




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: E-1  
Agenda Date: December 5, 2024  
Agenda Placement: Admin  
Estimated Time: N/A  
Continued Item: No

## Board Agenda Item

TO: Air Pollution Control District Board

FROM: Aeron Arlin Genet, Air Pollution Control Officer 

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SUBJECT: Update on Public Outreach Activities

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### 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 special meeting on October 24, 2024.

### 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 (i.e., X – formally known as 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 October Board meeting to the docket deadline for this meeting.

## **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:
  - Central Coast Sustainability Summit at UCSB: *KEYT*
  - Prescribed Burns (Tepusquet Canyon, TREX training burns, and Vandenberg Space Force Base): *Edhat; Santa Barbara Independent; Santa Ynez Valley News; Noozhawk; Santa Maria Times; KEYT; KSBY; and Lompoc Record*
  - Air Quality Alerts (for Mountain Fire and Santa Lucia Fire): *KSBY; Santa Barbara Independent; Noozhawk; Santa Maria Times; and The Daily Nexus*

## **Community Programs**

- **“Keep Our Air Clean” Student Art Contest:** During this time, the District issued a news release inviting elementary, junior high, and high school students to participate in our “Keep Our Air Clean” art contest. Students are encouraged to submit original artwork that reflects their understanding of the significance of clean air and actions individuals and communities can take to maintain good air quality. Winners in each grade category can win prizes — including art supplies and an air purifier — and submissions will be displayed in District offices and featured in District outreach materials. Submissions are due by December 20. More information is available on our website: [www.OurAir.org/art-contest/](http://www.OurAir.org/art-contest/).
- **Guadalupe Family Night:** On November 8, the District participated in the Guadalupe Family Night hosted at LeRoy Park in Guadalupe. The event was organized by the Community Environmental Council (CEC) as part of their Guadalupe Community Air Project and included a presentation and panel discussion on the project’s air quality and soil-pesticide testing results, a video screening of *The Air We Breathe: Guadalupe Community Air Monitoring Project*, fun games and prizes, and a resource fair with local organizations. The District supported the project by partnering with CEC to collocate a low-cost air quality sensor with the District’s Santa Maria monitoring station and supporting CEC with community engagement efforts. The District also participated in the panel discussion on air quality at Guadalupe Family Night and tabled at the resource fair component of the event – providing educational materials about air quality to the community.

## **Interagency and Regulatory Support Efforts**

- **Prescribed Burns:** During this period, District staff worked with partner agencies in planning for and implementing several prescribed burns. As a reminder, the District uses a two-step outreach approach for prescribed burns; a public notification process is implemented once the burn window is identified, and the process is repeated either the day before or morning of burning. The District worked on the following burns during this time:
  - Tepusquet Canyon, working with the Santa Barbara County Fire Department
  - Purisima Point Beach, working with the Vandenberg Space Force Base Fire Department

- TREX Prescribed Training Burn at Dangermond Preserve along Jalama Road outside of Lompoc, working with the Santa Barbara County Fire Department and The Nature Conservancy
- TREX Prescribed Training Burn at the Sedgwick Reserve in the Santa Ynez Valley, working with the Santa Barbara County Fire Department and the UCSB Cooperative Extension

People can sign up to receive future prescribed burn notifications on the District's website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).

- **Air Quality Alerts:** On November 6, the District issued an air quality watch due to the transport of smoke from the Mountain Fire in Ventura County to our county. On November 7, the District issued a notice that the Air Quality Watch was still in place for the Mountain Fire and included additional smoke warnings regarding the Santa Lucia Fire near Lompoc. Anyone can sign up to receive Air Quality Alerts via email and/or text message: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).

#### **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.