APCD Community Workshop Series
Overview

- Evaluating APCD Community Engagement
- Developing APCD’s *Clearing the Air* Workshop Series
- Continued Engagement
APCD Community Engagement

- Lawn Care for Cleaner Air
- Grow More, Mow Less
- Kaire
- Air Pollution Control Board
APCD Community Engagement

- Partnership/participation with community organizations
APCD Community Engagement

- Digital Engagement
  - APCD GovDelivery
  - APCD Twitter
  - Kaire (Facebook and Twitter)
  - Grow More Mow Less (Facebook)
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Why focus on Community Engagement improvement?

- Informed and engaged communities are more likely to support programs and policies that improve air quality.
- Informed and engaged individuals are more likely to change behaviors to reduce their own emissions and exposure to poor air quality.
Engagement Goals

- Increase accessibility of information – electronic, print, and in-person
- Increase understanding of APCD functions and regulatory role
- Increase agency awareness of community concerns

- Provide accurate picture of current air quality, including challenges and successes, which provide a foundation for future air quality improvement strategies
Community Workshop Series

- Started with a brief community survey
  - Prioritize topics from frequently discussed issues
  - Select locations and times best suited for interested community members
  - Snapshot of current perceptions
- Distributed electronically through APCD lists, social media, partner programs, peer agencies, community groups, any and all avenues
Community Survey Results

How concerned are you about air pollution in your community?

- Extremely concerned: 121
- Very concerned: 88
- Moderately concerned: 44
- Slightly concerned: 14
- Not concerned: 8
- I don’t feel informed enough to state an opinion: 4
Community Survey Results

How informed are you about the air quality in your community?

- Extremely informed: 36
- Very informed: 80
- Moderately informed: 100
- Slightly informed: 39
- Not informed: 24

How familiar are you with the Air Pollution Control District and our work?

- Extremely familiar: 37
- Very familiar: 51
- Moderately familiar: 98
- Slightly familiar: 61
- Not familiar: 32
Community Survey Results

Have you attended an APCD public hearing, community meeting, monthly Board meeting, or other public event?

- Yes: 188
- No: 91

Have you participated (i.e. made a comment during a public meeting, submitted a written comment, etc.) at an APCD public event or during an APCD public comment period?

- Yes: 222
- No: 57
What topics are you interested in learning more about?

- Introduction to APCD: 91
- Permits and Enforcement Process: 53
- APCD Regulatory Authority: 49
- Participating in the Regulatory Process: 58
- Odors in Our Community: 138
- Reducing My Air Pollution Impact: 129
- Finding and Interpreting Air Quality Data: 154
- Louisville’s Air Quality Monitoring Network: 90
- Environmental Justice and Air Quality Program: 154
- Louisville’s Strategic Toxic Air Reduction (STAR) Program: 132
- Hazardous Materials and Emergency Response: 95
- Online Mapping and Environmental Data Tools (TRI, ESSCREEN, BenMAP): 79
- Other: 72
Community Survey Results

When would you most likely attend a workshop?

- Early morning (8-10 a.m.): 43
- Late morning (10-12 p.m.): 90
- Afternoon (1-3 p.m.): 71
- Early evening (4-6 p.m.): 110
- Late evening (6-8 p.m.): 132

Where should APCD hold workshops?

- LMG Facilities: 103
- Community Centers: 171
- Libraries: 196
- Other: 32
Workshop Planning

- Determined our goals/objectives
- Evaluated resources for workshop content
  - APCD’s “deep bench” of subject matter expertise
  - Support from EPA Region 4
  - LMG peer agencies
  - Community Partners
- Timing & Location
  - Determine when/where to host the workshops
- Highlight public participation opportunities
Clearing the Air Workshop Series

The APCD Workshop Series seeks to:

▪ Increase the community’s understanding of Louisville’s air quality and of APCD’s many functions
▪ Provide information that will empower citizens
▪ Provide a more informal forum for Q&A with APCD
▪ Improve related public outcomes
2018 Workshop Series

- 7 workshops (July — Sept.)
- More than 65 attendees
- Workshop topics:
  - APCD 101/Louisville’s Air Quality
  - STAR Program/Environmental Justice
  - Understanding Risk: A Technical Workshop

Workshops held at the Louisville Free Public Library, 301 York St. Each session is 5:30-7 p.m.

(*Technical Workshop: 10 a.m.-2 p.m. Registration required. Send email to ClearingTheAir@louisvilleky.gov)

www.louisvilleky.gov/APCD
2019 Workshop Series

- **10 workshops** (Feb. – Nov.)
- Workshop topics:
  - Air Quality and GHGs
  - APCD Website Resources
  - Odors and Emergency Response
Survey Feedback

- Asked for...
  - Demographic information
    - Zip Code
  - Specific feedback on structure, content, presenters, location of workshops and overall satisfaction
  - Provided space for more specific feedback
Specific Feedback

“Well organized & digestible. Not over-the-head. Thanks!”

“Livestream using Facebook Live; record the presentations and post them on APCD YouTube page.”

“I appreciate the central location of these events.”

“Great intro overview, but lots of info - a bit overwhelming.”

“Great Presentation! Actually learned some info I thought I already knew!”
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Outreach Engagement

**Inform**
- Public Notices
- Informational materials
- Media advisories

**Connect**
- Louisvilleky.gov/APCD
- HelptheAir.org

**Comment**
- Public comments during Board meetings
- Public comment on Permits and Board Orders

**Involve**
- Rule development process
- Plan (SIP) development process

**Collaborate**
- Clearing the Air Workshop Series
- Support for community efforts – Evolve KY, LSC, WJCCTF

**Partner**
- Lawn Care for Cleaner Air Rebate Program
- Idle Free Schools & Businesses

Outreach Activities
Continue…

- Building a library of topical modules
- Fostering environments that encourage public participation and educate the community
- Providing opportunities for informal comment and feedback from stakeholders to APCD
- Updating *Clearing the Air Workshop Series* webpage
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