




Agenda Item: E-1
Agenda Date: January 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 

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

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 December 5, 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 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:
 - “Keep Our Air Clean” Student Art Contest: *Santa Maria Sun* and *KSBY*
 - Prescribed Burns: *Lompoc Record*

Community Programs

- **“Keep Our Air Clean” Student Art Contest:** During this time, the District continued to promote participation in our “Keep Our Air Clean” student art contest, open to elementary, junior high, and high school students in Santa Barbara County; submissions were accepted through December 20. Students were encouraged to submit original artwork that reflects their understanding of the significance of clean air and actions individuals and communities can take to maintain good air quality. The District is excited to have received dozens of submissions from local students and will be announcing winners in each grade-level category in late January. Winners will receive prizes and submissions will be displayed in District offices and featured in District outreach materials. More information is available on our website: www.OurAir.org/art-contest/.
- **Bilingual Postcards for Text Alerts:** During this time, some residents of Guadalupe and parts of the Santa Maria Valley may have received in the mail a double-sided postcard encouraging them to sign up to receive the District’s free Air Quality Alert notifications via text message and/or email. The postcards are in English and Spanish in order to reach as many individuals as possible; each postcard has text in both languages but presented with different calls-to-action to encourage sign-ups. This postcard mailing was a project done with and paid for by the California Air Resources Board (similar to one done in San Luis Obispo County) to test different types of messages to assess outreach effectiveness and enroll more individuals in our Air Quality Alert notification service.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff worked with partner agencies in planning for and implementing prescribed burns. The District worked with the U.S. Forest Service on prescribed pile burns on Los Padres National Forest land and with Santa Barbara County Fire Department on a burn planned for the Sedgwick Reserve in the Santa Ynez Valley. People can sign up to receive future prescribed burn notifications on the District’s website: www.OurAir.org/subscribe.

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.