



Valley Air News

A publication of the San Joaquin Valley Air Pollution Control District

January 2000

Big Problems Come in Small Packages

In November, the Valley Air District launched a campaign to raise public awareness about the health risks from particulate matter air pollution. The theme of the campaign is "Little things

can hurt you," and the goal is to educate Valley residents about the big health impact of these tiny airborne particles.

To begin educating the public on reducing particulate matter pollution, the Valley Air District ran public information ads in a number of publications. The newspaper advertisement, seen below, is only the beginning of a comprehensive outreach

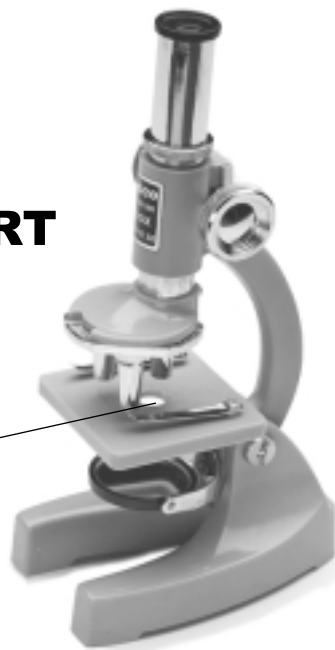
campaign that will include production and placement of new educational materials in physicians' offices throughout the Valley. Through this outreach campaign, the District will continue its mission to improve the health and quality of life for all Valley residents.

Often invisible, these particles can be natural materials like soot, dust and ash, or man-made, toxic compounds such as benzene, ammonia, or formaldehyde. In addition to the composition of the particle, the size is important. The filtering mechanisms of the mouth will stop coarse particles larger than ten microns. This is smaller than a single strand of human hair. The better filtration system of the nose, however, will protect from breathing fine particles as small as 2.5 microns.

Once inhaled, these particles may be trapped in the deep recesses of the lungs, causing or aggravating respiratory conditions, including infections and asthma. Additionally, exposure to particulate matter has been linked with heart and lung disease, decreased lung function, and even premature death.

See *BIG PROBLEMS*, page 2

LITTLE THINGS CAN HURT YOU.



Particulate Matter is so small, you need a microscope to see it.

Particulate Matter Is Air Pollution You Can't See.

Particulate Matter (PM) is among the most harmful of all air pollutants. While too small to see, these tiny particles can damage our respiratory systems. PM comes from many sources including smoke, motor vehicle emissions, dust of all kinds and industrial sprays and chemicals.

- Travel slowly on unpaved roads.
- Avoid using your fireplace when winter air quality is unhealthy.
- Water down dirt roads and other large dirt areas subject to wind.
- Avoid using equipment that creates dust such as leaf blowers.



In the center of this circle is a dot the thickness of a human hair. Particulate Matter is 7 times smaller.



Your Valley Air District

1990 E. Gettysburg Ave. Fresno, CA 93726 • 559 230-5800

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GOVERNING BOARD REVIEW

Following is a summary of actions taken at the December 9 Governing Board Meeting:

- Jerry O'Banion was elected Chair and Judith Case was elected Vice Chair of the Governing Board for 2000.
- Adopted proposed amendments to Rule 4661 (Organic Solvents).
- Adopted proposed Clean Governmental Fleet Resolution.

Citizens Advisory Committee Report to the Governing Board:

- Tom Stearns was elected Chair and Wade Broughton was elected Vice Chair of the Citizens Advisory Committee for the 2000-2001 term.

The Board also approved a number of items on the consent calendar, including:

- Contract with Sonoma Technology, Inc. for the assessment of PM10 reductions from selected agricultural practices.
- Application to ARB for Carl Moyer Memorial Air Quality Standards Attainment Program Funds.
- Changes to Heavy-Duty Engine Emission Reduction Incentive Program adding three new components.
- Lease agreement with Fresno Pacific University for a PM-2.5 monitoring station on campus.

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The next Governing Board meeting will be held on Thursday, January 20, at 9:00 a.m. in the District's Central Office in Fresno, and via videoteleconference in the Modesto and Bakersfield offices.

Partners
In Progress



Gottschalks and Media One

Gottschalks department stores and Media One broadband cable provider have teamed up with the Valley Air District to ring in a cleaner new year. For the second year in a row, selected Gottschalks stores throughout the Valley will be distributing the District's Clean Air Kids calendar in the children's apparel departments while supplies last. The calendars feature colorful children's artwork and monthly clean air tips and will be available in the following stores beginning the first week of January:

- Fashion Fair Mall, Fresno
- Manchester Center, Fresno
- Visalia Mall, Visalia
- Hanford Mall, Hanford
- Sierra Vista Mall, Clovis
- Weberstown Mall, Stockton

Media One produced and will air a thirty-second television spot to promote the calendar distribution. The spot will run for the first two weeks of January on cable networks. Media One Account Executive Jim Davis developed the promotion last year as a public service. Davis is responsible for recruiting Gottschalks to assist the District with outreach. "I was happy to bring two great organizations together," Davis said. "The calendars are a cute gift for Gottschalks customers and it's really important to get the clean air message out. It is an excellent opportunity for everyone."

This year, Davis worked hard to expand the promotion to other areas of the District and was successful in getting the Hanford and Stockton Gottschalks stores to join in.

The Valley Air District thanks Gottschalks, Media One and Jim Davis for being proactive clean air partners.

BIG PROBLEMS

Continued from page 1

According to the USEPA, sensitive groups that appear to be most vulnerable to the effects of particulate matter are the elderly, individuals with cardiopulmonary disease, and children. The delicate tissue in children's lungs is more susceptible to chronic infections and asthmatic reactions when exposed to these irritants. Charles Sant'Agata, executive director of the Central California affiliate of the American Lung Association, points to asthma as the primary disease-related cause of school absenteeism and emergency room visits. "In the Central San Joaquin Valley, 167,000 people suffer from lung disease. Of those, 48,000 are children," Sant'Agata said.

District Planning Director Robert Dowell explained that particulate matter comes from a variety of sources. "Fine particles are the result of fuel combustion from motor vehicles, industrial facilities, residential fireplaces, and wood stoves. Crushing and grinding operations, traveling on unpaved roads, and windblown dust will produce coarse particles," he said.

Some particles are emitted directly from their sources, such as smokestacks and cars, while in other cases, gases interact with other components to form particles. "Their chemical and physical composition may vary depending on location and weather," Dowell stated.

For more information on particulate matter pollution, contact Public Education at (559) 230-5800.

Permit Engineers Complete Training

The California Cotton Ginners Association held the most recent in a series of training sessions on the operation of cotton gins for Air District permit engineers. The day-long training, conducted by Roger Isom from the Association and Donavon Heslep of Dale Brisco, Inc., included an overview of the internal operations of a cotton gin, a view of the type of air pollution control equipment used on-site, followed by a tour of several gins. The tour gave permit engineers an opportunity to view various types of gins and the different types of air pollution control equipment used at each gin.

Roger Isom explained that the success of the annual training program has proven to be advantageous in many ways. "It has provided permit engineers with valuable information about cotton gins and their internal operations. As a result, the processing time of cotton gin applications has dramatically decreased. It's a win-win situation," Isom said.

Millennium Kids Club Calendars Hot Off the Press

Get ready for the new year with a 2000 calendar courtesy of the Valley Air District.

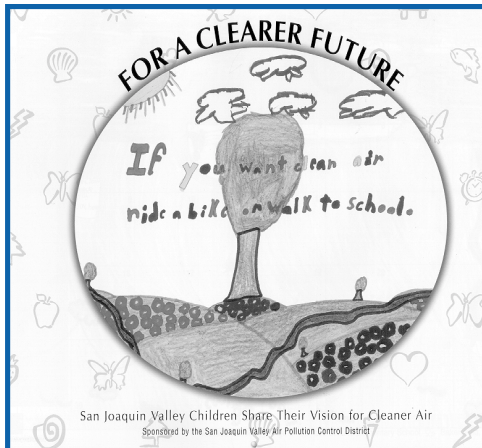
The colorful 12-month calendar features air quality-related drawings by local children.

Each year, the District holds a calendar contest as part of its Clean Air Kids Club. Members and Valley school children are invited to participate. More than 100 entries were received this year. While all of the entries demonstrated artistic talent and recognized the importance of clean air, District staff selected 13 drawings to appear in the 2000 calendar.

To order free copies of the calendar for a business or organization, call (559) 230-5800. Supplies are limited and calendars will be distributed on a first-come, first-serve basis.

Anyone who knows of elementary school children who would like to join

the Clean Air Kids Club, should call the number listed previously, or fax the child's name, address, date of birth, and telephone number to (559) 230-6064. Make a resolution to reduce air pollution. Call and order the 2000 Clean Air Kids Calendar today!



The drawing of nine year-old Daniela Vaca of Reedley was chosen for the cover of the millennium calendar

2000 Calendar Contest Winners

Emily Borman, age 12, Tracy
 Alex Bozzini, age 12, Tracy
 Claudia Camarena, age 6, Corcoran
 Megan Davey, age 8, Stockton
 Melissa Doiron, age 8, Bakersfield
 Sandra E. Macias, age 11, Tracy
 Maria Isabel Modesta, 2nd grade, French Camp
 Olivia Page, age 5, Stockton
 Jeramie Pawloski, age 12, Tracy
 Anjelica Quiñones, age 12, Monte Vista
 Angela Sasaki, age 8, Reedley
 Taylor Stevens, age 7, Lodi
 Daniela Vaca, age 9, Reedley



Altamont Commuter Express

1999 Air District Award of Distinction for Pollution Prevention Projects

The Altamont Commuter Express (ACE) is California's newest commuter rail service, which provides two week-day trains from Stockton to San Jose with stops in Manteca, Tracy, Vasco Road, Livermore, Pleasanton, Fremont, and Great America. The goal of ACE is to provide an alternative to single-occupant automobile travel from the Central Valley to the Tri-Valley and Silicon Valley worksites, bypassing the Altamont Pass and the Sunol Grade, two of Northern California's most congested highways.

Two locomotives and ten cars travel the 85-mile corridor in approximately two hours and twenty minutes. Feeder shuttle services are available at all stations, including connections to light-rail and Bay Area Rapid Transit. Each day, approximately 1,200 ACE passengers travel roundtrip, decreasing highway congestion considerably. Currently running at near capacity, equipment for a third train has been ordered with hopes to have it in service by July 2000.

According to an extensive passenger survey conducted in February 1999, 79 percent of the ACE passengers previously commuted in single-occupant vehicles. As a result, statistics indicate that more than 700 cars have been removed from the congested highways each day.

The Valley Air District commends ACE for providing innovative commute alternatives.

WHAT'S AHEAD
WHAT'S AHEAD

◆ **GOVERNING BOARD**

THURSDAY, JANUARY 20, at 9:00 a.m. in the Central Region Office, 1990 E. Gettysburg Avenue, Fresno, and via video-teleconference in the Bakersfield and Modesto Regional Offices.

THURSDAY, FEBRUARY 17, at 9:00 a.m. in the Central Region Office, 1990 E. Gettysburg Avenue, Fresno, and via video-teleconference in the Bakersfield and Modesto Regional Offices.

◆ **CITIZENS ADVISORY COMMITTEE**

TUESDAY, JANUARY 4, at 9:30 a.m. in the Central Region Office, 1990 E. Gettysburg Avenue, Fresno, and via video-teleconference in the Bakersfield and Modesto Regional Offices.

TUESDAY, FEBRUARY 1, at 9:30 a.m. in the Central Region Office, 1990 E. Gettysburg Avenue, Fresno, and via video-teleconference in the Bakersfield and Modesto Regional Offices.

◆ **RULE MEETINGS, WORKSHOPS AND HEARINGS**

Call (559) 230-5800 for Rule Calendar details

Rule 4002 (National Emission Standards for Hazardous Air Pollutants): Public workshops are tentatively scheduled for January, 2000.

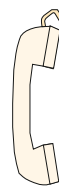
Rule 4662 (Organic Solvent Degreasing Operations): Public workshops are tentatively scheduled for February, 2000.

Regulation VIII (Fugitive PM10 Prohibitions): Public workshops are tentatively scheduled for February, 2000.

CAPP Training Rescheduled

The CAPP training session originally scheduled for January 24-27, 2000 has been cancelled and will be rescheduled for later this year. For further information, please contact George Heinen at (559) 230-5909.

BULK RATE
U.S. POSTAGE
PAID
FRESNO, CA
PERMIT #1056



DIRECTORY

SMOG INFO LINE: (800) 766-4463
 SMOKING VEHICLE: (800) 559-9247
 JOB LINE: (559) 230-6019

NORTHERN REGION OFFICE (209) 557-6400
 COMPLAINT LINE: (800) 281-7003
 SMALL BUSINESS ASSISTANCE: (209) 557-6446

CENTRAL REGION OFFICE (559) 230-6000
 COMPLAINT LINE: (800) 870-1037
 SMALL BUSINESS ASSISTANCE: (559) 230-5888

SOUTHERN REGION OFFICE (661) 326-6900
 COMPLAINT LINE: (800) 926-5550
 SMALL BUSINESS ASSISTANCE: (661) 326-6969

SJVAPCD GOVERNING BOARD

Jerry O'Banion, Board Chair Supervisor, Merced County	Kenni Friedman Councilmember, City of Modesto
Judith G. Case, Vice Chair Supervisor, Fresno County	Robert J. Cabral Supervisor, San Joaquin County
Barbara Patrick Supervisor, Kern County	Dennis Lujan Councilmember, City of Selma
Tony Barba Supervisor, Kings County	Nick W. Blom Supervisor, Stanislaus County
Gail Hanhart McIntyre Supervisor, Madera County	William Sanders Supervisor, Tulare County
Nettie Washington Councilmember, City of Tulare	

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