




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: D-1  
Agenda Date: October 24, 2024  
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 

CONTACT: Jim Fredrickson, Planning Division Supervisor, (805) 979-8328

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 15, 2024.

### 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 August 8, 2024, to the Board meeting docket deadline of October 17, 2024.

## 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:
  - “Blue Whales Blue Skies” Program: *Supply Chain Dive Magazine; Baynature.org, Santa Barbara Independent, EIN News; Safety4Sea; gCaptain.*
  - Electric Off-Road Equipment Demonstration Event in Santa Maria: *Santa Maria Times; Santa Barbara Independent; Lompoc Record; KSBY.*
  - Study Reveals Link Between Wildfire Smoke and Dementia: *Santa Barbara Independent.*
  - UCSB Lagoon Prescribed Burn: *Santa Barbara Independent; KEYT; KSBY; KLCU; Noozhawk; Edhat.*

## Community Programs

- **Electric Off-Road Equipment Demonstration Event:** On August 27, the District hosted our first ever electric off-road equipment event to increase awareness on the use of electric powered agricultural tractors, excavators, utility vehicles, pallet jacks, forklifts, pressure washer, and other types of equipment. The District used a wide range of outreach methods to promote the event, including emails, social media posts, and a news release. Six equipment manufacturers displayed their equipment at the event (i.e., Berchtold Equipment Company, Central California Power, EV Range, Monarch Tractor, Quinn Lift, Total Clean Equipment/Haaker Equipment Company), and many vendors provided hands-on opportunities for individuals to try out the equipment on the site. Fifty-six (56) members of the public participated in the event and two news agencies attended.
- **Landscape Equipment Electrification Fund (LEEF) Program:** The District launched its fourth cycle of voucher incentive funds on July 11, 2024. As of September 30, the District has received 52 applications and issued 44 vouchers for \$543,068 (i.e., 90% of allocated funds for this year’s program). Application submittals have slowed, and the District will wrap up the LEEF program and close the application period on Friday, November 15, 2024.
- **2024 Clean Air Grants (CAG) Program:** On July 29, the District launched the 2024 CAG Program, and the application window closed on September 6. We received 74 grant applications with over 70% of applicants interested to replace their off-road equipment. The other applications included 17 infrastructure purchase and installs, two (2) ag pump replacements, two (2) marine engine repowers, and one (1) locomotive engine replacement. District is currently reviewing applications for eligibility and completeness prior to any funding decisions.
- **Clean Air Day 2024:** Wednesday, October 2, was California Clean Air Day. Director Williams chaired the Central Coast Regional Clean Air Day Committee and was joined by Aeron Arlin Genet, Air Pollution Control Officer. Four microgrants up to \$1,000 were awarded to support local events throughout Santa Barbara County to bring awareness to Clean Air Day. The District’s Clean Air Ambassadors participated in two Walk/Bike/Roll

to School Events at Vieja Valley Elementary School and Brandon Elementary School. The District along with Director Williams participated in the Clean Air Education Fair hosted by the Isla Vista Community Services District. Lastly, the District and Central Coast Clean Cities Coalition coordinated an electric vehicle showcase at the Santa Maria Downtown Fridays event.

- **Clean and Green Club Presentation:** On October 9th, District staff delivered a brief presentation on the importance of clean air to Vieja Valley Elementary School's student-led Clean and Green Club, which consists of nearly twenty (20) 4th and 5th grade students passionate about sustainability and environmental stewardship. The presentation featured information on air pollution, where it comes from, the District's role, and what students can do to keep our air clean as a follow-up to the California Clean Air Day Bike, Walk, and Roll to School event. To wrap up, several interested students participated in a video to share their unique thoughts about why clean air is important and ways to help keep our air clean. District staff will compile video clips from the Bike, Walk, and Roll to School event and the Clean and Green Club to highlight local efforts to celebrate California Clean Air Day.

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

- **UCSB Lagoon Prescribed Burn:** On August 29, the District issued a news release for a prescribed burn at the UCSB Lagoon on September 11, 2024 to restore native Coastal Sage Scrub habitats on Lagoon Island. Approximately 0.25 acres of invasive rip-gut brome grassland and Coyote bush was successfully burned. The prescribed burn was coordinated with the Santa Barbara County Fire Department in conjunction with UCSB's Cheadle Center for Biodiversity and Ecological Restoration.

#### **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.