



air pollution control district
SANTA BARBARA COUNTY

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



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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



The image is a screenshot of a Twitter post from the account 'Santa Barbara County APCD @OurAirSBC' dated 'Oct 6, 2021'. The post includes a profile picture of the APCD with a '50' anniversary logo. The text of the tweet reads: 'Celebrating #CleanAirDayCA with Green/Good #airquality countywide! Swipe through this post to see graphics made by @cleanairday with tips on how you can help keep your air clean!'. Below the text, there is a link to a website for more resources. The tweet features a grid of four graphics: a highway sign graphic, a list of actions, a 'PLANT A GARDEN' graphic, and a 'SWITCH IT OUT' graphic.

Santa Barbara County APCD @OurAirSBC · Oct 6, 2021

Celebrating [#CleanAirDayCA](#) with Green/Good [#airquality](#) countywide! Swipe through this post to see graphics made by [@cleanairday](#) with tips on how you can help keep your **air clean**!

For more resources on local [#airquality](#) and ways to help the **air**, visit our website - link in bio!



- Work from home
- Ride your bike
- Take public transit
- Attend meetings remotely
- Bring a lunch to work or school

PLANT A GARDEN
and reduce emissions from shipping your food thousands of miles

SWITCH IT OUT

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



Bike to school, the store or a park



Walk to school, the store or a park



Grow a seed or plant a garden



Plant a tree



Tell my parents to turn off the car when idling

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



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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

Español (Spanish)

Subscribe to our email lists

Sign up to receive notifications from us to stay informed about air quality matters. We don't share your contact information and you can change your subscription preferences at any time.

Email

Sign up to receive text messages regarding **Air Quality Alerts and Prescribed Burns**. You can select more than one area of the county for which you would like to be notified.

Phone

Alert types *

- ☐ Southern Santa Barbara County
- ☐ Santa Ynez Valley (includes Los Alamos)
- ☐ Santa Maria Valley (includes Cuyama)
- ☐ Lompoc Valley

Submit

RECOMMENDATION

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



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CONTACT INFORMATION

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