


Agenda Item: E-1
Agenda Date: August 18, 2022
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Continued Item: No

Board Agenda Item

TO: Air Pollution Control District Board

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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 June 16, 2022.

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 June 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:
 - Winchester Canyon Cannabis project and H₂S odors: *Edhat*, *KEYT*, and *Noozhawk*
 - Fire at VSFB: *KSBY*
 - Clean Air Grants program: *Edhat* and *Coastal View News*
 - Marine Shipping program Brand Ambassadors: *The Maritime Executive*
 - Prescribed burn planned at VSFB: *Noozhawk*, *Santa Barbara News-Press*, *KSBY*, *Edhat*, and *KEYT*
 - Annie Fire in Goleta: *Noozhawk*
- **California Clean Air Day subcommittee:** The Air Pollution Control Officer (APCO) and Public Information Officer (PIO) have joined Board Member Das Williams, and other regional partners, in forming a subcommittee for Ventura County and Santa Barbara County to coordinate on outreach ahead of California Clean Air Day. Promoted by the Coalition for Clean Air, Clean Air Day occurs on the first Wednesday of October and strives to increase awareness about the importance of improving air quality. See Agenda Item E-1 for more information about the District's Clean Air Day outreach plans and Resolution to mark October 5, 2022 as Clean Air Day in Santa Barbara County.

Community Programs

- **Clean Air Grants Program outreach:** This year's Clean Air Grants program opened on July 25 and will be accepting applications until August 31. The District's outreach methods to promote this program, to eligible applicants, have included: a widely distributed news release; email reminders to businesses and organizations (including a focus in low-income and disadvantaged communities in the county); multiple social media posts across channels; placement in various partners' e-newsletters; meetings with equipment vendors; flyers provided to heavy-duty truck dealers and posted at the Santa Barbara Harbor; and presentations to the Santa Barbara Harbor Commission, County Regional Climate Collaborative Business Advisory Subcommittee, County Agricultural Advisory Committee, and Santa Barbara County Association of Government's two technical advisory committees. More information is available on the District's website: www.OurAir.org/grants.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this period, District staff coordinated with Vandenberg Space Force Base (VSFB) Fire Department on a prescribed training burn planned to occur on base. For prescribed burns, the District works with fire partners to complete a two-step public notification process: 1) a news release is issued once the burn window is identified, and 2) a follow-up media advisory is issued the day before or morning of the selected burn day. As needed, portable air quality monitors are deployed nearby to monitor for any smoke impacts to surrounding areas.

- **Central Coast Clean Cities Coalition (C5) Redesignation:** Since 1993, the U.S. Department of Energy (DOE) has worked with Clean Cities coalitions across the nation to build partnerships to advance affordable, domestic transportation fuels and technologies and improve transportation energy efficiency. DOE requires each Clean Cities coalition to reaffirm its commitment to these efforts, by going through a periodic re-designation process. The re-designation effort was led by the C5 Director, who is staff at the District. The District has a Memorandum of Agreement in place with C5 to provide oversight for the coalition. On April 18, 2022, C5 hosted a re-designation webinar with DOE staff, District staff, C5 Board members, and C5 stakeholders, to give a presentation on the work that the coalition has been undertaking since the last re-designation in 2012, as well as future goals of the coalition. After the presentation, DOE staff asked questions and provided feedback. In July 2022, DOE sent C5 a letter informing the coalition that their request for re-designation had been approved. More information about C5 is available on their website: www.c-5.org.

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.