

RESOLUTION FOR CLEAN AIR DAY

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 August 18, 2022





BACKGROUND

- California Clean Air Day occurs on the first Wednesday of October
- Opportunity to increase awareness about local air quality
- APCO & PIO have joined Board
 Member Das Williams and other
 regional partners in forming a
 subcommittee for Santa Barbara &
 Ventura Counties to coordinate efforts

OUR 2021 REACH



1.8 million participants up 13% from 1.6 million in 2020



38 million media impressions up 533% from 6 million in 2020



51 counties

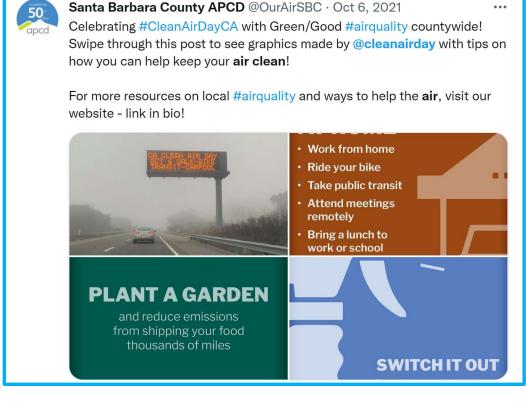
California Clean Air Day participants in 51 California counties



air pollution control district

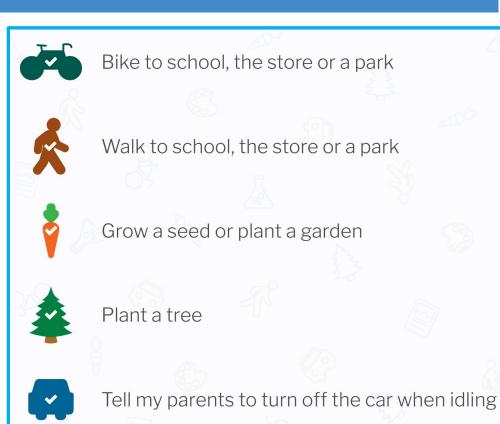
OUR CLEAN AIR DAY OUTREACH

- Toolbox to promote actions that people can take to increase their air quality awareness, help improve air quality, and protect their health:
 - News release
 - Social media posts (Twitter, Instagram, Nextdoor, LinkedIn)
 - Clean Air Ambassadors classroom program
 - Sharing outreach ideas of the subcommittee and other CAPCOA partners
 - Encouraged entities to apply for Coalition for Clean Air's Clean Air Day microgrant program – applications were due last week



CLEAN AIR DAY PLEDGES

- Our agency signed the pledge for organizations and will encourage:
 - Individuals to take the pledge
 - Students to take the pledge
- Serves as a reminder of the power of small, collective actions



ZERO-EMISSION TECHNOLOGY

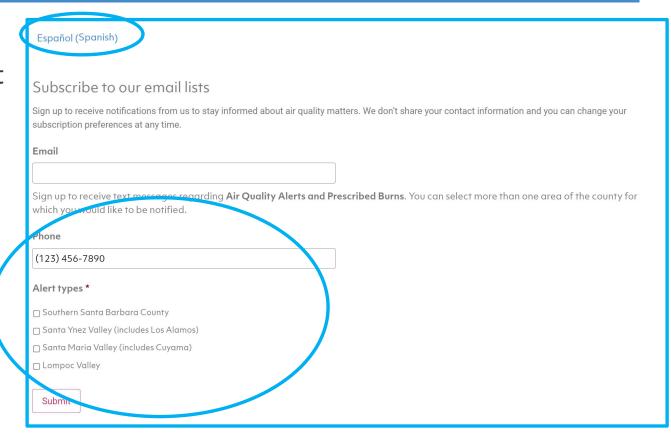


- Work with Central Coast Clean Cities Coalition (C5) to share information about air quality benefits, latest vehicle rebate opportunities, and infrastructure funding
 - National Drive Electric Week (Sept. 23 Oct. 2)
- Increase awareness on benefits of electric landscaping equipment, and encourage people to sign up for news about our upcoming incentive program



WILDFIRE SMOKE PREPAREDNESS

- Work with partners to promote our bilingual text alert system for Air Quality Alerts
 - www.OurAir.org/subscribe
- Encourage people to create a "clean air room" at home by purchasing a HEPA air purifier for creating the DIY version
 - www.OurAir.org/clean-air-rooms



RECOMMENDATION

Adopt the attached resolution proclaiming October 5, 2022 as
 Clean Air Day in Santa Barbara County



CONTACT INFORMATION

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