


## Board Agenda Item

TO: Air Pollution Control District Board

FROM: Aeron Arlin Genet, Air Pollution Control Officer 

CONTACT: Lyz Bantilan, Public Information Officer, (805) 979-8283

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 18.

### 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 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:
  - Marine Shipping Program: Supply Chain Dive
  - Start of High Fire Season: *Edhat* and *KSBY*
- **Santa Ynez Valley Open Streets:** The District was pleased to sponsor and attend the inaugural Santa Ynez Valley Open Streets, which took place in Buellton on May 21. The District's booth at the event provided bilingual information about air quality and health, wildfire smoke preparedness, our website resources, upcoming incentive programs, and ways to stay informed about District news and Air Quality Alerts.

## Community Programs

- **LEEF Program:** Earlier this month, the District launched the third year of our LEEF (Landscape Equipment Electrification Fund) Program. The program is available to businesses, public agencies, nonprofits, schools, and non-landscaping businesses that perform in-house landscaping work to trade in gasoline- or diesel-powered landscaping equipment and purchase electric-powered equipment. Individual homeowners are not eligible to apply. The program has approximately \$744,000 in project funding from CARB and will be available to applicants on a first-come, first-served basis. On July 19, APCD will host an electric landscaping equipment demonstration day at San Marcos High School in Santa Barbara; interested applicants are encouraged to attend to test out equipment from eight manufacturers. A similar event will be scheduled in the northern part of the county in the fall. More information is available on our website: [www.OurAir.org/LEEFProgram](http://www.OurAir.org/LEEFProgram).
- **Clean Air Ambassadors Program:** The District's Clean Air Ambassadors classroom program for K-3 students has been active in 2023, visiting 32 classrooms and reaching more than 600 students. This year also saw the rollout of a new lesson topic in a handful of the classes, focusing on the air quality benefits of renewable energy sources and sharing easy ways to reduce energy use in our daily lives. Looking forward, District staff will be meeting with the Buellton Union School District to identify ways to bring the program to schools in that part of the county, and recruitment for new Ambassadors based in the southern and northern parts of the county will start in August. For more information on the program, visit our website: [www.OurAir.org/clean-air-ambassadors-program/](http://www.OurAir.org/clean-air-ambassadors-program/)

## Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff coordinated with County Fire on a prescribed training burn planned for Chamberlin Ranch near Los Olivos, as well as with Vandenberg Space Force Base on prescribed training burns planned to occur on base property. 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 posts information about all burns on our social media accounts and sends

a text alert to subscribers the day before burning starts. As needed, portable air quality monitors are installed nearby to monitor for any smoke impacts to surrounding areas. During this time, the District also attended a County Agricultural Advisory Committee meeting to share information about our role with prescribed burns.

**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.