

Dates of Activity: October 2008 through December 2008
Seed Grant: Air Quality Education in Environmental Justice Areas
Grantee Organization: The Maddy Institute, California State University, Fresno
Contact Person: Mark Keppler, Jennifer Johnson
Phone: 559.294.9119
Email: mkeppler@csufresno.edu, jejohnson@csufresno.edu

Description of Quarter's Activity/Impact on Partnership

On Nov. 14, 2008, the Business, Transportation and Housing Agency (BTH) approved The Maddy Institute's request to modify the existing Scope of Work. Valley Clean Air Now (CAN), Maddy's subcontractor on this portion of the grant, moved forward with implementing the final Tune In Tune Up event, held Dec. 6, 2008, in Arvin, Calif. Following are initial results:

- 100 cars tested
- 74 cars failed
- 74% failure rate
- 70 people made an appointment for car repairs at the event

Final scientific data, which takes several months to be evaluated by an air quality scientist, is scheduled for release early 2009.

Community Focus continued its outreach and education efforts with the three targeted communities: Arvin, Parlier and Avenal. A series of workshops targeting local government and its ability to "green" their city was held in each community. One of the main objectives of the project was to help city management improve air quality in their cities by incorporating "greener" technologies and practices into the overall management of their cities. Community Focus was charged with the responsibility of finding experts who could educate various stakeholders and decision-makers about the following subjects: federal, state and local grant funding sources; the addition of "green" language in the city procurement process; education about the Indirect Source Rule (ISR) and how to implement it; and "greener" construction tips.

Community Focus met with city officials from Arvin, Avenal and Parlier to ascertain the specific needs and challenges of each city and to determine the most effective way to present the information to city management, elected officials, local builders and large-business owners. Evening workshops were determined to be the most practical. Dates and locations of the workshops: Nov. 17 – Arvin; Nov. 18 – Parlier; Nov. 19 – Avenal. Workshop presenters were:

- Mike Kunz: Development Associate, City of Arvin. Mike provided an overview of Greening Arvin—how it began, the projects, funding ideas, and guidance for other cities interested in following this model. Mike spoke at all three workshops.
- Paul Johnson: Executive Director, San Joaquin Valley Clean Energy Organization, and formerly with the Federal Department of Energy. Paul's organization is a nonprofit dedicated to helping the Valley increase the use of clean energy to address air quality.
- Charles Schmid: Chief Operating Officer, Chelsea Investment Corporation. Charles works on low-income developments and is currently building a 64-unit low- to moderate-income project in Arvin.
- Tom Jordan: San Joaquin Valley Air Pollution Control District. Tom discussed several funding opportunities and how to access the funding. He addressed the ISR, its origin and definition. He also explained two new bills, AB32 and SB375, and how they will impact each city.

Another major objective of the project was to provide an information exchange program within these, and similar, cities in the San Joaquin Valley and to design an educational tool that can be used in other cities.

To achieve this, Community Focus prepared "Greening Your City," an electronic resource guide. "Greening Your City" includes all of the information from the workshops, available Web sites, contact information, funding information and any other related information collected during the 18-month project. A list serve also was included for all workshop participants.

Community Focus registered all three cities as members of ICLEI-Local Governments for Sustainability. As a member, the cities are able to access consultants who can provide technical assistance, analytical tools and methods to assist local governments in measuring emissions and reduction of greenhouse emissions.

Community Focus completed its research on the "Clean Green Yard Machines" and "Burn Cleaner" components of the grant. Most of the work on these two projects was completed prior to the final quarter; research by Community Focus was compiled and evaluated during the last three months.

Further outreach efforts by Community Focus resulted in the sale of three additional electric lawn mowers to Arvin, Avenal and Parlier in 2008. This represents a 60% increase from 2007. One gas lawnmower emits 87 lbs of CO2 gas per year¹. Thus, outreach efforts resulted in a 261 lb. reduction of CO2 emissions².

Community Focus was able to complete all of the goals specified in the project proposal for the “Clean Green Yard Machines” program. At the request of the San Joaquin Valley Air Pollution Control District, Community Focus did not engage in an outreach effort for the “Burn Cleaner” program as funding and program guidelines would not be approved prior to the conclusion of the seed grant contract.

During the final three months of the seed grant, The Maddy Institute continued its oversight of the project, including a request to BTH for a change to the scope of work; guidance to both subcontractors regarding respective projects; and frequent project updates through e-mail and conference calls.

During December 2008, Maddy staff traveled to Sacramento, San Francisco and Oakland for face-to-face meetings with both subcontractors to finalize details for the completion of the grant.

Planned Activities for next 3-6 months

N/A

Challenges/Problems/Bottlenecks/Feedback

Because the subcontractors’ offices are located in northern California, working directly with them was especially challenging for Maddy staff.

If you have coordinated any outreach, please describe briefly.

Arvin Tune In Tune Up outreach included:

Alan Christensen, City Manager of Arvin	Committee for a Better Arvin	Office of Assemblymember Danny Gilmore, Noah Lawson, District Director
American Cancer Society	Community Focus	Office of Senator Dean Florez – Rudy Salas, District Director
American Heart Association	CVAC Organizations	Office of U.S. Representative Jim Costa – Tiara Cox
Arvin Chamber of Commerce	Delores Duerta Foundation	San Joaquin Valley Air Pollution Control District
Arvin City Council	Family Resource Center	Senator Dean Florez
Arvin Clinica Sierra Vista	Fresno Metro Ministries	St. Thomas Catholic Church
Arvin Community Health Center	Kern County Boy Scouts	Teen Pregnancy Services
Arvin Senior Center	Kern County Hispanic Chamber of Commerce	Tim Tarver, Mayor of Arvin
Arvin Women, Infants, Children Office	Kern County Supervisor Michael Rubio	U.S. Representative Jim Costa
Assemblymember Danny Gilmore	Lamont School District	
Clinica Sierra Vista	Mexican American Equal Opportunity Center	

¹ “Cleaner Air: Mowing Emissions and Clean Air Alternatives.” [http://www.peoplepoweredmachines.com/faq-environment.htm]

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

Event participants included:

Arvin High School - Auto Students	Joseph Drew, Valley CAN Board Member	Stephen Ojeda, Arvin Councilman
Arvin Police Department	Office of Assemblymember Danny Gilmore - Noah Lawson, District Director	Tim Tarver, Mayor of Arvin
Assemblymember Danny Gilmore	Office of U.S. Representative Jim Costa – Tiara Cox	Toni Pichardo, Arvin Councilwoman
California Department of Consumer Affairs	Roger Teschner, Fresno City College Advanced Transportation Technology and Energy Initiative	Valley CAN Staff
Jose Flores Jr., Mayor Pro Tem, Chairman – Arvin Community Redevelopment Agency	Rosedale Automotive	

Community Focus outreach efforts:

Arvin	Avenal	Parlier
Alan Christensen City Manager	Angie Ortiz, Community Development Assistant City of Avenal	Abel Gilez, Student
Armando Chavez Owner of AC Quality Construction	Dagoberto Oralle Planning Commission	Adrian Gomez, Student
David Powell Finance Director	Daniel Lee, Technical Manager Paramount Farms	Agustin Munos, Boxing Coach Parlier Boxing
Jose Flores Mayor Pro Tem	Donna Elliott Planning Commission	Alberto Vasquez, Student
Loni Derosa Lamont Reporter	Harlin Casida City of Avenal	City of Parlier Coordinator
Loni Puhardo City Council Member	Jim Jepsen Councilmember	Dino Perez Faces of Prevention
Lou Gomez, President Kern County Hispanic Chamber of Commerce	Sid Craighead Councilmember	Director, Huron Enterprise Community
Ray Scott Mountainside Disposal	Steven Sopp Community Development Director	Eduardo Gonzalez Executive
Rob Flores, Manager Staples Energy		Elisa Montengo Charter Center
Ross Grieg Business Consultant		Francine Vudeiol, Chaniker and Youth
Tim Tarver Mayor of Arvin		Gilbert Gutierrez Public Works Supervisor
Travis Nighber Public Works Supervisor		Jim Doughty CDBG/EDBG
Vincent, Owner Integrity Construction		Lou Martinez, City Manager City of Parlier
		Lucy Munoz, Apt Manager Quail Apartments