

Dates of Activity: January 2008 through March 2008
Seed Grant: Air Quality Education in Environmental Justice Areas
Grantee Organization: The Maddy Institute, California State University, Fresno
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Description of Quarter's Activity/Impact on Partnership

On March 29, 2008, the Maddy Institute held its second "Tune In Tune Up" event in Parlier, Calif. (population approximately 13,000). The event was co-sponsored with Valley Clean Air Now ("Valley CAN"). Approximately 342 cars were tested; 270 cars failed and 230 cars received appointments for repairs.

In addition, a representative from Community Focus attended the "Tune In and Tune Up" event promoting the San Joaquin Valley Air Pollution Control District's "Burn Cleaner" and "2008 Clean Green Yard Machines" replacement programs.

Planned Activities for next 3-6 months

In conjunction with Valley CAN

- Final Tune In Tune Up (TITU) to be held in Avenal, Calif., on May 17, 2008

In conjunction with Community Focus

- Hold focus group (in Parlier) to get feedback about how to improve the programs / better reach the community
- For additional feedback from the community about the programs, a survey will be passed out along with the lawnmower exchange brochure to the following community organizations:
 - Parlier High School
 - Our Lady of Sorrows Catholic Church
 - Reedley College
 - Parlier Division of the Central Valley Family Health Clinic
 - Parlier Youth Center
- Contact Neutron, a retailer of electric lawnmowers, to get information about previous participants in order to measure future success of community outreach efforts.
- Contact or meet with the San Joaquin Valley Air Pollution Control District to identify available program assistance and incentives for retailers to market to their customer base
- Publicize both the lawnmower exchange and Burn Cleaner program via local media. Local radio station Q97 agreed to promote the programs.
- Arrange meetings with city officials and any other local organizations in Arvin for the weekend of 5/17
- Arrange meetings with city officials and any other local organizations in Avenal for the weekend of 5/17

Challenges/Problems/Bottlenecks/Feedback

None at this time.

If you have coordinated any outreach, please describe briefly.

Community Focus outreached to the following organizations for the San Joaquin Valley Air Pollution Control District's "Burn Cleaner" and "2008 Clean Green Yard Machines" replacement programs:

- Lourdes Ramirez, Our Lady of Sorrows Catholic Church's rectory manager, agreed to mention both programs in their monthly bulletin, make an announcement at Sunday mass and pass out flyers. She also said she would be interested in participating in both a focus group and/or advisory council.
- Elidia Padron, Parlier High School Principal, agreed to participate in an advisory council and send home flyers with each of her 850 students.
- The members of the Parlier Youth center (Francine Vindiola, Sonia Tovar, Sylvia Garcia) were very enthusiastic about promoting the programs in any way possible. They took about one hundred flyers to pass out around the community.
- Parlier Mayor Armando Lopez agreed to participate in a focus group and promote the programs at community events
- Community Focus in conjunction with the Air District prepared a translated version of the lawnmower exchange flyer
- Employees at the Parlier division of Central Valley Health Clinic agreed to put flyers at the clinic
- Representatives from Reedley College agreed to promote the programs by placing flyers in their offices and sending information home with students

- Local radio station Q97 agreed to promote the programs on their station

Valley CAN's TITU outreach was multifaceted and included:

- Grass Roots Outreach to the following:
 - Parlier Unified School District (PUSD) Healthy Start Program
 - PUSD Collaborative Partners
 - Fresno Metro Ministry, Hunger and Nutrition Coordination
 - Fresno County Children's Dental Health Program
 - Fresno County, Dental Health and Valley Women Care
 - Parlier Chamber of Commerce
 - Central Valley Family Health
 - United Health Centers
 - Buddhist Church of Parlier
 - Church of God, Parlier
 - Iglesia El Calvario of Parlier
 - Templo Lirio De Los Valley
 - Iglesia Fuente De Vida
 - Neuva Vida
 - Pentecostal Church
 - Christ Lutheran Church
 - Church of the Redeemer
 - Colony Covenant Church
 - Women Infants and Children (WIC)
 - United Health Centers of San Joaquin Valley
- Event Outreach
 - State Senator Dean Florez
 - Assemblymember Juan Arambula
 - Mayor Armando Lopez, Parlier
 - Edward Barela, Mayor Pro Tem, Parlier
 - Diane Maldonado, Council Member District 1, Parlier
 - Yolanda Padilla, Council Member District 2, Parlier
 - Raul Villanueva, Council Member District 3, Parlier
 - Lou Martinez, City Manager, Parlier
 - Judy Case, Fresno County Board of Supervisors, District 4, member of Air Resources Board (ARB)
 - Blong Xiong, Council President, Fresno City Council, District 1
 - Ray Leon, Mexican American Political Association (MAPA)
 - American Heart Association
 - American Cancer Society
 - Parlier Police Department
 - Parlier Fire Department
 - Glass Doctor
 - Reedley Automotive
 - Bureau of Automotive Repair
 - San Joaquin Valley Air Pollution Control District
 - Central Valley Family Health
 - Reedley College Automotive Students and Instructors
 - Parlier Police Department
 - Parlier High School Principal Elida Padron
 - MEchA
 - Valley Clean Air Now
 - Roger Teschner, Advanced Transportation Technology and Energy Initiative at Fresno City College