

# Update on Vessel Speed Reduction Program & Ocean-Going Vessels

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.

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Photo Credit: Jessica Morten/NOAA

# Background: Ship Emissions

- ▶ Santa Barbara Channel Region is a heavily trafficked shipping corridor
  - ▶ Vessels are outside District's regulatory control
  - ▶ District staff has been advocating for federal & international emission controls since 1994
- ▶ **2022 Ozone Plan:** Forecasted Growth in emissions from Marine Shipping until 2035
  - ▶ **New Ships:** Federal & International regulations require emission controls (e.g. Tier 3 engines)
  - ▶ **Existing Ships:** Can continue operating older engines until retired (10-15+ years)

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Photo Credit: Robert Schwemmer/NOAA

# Blue Whales And Blue Skies Program

- ▶ Air Districts, National Marine Sanctuaries, Non-Profits, and Foundations
- ▶ **Seasonal program:** May 1 - December 15
- ▶ Asks shipping companies to voluntarily slow down to 10 knots or less
- ▶ **Benefits:**
  - ▶ Significant emission reductions
  - ▶ Reduce risk of fatal ship strikes on whales
  - ▶ Reduce ocean noise
- ▶ Began as 2014 pilot in Santa Barbara Channel & expanded each year (2016-present)



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[www.bluewhalesblueskies.org](http://www.bluewhalesblueskies.org)

# 2022 Results

- ▶ 8 Sapphire, 10 Gold, and 5 Blue Sky awards
- ▶ 684 vessels slowed down for 266,148 nautical miles

Year	VSR % Cooperation
2018 VSR Season	36%
2019 VSR Season	55%
2020 VSR Season	60%
2021 VSR Season	64%
2022 VSR Season	78%

- ▶ 921 tons of NOx reduced (27% reduction in pollution compared to baseline)

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Sapphire Award (85 - 100%)		
 MEDITERRANEAN SHIPPING COMPANY		 NIPPON YUSEN KAISHA
		
		
Gold Award (60 - 84%)		
	 OCEAN NETWORK EXPRESS	
	 MOL ACE Auto Carrier Express	
 WE CARRY, WE CARE.		 KAWASAKI KISEN KAISHA, LTD.
		
Blue Sky Award (35 - 59%)		
		
	 TOYOFUJI SHIPPING CO., LTD.	

# 2022 Results

- ▶ Financial awards ranged from \$2,500 to \$20,000 for Gold and Sapphire companies

<b>Total Incentive Funds</b>	<b>\$202,500</b>
<b>Incentives Accepted</b>	<b>\$45,000</b>
<b>Incentives Declined</b>	<b>\$157,500</b>

Statue for Previous Sapphire Award



August 2022: Bay Area News Story



# Program Marketing

- ▶ Tools: news releases, print & online ads, sponsored features, social media
  - ▶ Media coverage mix: industry, business, supply chain, environmental, local
  - ▶ Outreach spread out across the calendar year
  - ▶ All messaging highlights key benefits: safer whales, cleaner air, quieter ocean
  - ▶ New BWBS Instagram account: @bluewhalesblueskies
- ▶ Two goals:
  - ▶ Recognize participating shipping companies - exposure is incentive to join the program
  - ▶ Recognize Brand Ambassadors and recruit new BA companies
- ▶ **Result: Marketing is so valued by participants that many decline the financial incentives**

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# Brand Ambassadors

- ▶ **Goal: Increase demand for more sustainable shipping**
  - ▶ Any business that ships with one of the participating shipping companies can become a Brand Ambassador
  - ▶ Helps with overall awareness of the program: program results & benefits are shared with Ambassadors, and Ambassadors share that information
    - ▶ One Ambassador recently emailed a shipping company to thank them for their participation, and sent a photo of their staff on a whale-watching excursion
  - ▶ Let us know if you know of any businesses that may be interested

[www.bluewhalesblueskies.org/ambassadors](http://www.bluewhalesblueskies.org/ambassadors)

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## Limoneira strikes exclusive deal with Apeel Sciences

Santa Paula-based Limoneira, a grower of lemons and avocados, has signed an exclusive licensing relationship with Apeel Sciences, the Goleta-based company that has developed a system for increasing the shelf life of fresh produce, the company announced May 11.

[Read more](#)

## Street smarts: Teledyne vice chair to deliver keynote speech at Ventech event

Jason VanWees, the vice chairman of Teledyne Technologies since October of 2021, will be the keynote speaker for Ventech's second event of the year. Ventech will be hosting the event at the Cabrillo Pavillion on May 17.

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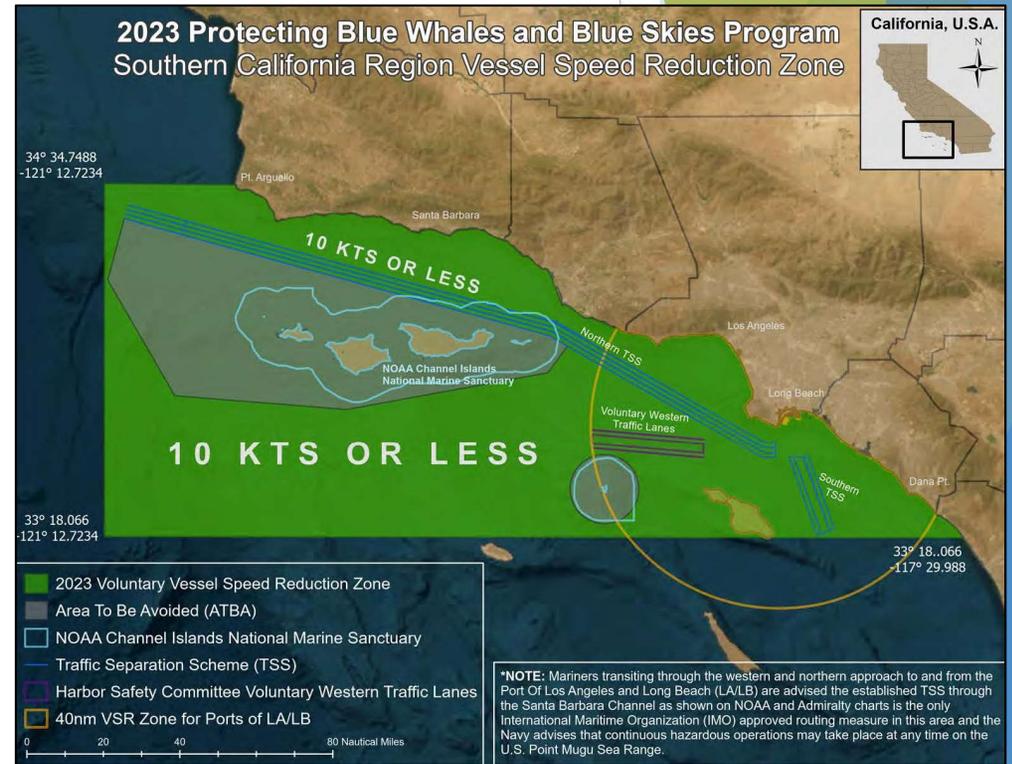
## Your shipping choices can help protect Blue Whales & Blue Skies



## New BWBS Brand Ambassador Videos



# 2023 Program Launch



# Assembly Bill 953

- ▶ Introduced in February 2023 by Assembly Members Gregg Hart and Damon Connolly
- ▶ Would expand the VSR program statewide
- ▶ Would provide additional support for continuing and expanding the emission reduction impacts



# Cruise Ship Subcommittee Meetings

- ▶ Harbor Commission formed a subcommittee to discuss the impacts from the cruise ship program in a public forum
- ▶ District staff were requested to present on the air quality impacts of cruise ships at the December 2022 meeting



# Future Statewide Control Efforts

## CARB - Interim Evaluation Report on the 2020 Control Measure for OGVs At Berth

- ▶ Regulation requires shoreside power for OGVs when docked at berth (Years 2023 - 2027)
- ▶ The District submitted a comment letter supporting CARB's efforts to explore additional emission-reduction measures from OGVs
- ▶ CARB Board to discuss report at future meeting



NYK Vessel at Port Hueneme

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