



air pollution control district
SANTA BARBARA COUNTY

UPDATE ON THE CLEAN AIR ROOMS PILOT PROGRAM

Board of Directors Santa Barbara County Air Pollution Control District

Our Mission: To protect the people and the environment of Santa Barbara County from the effects of air pollution.

Aeron Arlin Genet
Director / APCO

Lyz Bantilan / Public Information Officer
October 21, 2021



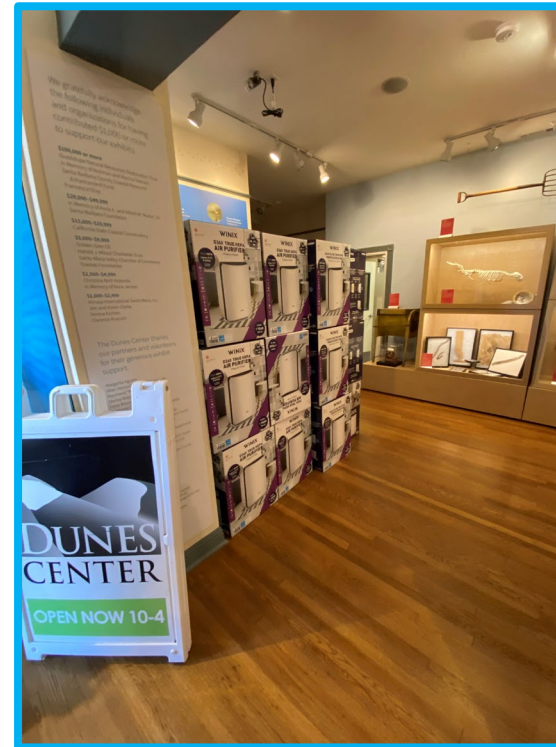
BACKGROUND

- Authorization of Pilot Program at June 17 Board meeting
 - Free air purifiers to residents of Guadalupe and Casmalia
 - first-come, first-served
 - one per household
 - proof of address
 - Air purifiers are great tools to protect against wildfire smoke



LOGISTICS

- After June Board meeting:
 - Purchased 656 devices
 - Coordination of delivery & storage
 - Selected dates for distribution events
 - Outreach to community partners



SPREADING THE WORD

- Many community partners made this program possible and successful!
 - City of Guadalupe, Guadalupe Union School District, Los Amigos de Guadalupe, Promotores Network, and many others
 - Outreach in English, Spanish, & Mixteco
 - Tools: social media posts, school flyers, theater signage, emailed flyers, media outreach



DISTRIBUTION DAYS

- Sunday, September 26 & Thursday, September 30
- Both days were incredibly successful – all 656 devices were distributed!
- Participants received:
 - Air purifier
 - Tote bag with bilingual materials (infographics, specs guidance, APCD website & social media info, magnets)
 - Opportunity to chat with Promotores in Spanish & Mixteco
 - Opportunity to see how to make a DIY air purifier
- Will be working with Promotores to survey participants in the next couple of months



MORE PHOTOS



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WAITING LIST



- Not everyone who attended the distribution events was able to receive a device, due to demand
- Those who were interested were able to add their names to a waiting list, in the event of future funding
- Approximately 140 individuals signed up
- Will notify eligible individuals and organize a pick-up event once devices are ordered and delivered

FISCAL IMPACT

- Original pilot program funding of \$100,000, approved at June 17 Board meeting
 - District's Clean Air Fund
 - District's Operational Reserves Fund Balance
- One-time expenditure to address waiting list – not to exceed \$20,000
- Administrative costs included in FY 21-22 budget



COUNTYWIDE OUTREACH

CLEAN INDOOR AIR DURING WILDFIRES

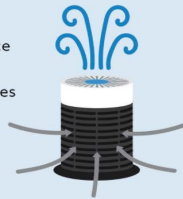
Smoke and ash from wildfires contain very small particles known as particulate matter. These particles harm the lungs and heart, and can cause coughing, wheezing, difficulty breathing, chest pain, nausea, and in severe instances, premature mortality. Kids, seniors, pregnant women, and people with heart or lung disease are especially sensitive. The best protection against wildfire smoke is to stay indoors as much as possible when smoke is present. Before the next wildfire, take steps to ensure your family will have safe indoor air quality.

How to Choose & Use an Air Purifier

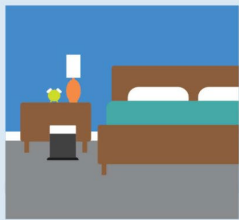
HEPA (High-Efficiency Particulate Air) purifiers can reduce particulate matter indoors by 90%.

Choose one that's right for you. They come in various makes and models, for different room sizes. A HEPA purifier for average-sized bedroom costs approximately \$75.

You can purchase one at a hardware store or through online retailers.



Make sure it doesn't create ozone! Find a list of safe options online:
www.arb.ca.gov/research/indoor/aircleaners/certified.htm



Use the purifier in a room where you spend a lot of time, like a bedroom.

Check your windows and doors and make sure the room is sealed tightly so smoke from the outdoors does not get pulled inside.

Make sure to replace the filter as directed in the owner's manual - filters need to be replaced more frequently when used during a wildfire.

www.OurAir.org



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- Animated “clean air rooms” infographic series
 - With voiceover in English, Spanish, & Mixteco
 - Connected with messaging on how to interpret air quality data
- Tools used to share will include ads, social media, & media outreach
- Between Pilot Program and Alisal Fire occurring, media interview about air purifiers: www.kclu.org/2021-10-04/brush-fire-smoke-bothering-you-air-quality-expert-talks-about-cleaning-your-homes-air



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CONTACT INFORMATION



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