




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: E-1  
Agenda Date: October 16, 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 August 21, 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 August 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:
  - Settlement with DA's Office re: Central Coast Agriculture: *Edhat*, *Noozhawk*, *KEYT*, *High Times*, and *Pacific Coast Business Times*.
  - Gifford Fire: *Edhat*, *Noozhawk*, and *Santa Barbara Independent*.
  - Old Car Buy Back Program: *KCLU*, *KSBY*, *Santa Maria Times*, and *Edhat*.
- **E-newsletter:** The District recently issued an e-newsletter to approximately 2,600 subscribers. Articles in the recent edition included:
  - Summary of community events attended by the District
  - Recap of air quality impacts from the Madre and Gifford Fires
  - Summary of recent Board of Directors meetings
  - Remembering retired staff member, Howard Hammeren
  - Information on the District's air quality sensors program for schools, nonprofits, and government partners
  - Recap of how the District celebrated California Clean Air Day
  - Information on the District's newly upgraded Old Car Buy Back ProgramAnyone 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

- **Central Coast Clean Cities Coalition (C5):** C5, a program administered by the District, is a coalition of stakeholders working to expand clean transportation regionally. To mark National Drive Electric Month (September 12 – October 12), C5 participated in three electric vehicle (EV) events.
  - On September 25, C5 tabled at the "Electrify Your Ride" EV Showcase at the San Luis Obispo Downtown Farmers Market that featured 10+ EVs and booths from partners, including San Luis Obispo County APCD, City of San Luis Obispo, and SLO Climate Coalition.
  - C5 partnered with the District, Community Environmental Council, and the Sierra Club (Santa Barbara/Ventura Chapter) to co-host an EV Showcase and Clean Air Day event at Santa Maria Downtown Fridays on September 26. In addition to informational booths, there were three EVs on display, ranging from plug-in hybrids to all-electric SUVs and trucks. District staff encouraged attendees to take the Clean Air Day pledge, prepare for wildfire smoke by creating a "clean air room," and learn about financial incentives to reduce the cost of a new or used EV.
  - C5 tabled and showcased the District's Toyota RAV4 plug-in hybrid EV at the Ventura Harbor EV Showcase on October 5. There were 70 EVs on display, and local owners engaged with attendees about their experience driving electric, charging, and applying for incentives.

On October 15, at UCSB's Central Coast Sustainability Summit, C5 is sponsoring the Clean Transportation Showcase, featuring nine EVs and an e-bike display. The County of Santa Barbara will feature its Nanogrid Emergency Response Trailer, a mobile charging station with solar panels, battery packs, and a fuel cell powered by green hydrogen.

- **Healthy Lompoc Coalition:** The District regularly attends the monthly meetings of the Healthy Lompoc Coalition, sharing information about District programs and building relationships with other local stakeholders. At the in-person October meeting, the District's Public Information Officer gave a presentation to the group about general air district information as well as the Board-approved plans to implement Clean Air Fund projects in the city. As things move forward with those projects — Clean Air Centers at the Dick DeWees Community and Senior Center, Lompoc Boys & Girls Club, and Lompoc Family YMCA; and classroom furniture replacement at two elementary schools — the District will keep this group apprised of outreach and community engagement opportunities.

### **Interagency and Regulatory Support Efforts**

- **Prescribed Burns:** During this time, the District worked with the County Fire Department to prepare public notifications about an upcoming prescribed burn on the Sedgwick Reserve in the Santa Ynez Valley, scheduled to occur in November. The District follows a two-step public notification process for prescribed burns; a news release is issued several weeks ahead of the intended burn date, and a follow-up notification is issued either the day before or morning of the first day of burning. People can sign up to receive future prescribed burn notifications — via email and/or text message — on the District's website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).
- **National Award for Permitted Facilities Map:** The District is excited to share that our newly upgraded Permitted Facilities Map recently won the "Best Practices" award given by the national Association of Air Pollution Control Agencies (AAPCA). The District received the award at the AAPCA conference in North Carolina at the end of September. The District was one of only a few agencies to receive this award. The District's map serves as an easy-to-use tool for the public to find and view records for all of the stationary sources of air pollution permitted by the District, and the District is one of the only air districts in California to provide such a tool.

### **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.