

Dates of Activity: April 2008 – June 2008
Seed Grant: Air Quality Education in Environmental Justice Areas
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Description of Quarter's Activity/Impact on Partnership

The quarter began with Community Focus finalizing the details on their Garden/Lawn Care Equipment and "Burn Cleaner" deliverables. Retailers of the specialized equipment were identified; the first round of working group meetings with the communities was completed. Community Focus also concluded the first round of field visits to each environmental justice (EJ) community: May 19 (Arvin); May 20 (Parlier); May 21 (Avenal). During the visits, Community Focus met with key community individuals and local government representatives.

To date, the work of Community Focus has been compiled into a detailed document outlining its project goals, the status of each project, next steps and the details of all visits to each of the three EJ communities. The 34-page report is available upon request.

Meanwhile, Valley Clean Air Now (CAN) began work on the final Tune In/Tune Up event which was scheduled for May 17, 2008, in Avenal, Calif. Due to scheduling conflicts, the event has been postponed to late summer 2008. However, Valley CAN continues its outreach to the community about the event.

Since the start of the seed grant, Valley CAN has been developing the School Bus Modernization program. It was originally scheduled to be implemented fourth quarter. Due to scheduling conflicts with the training staff from the Advanced Transportation Technology and Energy Initiative (ATTEI), the program will begin implementation in September 2008 as local schools resume. One advantage is that this additional time has allowed for further coalition building.

The Foundation for California Community Colleges joined the stakeholder group in the second quarter and has brought significant resources to the effort. Based on the strong support the program is attracting, its expansion is anticipated throughout the San Joaquin Valley and, potentially, the South Coast air basins. An application has been filed with the California Air Resources Board to adopt and fund the program. No decision has yet been made; but the application has successfully passed through several review stages.

The Maddy Institute continued its oversight of the project with the two subcontractors, Community Focus and Valley CAN. In May, a staff member from the Institute attended the Great Valley Center's Annual Conference, "Green Momentum," held in Sacramento, Calif. The event focused on how the Valley's economy, communities, and environment will be shaped by the emergent ideas of sustainability, long-term planning and collaboration. Ideas from the conference were shared with the three EJ Communities.

During the fourth quarter, the Institute held one meeting of the Air Quality Work Group (AQWG) on April 14, 2008. At that time, the work group decided to begin meeting quarterly because of the increasing number of competing meetings on the topic of air quality. The AQWG has, however, been invited to participate in the San Joaquin Valley Air Pollution Control Districts' Fast Track Task Force (FTTF) which meets monthly. During both the AQWG and FTTF meetings, regular updates are provided on the work of the seed grant. At that time, information is frequently exchanged between the participants and the two subcontractors.

The creation of the AQWG listserv in May 2008 has resulted in communication being disseminated on a frequent basis between the Institute and the members of the AQWG (approximately 378 members).

Quarter's Activities Impacted the Following Partnership Goals and Objectives:

Major Recommendations and Strategic Actions (Section IV of SAP)

- Recommendation 5: Attain clean air standards. Strategic Action: Improve public education.

Work Group Reports (Section V of the SAP)

Air Quality Work Group

- Goal 8: Improve Public Understanding of Air Quality Issues and Solutions.
Objective A: Conduct a Public Education Campaign

Planned Activities for next 3-6 months

In Conjunction with Valley CAN

- Final “Tune In/Tune Up” event to be held in Avenal, California late summer 2008
- Implementation and Completion of the School Bus Modernization Program in Arvin, Avenal and Parlier

In conjunction with Community Focus

- Currently researching best practices regarding air quality management elsewhere in California and the country
- Building a list of funding sources for Clean Air technologies which we will share with local governments
- SEI is helping to coordinate a Clean Energy Farming Conference in Tulare in early November; we can work with SJVCEO to have a presence from local government and business leaders from three EJ cities at this conference
- SJVCEO also is interested in collaborating on a local government-specific conference regarding clean energy and air quality, planned for the end of 2008
- Collaborate with Air District to develop “How To” kit to help local governments learn about clean air technologies and get started implementing them

Challenges/Problems/Bottlenecks/Feedback

Due to scheduling conflicts with the Bureau of Automotive Repair (BAR) and the Advanced Transportation Technology and Energy Initiative, the Avenal “Tune In/Tune Up” event has been postponed from the 4th Quarter (May 17, 2008) to late summer 2008. Despite the delay, planning and outreach for the Avenal “Tune/In Tune Up” event continue.

With regard to the Lawn Mower Exchange Program, since the Air District does not allow for promotion prior to the opening day of the program and due to the fact that the program sold out in three days, Community Focus’ outreach was confined to April 22, 2008 – April 25, 2008. All of those participating in the working group meetings, including local government officials, had not heard of the Lawn Mower Exchange Program prior to the grassroots outreach provided by Community Focus.

It became apparent during discussions with the EJ communities, that the cost and accessibility of such technologies is a huge barrier for many. Unfortunately, these are factors that are not easily overcome through education alone.

If you have coordinated any outreach, please describe briefly.

Community Focus has provided extensive outreach. Following is a **partial list** of organizations/individuals they have contacted:

- Avenal City Manager and Mayor
- Parlier City Manager
- Phlemonn’s Machinery
- Custom Wood Products
- Custom Produce
- Arvin City Manager and Mayor
- Arvin Council Member Raji Brar
- Committee for a Better Arvin
- Hanford Sentinel
- Parlier Post
- Valley Voice
- Kern Sun
- Coalinga Record
- Our Lady of Sorrows Catholic Church
- Parlier Youth and Technology Center
- Reedley Community College
- Parlier High School
- Avenal Valley Family Health Center
- Kings County Association of Governments
- Arvin Senior Center
- Clinica Sierra Vista

Valley CAN’s Tune In Tune Up Avenal outreach is multifaceted and includes:

- Kings Community Action Organization
- Avenal Head Start Program
- Avenal Community Health Center
- Valley Family Health Center
- Maternal and Child Care Center
- Avenal Assembly of God
- First Baptist Church
- St. Thomas Episcopal Church
- St. Joseph’s Catholic Church
- First Southern Baptist Church
- Salon Del Reino Testigos De Jehova
- Templo Consolacion
- West Hills College Avenal Infant Care Center
- Dills Auto Supply Company