




Agenda Item: D-3
Agenda Date: June 18, 2020
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 

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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 May 21, 2020.

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 21 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, the District received media attention on the following issues:
 - Results of 2019 Vessel Speed Reduction program: *Noozhawk*, *Edhat*, and *Patch*
 - Upcoming prescribed burn training: *Noozhawk*
 - Scorpion Fire: *Noozhawk*
 - Aera project withdrawal: *The Bakersfield Californian*

Interagency and Regulatory Support Efforts:

- **Smoke Messaging:** In preparation for wildfire season, staff launched a campaign with the Santa Barbara County Public Health Department to strongly encourage Santa Barbara County residents to create “clean air rooms” in their home to prepare for wildfire smoke, and to minimize other sources of indoor air pollution. During this time period, staff also worked with the Santa Barbara County Fire Department to alert community members about a planned range improvement burn in Los Olivos, also intended to function as a training for firefighters and land managers; the District’s two-step public notification process for prescribed burns gives residents time to prepare for potential smoke impacts.

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.