


## 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 December 15, 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 December 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:
  - Burn Permit Program news release: *Edhat, KEYT, Santa Maria Times, and Santa Ynez Valley News*
  - Prescribed pile burns on USFS land: *KSBY*
  - Marine shipping program: *San Francisco Business Times, KRON4 (Bay Area), and Associated Press*

## Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff continued to coordinate with different fire agencies on multiple upcoming prescribed burns. As of the docket deadline for this Board letter, no burning had occurred during this period due to various rainstorms. 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. The District also posts information about all burns on our social media accounts. As needed, portable air quality monitors are installed nearby to monitor for any smoke impacts to surrounding areas.
- **Burn Permit Program News Release:** In December, following the docket deadline for this Board letter, the District collaborated with the Santa Barbara County Fire Department to issue a bilingual news release regarding the annual transition from a High Fire Season to a Winter Preparedness Level. With that transition comes the start of the time of year when individuals with a valid burn permit can conduct permitted burning on permissive burn days. The District appreciated the opportunity to partner with the Fire Department on this news release and provide information about our agencies' respective roles with permit burning, as well as rules and safety tips that help minimize smoke impacts. The news release can be found on the District's website: [www.OurAir.org/121422-news/](http://www.OurAir.org/121422-news/).

## **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.