




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: D-1  
Agenda Date: June 26, 2025  
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 

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SUBJECT: Update on Public Outreach Activities

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### 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 15, 2025.

### 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 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:
  - Prescribed burns: *KEYT, KSBY, Edhat, and Lompoc Record.*
  - McCoy Office Ribbon-Cutting and Open House: *KEYT and Santa Maria Sun.*
  - Electric vehicles: *Santa Barbara Independent.*
  - Heat Clean Program: *Edhat.*
  - High Fire Season Press Conference: *Noozhawk, Santa Barbara Independent, Edhat, and Lompoc Record.*

## **Community Programs**

- **“Keep Our Air Clean” Student Art Contest Video:** In April, the District announced the winners of our first “Keep Our Air Clean” student art contest. Two of the winners in the middle school / junior high school level were 8<sup>th</sup> graders from El Camino Junior High in Santa Maria. Recently, the Santa Maria-Bonita School District produced a video spotlighting those students and recognizing their teacher for getting the class involved in the contest. You can read more about the winners on the District’s website: <https://www.ourair.org/041425-news/>. The video can be found on the School District’s social media account: <https://x.com/SMBSDnews/status/1927478717560881625>
- **Central Coast Clean Cities Coalition (C5):** C5, a program administered by the District, is a coalition of regional stakeholders working to decarbonize transportation throughout the Central Coast region. C5 recently conducted outreach for several upcoming events, including two zero-emission vehicle/equipment demonstration events and a workforce development training program. The District and C5 are partnering with Allan Hancock College to co-host an Electric Off-Road and Landscape Equipment Demo event in Santa Maria on July 9, 2025. C5 invited local electric off-road and landscape equipment vendors to participate in the event and distributed an e-mail blast to promote the demo to regional stakeholders. In addition, C5 released an e-mail blast notifying local stakeholders of a Zero Emissions Showcase and Ride & Drive hosted by Cal Fleet Advisor in Anaheim on June 18, 2025. Efforts were also conducted to notify local community colleges of a free three-week, in-person Electric Vehicle Supply Equipment (EVSE) Technician Training Course hosted at Oxnard College from June 23 – July 11. This hands-on training course will be delivered by ChargerHelp, and is sponsored by C5, Ventura County Regional Energy Alliance (VCREA), Tri-County Regional Energy Network (3C-REN), and Clean Power Alliance (CPA).

## **Interagency and Regulatory Support Efforts**

- **Prescribed Burns:** During this time, the District worked with The Nature Conservancy and the County Fire Department on a prescribed burn at the Jack and Laura Dangermond Preserve, as well as with the Vandenberg Space Force Base Fire Department on prescribed burns geared to train newly assigned firefighters on fighting wildfires. In addition, staff

worked with the Santa Barbara County Vinters Association to provide detailed information on the prescribed burns and the steps taken to reduce smoke impacts to their operations. People can sign up to receive future prescribed burn notifications on the District's website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).

- **High Fire Season – Wildfire Smoke Preparedness:** At the beginning of the month, the Air Pollution Control Officer (APCO) attended and spoke at a press conference declaring the start of High Fire Season in Santa Barbara County. She shared tips on how residents can prepare for impacts from future wildfire smoke, including information on setting up a “clean air room” using an air purifier, keeping tabs on local air quality conditions, and signing up for Air Quality Alerts issued by the District and the County Health Department. As part of the District's annual efforts to share wildfire smoke preparedness tips, the District will be issuing a news release, increasing social media posts, working with partner agencies to share information, providing outreach to schools, and keeping tabs on the progress locally to open more Clean Air Centers.

#### **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.