

Final Seed Grant Report to the California Partnership for the San Joaquin Valley

Air Quality Education in Environmental Justice Areas

Statement of the Overall Goal of the Project:

The goal of "Air Quality Education in Environmental Justice Areas" was to improve public understanding of air quality issues and solutions. The Project Team of Community Focus, Valley Clean Air Now (CAN), and The Maddy Institute created a pilot project aimed at reducing air pollution in the San Joaquin Valley by increasing the level of awareness among individuals, local governments and school districts, builders and developers, and selected lawn care equipment retailers, as well as fireplace and wood stove retailers in three "environmental justice" (EJ) communities. EJ communities are defined as communities that are: (a) geographically diverse, (b) suffer the worst air quality, (c) have high unemployment and low median household income, and (d) have populations between 1,000 and 25,000 residents. Based on these criteria, the Air Quality Work Group selected Arvin, Avenal and Parlier as the three communities that best fit this definition.

Description and highlights of the specific program components:

1. Owners of high-emitting or gross polluting vehicles – The goal was to reduce the number of such vehicles in these communities through the Valley Clean Air Now ("Valley CAN") *Tune In & Tune Up* program. The total amount of repairs is expected to be \$325,000. (Note: Valley CAN provided each participant a \$500 repair voucher. If these are fully redeemed, we expect the total amount of repairs to be worth approximately \$325,000.)

Arvin – July 14, 2007

Number of Cars Tested	Number of Cars Failed	Failure Rate	Number of Appointments Made	Estimated Cost of Repairs
341	280	82%	230	\$115,000

Parlier - March 29, 2008

Number of Cars Tested	Number of Cars Failed	Failure Rate	Number of Appointments Made	Estimated Cost of Repairs
342	270	79%	230	\$115,000

Avenal - September 6, 2008

Number of Cars Tested	Number of Cars Failed	Failure Rate	Number of Appointments Made	Estimated Cost of Repairs
219	125	57%	120	\$60,000

Arvin - December 6, 2008

Number of Cars Tested	Number of Cars Failed	Failure Rate	Number of Appointments Made	Estimated Cost of Repairs
100	74	74%	70	\$35,000

2. Local Planning Departments, Builders and Developers – The goal was to inform stakeholders of the San Joaquin Valley Pollution Control District’s (“Air Districts”) Indirect Source Rule (ISR), as well as provide information to Local Governments regarding the implementation of “Clean Air Technologies” into local government operations and adding “air quality” as a scoring criteria on local government procurement contracts.
 - Community Focus conducted educational workshops in each city. The workshops were well attended and well received by the participants. Arvin’s “Greening Arvin” campaign has incorporated many green technologies and programs and was the model for the other two cities.
 - i. **Arvin:** Nov. 17, 6-8pm, Las Fuentes Restaurant.
 - ii. **Parlier:** Nov. 18, 6-8pm, City Council Chambers.
 - iii. **Avenal:** Nov. 19, 6-8pm, El Palmer Apts., Recreation Room.
 - Community Focus recently established the website, <http://greeningyourcity.wordpress.com/> as an electronic “How to Kit”/Resource Guide that includes all of the information from the workshops, websites, contact information, funding information and other relevant information that was discovered during the term of the project.
 - In addition to the “How to Kit”/Resource Guide, Community Focus registered the three cities as members of ICLEI, Local Governments for Sustainability. As a member, the cities will be able to access consultants who will provide technical assistance, as well as analytical tools and methods to assist their local government entities in measuring emissions and reduction of greenhouse emissions in their jurisdiction. ICLEI also empowers local governments to achieve climate and sustainability goals by ongoing evaluation of tools and resources and the opportunity to participate in a network of other local governments.
3. Fireplace/wood-burning stove retailer: The goal was to increase public awareness of the District’s “Burn Cleaner” Program for fireplaces/wood-burning stoves, as well as District’s “Check Before You Burn” program.
 - Community Focus identified five local fireplace/wood burning stove retailers, based on proximity to the three communities, their willingness to participate in the Burn Cleaner Program and their willingness to provide relevant information.

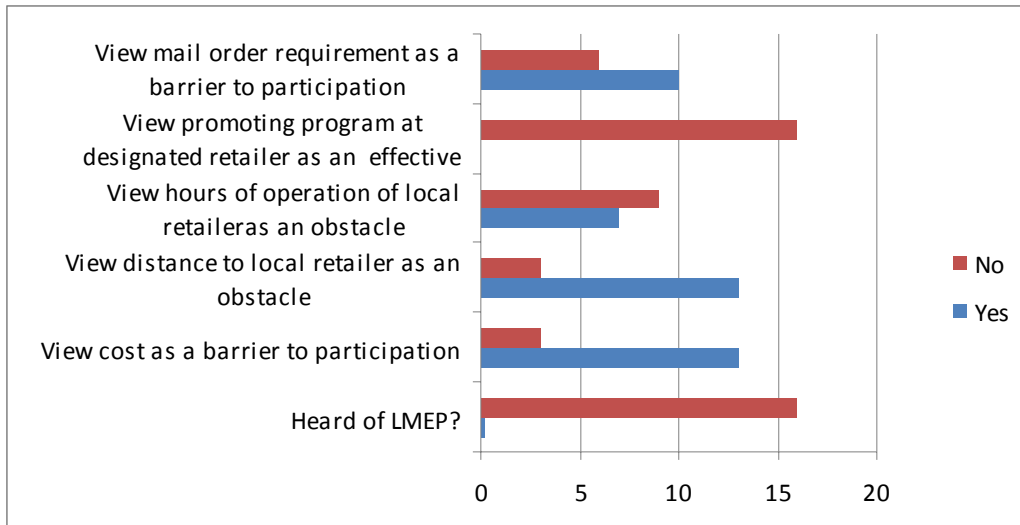
Name of Participating Retailer	Location	Closest EJ Community	Distance to that community
Buckstove Fan & Spa	Visalia, CA	Avenal	55.1 miles
Econo Air	Bakersfield, CA	Arvin	24.6 miles
Energy House	Fresno, CA	Parlier	35 miles
Home and Leisure	Bakersfield, CA	Arvin	30 miles
Sacramento Building Products	Fresno, CA	Parlier	40 miles

- A working group meeting with local government, key stakeholders and community members was held from May 19-21 in Arvin, Avenal and Parlier. Based on feedback from those that attended the meetings, Community Focus was able to make recommendations to increase program participation in these communities.



4. Garden/Lawn Care Equipment Retailers: The goal was to increase awareness of the District' Lawnmower and Leafblower Exchange Program

- There is only one participating retailer, Neuton, for the Clean Green Yard Machine program.
- A working group meeting with local government, key stakeholders and community members was held from May 19-21 in Arvin, Avenal and Parlier. Based on feedback from those that attended the meetings, Community Focus was able to make recommendations to increase program participation in these communities.



- A total of 62 organizations were contacted in Arvin, Avenal and Parlier, informed of the program, asked to help promote the program and sent a packet of promotional materials.
- Community Focus's outreach effort resulted in the sale of 3 additional electric lawn mowers total in all three Environmental Justice communities (Arvin, Avenal and Parlier) in 2008. While a small number, this represents a 60% increase from 2007. Based on the website "Cleaner Air: Mowing Emissions and Clean Air Alternatives"¹, one gas lawn mower emits 87 lbs of CO₂ gas per year. Thus, outreach efforts resulted in a 261 lb. reduction of CO₂ emissions².

	Total Participants (2007)	Total Participants (2008)	Total Change (2007-2008)	Total Emission Reduction by Community ³
Arvin	0	0	0	0
Avenal	2	1	-1	-87
Parlier	0	4	+4	348
TOTAL EMISSION REDUCTION (Arvin + Avenal + Parlier)				261

¹ <http://www.peoplepoweredmachines.com/faq-environment.htm>

² 87 lbs of CO₂ x 3 = 261 lbs of CO₂ gas

³ In lbs of CO₂ gas