix: industry, business, supply chain, environmental, local
  - Outreach spread out across the calendar year
  - All messaging highlights key benefits: safer whales, cleaner air, quieter ocean
  - New BWBS Instagram account: @bluewhalesblueskies
- Two goals:
  - Recognize participating shipping companies - exposure is incentive to join the program
  - Recognize Brand Ambassadors and recruit new BA companies
- Result: Marketing is so valued by participants that many decline the financial incentives

@OurAirSBC
Brand Ambassadors

- **Goal: Increase demand for more sustainable shipping**
  - Any business that ships with one of the participating shipping companies can become a Brand Ambassador
  - Helps with overall awareness of the program: program results & benefits are shared with Ambassadors, and Ambassadors share that information
  - One Ambassador recently emailed a shipping company to thank them for their participation, and sent a photo of their staff on a whale-watching excursion
  - Let us know if you know of any businesses that may be interested

www.bluewhalesblueskies.org/ambassadors

@OurAirSBC
New BWBS Brand Ambassador Videos
2023 Program Launch
Assembly Bill 953

- Introduced in February 2023 by Assembly Members Gregg Hart and Damon Connolly
- Would expand the VSR program statewide
- Would provide additional support for continuing and expanding the emission reduction impacts
Cruise Ship Subcommittee Meetings

- Harbor Commission formed a subcommittee to discuss the impacts from the cruise ship program in a public forum
- District staff were requested to present on the air quality impacts of cruise ships at the December 2022 meeting
Future Statewide Control Efforts

CARB - Interim Evaluation Report on the 2020 Control Measure for OGVs At Berth

- Regulation requires shoreside power for OGVs when docked at berth (Years 2023 - 2027)
- The District submitted a comment letter supporting CARB’s efforts to explore additional emission-reduction measures from OGVs
- CARB Board to discuss report at future meeting
Lyz Bantilan  
Public Information Officer  
(805) 979-8283  
BantilanL@sbcapcd.org

Alex Economou  
Planning Division Manager  
(805) 979-8333  
EconomouA@sbcapcd.org  
@OurAirSBC