

# District Highlights

## October 20, 2011 Actions by the Governing Board

---

- The Governing Board accepted \$275,000 in additional funds to **increase electric vehicle deployment and market penetration in the Valley**. The funding will be used for the development of a regional electric vehicle readiness plan and grants for charging and refueling infrastructure in the Valley for plug-in electric vehicles. Other revisions shift the existing Light-duty and Medium-duty vehicle incentive program to one that is rebate-based to better match the state's Clean Vehicle Rebate Program and also reclassify vehicle categories to be more consistent with the state. The District anticipates that these improvements will reverse a trend of low Valley participation in electric vehicle deployment efforts.
- A report to the Board on the *District's Air Alert Initiative* outlined 2011 results and "lessons learned" for 2012. Air Alert was launched this past summer to promote air-friendly actions by residents aimed at bringing the Valley into attainment of the federal 1-hour ozone standard. Air Alert episodes were declared when meteorological conditions and emission trends showed the likelihood of a violation if no adjustments were made. Four Air Alert episodes were called between Aug. 23 and Sept. 30.

With support from its media partners, the District urged Valley residents and businesses to take voluntary, emission-reducing steps such as carpooling, shifting operations to early morning or late evening, and refraining from idling or using drive-throughs. The first three episodes ended without any 1-hour ozone standard violations. Unfortunately, exceedances occurred Sept. 29 at monitoring sites in Fresno and Clovis. However, actions taken by residents and businesses during Air Alerts helped the Valley continue its significant progress toward meeting the 1-hour ozone standard and appear to be an effective strategy to minimize ozone levels. Additionally, the Air Alert initiative gave the District important information on effectively communicating complex messages to a diverse audience.

- The Board approved funding for three municipal, commercial and industrial energy efficiency projects as part of the District's **Regional Energy Efficiency Strategy**. Funds were awarded to the San Joaquin Valley Clean Energy Organization (\$70,000) for energy-efficiency grant programs, the Greater Stockton Chamber of Commerce (\$50,000) to share its award-winning Green Team San Joaquin outreach plan that educates businesses about reducing energy usage, air pollution and waste and California Manufacturing Technology Consulting (\$20,000), a non-profit that works with manufacturers to make them more efficient and competitive.
- The Board approved proposed **enhancements to the District's economic analysis process** for regulations. The revisions are the result of public meetings with an ad hoc committee of business community members and other stakeholders and will help ensure that economic analyses used to evaluate rule proposals provide complete and accurate assessments of potential costs and economic impacts.
- The Board approved an agreement with public TV station Valley PBS to produce two segments of **youth-focused programming featuring air quality messages**. The programming will air as part of the *Kids Count* show over the next eight months. Additional outreach components include Healthy Air Living youth kit giveaways and Boys & Girls Club air-quality educational announcements produced in partnership with Fresno Regional Foundation.
- The Board received a presentation and request for funding assistance from Kern Green. The organization helps businesses take a targeted approach to greening their operations and has developed many other successful partnerships as well as the Green Business Certification Program.

## October Healthy Air Living Tip

From Nov. 1 to Feb. 29, be sure to *Check Before You Burn* and consider replacing your traditional fireplace with a pellet stove or an EPA-certified woodstove to help reduce the amount of pollutants released into the atmosphere. For more information about “Burn Cleaner” woodstove change-out grants, visit [www.valleyair.org](http://www.valleyair.org).



## August - September District Activities Outreach and Communications

- The start of the new school year brought calls and emails from scores of Valley schools asking to sign up for the District’s Real-time Air Advisory Network. **RAAN** notifies schools via text or email when air quality in their vicinity has risen to unhealthy levels or dropped down to the moderate range. The program helps school administrators decide whether the air quality is safe for holding practices or other outdoor activities. ■ The District held a free marketing class to assist Valley employers in promoting air-friendly workplace practices to comply with the **eTRIP rule**. ■ The District continued to promote **Air-Friendly Fridays**, asking Valley residents to make one change one day a week for cleaner air.
- Outreach and Communications responded to 326 public calls or emails and 99 media calls in August and September. 20 news releases sent to Valley-wide media focused on the new Air Alert program, Air Friendly Fridays, wildfire-generated air pollution and entries for the 2012 Healthy Air Living Kids’ Calendar. District staff took part in 24 outreach events during the two months, including presentations to elected officials about the stringent 8-hour federal ozone standard the Valley must meet by 2024.

## Grant and Incentive Programs

- The District received 270 incentive program applications in August and September. 70 were for the Lawn and Garden Program and 101 were for the Wood Stove Change-out Program.
- \$17,250.00 was paid out in Wood Stove Change-out Program claims in August and September. 29 claims were processed. \$250,114.35 in REMOVE II Program claims was paid.
- \$13,684,319.46 was placed under contract in Heavy-Duty Engine Program grant funds in August and September. The District paid out \$8,965,331.27 in Heavy-Duty Engine Program claims.

Component	Number of Claims	Amount Paid
Ag Engine	68	\$ 972,181.64
Ag-UTV	5	\$ 13,076.00
Off-Road	15	\$ 777,103.36
On-Road	11	\$ 83,460.50
On-Road Prop 1B	107	\$ 5,231,000.00
On-Road VIP	5	\$ 150,000.00
On-Road DERA VIP	7	\$ 247,862.23
School Bus Replacement	5	\$ 320,112.45
School Bus Retrofit	106	\$ 1,170,535.09

## Heavy-Duty Emission Reductions (tons)

• NOx	1632
• PM	59
• ROG	179
Total:	1870

## Operations Overview

- **Compliance** completed 3,843 inspections in August and 3,177 in September. 236 NOVS were issued in August and 192 in September. Mutual settlement case completions totaled 177 in August and 150 in September.
- **Permits** received 456 applications in August and 240 in September. 430 permits were issued in August, 454 in September.
- **Strategies and Incentives** received 55 smoking vehicle reports.
- **The District** received 153 environmental documents for review in August and 131 in September.

## Upcoming Meetings

**Governing Board\***

**9 a.m. Thurs., Dec. 15**

**Citizens Advisory Committee\***

**10 a.m. Tues., Nov. 1**

**Environmental Justice Adv. Grp.**

**5:30 pm Tues., Oct. 25**

Meetings are held in the Fresno office Governing Board Room and via video teleconference to the Modesto and Bakersfield offices. Details: [www.valleyair.org](http://www.valleyair.org)

\*Webcast

### New & Renewing Healthy Air Living Partners

Around the Clock, Bakersfield ■ Bill Wright Toyota, Bakersfield ■ Ball Metal Food Container, Oakdale ■ California Water Service Company, Bakersfield ■ City of Clovis ■ Coalinga Regional Medical Center ■ Coastal Pacific Food Distributors, Stockton ■ ConAgra Foods, Oakdale ■ Con Sol, Stockton ■ Fresno City College ■ Fresno Pacific University ■ Halliburton Energy Services, Bakersfield ■ HealthComp, Fresno ■ Hilmar Cheese Company ■ iLOVEtoCREATE – Duncan Enterprises, Fresno ■ Insight Environmental Consulting, Visalia ■ Jo-Ann Fabric & Craft Store Distribution Center, Visalia ■ Kaiser Permanente - Central Valley Area ■ KCCD – Bakersfield College ■ KCCD – Porterville College ■ Kern County Public Health Services Dept. ■ Mission Foods, Fresno ■ RBJ Industries, Dinuba ■ Scelzi Enterprises, Inc., Fresno ■ Tulare County Superior Court, Visalia ■ Turlock Unified School District ■ Valley Fleet Clean, Fresno ■ Valley State Prison for Women, Chowchilla ■ Valley Yellow Pages, Fresno

*Be a Healthy Air Living Partner! Sign up at [www.healthyairliving.com](http://www.healthyairliving.com)*