




air pollution control district
SANTA BARBARA COUNTY

Agenda Item: D-1
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Continued Item: No

Board Agenda Item

TO: Air Pollution Control District Board

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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 June 15.

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 June 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:
 - LEEF Program: *Noozhawk* and *Santa Maria Sun*
 - Clean Air Grants Program: *The EV Report*, *BusinessWire*, *Santa Maria Sun*, and *KCLU*
 - Prescribed Burns: *KEYT*, *Edhat*, *KSBY*, and *Noozhawk*
- **Wildfire Smoke and Air Quality Alerts Outreach:** During this period, the District's Public Information Officer (PIO) was invited to be a panelist on a podcast hosted by PRISM Risk, a member-directed risk pool for public entities. On the podcast, the PIO shared information about preparing for wildfire smoke in California and available tools to monitor air quality and stay safe during smoke incidents. More information on the podcast is available [here](#). Earlier this month, the PIO also provided an overview of the District's Air Quality Alerts process and wildfire smoke resources to the County Office of Emergency Management's monthly Emergency Managers Committee meeting. Next month, the PIO will be sharing similar information as a guest on a radio show sponsored by the Santa Barbara County Fire Safe Council.

Community Programs

- **LEEF Program Demo Day:** In June, 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 \$850,000 in funding from the California Air Resources Board and will be available to applicants on a first-come, first-served basis. On July 19, the District hosted an electric landscaping equipment demonstration day at San Marcos High School in Santa Barbara. Twelve equipment vendors were on hand to share information about their devices, and approximately 70 interested applicants attended. A similar event will be scheduled in the northern part of the county in the future. More information is available on our website: www.OurAir.org/LEEFProgram.
- **Clean Air Grants Program:** This year's Clean Air Grants program opened on July 24 and will be accepting applications until September 1. The District's outreach methods to promote this program to eligible applicants include: a widely distributed news release; email reminders to businesses and organizations; social media posts; placement in various partners' e-newsletters; meetings with equipment vendors; flyers provided to heavy-duty truck dealers and posted at the Santa Barbara Harbor; and presentations to the Santa Barbara Harbor Commission, County Regional Climate Collaborative Business Advisory Subcommittee, County Agricultural Advisory Committee, and Santa Barbara County Associations of Government's (SBCAG) two technical advisory committees. More information is available on the District's website: www.OurAir.org/grants.

Interagency and Regulatory Support Efforts

- **Electric Drive 805 Stakeholder Meeting:** In June, Electric Drive 805 — a coalition of local governments and non-profits dedicated to reducing emissions from on-road mobile sources by achieving an equitable transition to electric vehicles — hosted its second open stakeholder meeting. The focus of the stakeholder meeting was strengthening connections and networks for electric vehicle charging infrastructure deployment. The meeting featured stakeholder updates on transportation electrification efforts, a brainstorming session to discuss the logistics of forming a Mega-Region Central Coast Committee based on a recommendation posed in SBCAG’s Central Coast Zero-Emission Vehicle Strategy, and an overview of lessons learned from completing lengthy applications to the Federal Highway Administration’s Charging and Fueling Infrastructure Discretionary Grant Program. The meeting attracted 24 stakeholders who represented various governments and non-profit organizations based in Ventura, Santa Barbara, and San Luis Obispo counties. The meeting was recorded and shared with additional partners who were unable to attend.

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.