




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: F-3  
Agenda Date: January 21, 2021  
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

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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 December 17, 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 December 17 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:
  - Odors from the growing of cannabis: *Santa Barbara Independent*
  - Old Car Buy Back program: *Santa Barbara News-Press*
- **Website Update:** Working with website developers, the District recently enhanced its popular “Today’s Air Quality” webpage to include detailed past air quality information for each monitoring station. Using the AQI values and colors, each monitoring station will now show both the current AQI for each pollutant measured at each station, and a rolling previous 24 hours’ worth of AQI data for each pollutant measured at each station. This new feature allows Santa Barbara County residents to see how air quality trends may have evolved throughout the day. This new feature incorporates feedback received from the public since the District launched our new website last year.

## **Community Programs**

- **Old Car Buy Back Program:** Earlier this month, the District announced new eligibility criteria for our popular Old Car Buy Back Program. We will now be accepting operable, smog-certified, Santa Barbara County-registered cars, SUVs, and light-duty trucks that are model year 1997 or older (compared to the previous limit of model year 1995 or older). Under the program, assuming all requirements are met, Santa Barbara County residents can retire their qualifying vehicles and receive \$1,000; the cars are then crushed at a participating auto dismantler. Outreach regarding the program includes a bilingual news release, bilingual social media posts, and bilingual public access television slides.

## **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.