




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: D-1  
Agenda Date: June 20, 2024  
Agenda Placement: Admin  
Estimated Time: N/A  
Continued Item: No

## Board Agenda Item

TO: Air Pollution Control District Board

FROM: Aeron Arlin Genet, Air Pollution Control Officer 

CONTACT: Jim Fredrickson, Planning Division Supervisor, (805) 979-8328

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 May 16, 2024.

### 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 (i.e., X – formally known as 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 May 16, 2024 meeting to present.

## 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:
  - “Blue Whales and Blue Skies” program: *Los Angeles Times*; *American Journal of Transportation*; *KEYT*;
  - Prescribed Burns: *KEYT*; *KSBY*; *Santa Barbara Independent*; *Edhat*;
  - Central Coast Agriculture Settlement: *KEYT*; *Edhat*; *Santa Barbara Independent*; *KVEC*; *Santa Maria Times*; *Lompoc Recorder*; *KCBX*; *OneGreenPlanet.org*; *Santa Maria Sun*;
  - Santa Barbara County Start of Wildfire Season: *Noozhawk*; *KEYT*; *Santa Maria Times*; *Santa Barbara Independent*.
- **Air Monitoring Network Plan Public Notice:** The District issued a Notice of Public Review and Request for Comments on the Air Monitoring Network Plan for Santa Barbara County. The plan includes a statement of purpose for each air monitor, and evidence that the siting and operation of each monitor meets the requirements of the federal regulations. Comments may be submitted in writing from May 28, 2024 to June 27, 2024.
- **E-newsletter:** The District issued a bilingual e-newsletter in May to approximately 1,700 subscribers. People can sign up to receive future news and alerts on the District website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe). Articles in the May edition covered the following topics:
  - Preparing for smoke during wildfire season;
  - A summary of the District’s involvement in various Earth Month-related events in April;
  - A summary of recent activity related to the “Protecting Blue Whales and Blue Skies” program;
  - Remembering Jim Swihart, a retired District employee who passed away recently;
  - A recap of the March and May Board meetings.

Anyone interested in receiving future e-newsletters can sign up on the District’s website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).

## Community Programs

- **Guadalupe Clean Air Fair:** On May 18, 2024, the Community Environmental Council sponsored the Guadalupe Clean Air Fair at Leroy Park in Guadalupe as part of their CARB AB 617 Community Air Protection Grant project. The District shared bilingual information about understanding the Air Quality Index (AQI).

## Interagency and Regulatory Support Efforts

- **High Fire Season News Conference:** A news conference was held on June 3, 2024 to announce the commencement of the [2024 High Fire Season](#). Santa Barbara County Fire has suspended all burn permits for residential burning and hazard reduction and will deploy resources to combat vegetation fires. Air Pollution Control Officer Arlin Genet participated in this event and conveyed key messages and recommended actions to prepare for the air quality impacts from wildfires. Wildfire smoke and ash contain very small particles called

particulate matter, which harm the lungs and heart. The best protection against wildfire smoke is to stay indoors as much as possible, ideally in a well-sealed “[clean air room](#).” The District also provides [current hourly air quality conditions](#) countywide. People are also encouraged to sign up for [Air Quality Alerts](#) issued during wildfires.- *Noozhawk; KEYT; Santa Maria Times; Santa Barbara Independent.*

- **Chamberlin Ranch Prescribed Burn Training News Release:** The District issued a News Release on June 6, 2024 for a prescribed burn for training purposes at the Chamberlin Ranch, near Los Olivos that was planned for mid-June. In response, the District and the Santa Barbara County Fire Department were contacted by representatives from the wine industry in Santa Barbara County with concerns about potential smoke affecting their grapes on the vine. To allow more time to discuss these concerns, the Santa Barbara County Fire Department decided to cancel the prescribed burn. A revised News Release will be distributed prior to the burn if/when it is rescheduled. – *KSBY; Santa Barbara Independent.*
- **East Camino Cielo Prescribed Burn:** During this period, District staff worked with partner agencies in planning for and implementing prescribed burns. The District worked with the U.S. Forest Service on a burn planned for the East Camino Cielo (La Cumbre Peak) area, and with Vandenberg Space Force Base on a series of training burns planned for June and July. People can sign up to receive future prescribed burn notifications on the District’s website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).

#### **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.