




air pollution control district  
SANTA BARBARA COUNTY

Agenda Item: E-1  
Agenda Date: March 20, 2025  
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 meeting on January 16, 2025.

### 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 docket deadline of the January 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:
  - Blue Whales & Blue Skies program: *GCaptain, Safety4Sea, KEYT, Bunkerspot, and KCLU*
  - Sable project: *Santa Barbara Independent*
  - Permit Burns: *Noozhawk*
  - Electric Vehicle Charging Stations at City of Goleta: *KEYT*

## **Community Programs**

- **“Keep Our Air Clean” Student Art Contest:** During this time, the District selected the winners for its first “Keep Our Air Clean” student art contest, open to elementary, junior high, and high school students in Santa Barbara County. Students were encouraged to submit original artwork that reflected their understanding of the significance of clean air and actions individuals and communities can take to maintain good air quality. The District received dozens of submissions from local students. The District will soon issue a news release highlighting the winning artwork and artists. Winners will receive prizes, and their pieces will be displayed in District offices and featured in District outreach materials. More information is available on our website: [www.OurAir.org/art-contest/](http://www.OurAir.org/art-contest/).
- **Clean Air Grants:** On February 26, the District attended an demonstration event held by Dannar LLC and Innovative Produce, an agricultural farming company in the Santa Maria Valley. Innovative Produce received approximately \$200,000 from the District’s annual Clean Air Grants program to purchase a Dannar 375kWh Mobile Power Station, which is a zero-emission multi-use piece of equipment that replaced a 1998 diesel-powered Tier 1 tractor. This event was attended by local farmers and provided a hands-on opportunity to observe zero emission technology in practical agricultural operations. The Clean Air Grants program provides grants to individuals, businesses, government agencies, and nonprofits looking to replace old equipment with newer, cleaner technology. In addition to agricultural engines, the program applies to the following types of projects: on-road heavy-duty vehicles (such as school buses, solid waste collection, and transit fleet vehicles); alternative fueling infrastructure (such as electric vehicle charging stations and portable power); off-road equipment (such as tractors and forklifts); and marine vessels (regulated and non-regulated commercial vessels). Every year, the Clean Air Grants program opens for applications the summer. The District will share more information on the 2025 program as it nears its launch.
- **Central Coast Clean Cities Coalition (C5):** C5 – which is a program administered by the District – is a coalition of regional stakeholders that work to decarbonize transportation throughout the Central Coast region. In late January, the District and C5 conducted outreach on a free public demonstration in Santa Barbara about the Xos Hub, which provides a mobile electric vehicle (EV) charging option for local fleets. The event was put on by Xos Energy Solutions and attracted approximately 20 representatives of local municipalities, private businesses, agriculture industries, infrastructure providers, and clean

transportation consulting firms. The demonstration provided attendees with the opportunity to learn how mobile EV charging equipment can address common fleet electrification challenges and provide off-grid power during emergency events. Additionally, C5 successfully recruited two presenters and assisted with the facilitation of Electric Ride 805's Open Stakeholder Meeting on February 20. The virtual meeting, which attracted 19 attendees, featured presentations on the Driving Clean Assistance Program – a new EV incentive program that launched in Santa Barbara County in early February – and CALeVIP's Fast Charge California Project opening in July 2025. On March 11, 2025, C5 hosted its annual stakeholder meeting at the District's office in Santa Barbara. The meeting was attended by 21 stakeholders and featured C5 updates, presentations on local grants and incentives, as well as stakeholder discussion and updates related to clean transportation. Since the last Board meeting, the District and C5 also participated in several planning meetings for the Santa Barbara Earth Day Festival Green Car Show, which C5 serves as the production partner for. The Santa Barbara Earth Day Festival will take place April 26 – 27 at Alameda Park.

### **Interagency and Regulatory Support Efforts**

- **Prescribed Burns:** District staff worked with partner agencies in planning for and implementing prescribed burns. The District worked with the U.S. Forest Service on prescribed pile burns on Los Padres National Forest land and with Santa Barbara County Fire Department on prescribed pile burns in the southern portion of the county. People can sign up to receive future prescribed burn notifications on the District's website: [www.OurAir.org/subscribe](http://www.OurAir.org/subscribe).
- **Interagency / Partnership meetings:** District staff and the APCO met with various partners on issues of shared interest and responsibility. The District met with the Community Environmental Council about their Community Air Protection grant program regarding air quality in Guadalupe to ensure coordination and shared messaging about air quality topics and look for other ways to partner to benefit that community. Relatedly, the District also met with a program partner for the Guadalupe-Lompoc Initiative (a project of the [Santa Barbara County Regional Climate Collaborative](#), administered by the Community Environmental Council) to ensure the District can be involved in the air quality messaging component of that grant program. Lastly, the District met with the County Agricultural Commissioner's Office to discuss ways for our two agencies to collaborate on the above-mentioned projects as well as messaging on wildfire smoke and our Clean Air Grants program, among other topics.
- **Blue Whales & Blue Skies program:** Since the last Board meeting, the District issued two news releases with our regional program partners regarding participating shipping companies' cooperation rates during the 2024 program, and the associated benefits for air quality and endangered whales. The District is proud to be a founding partner agency of this program, which marked 10 years in operation this past season. To mark the 10<sup>th</sup> anniversary of this program and recognize the top-performing shipping lines that participated in the 2024 season, a Blue Whales and Blue Skies awards ceremony will be held on April 16 at AltaSea at the Port of Los Angeles. The awards ceremony will also recognize the program's business ambassadors. The event will celebrate all the program

supporters committed to safer whales, cleaner air, and a quieter ocean over the last 10 seasons. More information on the program is available on the program's website: [www.BlueWhalesBlueSkies.org](http://www.BlueWhalesBlueSkies.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.