




air pollution control district
SANTA BARBARA COUNTY

Agenda Item: E-1
Agenda Date: May 15, 2025
Agenda Placement: Admin
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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

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 March 20, 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 March 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:
 - EV Fleet Demonstration and Infrastructure Tour: *KEYT* and *Santa Maria Times*
 - Prescribed burns: *KEYT*
 - McCoy Office Ribbon-Cutting and Open House: *Santa Maria Times*, *Lompoc Record*, and *Santa Ynez Valley News*
- **Earth Day:** The District marked Earth Day this year with two separate events, both the weekend of April 26. The District was pleased to sponsor a beach clean-up of Rancho Guadalupe Dunes Preserve, put on by the Guadalupe Dunes Center. The District also helped share information at the Central Coast Clean Cities Coalition (C5) booth at the Santa Barbara Earth Day Festival. C5, a nonprofit organization administered by the District, supported the festival as a long-standing event sponsor and production partner of the Green Car Show.

Community Programs

- **McCoy Office Ribbon-Cutting and Open House:** On April 30, the District hosted a ribbon-cutting and open house to celebrate the agency's new office in Santa Maria, at 1011 West McCoy Lane. The event was attended by District Board Members Ariston Julian (Mayor of Guadalupe and District Board Chair), Alice Patino (Mayor of Santa Maria), David Brown (Mayor of Solvang), and Bob Nelson (County Supervisor, 4th District); Alma Hernandez, representative for Board Member Joan Hartmann (County Supervisor, 3rd District); Christina Hernandez, Guadalupe City Councilmember and representative for Assemblymember Gregg Hart; representatives from the Santa Maria Valley Chamber of Commerce; partner agencies; stakeholders; and members of the public. Attendees got to see the new space and chat with District staff about current programs. The District previously rented office space in Santa Maria and purchased the McCoy Lane building in September 2021. The building was remodeled to incorporate many environmentally friendly building elements and serves as an investment for the agency in the local community.

Central Coast Clean Cities Coalition (C5): C5 –a program administered by the District – is a coalition of regional stakeholders working to decarbonize transportation throughout the Central Coast region. C5 supported an Electric Vehicle (EV) Demonstration and Infrastructure Tour event in Santa Maria on April 3. C5 collaborated with partners, including the District, Santa Maria Regional Transit (SMRT), Central Coast Community Energy (3CE), Pacific Gas and Electric, Cal Fleet Advisor, and Renewable Properties, to conduct outreach to attendees as well as to moderate and participate in panel discussions. During the panel, District staff shared information about the upcoming 2025 Clean Air Grants Program and additional resources available to support fleet electrification. Attendees received a tour of SMRT's bus depot, rode an all-electric transit bus, experienced a variety of electric vehicles on display, and learned about Renewable Properties' EV Charging Depot anticipated to open in 2026. The event was well received and attracted approximately 56 representatives from local public and private fleets. C5 also

served as production partner of the 2025 Santa Barbara Earth Day Festival's Green Car Show, which took place on April 26 – 27 at Alameda Park. The Green Car Show featured a static display of various clean transportation technologies, including electric transit buses, e-bikes, and electric off-road equipment, and offered test drives for electric vehicles from Chevrolet, Toyota, and Dodge. C5's booth at the Green Car Show attracted hundreds of community members interested in learning about EVs, available grants and incentives, and the benefits of clean transportation.

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.
- **Blue Whales & Blue Skies Awards Ceremony:** To mark the 10th 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 was held April 16 at AltaSea at the Port of Los Angeles. The awards ceremony also recognized the program's business ambassadors and celebrated all the program supporters committed to safer whales, cleaner air, and a quieter ocean over the last 10 seasons. Executive Director, Arlin Genet, presented at this ceremony, recognizing all collaborating partners, and handed out awards to the top-performing (Sapphire) tier shipping line participants. More information on the program is available on the program's website: www.BlueWhalesBlueSkies.org.
- **Interagency / Partnership meetings:** The District continues to meet with the Community Environmental Council regarding the multi-agency Guadalupe-Lompoc initiative, and associated air quality outreach components of that program. The District also recently met with the Lompoc Valley Community Health Organization to gain a better understanding of how best to engage that community on air quality questions and concerns, and raise awareness of District programs and tools to stay informed. In the coming months, the District will be working on Clean Air Fund projects in Lompoc — to be presented for consideration at an upcoming Board meeting—and will be including Lompoc and Guadalupe on our list of communities to receive additional PurpleAir sensors for neighborhood-level air quality readings.

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.