

In 2011, the San Joaquin Valley Air Pollution Control District (Valley Air District) launched a new public education campaign called Air Alert – a warning system designed to notify residents of impending periods of bad air. The episodic campaign, developed in partnership with its communications agency, Jeffrey Scott Agency, uses traditional media, public relations and social media outlets to alert the public on days when the San Joaquin Valley is at risk of violating the federal 1-hour ozone standard. Violations of the standard trigger periods of unhealthy ozone levels as well as federal non-attainment fees. Air Alerts include a critical public call-to-action to minimize activities that cause air pollution.

What's In This Report?

Overview	1
Earned Media Partners	3
Messaging	8
News Releases	8
Social Media	20
Television Station Stories	24
Print / Online Stories	39
Clean August	112
Updates	115
Looking Forward	124

Background

The Valley Air District's previous episodic messaging campaign directed to the public, called "Spare the Air" ran for about 14 years until it was retired in 2008. Spare the Air days were called when air quality was deemed unhealthy, however they were called frequently enough to become white noise, thus losing the importance of making an effort every day to help improve the air.

Then, in 2008, the Valley Air District launched its most significant public outreach effort to date to change the mind-set of businesses and residents throughout the Valley. The new message – Healthy Air Living – was born out of the "Fast-Track strategy" to achieve early attainment of health based, ambient, air quality standards for ozone and particulates. A multi-faceted and bilingual campaign, Healthy Air Living encourages everyone in the San Joaquin Valley to make air quality a priority in the daily decision making process by "Making

One Change” to help improve air quality. The program which continues today has become the umbrella outreach for all of the Valley Air District communication efforts, and by engaging the public has been a crucial component to the Valley’s ongoing air quality improvements.

Ozone Spikes

Even with the success of Healthy Air Living, there remain targeted times during the year when the air quality suffers the most. In the San Joaquin Valley, a violation of the 1-hour ozone standard triggers Section 185 of the Clean Air Act resulting in a federal penalty of \$29 million for Valley businesses and residents. In 1996, the Valley air basin racked up 56 days where ozone levels exceeded the federal health-based standards. In 2010, there were only seven within the Valley Air District’s jurisdiction. However, to be in attainment with the federal standard, the Valley must not exceed the standard more than three times at any one monitor over a three year period.

The \$29 million federal fine kicked into effect in 2011, a penalty mandate paid for by registered vehicle owners (\$12 / registration) and businesses without the best available control technology (fee based on each business’ emissions). Every penny collected will then be reinvested back in the Valley for projects that reduce air pollution and help the local economy.

The Valley Air District understands the severity of these fees, which is why it developed the new Air Alert notification system to educate the public on what can be done to help avoid the violation and its \$29 million annual federal penalty.

In focus groups, the public was clear in voicing the importance of wanting to be notified of the violation and knowing what they can do to avoid it – especially when they are responsible for satisfying it.

Back-To-School Trends

Through additional research, the Air District determined recent trends indicating a peak in poor air quality at the start of the school year. The increased traffic, along with idling vehicles, high temperatures, and stagnant conditions is the perfect recipe for a violation of the federal 1-hour ozone standard.

With the hefty goal of eliminating all violation days, the Air District and Jeffrey Scott Agency (JSA) created a name and identity for the notification system, coined Air Alert. With the name and “look” of the notification system in place, an outreach plan was written and executed. The goal of the plan was to create heightened awareness of the health and fiscal impact of the episode by expanding Healthy Air Living messaging to activate immediate behavioral changes as the solution to the episode.

Tactics included:

1. Create earned media partners to unveil, brand and inform the public of an Air Alert.
2. List thing people can do during an Alert, especially focused on the back-to-school practices that tend to create a surge of unhealthy air.

Our ultimate goal was to have zero violations in 2011.

Earned Media Partners

Given the unique and limited timeframe of an Air Alert episode, news media outlets were not only the most feasible resource to unveil, brand and inform the public of an Air Alert – but arguably the most effective.

The fiscal and health implications of an Air Alert warranted the involvement and participation of television, radio, print and web media outlets across the 8-counties: San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern Counties.

JSA worked with the Valley Air District to secure meetings with general managers, news directors, publishers, editors, program directors and reporters from Sacramento to Bakersfield. A media kit was created as a leave-behind piece with the Air Alert materials in English and Spanish for on-screen graphics (to be used during coverage of the alert).

Air Alert Media Kit Folder and Media Graphics Labels



Air Alert Media Kit Media Letter



July 28, 2011

KFSN ABC 30
1777 G Street
Fresno, CA 93706

Dan Adams and Tracey Watkowski,

As you know, the Valley Air District launched the Healthy Air Living campaign in 2008 to change the mind-set of businesses and residents in the San Joaquin Valley to make air quality a priority in their everyday lives. This program has been hugely successful as evidenced by our improving air quality.

There remains, however, targeted times during the year when our air quality suffers the most. Violations of the 1-hour ozone standard, as defined by the EPA, threaten our Valley's air quality from a health and economic standpoint. These violations tend to occur during the summer months.

That's why, this summer the Valley Air District is launching an "Air Alert" warning system designed to notify San Joaquin Valley residents of impending periods of bad air.

Using scientific data, the Air District can predict when air pollution gets dangerously close to violating this standard, and will call an Air Alert for possibly a three to five day period of time.

Not only is air pollution bad for our health, it also hurts the bottom line of every business and industry in our Valley, particularly during these tough economic times. The eight San Joaquin Valley counties are being fined by the Federal Government approximately \$29 million under Section 185 of the Clean Air Act due to a half dozen annual days in violation of this 1-hour standard.

Residents will be notified of an Air Alert through traditional, web-based and social media with information on what they can do to help. Whether it's carpooling, avoiding drive-thrus, bringing lunch to work, limiting their driving in general, or not idling cars while parents wait to pick-up their children from school - every small change will make a big difference.

Here's where you can help. As a business and community partner, we hope to work with you and your news team to deliver Air Alerts to Valley residents in a way that communicates urgency and provides people with the information they need to make a difference.

Included in this folder is a CD with Air Alert graphics and an Air Quality Index Chart for your use. If there is anything we can do to help assist you as we work together to inform and educate our residents, please feel free to let us know.

Sincerely,

Jaime Holt
Chief Communications Officer

Seyed Sadredin
Executive Director/Air Pollution Control Officer

Northern Region
4800 Enterprise Way
Modesto, CA 95356-8718
Tel: (209) 557-6400 FAX: (209) 557-6475

Central Region (Main Office)
1990 E. Gettysburg Avenue
Fresno, CA 93726-0244
Tel: (559) 230-6000 FAX: (559) 230-6061

Southern Region
34946 Flyover Court
Bakersfield, CA 93308-9725
Tel: 661-392-5500 FAX: 661-392-5585

www.valleyair.org www.healthyairliving.com

Printed on recycled paper.

The intent of each meeting was to secure media support to help achieve the Valley Air District's goal of effectively communicating what an Air Alert is, the implications, and its severity.

Creating an initial blast of information regarding the Air Alert was needed, but was not so much of a concern when compared to the necessity to sustain the news stories throughout the entire episode lasting from 7-10 days. To maintain a story for several days, which

is an extremely long time in the world of news, requires involvement and creative news angles from nearly every department of our media partners.

In the end, 29 individual meetings were conducted by region, creating media buy-in and support from Sacramento to Bakersfield prior to the launch.

The Valley Air District and JSA met with the following media news sources:

Sacramento / Stockton / Modesto Markets:



Citadel Radio: KATM, KHKK/KDJK, KESP, KHOP, KWIN/KWNN, KJOY



Entravision Radio: KCVR, KTSE, KRCX, KMIX



Clear Channel Radio: KQOD, KFIV, KJSN, KMRQ, KOSO, KWSX



Fresno Market:



Peak Broadcasting: KMGV, KSKS, KMJ, KWYE



Clear Channel Radio: KBOS, KSOF, KFSO, KALZ, KFBT, KCBL, KHGE, KRDU



Lotus: KLBN, KKBZ, KHIT, KGST



Univision Radio: KOND, KRDA, KLLF



Buckley (Fresno, Merced & Visalia): KHTN, KJUG, KSEQ, K100



Bakersfield Market:



Buckley: KLLY, KNZR, KMYX, KKBB, KSMJ



American General Media: KEBT, KGFM, KGEO, KISV, KERN, KERI, KKXX



After watching air quality levels for weeks, it was determined the first Air Alert needed to be issued on Tuesday, August 23, 2011 and last through Sunday, August 28, 2011. As predicted, weather conditions combined with increased school traffic created prime conditions for ozone (smog) formation that results in

exceeding health-based ozone standards of 125 parts per billion (PPb). News releases were issued in each market to announce the air basin's first Air Alert and the news conferences being held in Modesto, Fresno and Bakersfield.

News Release

PR Press conference to announce Air Alert

Page 1 of 2

News Release

For immediate release

8-19-11

Attn: Local news, health, weather
and assignment editors



Central District Media Contact - Fresno
Jaime Holt (559) 230-5850

Northern District Media Contact – Modesto
Anthony Presto (209) 557-6400

Southern District Media Contact – Bakersfield
Brenda Turner (661) 392-5500

Spanish Language Media Contact
Maricela Velasquez (559) 230-5849

Media Advisory Press conference to announce air basin's first Air Alert

WHO: Valley Air District

WHAT: Press conference to announce air basin's first Air Alert

WHEN: Monday, Aug. 22

WHERE:

4800 Enterprise Way, Modesto (9 a.m.)
1990 E. Gettysburg Ave., Fresno (10 a.m.)
34946 Flyover Court, Bakersfield (10 a.m.)

WHY:

The Valley Air District is expecting to declare the air basin's first Air Alert, a new air-quality notification that the Valley is currently experiencing conditions that may lead to exceeding a health-based ozone (smog) standard. Air Alerts are issued Valley-wide. The starting date and duration for the Air Alert episode will be announced at Monday's press conference once emissions, monitoring and meteorological data from the coming weekend is analyzed. The staff anticipates the first episode beginning on Tuesday, August 23 or Wednesday, August 25 and lasting three to five days.

In addition to the negative effects on our health, ozone exceedances can also result in monetary penalties to the Valley, potentially imposing severe financial burdens on Valley businesses and, ultimately, residents.

Eighty percent of the Valley's ozone problem is caused by vehicle use. When an Air Alert is declared, residents and businesses are urged to put into place measures that reduce vehicle miles traveled, including carpooling, vanpooling, using alternative transportation, avoiding the use of drive-through services and refraining from vehicle idling. All of these actions produce emissions that lead to ozone formation. Additionally, residents and businesses are encouraged to shift ozone creating activities, such as lawn maintenance, to early mornings or after the Air Alert episode is over.

"Ozone is a serious health problem in the Valley, and in addition, has enormous economic
-more-

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release

PR Press conference to announce Air Alert

Page 2 of 2

PRESS CONFERENCE TO ANNOUNCE FIRST AIR ALERT

Page 2 of 2
8/19/11

repercussions,” said Seyed Sadredin, the District’s executive director and air pollution control officer. “Air Alerts provide a critical window of opportunity for residents and businesses to take action that can prevent triggering an ozone episode that carries severe penalties.”

There are several ways to receive notification of an Air Alert: through the District’s 1-800 SMOG INFO (766-4463) line; on the District’s website at www.valleyair.org; and by free subscription to an automated email list (<http://valleyair.org/lists/list.htm>).

For more information about Air Alerts, visit www.valleyair.org, www.healthyliving.com or call a District office: in Fresno (559) 230-6000, in Bakersfield (661-392-5500) or in Modesto (209-557-6400).

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release PR District declares first Air Alert

News Release

For immediate release

8-22-11

**Attn: Local news, health, weather
and assignment editors**



Central District Media Contact - Fresno

Jaime Holt (559) 230-5850

Northern District Media Contact – Modesto

Anthony Presto (209) 557-6400

Southern District Media Contact – Bakersfield

Brenda Turner (661) 392-5500

Spanish Language Media Contact

Maricela Velasquez (559) 230-5849

After Hours Contact – 559-284-6317

District declares Air Alert beginning Tuesday *First ozone episode spans six days*

The Valley air basin is in an Air Alert episode from **Tuesday, Aug. 23 to Sunday, Aug. 28**. This includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

This Air Alert episode is being called because the Valley is experiencing conditions, such as increased emissions load, high temperatures and stagnant air flow, that lead to ozone formation. High ozone levels put the Valley at risk for exceeding health-based ozone standards that in turn trigger federal monetary penalties.

There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a Healthy Air Living Partner

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm. To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>. To receive information about becoming a Healthy Air Living Partner, please visit www.healthyliving.com.

The District will send out mid-morning media updates throughout the Air Alert episode. Please contact the District for Air Alert graphics.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

Three news conferences were held at the Valley Air District Offices in Modesto (9 a.m.), Fresno (10 a.m.) and Bakersfield (10 a.m.). To feed news outlets with information that would sustain the Air Alert messaging, the Valley Air District distributed daily news releases

News Conference



with updates on air quality and the alert's status. TV and print news stories have been clipped and included on an archive disc to track the effectiveness of the coverage and its value. Radio stations included the Air Alert notice in news reports, weather reports, and online. In addition, a paid media blitz of :15 radio spots and newspaper "strip" ads ran in English and Spanish:

:15 RADIO-AIR ALERT

THE VALLEY AIR DISTRICT HAS DECLARED AN AIR ALERT. WE ARE CURRENTLY AT RISK OF EXCEEDING THE 1-HOUR OZONE STANDARD AND ARE BEING FINED MILLIONS OF DOLLARS BY THE FEDERAL GOVERNMENT. HELP OUT BY DRIVING LESS, PUTTING OFF ERRANDS AND NOT IDLING YOUR VEHICLE. GO TO VALLEY AIR DOT ORG.

:15 SPANISH-AIR ALERT

EL DISTRITO DEL AIRE HA DECLARADO UNA ALERTA DEL AIRE. ACTUALMENTE ESTAMOS A RIESGO DE EXCEDER EL ESTÁNDAR DE OZONO Y EL GOBIERNO FEDERAL NOS ESTÁ MULTANDO MILLONES DE DÓLARES. AYUDA MANEJANDO MENOS Y APAGANDO TU VEHÍCULO CUANDO NO ESTÉS CONDUCIENDO. VISITA AIR LIMPIO VIDA SANA PUNTO ORG.

Print Ads

AIR ALERT!

The Valley Air District has declared an Air Alert episode **TUESDAY, AUG. 23rd to SUNDAY, AUG. 28th**. We are currently at risk of exceeding the 1-hour ozone standard and are being fined \$29 million dollars by the federal government due to air pollution. Please do your part to help avoid a violation and the federal fines that come with it by not idling your vehicle when picking up your children from school and by also taking the following measures:

Carpool | Take the Bus | Don't Idle | Postpone Errands

San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT
www.valleyair.org

¡ALERTA DEL AIRE!

El Distrito del Aire del Valle ha declarado una Alerta del Aire **MARTES, 23 DE AGOSTO a DOMINGO, 28 DE AGOSTO**. Actualmente estamos a riesgo de exceder el estándar de ozono y el gobierno federal nos está multando \$29 millones de dólares debido a la contaminación del aire. Por favor haz tu parte para ayudar a evitar una violación y las multas federales que le acompañan. Como apagando tu vehículo cuando pases a recoger a tus hijos a la escuela y también tomando las siguientes medidas:

Comparte Un Viaje | Toma el Camión | Camina/Anda en Bicicleta | Pospone Mandados

San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT
www.airelimpiovidasana.com

News Release

For immediate release

8-24-11

Attn: Local news, health, weather
and assignment editors



Central District Media Contact - Fresno
Jaime Holt (559) 230-5850

Northern District Media Contact – Modesto
Anthony Presto (209) 557-6400

Southern District Media Contact – Bakersfield
Brenda Turner (661) 392-5500

Spanish Language Media Contact
Maricela Velasquez (559) 230-5849

Air Alert update

Ozone levels rise

***Air officials urge emission-reduction strategies to avert
reaching critical ozone threshold***

As ozone levels in the Valley air basin increase during the Valley's first Air Alert episode, local air officials remind residents and businesses that curtailing emission-producing activities such as driving may avert hitting the threshold that triggers a federal monetary penalty.

The Valley's first Air Alert was declared Tuesday, Aug. 23 and is in effect through Sunday, Aug. 28. Air Alerts are declared Valley-wide and include the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

Air Alert episodes are called when conditions may lead to ozone (smog) formation that results in exceeding health-based ozone standards of 125 parts per billion (ppb) and triggering substantial federal monetary penalties.

On Monday, the three highest ozone readings in the air basin were 97 ppb at Ash Mountain (Tulare County); 91 ppb in Parlier (Fresno County); and 90 ppb in Arvin (Kern County).

On Tuesday, the three highest readings were 108 ppb in Parlier, 107 ppb in central Fresno and 103 ppb in Edison (Kern County).

(These are preliminary data.)

"Increasing heat, stagnant air movement and the build-up of emissions are producing elevated ozone. But by curbing our emissions, we may avoid triggering a 1-hour

-more-

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

Air Alert update

Page 2 of 2
8/24/11

exceedance,” said Seyed Sadredin, the Air District’s executive director and air pollution control officer.

About 80 percent of the Valley’s ozone-forming emissions are produced by vehicle use. Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm.

To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit www.healthyairliving.com.

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News Release

PR Air Alert update Thursday

Page 1 of 2

News Release For immediate release 8-25-11



**Attn: Local news, health, weather
and assignment editors**

Central District Media Contact - Fresno
Jaime Holt (559) 230-5850

Northern District Media Contact – Modesto
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Southern District Media Contact – Bakersfield
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Air Alert update

Businesses, residents tackle ozone

Emission-reductions efforts keep ozone under threshold during first two days of alert

Conditions are ideal for elevated ozone levels, and Valley air officials said Thursday that business and resident efforts to ward off a 1-hour ozone exceedance have kept levels below a critical threshold so far this week.

“Temperatures remain high and there is very little atmospheric dispersion, which are ideal conditions for ozone formation,” said Stephen Shaw, the Air District’s supervising air quality analyst. “The importance of everyone in the Valley reducing their emissions can’t be overstated.”

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Some Valley businesses and industry have modified their operations to reduce their emissions. For example, a recycling company planned to switch their operating hours Thursday to begin at midnight and continue intermittently through early morning, the hours when ozone levels are at their lowest.

The air basin’s highest ozone readings so far this week (all data are preliminary):

Monday (8-22)	Tuesday (8-23)	Wednesday (8-24)
Ash Mountain (Tulare County) 97ppb Parlier (Fresno County) 91 ppb Arvin (Kern County) 90 ppb.	Parlier 108 ppb Central Fresno 107 ppb Edison (Kern County) 103 ppb	Edison 116 ppb Arvin 110 ppb Ash Mountain 103 ppb

-more-

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News Release

PR Air Alert update Thursday

Page 2 of 2

Air Alert update
Page 2 of 2
8/25/11

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Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

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News Release

PR Air Alert update Friday

Page 1 of 2

News Release For immediate release 8-26-11



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Spanish Language Media Contact

Maricela Velasquez (559) 230-5849

Air Alert update

Air Alert episode extended through Monday

**Media Advisory
Press conference
Monday, Aug. 29 – 11am
All District offices
4800 Enterprise Way, Modesto
1990 E. Gettysburg Ave., Fresno
34946 Flyover Court, Bakersfield**

The Valley's first Air Alert episode neared the end of the week Friday with ozone levels elevated but still under the federal standard. Valley residents and businesses continued their concerted effort to ward off a 1-hour ozone exceedance that would trigger a federal monetary penalty.

"The response to this Air Alert has been overwhelmingly positive and proactive," said Seyed Sadredin, the Air District's executive director and air pollution control officer. "The efforts of the Valley's population is what will make the difference in avoiding this critical ozone threshold."

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News Release

PR Air Alert update Friday

Page 2 of 2

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Page 2 of 2

8/26/11

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PR Air Alert update Monday

Page 1 of 2

News Release For immediate release 8-29-11



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Air Alert update

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Page 2 of 2

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To sign up for a free subscription to the Air Alert email notification system please visit
<http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit
www.healthyairliving.com.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

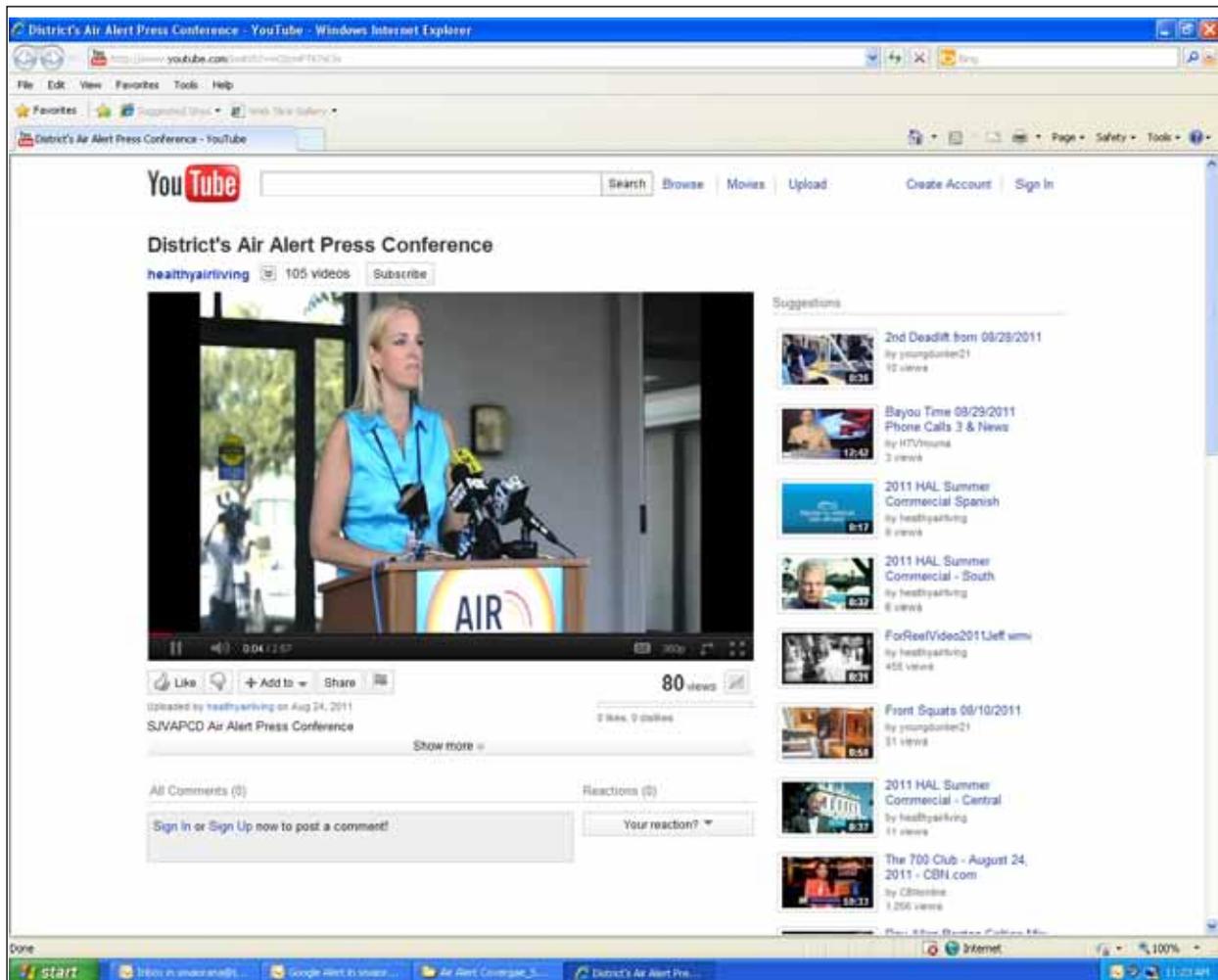
The Valley Air District utilized its online presence via social media on Facebook and Twitter. Increased conversation, updates and tweets with Air Alert graphics, while sharing news stories all resulted in furthering the Air Alert message.

Social Media Facebook

The screenshot shows the Facebook profile of the Valley Air District. The page header includes the Facebook logo and a search bar. The profile picture is a large "AIR ALERT!" graphic. The cover photo features "HEALTHY AIR LIVES" banners. The bio states: "Has worked at San Joaquin Valley Air Pollution Control District Lives in Fresno, California". The main content area displays a post from the Valley Air District with the text: "AIR ALERT! An Air Alert has been called for today, Sept. 29, 2011. Drive less, carpool, and reduce emissions whenever possible to avoid an exceedance of the one hour standard. For details, see below:". Below the text is a "News Release" document with the title "District declares Air Alert for Thursday" and the sub-header "Emissions may be exceed one hour". The left sidebar shows navigation options like Wall, Info, Photos, Notes, and Friends, along with a list of friends including Melissa Knight, Tammi Pennington, Michael Phipps, Dallan Johnson, and Mikhail Sarkhosh.

The screenshot shows the San Joaquin Valley APCD Home Page in a web browser. The browser's address bar displays "www.valleyair.org". The page features a navigation menu with links for HOME, LINKS, GENERAL FEEDBACK, ESPAÑOL / HI MOOB, SITE MAP, and CONTACT US. A search bar is located below the navigation menu. The main content area is dominated by a large "AIR ALERT!" banner with the text: "The Valley Air Basin is currently experiencing an Air Alert. Do your part to reduce air pollution, see here." Below this, it states "Air Alert Episode is in effect September 29, 2011". To the right of the alert is an "Air Quality Forecast" section with a dropdown menu set to "San Joaquin County" and a color-coded forecast bar. Below the alert is a "FEATURED ITEMS" section with four tiles: "Sign Up for and learn about Air Alerts", "Sign Up to Receive Air Quality Information for the School in Your Neighborhood" (RAAN), "Make One Change to Improve Summer Air Quality: A Video Message from the District's Board", and "San Joaquin Valley Unified Air Pollution Control District is seeking HEARING BOARD MEMBERS." Below this is a "KEY NEWS" section. On the right side of the page, there are "Quick Links" for "CHECK BEFORE YOU BURN", "2010 Annual Report to the Community", and "Healthy Air Living Web Site". A vertical sidebar on the left contains a list of links including "About the District", "Agriculture", "Air Quality Forecasts & Data", "Air Quality Plans", "Business Assistance", "Business Opportunities", "Compliance Assistance", "Employment", "Environmental Justice For Schools and Kids", "Grants & Incentives", "Healthy Air Living", "Information & Requests", "Land Use / CEQA / ISR", "Modeling & Inventory", "Permitting / Registration", "Public Meetings", "Public Participation", "Reporting Air Pollution Problems", "Rules & Regulations", and "Take Action".

Social Media
YouTube
Aug. 24, 2011



Social Media
YouTube
Aug. 29, 2011



The television coverage with numerous hits throughout the episode was included in news programming by all Sacramento, Fresno and Bakersfield mainstream media outlets including: KXTV, KTXL, KCRA, KQCA, KFSN, KMPH, KSEE, KTFV, KGET, KERO, KGET, KGET - DT, KBAX and KBFX. Please see archived disc for full coverage.

Many television stations continued coverage of the Air Alert on station websites and social media sites such as Facebook and Twitter engaging viewers with questions such as, "What are you going to do to help?"



Television Station Stories

ABC 10

Aug. 22, 2011



Television Station Stories

ABC 30

Aug. 22, 2011



Television Station Stories

ABC 30

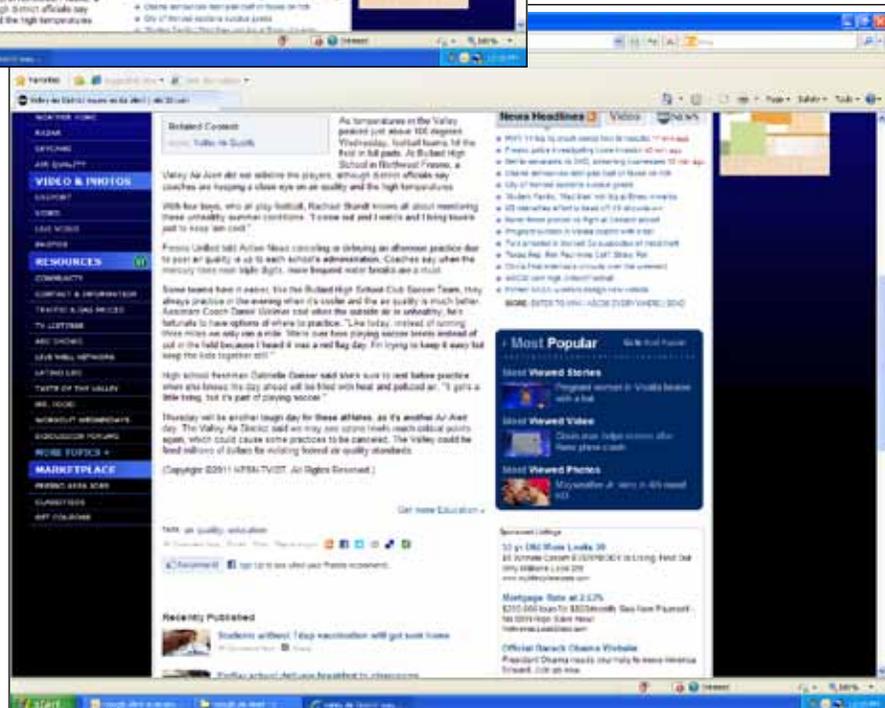
Sept. 7, 2011

The screenshot shows the ABC 30 website on a Windows Internet Explorer browser. The main headline is "Central California farmers are adding to the dirty air" dated Wednesday, September 07, 2011. The article text reads: "FRESNO, Calif. (KFSI) -- An air alert is in effect at least through Wednesday and now the Valley is now very close to violating federal ozone standards. The San Joaquin Valley Air Pollution Control District says holiday travelers increased air pollution levels earlier this week but the peak of harvesting season and schools in session are factors pushing up ozone readings." Below the text is a "Related Content" section with a link to "All Live Ag Report Archives". To the right of the article is a "Share this Story" section with social media icons for Facebook, Twitter, and LinkedIn. At the bottom right, there is a "News Headlines" section with a list of recent news items. The website layout includes a navigation menu on the left with categories like HOME, NEWS, LOCAL, CALIFORNIA, NATIONAL/WORLD, ENTERTAINMENT, BUSINESS, TECHNOLOGY, POLITICS, ABC20 SPORTS & BETTING, AG WATCH, CONSUMER WATCH, EDUCATION WATCH, HEALTH WATCH, BIZAFIRE, WEATHER (84° SUNNY), WEATHER HOME, RADAR, SKYCAM, AIR QUALITY, VIDEO & PHOTOS, LIREPORT, VIDEO, LIVE VIDEO, PHOTOS, RESOURCES, and COMMUNITY. There are also advertisements for "Live Well Network" on TV, Online, and on iPad.

Television Station Stories

ABC 30

Sept. 8, 2011



Television Station Stories

CBS 47

Aug. 30, 2011



Television Station Stories

KBAK TV

Aug. 24, 2011



Television Station Stories

KRCR

Aug. 22, 2011



Television Station Stories

KCRA

Aug. 23, 2011

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Homepage > SACRAMENTO NEWS

Air Alert In Effect, Some Heeding Advice

Others Say Changes Don't Fit Into Daily Schedule

POSTED: 2:02 pm PST August 22, 2011
UPDATED: 2:48 pm PST August 23, 2011

EMAIL PRINT COMMENTS (0) RECOMMEND SHARE

MODESTO, Calif. -- An Air Alert for the San Joaquin Valley air basin spans from Tuesday to Sunday, meaning people in eight counties are being asked to walk, carpool or take public transportation to help lower emissions.

[From The Field: Are People Listening To Air Alert?](#)

The district includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

The notification alerts residents that the San Joaquin Valley is experiencing conditions that may exceed smog standards. The move comes after the state was fined \$29 million for failing to meet federal guidelines when it comes to clean air.

Some said Tuesday afternoon that the air alert is an inconvenience, and that it doesn't fit in with their daily schedule.

Others are displeased with the additional \$12 tacked on to vehicle registration fees.

Yet, some are heeding the advice by walking instead of driving.

Eighty percent of the valley's ozone problem is caused by vehicle use, the San Joaquin Valley Air Pollution Control district said.

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KCRA Says Goodbye, Good Luck To Kevin Riggs 62 people recommend this.

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- Father Shot To Death In Front Of 6-Year-Old Son
- Stockton Woman Accused Of Punching

Television Station Stories

KRCR

Sept. 2, 2011



Television Station Stories

KREO 23

Aug. 22, 2011



Television Station Stories

KMPH 26

Aug. 22, 2011



Television Station Stories

KMPH 26

Sept. 2, 2011

The screenshot shows a Windows Internet Explorer browser window displaying the KMPH 26 website. The address bar shows the URL: <http://www.kmph.com/content/11637211-valley-air-alert-begins-monday>. The page title is "Valley Air District: New Air Alert Begins Monday - KMPH FOX 26 | Central San Joaquin Valley News".

The website header includes the KMPH 26 logo and navigation links: KMPH, KPBE, NEWS, WEATHER, SPORTS, GREAT DAY, VALLEY LIFE, COMMUNITY, CONTESTS, ABOUT US, LIFESTYLE, INTERACTIVE. There are also social media icons for Facebook, Twitter, YouTube, and LinkedIn.

The main content area features a banner for "Terra Nova" airing on Monday, September 26, at 8/7c on FOX. Below this is the article title: "Valley Air District: New Air Alert Begins Monday".

The article text reads: "The San Joaquin Valley Air Pollution Control District is issuing a new Air Alert beginning Monday, September 5th, through Thursday, September 8th. Officials say the alert may be extended through Friday, September 9th. This Air Alert will be in effect for the following counties: Fresno, Madera, Merced, Tulare, Kings, San Joaquin, Stanislaus, and portions of Kern. The district issued its first-ever Air Alert last week. Because of the work of Valley residents and business, it resulted in one of the cleanest Augusts on record, officials said. An Air Alert is aimed to give residents and businesses a heads up to reduce ozone-emitting activities. Click here for more information. Stay with KMPH News and KMPH.com as we continue to follow this story."

Below the article is an advertisement with the text: "WOULD YOU GO BACK TO SCHOOL IF YOU QUALIFIED FOR A GRANT?".

The browser's taskbar at the bottom shows the Start button, several open applications including "Google Alert in sm...", "August", and "Valley Air District: Ne...", and the system tray with the date and time "12:04 PM".

Television Station Stories

KSEE 24

Aug. 22, 2011



Television Station Stories

KTXL FOX 40

Aug. 22, 2011



Mainstream and niche print / online publications provided continued coverage of the Air Alert episode as well with articles, images and social media outreach.

Print / Online Stories
 Bakersfield Californian
 Aug. 11, 2011

Thursday, August 11, 2011 The Bakersfield Californian

Local news

Air District has plan to shorten life of ozone fine

BY KELLIE SCHMITT
 Californian staff writer
 kschmitt@bakersfield.com

The San Joaquin Valley Air Pollution Control District has created a new plan for keeping ozone levels below the EPA limit, even as local drivers and businesses brace for a \$29 million noncompliance fee.

That controversial annual fine, which could go into effect as early as the fall, will tack on \$12 to valley car registrations and charge large businesses that haven't invested in emissions-reducing technology.

But, if the district can go three years without an ozone violation — and so far this year, there haven't been any — the EPA will lift the penalty. The district's latest publicity campaign will try to forecast potential violations in hopes residents will help cut pollution.

"If there are no violations from 2011-2013, the DMV fee sunsets," said district spokeswoman Jaime Holt. "We want people to know they're in control of the pollution that tips the scales for us."

Valley residents' extra vehicle registration fees will generate about \$19 million while the remaining \$10 million will come from large industrial businesses. The money gathered will come back to the district in the form of grant programs that help decrease emissions.

Predicting air violations

This year, the valley has edged close to the ozone violation threshold, which is 125 parts per billion during a one-hour period. The Fresno area climbed to 122 twice in July, and recorded three June days at 119.

By studying previous years' data, the district found that violations tend to occur around the beginning of the school year, in the afternoons between 2 and 5 p.m.

During those periods, a series of events may be conspiring to drive up ozone, which is created when ultraviolet rays react with pollutants.

On hot, late August afternoons, parents are picking up their kids, or idling as they wait in the parking lot. That's also the time when people drive home from work. High populations might exacerbate the problem since college students have returned from their summer break and fewer people are on vacation.

The district is hoping to keep this year's ozone under the threshold by alerting residents when a violation is likely. During those times, they'll ask residents to put off errands, carpool, bike to work or school, or simply refrain from idling their car.

The district will put out an "air alert," giving residents 48-hours notice before the expected violation in hopes of changing car use.

An unfair penalty

In the meantime, Rep. Kevin McCarthy, R-Bakersfield, has introduced a bill that would repeal the \$29 million fine. He pointed to the valley's dramatic reduction of bad air days over the past several years.

In 2010, there were seven ozone violations, compared to 56 in 1996, according to the district.

"You don't punish people, you reward them," McCarthy said. "Where's the encouragement to improve further?"

Because of the valley's location, and Bakersfield's position at the "end of the bucket," the region ends up taking the blame for others' pollution, he added.

At the district, officials share McCarthy's frustration.

"We'd like to have an extension to give us more time, but the Clean Air Act is a one-size-fits-all approach," Holt said.

The district had looked into not paying the \$29 million, but the EPA would have taken the money directly from valley businesses — and those dollars wouldn't have returned to the area as grant funding, she said.

Under the current plan, the district will fine valley businesses that don't have the "best available control technology," Holt said. She did not name any businesses on the list, but said they'll be "large industrial stationary sources," not smaller retail stores, offices or independent restaurants.

While some Bakersfield businesses will be affected, many of the area's chief industries — such as agriculture, dairy and oil — have already taken many steps to upgrade their equipment, the district said.

The district's plan was "the only fair way to do it," said Les Clark, the executive vice president for the Independent Oil Producers' Agency. Industry has already reduced emissions significantly, and putting the entire fine on them wouldn't be right, he said.

VALLEY OZONE VIOLATIONS

Year	Number	2005	2006	2007	2008	2009	2010
2000	30	8	18	3	19*	4	7
2001	32						
2002	31						
2003	37						
2004	9						

* Wildfires impacted air quality, according to the air district.

WEDNESDAY | AUGUST 17, 2011

Internet alerts of bad air possible

Valley air board is expected to approve social media notices.

By Mark Grossi
The Fresno Bee

A blitz of bad-air alerts will fill Twitter, Facebook and maybe even flashing freeway signs on a half-dozen summer days when ozone peaks dangerously in the San Joaquin Valley.

The local air board on Thursday is expected to approve the alerts, which amount to a plea for you to drive less and shave down those ozone peaks.

And there is a reward if ozone violations are avoided — your vehicle registration fees will get cheaper a few years from now.

A fee hike of \$12 soon will appear on renewal notices for Valley vehicle registrations. The hike is part of a \$29 million annual penalty levied because this region still violates a defunct federal ozone standard — which must nonetheless be achieved.

The \$29 million will be used to help reduce the Valley's ozone pollution with such measures as diesel engine replacement in trucks and school buses. The annual penalty will continue until there are no more one-hour violations over a span of at least three years.

There have been no one-hour violations this year. Since vehicles create much of the ozone problem in Valley cities, air officials say, less driving during bad-air episodes might help avoid the violations completely this year.

"Vehicle owners have a direct stake in this," said Seyed Sadredin, executive director of the San Joaquin Valley Air Pollution Control District.

Air activists like the idea of public alerts — such as the previous district program called Spare the Air. Through the newspaper, radio and television, the program notified residents of unhealthy air days.

But the district abandoned Spare the Air three years ago in favor of hourly email alerts to schools, parents, teachers and the public. The alerts are sent throughout the year when air

See ALERTS, Page A7

FRESNOBEE.COM

THE F

ALERTS

Continued from A1

quality changes, and they will continue.

Activists say Spare the Air should have continued as well. They said they have not decided yet whether they like the district's additional alert system.

"They dropped the ball when they stopped Spare the Air," said Kevin Hall, executive director of the Central Valley Air Quality Coalition. "We need to get back to a true public warning system. I'm not convinced yet that this new idea is it."

In the new alert system, air officials will use newspapers, television and radio to let the public know when the air is becoming badly fouled with ozone.

Notifications also will be done through the district's website, toll-free phone number and social networks, such as Twitter and Facebook. People also can sign up for emailed air alerts — as the public does in the district's current alert system for schools.

South Coast Air Basin in the greater Los Angeles area also uses social networks and email to alert the public, as well as an iPhone application.

Sadredin said Valley air officials have talked with the state Department of Transportation about using digital freeway signs to alert the public about an ozone episode. Officials have not yet decided on using the signs, he said.

The effort is necessary even though the one-hour ozone standard was abolished several years ago in favor of the stricter eight-

hour ozone standard. Federal law requires the Valley to achieve the one-hour standard anyway.

One-hour violations often happen in August, although five of the seven violations last year occurred in September. The Valley is ripe for ozone spikes in August and September because the weather often is hot and stagnant, allowing pollution to build up.

Such episodes often require two or three days to develop, so there should be time to warn the public, Sadredin said.

"We think we can give people 48 hours of notice when one of these episodes starts," he said.

Ozone can trigger asthma and other lung illnesses, particularly for children and people with breathing problems. Air officials are worried that the August ozone spikes are connected to additional traffic at the start of school.

To reduce ozone, officials also suggest carpooling, avoiding drive-thru lines, bringing lunch to work instead of going out and shutting off the engine when waiting to pick up children from school.

Sadredin said the district will ask businesses whether they can shift work schedules to shut down pollution-creating equipment, such as boilers.

"It's not going to work for everyone," he said. "People in farm-related businesses might be in the middle of harvesting. The idea is to do whatever you can."

► The reporter can be reached at mgrossi@fresnobee.com or (559) 441-6316.

FRESNOBEE.COM

THE FRESNO BEE • LOCAL • WEDNESDAY, AUGUST 24, 2011

◆ PAGE A5

Hot weather has air officials on ozone alert

Valley warned of potential health risks.

By Paula Lloyd
The Fresno Bee

The San Joaquin Valley has not been hit with any one-hour violations of federal air quality standards so far this year.

That's the good news.

The bad news? Valley air pollution coupled with hot, stagnant air — like what's forecast through the week-end — creates perfect conditions for dangerous peaks in ozone levels, and the potential for a one-hour violation.

Air quality officials are urging Valley residents to take precautions to avoid ozone spikes, which are not only unhealthy but also costly.

"We asking people to change their behavior now,

to avoid a peak later in the week," said San Joaquin Valley Air Pollution Control District spokeswoman Jaime Holt.

Ozone can trigger health problems for children and people with breathing problems.

In addition, penalties for ozone standard violations will soon add \$12 to Valley vehicle registrations. The fee increase is part of a \$29 million annual penalty levied on the region for violations, and will continue until the region is violation-free for at least three years. The funds will be used to help reduce pollution in the Valley.

Back-to-school traffic on Monday didn't cause ozone

MORE ONLINE

Visit fblinks.com/earth for more topics on the local environment.

levels to violate federal standards. Valley air quality Tuesday was moderate to unhealthy for sensitive groups, but conditions could worsen as days remain hot and sunny and with no breezes to blow pollution away.

Forecasts by National Weather Service and air district meteorologists and atmospheric scientists show high temperatures bumping up against the century mark for Fresno through the week.

"We may see 100s in other parts of the Valley," Holt said.

Although we can't control the hot weather, there are

several things we can do to reduce emissions, Holt said:

- Drive less — put off unnecessary trips or consolidate errands — and car pool to work or school.
- Ride a bicycle, walk or take a bus to school.
- Don't let the car idle while waiting.
- Bring your lunch to work.
- Put off yard care and home-improvement projects that use gas-powered tools or strong solvents and paint.

■ Don't use charcoal barbecues.

At least one school district is doing its part to reduce emissions.

Fresno Unified School District has replaced diesel buses with compressed natural gas buses, and buses do not idle more than 30 seconds when stopped, said district spokeswoman Susan Bedi.

Because most of the district's elementary students live within walking distance to school, fewer buses and cars are needed for

transportation, Bedi said.

The air district will meet with its weather scientists Thursday to discuss the forecast for early next week, Holt said. One-hour violations often happen in August, but last year five of the Valley's seven violations were in September.

But "once October rolls around, we're kind of out of the danger zone," Holt said.

► The reporter can be reached at plloyd@fresnobee.com or (559) 441-6756.

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BULLDOGS' STAR SAFETY MAY MISS SEASON Sports

The Fresno Bee

God and golf in 'UTOPIA' **7**

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FRIDAY | SEPTEMBER 2, 2011 FRESNOBEE.COM LATE FINAL EDITION | 75 CENTS

Valley avoids August ozone offenses

Reason for good month is debatable, however.

By Mark Grossi
The Fresno Bee

For the first time ever, the Valley had no violations of a decades-old air standard in August — a big step toward wiping out a \$29 million annual pollution fine.

A new blitz of warnings about bad air days might have made the difference, air officials said, especially last week when pollution nearly eclipsed the one-hour federal ozone standard. Residents were credited with cutting down on driving during the busy back-to-school week.

Critics, however, said lower readings had more to do with the state closing the San Joaquin Valley's worst air

monitor in Arvin.

In August 2010, the monitor had the highest ozone reading in the Valley. The new monitor in Arvin, two miles from the old one, shows lower pollution levels, which officials have not yet been able to explain.

But air officials said the old Arvin monitor was not usually the worst offender of the one-hour standard over the last 20 years. They added that August violations in 2010 also were recorded in Fresno and Parlier.

If the Valley continues to avoid violating the one-hour standard over the next three years, the federal government will lift the \$29 million penalty, which will continue until the standard is achieved. The penalty adds \$12 to vehicle registration fees for Valley motorists.

There could be more air warnings this month if ozone problems develop,

said executive director Seyed Sadredin of the San Joaquin Valley Air Pollution Control District. There were five one-hour ozone violations in September last year.

"September can be just about as bad as August," he said.

Ozone is a corrosive gas that forms on hot days when vehicle exhaust combines with fumes from gasoline, dairies and solvents. District officials say cutting back on driving during the worst days may prevent many violations.

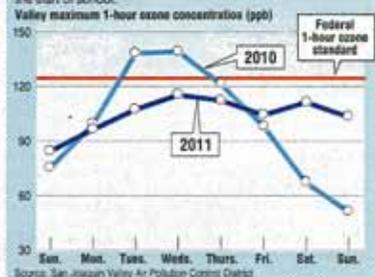
But ozone should not be a big problem over the weekend as lower temperatures arrive, officials said. Forecasts hint at cooler weather next week as well.

In August, district officials began the new campaign of air alerts, ask-

See **AIR QUALITY**, Page A5

August air violations

For the first time ever, the Valley did not violate the one-hour ozone standard in August as traffic and pollution pick up with the start of school.



AIR QUALITY

Continued from A1
ing people to find other ways to get to work or school besides driving. The alerts, which coincided with the start of school in the Valley, were carried on Twitter, Facebook, broadcast media, newspapers and its website.

The one-hour ozone standard was revoked several years ago and replaced with the eight-hour standard that's more protective of health. But federal law requires air districts to achieve the one-hour standard anyway.

The \$29 million fine was triggered last year when the Valley missed its last deadline for meeting the standard.

Members of the Central Valley Air Quality Coalition, which includes 70 environment, community and health groups, were critical of the district's announcement Thursday about the August achievement.

Aside from noting the closing of the Arvin monitor, they said the district should not be celebrating. The Valley is years late in meeting the one-hour standard, they said.

"The only clean air record earned by our air district is for delay," said Kevin Hall, director of the Central Valley Air Quality Coalition. "We missed the deadline 12 years ago."

► The reporter can be reached at mgrossi@fresnobee.com or (559) 441-6316.

Print / Online Stories
Bakersfield Californian
Aug. 10, 2011
Page 1 of 3

Air district: Help take control of pollution to avoid fine

By Kellie Schmitt, staff writer

Bakersfield Californian, Wednesday, Aug. 10, 2011

The San Joaquin Valley Air Pollution Control District has created a new plan for keeping ozone levels below the EPA limit, even as local drivers and businesses brace for a \$29 million noncompliance fee.

That controversial annual fine, which could go into effect as early as the fall, will tack on \$12 to valley car registrations and charge large businesses that haven't invested in emissions-reducing technology.

But, if the district can go three years without an ozone violation -- and so far this year, there haven't been any -- the EPA will lift the penalty. The district's latest publicity campaign will try to forecast potential violations in hopes residents will help cut pollution.

"If there are no violations from 2011-2013, the DMV fee sunsets," said district spokeswoman Jaime Holt. "We want people to know they're in control of the pollution that tips the scales for us."

Valley residents' extra vehicle registration fees will generate about \$19 million while the remaining \$10 million will come from large industrial businesses. The money gathered will come back to the district in the form of grant programs that help decrease emissions.

Predicting air violations

This year, the valley has edged close to the ozone violation threshold, which is 125 parts per billion during a one-hour period. The Fresno area climbed to 122 twice in July, and recorded three June days at 119.

By studying previous years' data, the district found that violations tend to occur around the beginning of the school year, in the afternoons between 2 and 5 p.m.

During those periods, a series of events may be conspiring to drive up ozone, which is created when ultraviolet rays react with pollutants.

On hot, late August afternoons, parents are picking up their kids, or idling as they wait in the parking lot. That's also the time when people drive home from work. High populations might exacerbate the problem since college students have returned from their summer break and fewer people are on vacation.

The district is hoping to keep this year's ozone under the threshold by alerting residents when a violation is likely. A staff team will study factors that contribute to ozone, such as high temperatures, no cloud cover and several days of stagnant air. During those times, they'll ask residents to put off errands, carpool, bike to work or school, or simply refrain from idling their car.

The district will put out an "air alert," giving residents 48-hours notice before the expected violation in hopes of changing car use.

Print / Online Stories
Bakersfield Californian
Aug. 10, 2011
Page 2 of 3

An unfair penalty

In the meantime, Congressman Kevin McCarthy, R-Bakersfield, has introduced a bill that would repeal the \$29 million fine. He pointed to the valley's dramatic reduction of bad air days over the past several years.

In 2010, there were seven ozone violations, compared to 56 in 1996, according to the district.

"You don't punish people, you reward them," McCarthy said. "Where's the encouragement to improve further?"

Because of the Valley's location, and Bakersfield's position at the "end of the bucket," the region ends up taking the blame for others' pollution, he added.

At the district, officials share McCarthy's frustration.

"We'd like to have an extension to give us more time, but the Clean Air Act is a one-size-fits-all approach," Holt said.

Through a spokeswoman, the EPA said that the \$29 million isn't a "fine" but a "fee" and emphasized that the money will go back to the valley to help clean the air. The Clean Air Act requires areas that failed to meet a health standard for ozone to collect fees from their "major stationary sources," and the valley "has chosen an alternative approach" by adding the vehicle fee and exempting some businesses, she wrote in an email.

Industry response

The district will fine valley businesses that don't have the "best available control technology," Holt said. She did not name any businesses on the list, but said they'll be "large industrial stationary sources," not smaller retail stores, offices or independent restaurants.

While some Bakersfield businesses will be affected, many of the area's chief industries -- such as agriculture, dairy and oil -- have already taken many steps to upgrade their equipment, the district said.

The district's plan was "the only fair way to do it," said Les Clark, the executive vice president for the Independent Oil Producers' Agency. Industry has already reduced emissions significantly, and putting the entire fine on them wouldn't be right, he said.

In an effort to clean up emissions, the oil industry had developed new technology such as adding scrubbers on steam generators, which clean up plumes leaving the stack. Still, there are limits on their role in improving the air.

"With this terrain, it's not quite that simple," he said. "But the air quality has been improving over the past few years."

Print / Online Stories
Bakersfield Californian
Aug. 10, 2011
Page 3 of 3

Valley ozone violations by year

Year: Number

2000: 30

2001: 32

2002: 31

2003: 37

2004: 9

2005: 8

2006: 18

2007: 3

2008: 19*

2009: 4

2010: 7

* Wildfires impacted air quality, according to the air district.

Print / Online Stories
Bakersfield Californian
Aug. 11, 2011
Page 1 of 2

OUR VIEW: School days need not equal bad-air days

Bakersfield Californian editorial, Thursday, Aug. 11, 2011

Here's a scenario very likely to occur in the next few weeks: School starts. It will be hot. And thousands of cars will converge twice a day, five days a week, on neighborhood schools. The highly concentrated tailpipe fumes from these cars will amass in the air, bake in the sun and drive up ozone levels. And we will end up with our first bad-air violation of the year. Or not.

The regional air district is rolling out a new effort to stem ozone violations by issuing Air Alerts 48 hours in advance of days when ozone is likely to be high. This presents a ripe opportunity for all of us to be clean-air Samaritans and help stave off unacceptably bad air – and the expensive fines that inevitably come with it.

Regional data show that these air violations tend to occur in late August, when school starts, specifically between 2 and 5 p.m., when class lets out and the afternoon commute begins.

At a minimum, the San Joaquin Valley Air Pollution Control District hopes that on Air Alert days, parents will resist idling in front of the school as they wait for their children, and others will put off running errands.

But we can do more than that. Because more than half of Kern County children arrive at school by private automobile, according to the Kern Council of Governments, we can put a dent in the air-quality problem by encouraging parents to carpool with other parents – or ditch the car altogether if they live within walking distance, thereby reducing the number of cars headed to school.

Many schools have adopted the walking school bus program, which encourages groups of children to walk to school with one or more adults. It can be as informal as two families taking turns walking their children to school or as structured as a route with meeting points, a timetable and a regularly rotated schedule of trained volunteers. Informal programs like the walking school bus are good for everyone's health, too.

Schools can play an even bigger role in fighting bad-air days. They can send home fliers asking parents to watch for Air Alerts, post signs the day before an air violation is likely to occur, and organize walking school bus groups if they aren't in place already.

Due to past air violations, the valley is already facing a \$29 million annual fine from the federal government. Businesses will shoulder \$10 million of the fine and residents the rest through an additional \$12 DMV fee taking effect this fall. If we can manage to go three years without a violation, the fine will end and the DMV fees will sunset.

Print / Online Stories

Bakersfield Californian

Aug. 11, 2011

Page 2 of 2

An effort is under way to have the annual fine repealed on the grounds that available measures have led to significant improvements in our air – and the technology to completely eliminate violations simply doesn't exist yet.

Still, fine or no fine, it's in everyone's interest to avoid bad-air days. Whether or not the EPA's ability to levy such fines is rescinded, valley residents should feel better knowing they're capable of going three years without a bad-air violation by simply modifying their behavior.

Air Alerts will be issued by email, on the district's website and through local media outlets. Air officials hope valley residents will take these alerts to heart and change their habits this school year. We are confident they can, but schools will have to help play a role.

Print / Online Stories
Bakersfield Californian
Aug. 27, 2011

Air district extends alert

Bakersfield Californian, Saturday, Aug. 27, 2011

The valley made it through the first week of air alerts without exceeding the EPA limit, though measurements in several areas edged dangerously close. The San Joaquin Valley Air Pollution Control District has extended the air alert through Monday.

Exceeding that ozone standard -- 125 parts per billion for a one-hour period -- could trigger a \$29 million federal monetary penalty.

“The response to this Air Alert has been overwhelmingly positive and proactive,” according to Seyed Sadredin, the air district’s executive director and air pollution control officer. “The efforts of the valley’s population is what will make the difference in avoiding this critical ozone threshold.”

Preliminary data show the highest ozone levels this week occurred in areas such as Edison (116 ppb), Arvin (110 ppb) and Clovis (111 ppb).

Print / Online Stories

Fresno Bee
Aug. 25, 2011

Valley ozone levels close to violation range

By Paula Lloyd

The Fresno Bee, Thursday, Aug. 25, 2011

With high temperatures hovering around the 100-degree mark and air quality at unhealthy levels, Valley ozone readings are inching dangerously close to a violation of federal standards.

A reading over 125 parts per billion of ozone would trigger a violation.

“We don’t want to pass 125,” said Jaime Holt, spokeswoman for the San Joaquin Air Pollution Control District. “We’re still at risk, but we’re holding steady.”

A one-hour ozone reading of 116 was recorded in Kern County on Wednesday, but the level dropped to 113 on Thursday.

The San Joaquin Valley hasn’t had any one-hour ozone violations this year. To keep it that way, the district is urging Valley residents to help reduce emissions by driving less, not letting vehicles idle, taking lunch to work and not using charcoal barbecues.

“We’re not out of the woods yet,” Holt said.

Partly cloudy conditions forecast for tonight could improve air quality, but only slightly, Holt said. An air alert scheduled to end Sunday has been extended to Monday.

Air quality on Friday is forecast to be unhealthy for sensitive groups in Fresno, Tulare and Kern counties but moderate in Madera and Kings counties, the air district said.

The high temperature for Fresno Friday is forecast at 98 degrees, according to the National Weather Service. Highs could top 100 over the weekend, returning to the 90s by Monday.

Print / Online Stories

Modesto Bee
Aug. 27, 2011

San Joaquin Air Alert in effect through Monday

Modesto Bee, Saturday, Aug. 27, 2011

The region's first Air Alert warning about elevated ozone levels has been extended through Monday, the San Joaquin Valley Air Pollution Control District said.

The alerts cover Stanislaus, Merced, San Joaquin, Madera, Fresno, Kings, Tulare and portions of Kern counties.

Residents are encouraged to limit driving and idling in their vehicles.

About 80 percent of the valley's ozone-forming emissions are produced by vehicle use.

Businesses and public agencies can reduce emissions by shifting activities such as lawn care to early morning or late evening; offering flexible work schedules; and encouraging car pools and van pools for workers.

For more, go to www.valleyair.org.

Print / Online Stories

Merced Sun-Star

Aug. 27, 2011

Valley's Air Alert extended one day to Aug. 29 because of ozone levels

Sun-Star Staff

Merced Sun-Star, Saturday, Aug. 27, 2011

The Valley's first Air Alert neared the end of the week Friday with ozone levels elevated but still under the federal standard, the San Joaquin Valley Air Pollution Control District said, and has been extended one day to be in effect through Monday, Aug. 29.

Valley residents and businesses continued their concerted effort to ward off a one-hour ozone exceedance that would trigger a federal monetary penalty, the agency said in a news release.

The Valley's first Air Alert was declared Tuesday, Aug. 23. Air Alerts are declared Valley-wide and include the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

Air Alerts are called when conditions may lead to ozone (smog) formation that results in exceeding health-based ozone standards of 125 parts per billion (ppb) and triggering substantial federal monetary penalties.

About 80 percent of the Valley's ozone-forming emissions are produced by vehicle use. Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

For more information about Air Alerts, visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm.

Air District extends alert; calls for continued support

By Sabra Stafford

Turlock Journal, Friday, Aug. 26, 2011

The San Joaquin Valley Air Pollution Control District is reminding citizens to stay vigilant in their efforts to reduce ozone emissions, as the district tries to stave off another round of fines from the Environmental Protection Agency.

“Temperatures remain high and there is very little atmospheric dispersion, which are ideal conditions for ozone formation,” said Stephen Shaw, the Air District’s supervising air quality analyst. “The importance of everyone in the Valley reducing their emissions can’t be overstated.”

The Central Valley’s first Air Alert was declared Tuesday and is in effect through Monday for the entire Central Valley.

Air Alerts are called when conditions may lead to smog formation that results in exceeding health-based ozone standards of 125 parts per billion and in the process, triggering substantial monetary penalties.

In 2010, the EPA fined the Central Valley \$29 million for violating federal air-quality standards. Penalty fees can be assessed on businesses that are not using clean-air technology and practices. Additionally,

Central Valley residents will have a \$12 fee added to their vehicle registration beginning in October to pay a portion of the fine.

On Monday, the three highest ozone readings in the air basin were 97 ppb at Ash Mountain (Tulare County); 91 ppb in Parlier (Fresno County); and 90 ppb in Arvin (Kern County).

On Tuesday, the three highest readings were 108 ppb in Parlier, 107 ppb in central Fresno and 103 ppb in Edison (Kern County). Edison also had the highest levels for Wednesday and Thursday.

“The response to this Air Alert has been overwhelmingly positive and proactive,” said Seyed Sadredin, the Air District’s executive director and air pollution control officer. “The efforts of the Valley’s population is what will make the difference in avoiding this critical ozone threshold.”

About 80 percent of the Valley’s ozone-forming emissions are produced by vehicle use. Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

Print / Online Stories

Modesto Bee

Aug. 27, 2011

Page 1 of 2

Summing up August — by the numbers E-Mail

Modesto Bee, Saturday, Aug. 27, 2011

Numbers, numbers, numbers ... if you want some, we've got some on this final Saturday of the month. So, without further ado, we bid adieu to August with a month's worth of numerals plucked from the news.

The percentage of Californians who paid use tax on out-of-state online purchases when they filed their 2009 state income tax returns. Wow, 42 percent of us, you say? No, not 42 percent, or even 4.2 percent, but 0.42 percent, as in less than one half of 1 percent, according to the state Board of Equalization and the Franchise Tax Board. The fact that so few Californians self-report and pay the required sales tax to the state resulted in the Legislature passing a new online tax law — the one that Amazon and other major online retailers are fighting hard to have reversed.

New Policy in California

Aug 2011: Drivers with no DUIs may qualify for \$9 a week car insurance Fresno: "Mom is 53, Looks 32 ..."

Her shocking \$4 wrinkle therapy angers Botox Doctors. We reveal how...Mom Turns \$47 Into \$6,795

Fresno mom spills secret on how she makes \$6795/mo from home computer. Ads by Yabuka1: Where dairy ranks on the list of Stanislaus County agricultural industries. And where milk ranks among California farm products for gross income. And where California ranks among states for milk production. With all those top rankings — and the \$3.92 billion in gross income valley dairy farmers in 2009— why is the industry struggling? You can read our recent special report at <http://is.gd/4JkzV2>.

The average price in dollars and cents for a gallon of regular gas in Modesto as of Friday, according to The Bee's price tracker. The price at the pump currently ranges from \$3.31 to \$3.76. For a look at who's got the best prices in your community, go to www.modbee.com/gas.

The number of ways you can take back your weekend — from not letting chores build up during the week to turning off your cell phone. That's the focus of tomorrow's Parade magazine, which aims to help us "say goodbye to chaos — and chill for a change." Check out Sunday's Bee.

The fee, in dollars, that is being added to valley vehicle registrations to pay a \$29 million annual penalty for our region exceeding air pollution standards. We know, it's not fair that much of our air pollution is due to the Bay Area and pass-through traffic. Nonetheless, as we clean up our air, the DMV fee will drop. Which means there's an incentive for all of us to reduce pollution — especially during dirty air days such as we're currently experiencing. For ways to do that, check out a column by Seyed Sadredin, the San Joaquin Valley Air Pollution District's executive director, at <http://is.gd/1MifMV>.

Print / Online Stories

Modesto Bee

Aug. 27, 2011

Page 2 of 2

Stanislaus County's unemployment rate for July. That was exactly what it was in July of last year — signaling again that the valley has yet to see any real signs of economic recovery. And most experts don't see improvement any time soon. In fact, in Merced County, things are about to get a little worse; as the state was about to release Merced's 18.7 percent jobless rate, the Werner Ladder Co. announced plans to close its local plant, putting 140 people out of work.

The latest dropout rates for Stanislaus County elementary and high school districts, as compiled by the state Department of Education. Schools in the Newman-Crows Landing district had the highest rate at 23.4 percent, while Oakdale boasted the lowest at 5.8 percent; Modesto City Schools' rate was 20.7. Overall, 18.7 percent of California public school students dropped out before finishing high school in 2010.

The minutes you had to wait to be seen in the Doctors Medical Center emergency room at 11 a.m. one day this week; by 5:30 p.m. the same day, the wait had grown to 1 hour and 20 minutes. How do we know? Simple: We went to www.dmc-modesto.com and checked out the ER Wait Clock. If you have a medical issue that isn't life threatening but you need to go to the ER, it's a great way to minimize your wait. The clock, by the way, is updated every five minutes. And if that's not enough, for a \$9.99 registration fee, you can reserve a time; if you aren't seen within 15 minutes, DMC will refund your fee.

The number of folks who turned out for a pair of Kaiser-Permanente health fairs in Modesto and Stockton last weekend. The Neighbors in Health events offered a range of services at no cost, from blood pressure, cholesterol and diabetes screenings to eye exams to mammograms and immunizations.

The median sales price for a home in Stanislaus County in July. That was down \$2,136 from June and \$10,000 from July 2010, according to DataQuick which compiles monthly home sales and other figures. Statewide, the median home sales price in July was \$252,000 — \$1,000 less than June and \$16,000 less than July 2010.

The number of registered voters in Stanislaus County, as of the election last fall. With another vote coming up Nov. 8, citizens have until Oct. 24 to register to vote. For more election information — from how to register, where you vote, how to vote by mail and more — contact your county clerk's office; in Stanislaus County, call (209) 525-5200 or go to www.stanvote.com.

The sales price, in greenbacks, of the downtown Modesto post office at 12th and I streets. The buyer, whose identity is being kept under wraps, will be limited in what can be done with the 78-year-old building. Because the building is listed on the National Register of Historic Places — because of its Depression-era artwork, architecture and other features — there are restrictions on modifying or modernizing it.

Print / Online Stories

Visalia Times-Delta

Aug. 29, 2011

Air district takes positive steps

Visalia Times-Delta and Tulare Advance-Register, Editorial, Monday, Aug. 29, 2011

Thumbs up to the San Joaquin Valley Air Pollution Control District for being progressive in addressing improvements in air quality.

The air district last week announced a new system for letting people know when ozone concentrations in the San Joaquin Valley exceed healthful levels, called Air Alert. The district announced the first Air Alert last week.

Critics might assert that those notices don't do much. But the fact is that notifying the public about unhealthy air in programs such as Spare the Air, No Burn days and other critical times for air quality has created a culture that is having results.

The Valley has not solved its air quality problems, but it has made progress. Some of the credit can go to the programs promoted by the air district.

The public and local businesses need to take these warnings seriously. It might not seem to be a direct threat to health and the environment to have a day when the ozone reached an elevated level for one hour or more (the definition by the Environmental Protection Agency), but it matters. And it matters in dollars and cents. The air district, which includes the eight counties in the southern San Joaquin Valley, are subject to a \$28 million fine by the federal government for excessive ozone pollution. The district's program is one strategy to reduce the ozone and avoid paying that fine.

So when Air Alerts are called, consider cutting back on driving, especially. But also consider other ways to limit contributing to particulate matter in the Valley, such as cutting use of other small engines or reducing combustible actions such as barbecues.

The air is getting better, but not all by itself. We need to help by doing our part. The air district is helping to keep us on track.

Print / Online Stories

Modesto Bee

Aug. 25, 2011

Page 1 of 2

SEYED SADREDIN: How you can help \$29M air penalty blow away

By Seyed Sadredin

Modesto Bee Guest Commentary, Friday, Aug. 25, 2011

As many of you know, despite significant improvements in our air quality, under an arcane provision of federal law, valley residents and businesses are subject to a penalty of approximately \$29 million per year for failing to meet the federal one-hour standard for ozone.

In 1996, the valley air basin racked up 56 days where ozone levels exceeded federal health-based standards for one-hour ozone readings. Last year, there were only seven such days. If anything, valley residents and businesses deserve a reward and not a penalty.

We were able to craft a creative approach that will prevent the federal government from taking this money and placing it in the federal treasury.

Under the plan adopted by the air district, the penalty mandate will be satisfied by residents paying \$12 per year in DMV fees and businesses without best available control technology paying a fee based on their emissions. Every penny collected then will be reinvested in the valley, in projects that reduce air pollution and help our fragile economy. Nonetheless, we have to do everything we can to make this penalty go away.

We are pursuing legislation in Congress (House Resolution 1582 by Rep. Kevin McCarthy, R-Bakersfield) to repeal the penalty. But given the current political stalemate in Washington, don't hold your breath.

To make this unfair penalty go away, we're asking the public, businesses and municipalities to consider a range of voluntary actions that can reduce air pollution on a few days each year when we're at risk of going over the federal standard in question. If we're successful, not only we will experience health benefits from reduced air pollution, but we can also see a benefit in our pocketbooks by eliminating this penalty.

This is why the air district has developed a new Air Alert notification system. Recent trends indicate that these violations occur at the start of the school season with increased traffic combined with high temperatures and stagnant conditions. Air Alert episodes, which can last anywhere from a couple of days to a week, will be declared when meteorological conditions and emission trends indicate the likelihood of a violation if no adjustments are made. There are steps that valley residents and businesses can take to avert an exceedance during an Air Alert. All of this is voluntary but highly encouraged.

Print / Online Stories

Modesto Bee

Aug. 25, 2011

Page 2 of 2

Residents can:

- Refrain from idling when dropping off or picking up students
- Carpool, vanpool or use alternate transportation
- Refrain from using drive-through services

Businesses and municipalities can:

- Shift operations to early morning or late evening (lawn care)
- Offer flexible work schedules
- Promote carpools and vanpools for employees
- Implement telecommuting
- Become a Healthy Air Living Partner

Valley residents and businesses can sign up to receive Air Alerts through the Air District's automated e-mail list at www.valleyair.org. Air Alerts will also be posted on the District's Web sites (<http://valleyair.org> and www.healthyliving.com); social networks, such as Facebook and Twitter; available toll-free at (800) 766-4463; and will be widely broadcast on valley TV and radio stations.

The new Air Alert system is a critical tool to inform and educate valley residents of the immediate consequences of emission-creating activities, and to urge alternatives that can help us avoid painful economic penalties and poor health outcomes that will affect everyone in the air basin.

For more information about air alerts and the valley air district, please contact our regional office in Modesto: (209) 557-6400.

Sadredin is executive director and air pollution control officer of the San Joaquin Valley Air Pollution Control District.

Print / Online Stories
Bakersfield Californian
Aug. 19, 2011

Air District supports alerts, bus retrofits, lawn equipment

By Kellie Schmitt, Californian staff writer

Bakersfield Californian, Friday, Aug. 19, 2011

Control District is preparing for its new “air alert” program.

During a Thursday meeting, district board members discussed air alerts, a program that will notify valley residents before an ozone violation likely will occur, in the hopes of changing their behaviors.

In previous years, ozone levels soared during the start of the school year, when many parents drove their kids to and from school and idled their cars in the parking lots.

“We are doing OK right now, but we’re still afraid of next week with back to school and potential high temperatures,” said Samir Sheikh, the district’s director of strategies and incentives.

Some officials and commentators said it’d be hard to convince parents not to drive their children on their first day back.

“It’s almost human nature, the first day of school, driving your children,” said chairman J. Steven Worthley.

But there are other ways around that. Staff members are working with school districts to develop a “walking school bus” whereby families gather at one home and walk their children to school together. Ann Johnston, the board’s vice chairwoman, suggested staggering school start dates to avert “the back-to-school driving crisis.”

Board members also discussed how to promote air alert messages. Seyed Sadredin, the district’s executive director, suggested developing a smart phone app that would notify users when there was an impending alert.

For every year that the valley fails to fall within EPA standards -- meaning 125 parts per billion during a one-hour period -- it faces a \$29 million fee. But, if the district can go three years without an ozone violation, the EPA will lift the fine.

On Thursday, the district approved a new project that would retrofit some of the state’s school buses with a diesel particulate filter. The local air district will manage the \$1.5 million project for schools statewide.

Schools must apply for the retrofit funding, which can climb to \$20,000 per bus.

“A lot of the pollution comes out of the bus and back into the bus,” Sheikh said. “But anyone driving behind a bus will tell you they’re breathing that stuff, too.”

The board also approved a project that will target commercial lawn and garden equipment and the pollutants they produce. The district will use \$250,000 in grant funding to buy about 715 pieces of zero-emission equipment.

Even as residential use of zero-emission lawn and garden equipment grows, commercial use is still limited, according to a district report. The hope is that this project will let commercial users, such as landscaping businesses, try out the equipment.

The project is designed “to expose these companies to the new technologies, make them more comfortable with them, and demonstrate their use,” Sheikh said.

Print / Online Stories

kcra.com

Aug. 17, 2011

Alerts To Warn Valley Residents Of Bad Air

San Joaquin Valley Air Pollution Control District Will Send Out Alerts

kcra.com, late Wednesday, August 17, 2011

STOCKTON, Calif. -- The San Joaquin Valley Air Pollution Control District is expected to issue alerts on days when ozone exceeds healthy levels.

The district board may approve the measure at a meeting Thursday.

The alerts will go out over TV, radio, on freeway signs, and even on Facebook and Twitter.

The district was fined \$29 million for past violations, and drivers must pay an additional \$12 in vehicle registration fees to pay off the costs this year.

Residents will be asked to cut back driving, sitting in drive-through lines and also refrain from mowing the lawn with gas mowers.

So far this year, the district has not seen any violations, but last year experienced seven non-attainment days.

The district covers eight counties from San Joaquin County to Kern County.

Print / Online Stories

Associated Press

Sept. 7, 2011

SJ Valley residents urged to spare the air

By The Associated Press

In the San Diego Tribune, Hanford Sentinel, Contra Costa Times & other papers, Wednesday, Sept. 7, 2011

FRESNO, Calif. — Central Valley authorities are asking residents to limit driving to avoid violating federal air pollution laws.

The San Joaquin Valley Air Pollution Control District issued the air alert after a dangerously high level of ozone recorded in Fresno on Tuesday.

A dangerous combination of hot, stagnant air and car emissions has put the region at risk of a continuing federal fine for violating the Clean Air Act.

The southern Central Valley will remain under the air alert through Thursday.

Ozone levels spiked at 119 ppb in the Fresno area on Tuesday, which means air was unhealthy for everyone not just those with lung and heart problems.

Last year the region became the country's first to be fined by the federal government for an ozone violation.

Print / Online Stories
Bakersfield Californian
Sept. 2, 2011

Valley enjoys 'historic' August air readings

By Kellie Schmitt, staff writer

Bakersfield Californian, Friday, Sept. 2, 2011

The valley survived the smoggy month of August without violating the federal ozone standard, an accomplishment air officials are calling "historic."

If the region makes it through the rest of this year and the next two years without violating that EPA standard, the current \$29 million noncompliance fee will be lifted.

"It's a tremendous accomplishment, just being able to say we've had no violation during August," said Brenda Turner, a spokeswoman for the San Joaquin Valley Air Pollution Control District.

This marks the first time in recorded history that the basin didn't exceed 125 parts per billion during a one-hour period in August.

"We're still not out of the woods yet," Turner said, adding that September can also have high temperatures that contribute to ozone formation.

Officials say last week's air alert, which encouraged residents and businesses to minimize their car use and idling, among other steps, played a role in this year's success.

In previous years, violations of the one-hour standard typically occurred around the start of the school year. Last year, the first violation coincided with the first week of school. And in 1996, ozone levels crossed the limit 18 times in August.

But not everyone is celebrating the news. The Central Valley Air Quality Coalition, a regional group concerned with valley air pollution issues, says the one-hour standard is too weak of a gauge. The valley should instead be focusing on the newer, tougher standards that look at ozone levels over eight-hour periods.

"We need to stay focused on the public health crisis in the valley," said Kevin Hall, the coalition's director. "Public health is still at great risk. They're trying to massage the reality."

Seyed Sadredin, the valley air district's executive director and air pollution control officer, stressed the importance of all of the money and efforts people and businesses have taken to fall below the one-hour standard.

"There is no question that the district has not raised a mission accomplished sign yet, but we need to acknowledge what the general public and businesses are doing," he said. "To disregard all the effort that has gone into it doesn't sound right. Why not take credit for good work?"

Meanwhile, Rep. Kevin McCarthy, R-Bakersfield, is still working on legislation that would remove the \$29 million penalty entirely. The congressman is working with the House Energy and Commerce Committee on that effort, according to a spokeswoman.

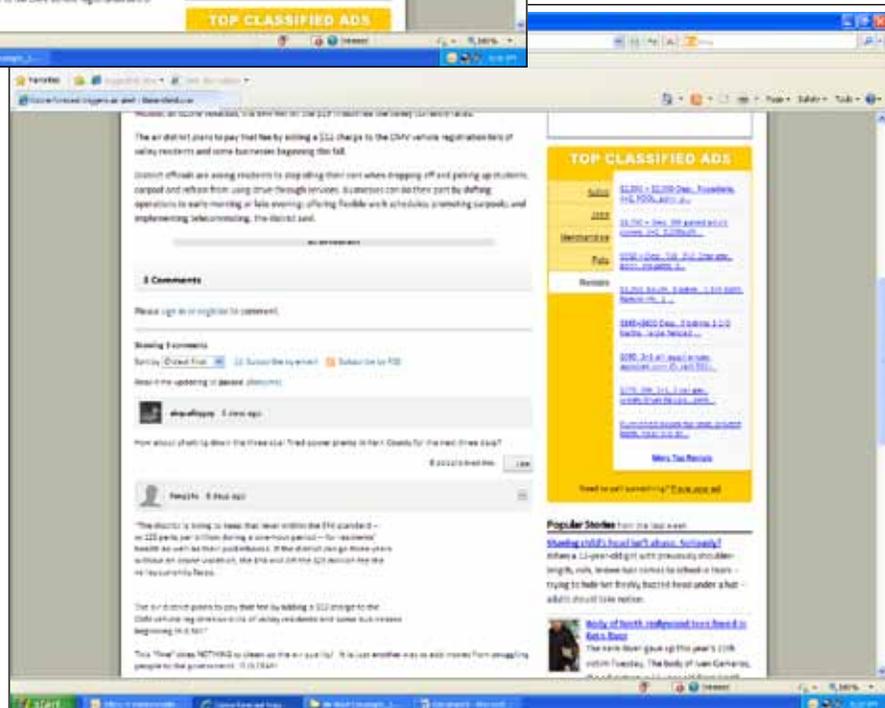
The air district plans to pay that fee by adding a \$12 charge to the DMV vehicle registration bills of valley residents and some businesses beginning this fall.

In August, the valley edged close to the one-hour ozone limit in several air-monitoring locations, including Ash Mountain, Clovis, Fresno-Drummond and Edison. Edison came the closest to the 125 limit with a 116 ppb reading on Aug. 24.

Print / Online Stories
Bakersfield Californian
Aug. 18, 2011



Print / Online Stories
Bakersfield Californian
Aug. 22, 2011



Print / Online Stories
Bakersfield Californian
Aug. 26, 2011



Print / Online Stories
The Business Journal
Aug. 22, 2011



Print / Online Stories California Progress Report



Print / Online Stories
CBS 47

The screenshot shows a web browser window displaying the CBS 47 TV website. The main content area features a large banner for "JUSTIN SACHER'S BLOG" with a photo of Justin Sacher and the CBS 47 Pinpoint Weather logo. Below the banner, the text reads "Justin Sacher's Blog" and "Air Alert!". A prominent "AIR ALERT!" banner states: "The Valley Air Basin is currently experiencing an Air Alert". Below this, it says "An Air Alert is in effect August 23 to August 28." and "The Air Alert system is a new program aimed to reduce smog (ozone pollution).". At the bottom, there is a link to a news story: "The San Joaquin Valley Air Pollution Control district explains how the Air Alert system can save us money at http://www.valleyair.org/AirAlert/AirAlert_Landing.htm".

Justin Sacher's Blog
Air Alert!

AIR ALERT! The Valley Air Basin is currently experiencing an Air Alert

An Air Alert is in effect August 23 to August 28.

The Air Alert system is a new program aimed to reduce smog (ozone pollution).

The San Joaquin Valley Air Pollution Control district explains how the Air Alert system can save us money at http://www.valleyair.org/AirAlert/AirAlert_Landing.htm

This Blog

- Home
- About
- Links

Post Calendar

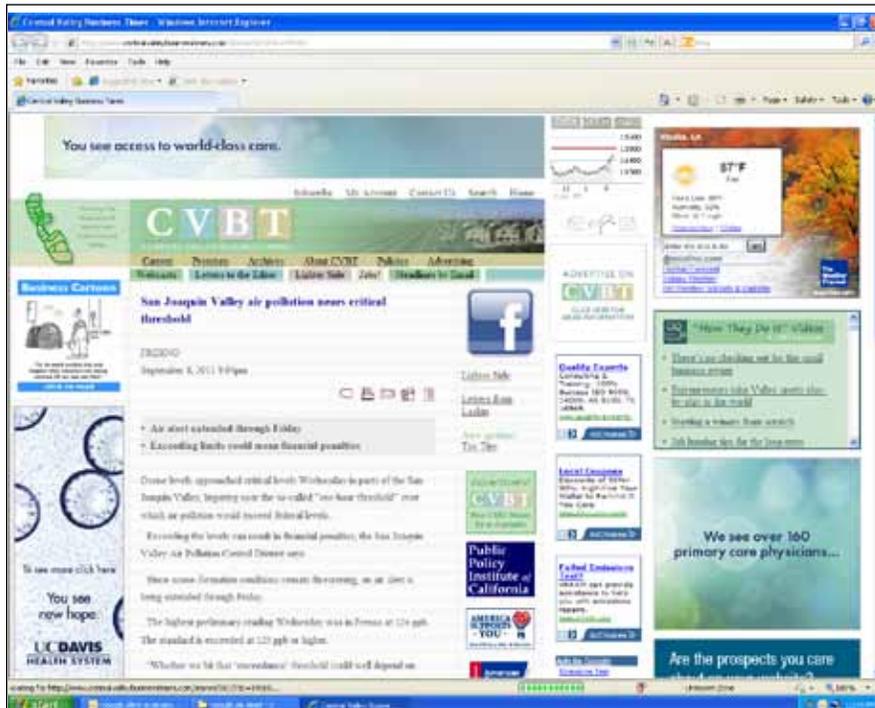
< August 2011 >

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Print / Online Stories Central Valley Business Times Sept. 1, 2011



Print / Online Stories
Central Valley Business Times
Sept. 8, 2011



Print / Online Stories
Central Valley News.com
Sept. 1, 2011

San Joaquin Valley sets clean-air record

Central Valley News.com, Thursday, Sept. 1, 2011

For the first time in recorded history, the San Joaquin Valley air basin did not exceed federal ozone level standards in the month of August, the air pollution control district says Thursday.

Officials credit public participation for reducing emissions in August that kept the air basin within a critical health-based standard for ozone.

“This is a historic accomplishment, for which the Valley’s residents and businesses can take credit,” says Seyed Sadredin, the San Joaquin Valley Air Pollution Control District executive director and air pollution control officer. “

The Valley’s first Air Alert notification began Aug. 23 and extended through Aug. 29. Air Alert episodes are declared when conditions may lead to ozone formation that results in exceeding health-based ozone standards.

Typically, exceeding the one-hour ozone standard – which is set at 125 parts per billion – happens with the start of the school year and increased vehicle traffic. In August 2010, the first time the level was exceeded occurred during the first week of school.

Ozone is formed when pollutants combine in heat and sunlight. Temperatures during the Air Alert episode were five degrees above normal, and with added pollution associated with back to school traffic, the ozone concentration rose again; however, this year, with the Valley’s first Air Alert campaign, ozone levels for the first time in history stayed below the threshold in August, air pollution control officials say.

“The air basin has gone from 18 ‘exceedances’ in August 1996 to two last year, to none this year. It is truly a remarkable accomplishment,” says Mr. Sadredin.

Exceeding the one-hour ozone standard triggers federal monetary penalties. Exceeding the levels last year resulted in a \$29 million penalty, which will be paid through fees on Valley businesses and residents, the air district says.

Meanwhile, the Air District continues its efforts to have the penalty repealed.

“This penalty does not recognize the incredible improvements we have made across the board in our air quality,” says Mr. Sadredin.

Print / Online Stories

Fresno Bee & Merced Sun-Star

Sept. 2, 2011

Valley air sets cleanliness mark in August

San Joaquin Valley Air Pollution Control District Will Send Out Alerts

By Mark Grossi, Fresno Bee staff writer

Fresno Bee and Merced Sun-Star, Thursday, Sept. 2, 2011

For the first time ever, the Valley had no violations of a decades-old air standard in August – a big step toward wiping out a \$29 million annual pollution fine.

A new blitz of warnings about bad-air days might have made the difference, air officials said, especially last week when pollution nearly eclipsed the one-hour federal ozone standard. Residents were credited with cutting down on driving during the busy back-to-school week.

Critics, however, said lower readings had more to do with the state closing the San Joaquin Valley's worst air monitor in Arvin.

In August 2010, the monitor had the highest ozone reading in the Valley. The new monitor in Arvin, two miles from the old one, shows lower pollution levels, which officials have not yet been able to explain.

But air officials said the old Arvin monitor was not usually the worst offender of the one-hour standard over the last 20 years. They added that August violations in 2010 also were recorded in Fresno and Parlier.

If the Valley continues to avoid violating the one-hour standard over the next three years, the federal government will lift the \$29 million penalty, which will continue until the standard is achieved. The penalty adds \$12 to vehicle registration fees for Valley motorists.

There could be more air warnings this month if ozone problems develop, said executive director Seyed Sadredin of the San Joaquin Valley Air Pollution Control District. There were five one-hour ozone violations in September last year.

"September can be just about as bad as August," he said.

Ozone is a corrosive gas that forms on hot days when vehicle exhaust combines with fumes from gasoline, dairies and solvents. District officials say cutting back on driving during the worst days may prevent many violations.

But ozone should not be a big problem over the weekend as lower temperatures arrive, officials said. Forecasts hint at cooler weather next week as well.

In August, district officials began the new campaign of air alerts, asking people to find other ways to get to work or school besides driving. The alerts, which coincided with the start of school in the Valley, were carried on Twitter, Facebook, broadcast media, newspapers and its website.

The one-hour ozone standard was revoked several years ago and replaced with the eight-hour standard that's more protective of health. But federal law requires air districts to achieve the one-hour standard anyway.

The \$29 million fine was triggered last year when the Valley missed its last deadline for meeting the standard.

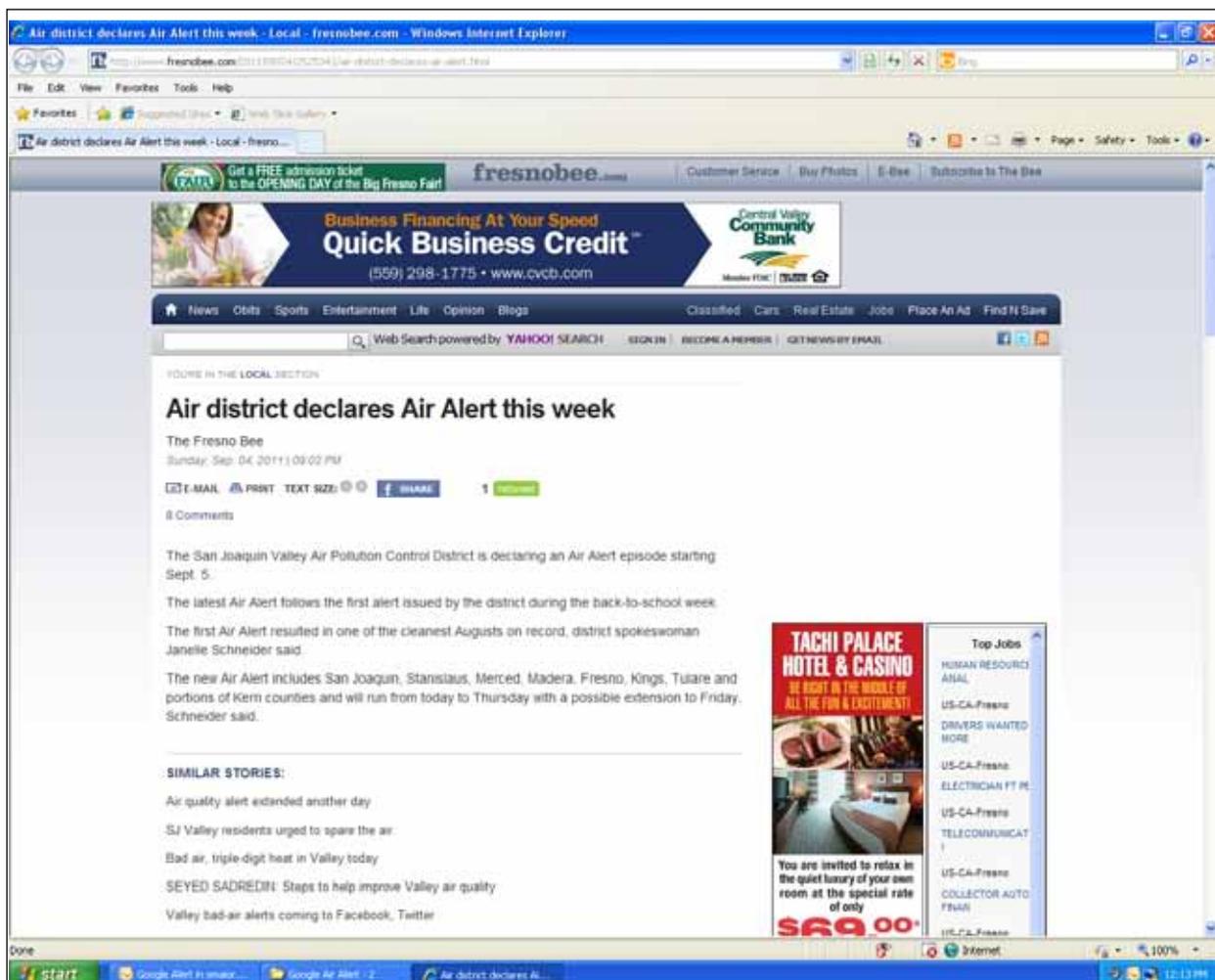
Members of the Central Valley Air Quality Coalition, which includes 70 environment, community and health groups, were critical of the district's announcement Thursday about the August achievement.

Aside from noting the closing of the Arvin monitor, they said the district should not be celebrating. The Valley is years late in meeting the one-hour standard, they said.

"The only clean air record earned by our air district is for delay," said Kevin Hall, director of the Central Valley Air Quality Coalition. "We missed the deadline 12 years ago."

Print / Online Stories

Fresno Bee
Sept. 4, 2011



Print / Online Stories

Fresno Bee
Sept. 5, 2011

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YOU'RE IN THE LOCAL SECTION

Air alert in Valley; restricted driving urged

By Bethany Clough / The Fresno Bee
Monday, Sep. 05, 2011 | 08:45 PM

E-MAIL PRINT TEXT SIZE 2 2 reviewed f SHARE 14

6 Comments

Air officials are calling on Valley residents to cut back on driving and idling while an air alert is in effect this week.

The alert -- called when the area is in danger of exceeding a federal standard for ozone -- started Monday and will run through Thursday or possibly Friday, according to the San Joaquin Valley Air Pollution Control District.

It's the second air alert of the season. The first, in late August, successfully avoided an ozone violation. The district declared the month one of the cleanest Augusts on record thanks to actions by Valley residents and businesses.

The program was started this year as a way for residents and businesses to help avoid a one-hour ozone violation and a potential \$29 million fine. Residents would pay that fine through an extra \$12 tacked onto their vehicle registration.

The air district is asking people not to idle their cars when picking up or dropping off students, and to skip drive-throughs, to carpool or to use an alternate form of transportation.

Businesses can reduce emissions by shifting some operations, such as lawn care, to early mornings or late evenings, offering flexible work schedules and telecommuting, and promoting carpools.

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The program was started this year as a way for residents and businesses to help avoid a one-hour ozone violation and a potential \$29 million fine. Residents would pay that fine through an extra \$12 tacked onto their vehicle registration.

The air district is asking people not to idle their cars when picking up or dropping off students, and to skip drive-throughs, to carpool or to use an alternate form of transportation.

Businesses can reduce emissions by shifting some operations, such as lawn care, to early mornings or late evenings, offering flexible work schedules and telecommuting, and promoting carpools.

These moves prevent the formation of ozone, a corrosive gas that forms on hot days when vehicle exhaust combines with fumes from gasoline, dairies and solvents.

A reading over 125 parts per billion of ozone triggers a violation. By mid-afternoon Monday, the district's website showed a reading of 92 parts per billion.

Temperatures are expected to hit a high of 98 today, 100 on Wednesday, 99 on Thursday and 97 on Friday, according to the National Weather Service.

An area of high pressure sitting over the Valley makes for stagnant air that contributes to the problem, said meteorologist Jim Dudley.

"Until we get a new front moving through or some big change in the air mass, we could continue to have problems," he said.

THE REPORTER CAN BE REACHED AT BCLOUGH@FRESNOBEE.COM OR (559) 441-8431.

SIMILAR STORIES:

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Valley faces bad-air alert this week
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the beginning.

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VIDEOS **NATION/WORLD VIDEO**

Print / Online Stories

Fresno Bee
Sept. 7, 2011

The screenshot shows a Windows Internet Explorer browser window displaying a news article from the Fresno Bee. The article title is "Bad air, triple-digit heat in Valley today" by Eddie Jimenez, dated Wednesday, Sep 07, 2011. The article text discusses the expected high of 103 degrees and unhealthy air quality in Fresno County, with an air alert in effect through Thursday. It also mentions that temperatures will remain high for at least another day and that there is a 20% chance of showers or thunderstorms on Saturday and Sunday. The browser's address bar shows the URL: http://www.fresnobee.com/2011/09/07/bad-air-triple-digit-heat-in-valley.html. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a toolbar with various icons, and a taskbar at the bottom with several open applications.

Bad air, triple-digit heat in Valley today
By Eddie Jimenez / The Fresno Bee
Wednesday, Sep 07, 2011 | 07:10 AM

18 Comments

Valley residents today should prepare themselves for poor air quality and 100-plus-degree temperatures, authorities said.

Fresno's expected high of 103 today will be accompanied by unhealthy air quality in Fresno County.

In addition, air quality is forecast to be unhealthy for sensitive groups in Kings, Madera and Tulare counties, the San Joaquin Valley Air Pollution Control District.

An air alert — called when the area is in danger of exceeding a federal standard for ozone — will run through Thursday, according to the air district.

During the alert, air district officials advise Valley residents to cut down on driving and idling to minimize smog-forming emissions. They also suggest carpooling, using mass transit and doing all errands with one trip.

Triple-digit temperatures will remain in the Valley for at least another day, said the National Weather Service in Hanford.

Fresno's high is expected to reach 100 degrees on Thursday and 99 on Friday before dipping to the low to mid-90s by the weekend. A high of 93 is predicted for Fresno on Saturday, followed by 91 on Sunday. Normal highs for this time of the year are 94 degrees.

Clouds, some humidity and a 20% chance of showers or thunderstorms are expected for the Valley on Saturday and Sunday, the weather service said.

Overnight lows will be in the mid- to upper 60s through the weekend.

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Print / Online Stories

Fresno Bee
Sept. 8, 2011

It's another bad-air day; take it easy

By Eddie Jiminez, staff writer

The Fresno Bee, Thursday, Sept. 8, 2011

Athletes and people with asthma and heart disease should curb outdoor activity today because of poor air quality in Fresno and Kings counties, a Fresno allergist said, as near triple-digit temperatures continue in the Valley.

Dr. A.M. Aminian warns that athletes and physical education students should avoid extended periods of outdoor exertion and that anyone with asthma and heart disease should not take part in outdoor activities.

Air quality today is expected to be unhealthy in Fresno and Kings counties and unhealthy for sensitive groups in Tulare County, the San Joaquin Valley Air Pollution Control District said.

Moderate air quality is forecast for Madera County.

Aminian advises no long-distance running for students and athletes today.

An air alert — called when the area is in danger of exceeding a federal standard for ozone — continues today, the air district said.

Fresno's high is expected to reach 100 degrees today, said the National Weather Service in Hanford.

A high of 99 is forecast for Friday, 97 on Saturday and 95 on Sunday.

Low to mid-90s are the normal highs this time, the weather service said.

Clouds will move into the Valley on Friday night and bring a chance of showers and thunderstorms throughout the weekend, the weather service said. The clouds and moisture could bring increasing humidity.

Overnight lows will be in the mid- to upper 60s.

Print / Online Stories

Fresno Bee
Sept. 9, 2011

The screenshot shows a Windows Internet Explorer browser window displaying the Fresno Bee website. The address bar shows the URL: <http://www.fresnobee.com/updates/valley-air-alert-will-end-today-2011>. The page features several advertisements at the top, including one for Quizonos on Find n Save and another for Save Mart Supermarkets. The main content area is titled "Valley air alert called off for today" and includes a sub-headline "The Fresno Bee" and a date "Friday, Sep. 09, 2011 | 12:00 PM". The article text reads: "An air alert for the Valley will not be extended to today because of lower temperatures and an increased chance for thunderstorms this weekend that could bring rain to the Valley floor. 'All that will help move out the pollution that has been forming in the Valley,' said Jaime Holt, spokeswoman for the San Joaquin Valley Air Pollution Control District. The alert -- called when the area is in danger of exceeding a federal standard for ozone -- started Monday and ended Friday. The Valley did not exceed the one-hour threshold for ozone violations this week but came close Wednesday, Holt said. Scattered showers fell in Valley locations on Friday, and a tenth of an inch of rain is expected in some places between this afternoon and Sunday morning. The chances of rain on Sunday are better because the atmosphere will have increased moisture, weather service meteorologist Kevin Durfee said. Fresno's highs this weekend will decrease from 95 today to 90 on Sunday. Temperatures will be in the lower 60s at night." To the right of the article is a large advertisement for "REZ MADE" on Saturday, Sept. 24, and a "Top Jobs" sidebar listing various positions like "HUMAN RESOURCES" and "DRIVERS WANTED". The Windows taskbar at the bottom shows the Start button, several open Google Alerts windows, and the system tray with the time 12:00 PM.

Print / Online Stories

KCRA YouTube

Aug. 22, 2011



Print / Online Stories
KMJ Radio

The screenshot shows a Windows Internet Explorer browser window displaying the KMJNOW website. The address bar shows the URL: <http://www.kmjnow.com/2011/05/24/valley-drivers-urged-to-cut-back-one-more-day/>. The page features a blue header with the KMJNOW logo, a globe, and the text 'NEWS TALK RADIO'. To the right of the logo is a bulldog mascot and the text 'HOME OF THE BULLDOGS'. Further right, it says 'LISTEN LIVE KMJ 580 AM KMJ 105.9 FM'. Below the header is a navigation menu with links: HOME, PROGRAM SCHEDULE, KMJ PEOPLE, NEWS & INFO, BULLDOGS, CONTESTS, MULTIMEDIA, PREFERRED CLUB, STATION INFO. A search bar is also present.

The main content area is titled 'Valley Drivers Urged to Cut Back One More Day' by Dennis Hart. The article text reads: 'Valley drivers were asked to cut down on trips for the rest of the day Monday – to try to avoid millions of dollars in fines and penalties. The Valley has been under an "air alert" since last Tuesday, when atmospheric conditions made ozone formation easier. Ozone is triggered by emissions from vehicles. If the Valley exceeds certain federal ozone standards, fines and fees will be imposed on drivers and businesses. The Valley already faces \$29 million in fines because of ozone violations in years past. So far during this ozone alert, the Valley has remained below federal limits. The current air alert ends at midnight Monday.'

On the left side, there is a sidebar titled 'OTHER STORIES' with a list of links: 'Clivia Drama Teacher Hounded for Sex Crime', 'Delta Larvees Being Tested for Quake Resistance', 'New Bill May Alter CA's Initiative Process', 'KERN: Hand Found, Thief Arrested for Murder', 'E9-111's Jevanti Ottenton Surrenders to Police', 'Home Burns in NW Fresno, \$50,000 in Damage', 'S&P No Arrests in Merced Triple Shooting', 'Movement to Recall Entire Lindsay City Council', 'Fresno Supes Revisit Plan for New District Maps', and '2nd Inmate Beaten in a Month at Letimacia'.

On the right side, there is a video player titled 'THE DAILY BUZZ' showing a man sitting at a desk. Below the video is a '8-30 Buzz Question' poll: 'Worst case scenario, it's estimated County pensions will make up 142% of Fresno's budget by 2015. What should we do?' with three radio button options: 'Reneg on present day pensions', 'Lay off employees', and 'Approve more taxes'. A 'vote' button is at the bottom of the poll.

At the bottom right of the page is an advertisement for 'Agua Flaca'.

The Windows taskbar at the bottom shows the Start button, several open applications (including 'Info in...', 'Google Alert in...', 'Air Alert Compar...', and 'Valley Drivers Urged...'), and the system tray with the date and time '11:42 AM'.

Print / Online Stories
KMJ Radio



Print / Online Stories
 KMJ Radio

New Air Alert Starts; Runs Through Thursday

By Dennis Hart

Just in time for the holiday and for Tuesday's start of the work week, Valley drivers are being asked to again cut their trips and to carpool in order to avoid millions of dollars of fines and fees.

The air pollution control district has issued another air alert because conditions are just right for the formation of ozone, which is triggered by vehicle emissions.

So the air district is asking drivers to reduce their trips, to carpool and to stay out of drive-throughs from Labor Day through Thursday.

Doing that could keep the Valley from violating federal ozone standards.

The Valley already faces \$29 million in fines and fees this year because of previous violations, and drivers will see a \$12 fee added to vehicle registration renewals starting next month.

The Valley has to go three years without any new ozone violations to get rid of the fines and fees.

The air district is hopeful, saying that last month, for the first August in memory, the Valley had no ozone violations.

THE DAILY BUZZ

9-19 Buzz Question

Should mortgage holders of foreclosed homes be required to maintain the property?

: Yes

: No

Contact Visalia Allstate Agent Rick Kunkleman now.

Print / Online Stories

KQED Radio

Aug. 22, 2011

The screenshot shows the KQED Radio website in a Windows Internet Explorer browser window. The page title is "New Air Alert System ... Stemming the Plastic Tide: KQED News | KQED Public Media for Northern California". The main content area features a news article titled "New Air Alert System ... Stemming the Plastic Tide" dated Monday, August 22, 2011, at 1:04 PM. The article includes a video player with a progress bar and an "embed" button. The text of the article is as follows:

San Joaquin Valley Launches Air Alert System
The San Joaquin Valley launched a new Air Alert System today to notify residents on days when ozone pollution is close to violating federal standards.

Stemming the Flow of Plastic Into the Pacific
Local activists are stepping up their efforts to stop plastic from flowing into the Pacific Ocean from San Francisco Bay.

Below the article is a "DISQUS" comment section with a "Log in" button and a text input field for "Type your comment here". There are also links for "Subscribe by email" and "RSS".

On the right side of the page, there is a sponsored advertisement for "Stanford Continuing Studies" featuring a photo of a man and a list of "Featured Fall Courses":

- Stanford Saturday University
- How to Think Like a Psychologist
- The Contemporary American Short Story
- The Heart: A Stanford Med School Sequel
- Geography of Current Global Events

The advertisement also includes the text "Enroll Today for Fall! Most Classes Begin Sept 26" and the Stanford logo.

At the bottom of the page, there is a "Turn Pledge Off!" button for "KQED's Pledge-Free Stream" and a "KQED e-Newsletters" sign-up box.

Print / Online Stories
Lodi News-Sentinel
Aug. 22, 2011



Print / Online Stories
Los Banos Enterprise
Aug. 19, 2011



Print / Online Stories Manteca Bulletin Sept. 4, 2011



Print / Online Stories

Merced Sun-Star

Aug. 22, 2011



Print / Online Stories
Merced Sun-Star
Aug. 26, 2011



Print / Online Stories

Merced Sun-Star

Sept. 2, 2011

Page 1 of 2

Valley air basin records first-ever August within ozone standards

Sun-Star staff

Merced Sun-Star, Friday, Sept. 2, 2011

San Joaquin Valley Air Pollution Control District officials credit public participation for reducing emissions in August that kept the air basin within a critical health-based standard for ozone.

It is the first time in recorded history that the air basin did not incur an exceedance for the standard in August, the district said in a news release.

“This is a historic accomplishment, for which the Valley’s residents and businesses can take credit,” said Seyed Sadredin, the Air District’s executive director and air pollution control officer. “They used the information provided by Air Alerts to accomplish the objective of keeping ozone levels below this important threshold.”

Valley’s first Air Alert notification began Aug. 23 and extended through Aug. 29. Air Alert episodes are declared when conditions may lead to ozone formation that results in exceeding health-based ozone standards. There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Typically, exceedances of the 1-hour ozone standard – which is set at 125 parts per billion – coincide with the start of the school year and increased vehicle traffic. In fact, in August 2010, the first exceedance occurred during the first week of school. Ozone is formed when pollutants combine in heat and sunlight. Temperatures during the Air Alert episode were five degrees above normal, and with added pollution associated with back to school traffic, the ozone concentration rose again; however, this year, with the Valley’s first Air Alert campaign, ozone levels for the first time in history stayed below the threshold in August.

“The air basin has gone from 18 exceedances in August 1996 to two last year, to none this year. It is truly a remarkable accomplishment,” Sadredin said.

Exceeding the 1-hour ozone standard triggers federal monetary penalties. Because of a handful of exceedances in 2010, the air basin was assessed a \$29 million penalty, which will be paid through fees on Valley businesses and residents.

Meanwhile, the Air District continues its efforts to have the penalty repealed.

“This penalty does not recognize the incredible improvements we have made across the board in our air quality,” Sadredin said.

Print / Online Stories

Merced Sun-Star

Aug. 26, 2011

Page 2 of 2

Air Alert episodes will be declared during summer when conditions are conducive for ozone formation. When that occurs, the Air District urges residents and businesses to put air-friendly practices into place that may avert an exceedance.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a Healthy Air Living Partner

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm.

To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit www.healthyairliving.com.

Print / Online Stories

Merced Sun-Star

Sept. 8, 2011



Print / Online Stories

Mercury News

Sept. 7, 2011



Print / Online Stories

Modesto Bee

Aug. 26, 2011

The screenshot shows a Windows Internet Explorer browser window displaying the website BeeInTurlock.com. The browser's address bar shows the URL: <http://www.modbee.com/2011/08/26/san-joaquin-air-alert-in-effect.html>. The page title is "San Joaquin Air Alert in effect through Monday - Turlock Recent News - Modbee.com".

The website header includes a navigation menu with links for: RSS, ELECTRONIC EDITION, NEWSLETTERS, SUBSCRIBE, CONTACT US, CUSTOMER SERVICE, COMMUNITY, BUY PHOTOS, MODBEECLUB. Below the navigation is a search bar with the text "WEB SEARCH POWERED BY YAHOO! SEARCH" and a "SIGN IN BECOME A MEMBER" link.

The main content area features a news article titled "San Joaquin Air Alert in effect through Monday" dated Friday, Aug. 26, 2011. The article text reads: "The region's first Air Alert warning about elevated ozone levels has been extended through Monday, the San Joaquin Valley Air Pollution Control District said. The alerts cover Stanislaus, Merced, San Joaquin, Madera, Fresno, Kings, Tulare and portions of Kern counties. Residents are encouraged to limit driving and idling in their vehicles." Below the article is a sidebar with social media sharing options (Digg, StumbleUpon, Facebook, Twitter, LinkedIn, Print, Reprint or license, Comments, Text Size) and a "Most Popular" section listing several local news items.

Advertisements are visible throughout the page, including "URBAN OUTFITTERS", "modbee.com REAL ESTATE Buy a home", "DON'S MOBILE GLASS" (offering \$10 windshield repair), and "J.M. Equipment Co Inc".

The browser's taskbar at the bottom shows several open tabs, including "start", "Google Alert in 19802...", "Air Alert Coverage_3...", and "San Joaquin Air Alert...". The system tray shows the time as 11:18 AM.

Print / Online Stories

Modesto Bee

Aug. 29, 2011



Print / Online Stories

Modesto Bee

Sept. 2, 2011

San Joaquin Valley's August ozone under the limit

But valley air pollution district's figures disputed

By John Holland, staff writer

Modesto Bee, Friday, Sept. 2, 2011

The San Joaquin Valley just completed its first August without a violation of a key air pollution standard, officials said Thursday.

The announcement drew protest from air activists, who said another measure shows the worst August since 2006.

The San Joaquin Valley Air Pollution Control District announced that last month had no violations of the limit for ozone, a component of smog, as measured by the hour.

Officials credited the new Air Alert campaign, which urges residents and businesses to cut down on driving and take other steps when the ozone risk is high.

"This is a historic accomplishment, for which the valley's residents and businesses can take credit," said Seyed Sadredin, the district's executive director, in a news release. "They used the information provided by Air Alerts to accomplish the objective of keeping ozone levels below this important threshold."

Ozone can trigger asthma and other lung illnesses, particularly for children and people with breathing problems.

Kevin Hall, director of the Central Valley Air Quality Coalition in Fresno, said the valley last month exceeded the stricter standard for ozone measured over eight hours.

Monitoring stations around the region exceeded the eight-hour limit 87 times last month, the most since the 92 five years earlier, the coalition said.

"Before we break out the champagne, there is no such 'clean-air record,' and the district's PR machine and executive director are guilty of deliberately hiding ongoing health risks from a public that is endangered and already suffering at epidemic levels," Hall said in a news release.

Coalition steering board member Tom Frantz of Wasco in Kern County added that the district this year removed a monitoring station near Arvin that had long shown high levels of ozone.

The one-hour standard limits ozone to 125 parts per billion in each air sample. The valley generally stayed below 100 for the first three weeks of August, then rose to about 115 on Aug. 24 before dropping back down.

"The air basin has gone from 18 exceedances in August 1996 to two last year to none this year," Sadredin said. "It is truly a remarkable accomplishment."

Past violations have brought a \$29 million annual penalty from the federal government, part of which will be paid by a \$12-a-year increase in vehicle registration fees in the valley.

The penalty will be revoked if the region stays within the standard for three years.

Print / Online Stories

Modesto Bee
Sept. 8, 2011

Valley air still pushing limits

Modesto Bee, Thursday, Sept. 8, 2011

The San Joaquin Valley Air Pollution District said the valley air basin continues to be on an Air Alert through today.

This includes the counties of Merced, San Joaquin, Stanislaus, Madera, Fresno, Kings, Tulare and portions of Kern.

High temperature, ozone buildup and a lack of atmospheric mixing have brought about a high risk for possibly exceeding pollution limits through today.

The Valley Air District urges all valley residents to take action to reduce their emissions.

Limiting vehicle use is an important way to cut emissions.

Print / Online Stories

Merced Sun-Star & Modesto Bee

Sept. 8, 2011

Area residents, business asked to reduce emissions

Merced Sun-Star and the Modesto Bee, Thursday, Sept. 8, 2011

The San Joaquin Valley Air Pollution District said the Valley air basin continues to be in an air alert through today. This includes the counties of Merced, San Joaquin, Stanislaus, Madera, Fresno, Kings, Tulare and portions of Kern.

Pollution levels spiked Tuesday at 119 parts per billion in the Fresno area. A reading of 125 ppb is considered a violation of the federal one-hour ozone standard. High temperature, ozone build-up and lack of atmospheric mixing have brought about a high risk for exceeding the standard. The Valley Air District urges all Valley residents to take action to reduce their emissions during this critical time.

Air alerts are called when conditions may lead to ozone formation that results in exceeding health-based ozone standards. There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a healthy air living partner

The District will issue regular updates during this episode.

For more information about air alerts, go to www.valleyair.org/AirAlert/AirAlert_Landing.htm.

Print / Online Stories

Recorder Online

Aug. 26, 2011

The screenshot shows a Windows Internet Explorer browser window displaying the Recorder Online website. The address bar shows the URL: <http://www.recorderonline.com/articles/level4/0826/0826-air.html>. The page title is "Valleywide air alert continues Sunday | levels, ozone, air".

At the top, there is an advertisement for Eagle One Investments, LLC, a member of FINRA & SIPC, with contact information: (559) 789-0944, 418 1/2 Mill - Downtown Porterville - CA Ins #0A65057 - Jennifer G. Lindgren, CFP. Securities provided through Eagle One Investments, LLC, member FINRA SIPC.

The Recorder Online logo is visible, along with a search bar and navigation links for Home, News, Obituaries, Weather, Sports, Opinion, Features, Special Sections, Services, Print Ads, Jobs, Autos, Real Estate, Classifieds, and Notices. The "Classifieds" section lists "Buy Stuff", "Sell Stuff", "Announcements", and "Browse Ads".

The main article is titled "Valleywide air alert continues Sunday" and is dated August 26, 2011, 8:48 AM. The text reads: "Conditions are ideal for elevated ozone levels, and San Joaquin Valley air officials said Thursday that business and resident efforts to ward off a 1-hour ozone exceedance have kept levels below a critical threshold so far this week." It also mentions that temperatures remain high and there is very little atmospheric dispersion, which are ideal conditions for ozone formation, according to Stephen Shaw, the Air District's supervising air quality analyst. The article notes that the Valley's first Air Alert was declared Tuesday and is in effect through Sunday, and that Air Alerts are declared Valley-wide and include the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern. It concludes by stating that Air Alert episodes are called when conditions may lead to ozone (smog) formation that results in exceeding health-based ozone standards of 125 parts per billion (ppb) and triggering substantial federal monetary penalties.

On the right side of the page, there are several sections: "ADVERTISEMENT" featuring "Mom Makes \$6795/mo" and "Wrinkles Gone in 17 Seconds"; "Recommendations" with a sign-up prompt; "Most Viewed Stories" listing "Man in fatal motorcycle crash ID'd" and "Woman, 39, accused of sexual"; and "Things to do in Porterville" with a list of featured events including "HUD Sales Training", "Porterville Historical...", "Child Cook-off", "The Phantom of the Opera...", and "ThrowBack All-Stars".

Print / Online Stories

Stockton Record

Sept. 5, 2011

The screenshot shows a web browser window displaying the Recordnet.com website. The main article is titled "Officials: Drive less this week" and is dated September 05, 2011. The article text discusses the San Joaquin Valley air quality officials' second "Air Alert" due to ozone levels. It includes details about the \$12 DMV fee and the need for carpooling. The website layout includes a navigation menu, a "SHARE THIS" section, and a sidebar with "TODAY'S MOST VIEWED" and "THIS WEEK'S MOST VIEWED" stories. There are also advertisements for "American Cancer Society Discovery Shop" and "Solar Panels".

Officials: Drive less this week | Recordnet.com - Windows Internet Explorer

Recordnet.com News worth sharing online

Officials: Drive less this week

September 05, 2011 12:03 AM

San Joaquin Valley air quality officials will call their second "Air Alert" today as ozone levels throughout the Valley are expected to climb.

Residents are asked to carpool to work or school, to refrain from idling their vehicles and to avoid using drive-through services.

The Valley has yet to violate a federal one-hour ozone standard this summer, which is good news for drivers saddled with a new \$12 DMV fee. But the Valley needs three summers without a violation before the fee can be erased.

Warm temperatures and back-to-school traffic often add to the ozone problem, so there's still a risk of a violation in September. Hence the need for a second Air Alert.

This alert is expected to last at least through Thursday. For more information, visit valleyair.org.

49ers vs. Cowboys
High school football Week 3

Current Price: \$10

American Cancer Society Discovery Shop

Spend Just \$10 and Get \$20 Worth of Fab Finds at The American Cancer Society Discovery Shop!

Print / Online Stories

Modesto Bee
Aug. 29, 2011

San Joaquin Valley air alert remains in effect today

Bee Staff Reports

Modesto Bee, Monday, August 29, 2011

MODESTO -- The San Joaquin County's first Air Alert, which went into effect last week, was extended through today, authorities said.

The alerts, part of a new campaign by the San Joaquin Valley Air Pollution Control District, are an effort to guide residents in taking steps to reduce ozone violations that have resulted in a \$29 million federal fine.

Valley residents are paying it in part through a \$12 annual increase in vehicle registration fees.

Officials said high temperatures, stagnant air flow and increased emissions were reasons for last week's alert, and more of the same is forecast for today.

"The response to this Air Alert has been overwhelmingly positive and proactive," said Seyed Sadredin, the air district's executive director and air pollution control officer. "The efforts of the Valley's population is what will make the difference in avoiding this critical ozone threshold."

About 80 percent of the Valley's ozone-forming emissions are produced by vehicle use, the air district said.

Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees, the air district said.

Businesses can also enroll at no cost in the Healthy Air Living Partner program.

Print / Online Stories

KCRA.com

Aug. 29, 2011

Air Alert Extended Through Monday

San Joaquin Valley Air Remains Unhealthy

KCRA.com, Monday, August 29, 2011

MODESTO, Calif. -- The Valley's first air alert was extended through Monday, according to the San Joaquin Air Pollution Control District.

Several news conferences to discuss the alert are set for 11 a.m. in Modesto, Fresno and Bakersfield, a news release states.

"The response to this Air Alert has been overwhelmingly positive and proactive," said Seyed Sadredin, the Air District's executive director and air pollution control officer, in a written statement. "The efforts of the Valley's population is what will make the difference in avoiding this critical ozone threshold."

The alert was declared Tuesday and includes the counties of San Joaquin, Stanislaus, Merced, Fresno, Madera, Kings, Tulare and portions of Kern.

Air Alerts are put into effect when conditions may lead to ozone (smog) formation that results in exceeding health-based standards. This can trigger financial penalties from the federal government.

The air alert was supposed to end Sunday, which is when officials said the stagnant air and heat was supposed to subside and help the air circulate.

Since Tuesday, there were some elevated levels of emissions, but overall, the levels do not exceed federal standards.

Print / Online Stories
Turlock Journal
Aug. 23, 2011



Print / Online Stories
Turlock Journal
Aug. 23, 2011



Print / Online Stories

The Fresno Bee

Aug. 16, 2011

Page 1 of 2

Valley bad-air alerts coming to Facebook, Twitter

Valley air board is expected to approve social media notices

By Mark Grossi, staff writer

The Fresno Bee, Tuesday, Aug. 16, 2011, and Modesto Bee, Wednesday, Aug. 17, 2011

A blitz of bad-air alerts will fill Twitter, Facebook and maybe even flashing freeway signs on a half-dozen summer days when ozone peaks dangerously in the San Joaquin Valley.

The local air board on Thursday is expected to approve the alerts, which amount to a plea for you to drive less and shave down those ozone peaks.

And there is a reward if ozone violations are avoided – your vehicle registration fees will get cheaper a few years from now.

A fee hike of \$12 soon will appear on renewal notices for Valley vehicle registrations. The hike is part of a \$29 million annual penalty levied because this region still violates a defunct federal ozone standard – which must nonetheless be achieved.

The \$29 million will be used to help reduce the Valley's ozone pollution with such measures as diesel engine replacement in trucks and school buses. The annual penalty will continue until there are no more one-hour violations over a span of at least three years.

There have been no one-hour violations this year. Since vehicles create much of the ozone problem in Valley cities, air officials say, less driving during bad-air episodes might help avoid the violations completely this year.

“Vehicle owners have a direct stake in this,” said Seyed Sadredin, executive director of the San Joaquin Valley Air Pollution Control District.

Air activists like the idea of public alerts – such as the previous district program called Spare the Air. Through the newspaper, radio and television, the program notified residents of unhealthy air days.

But the district abandoned Spare the Air three years ago in favor of hourly email alerts to schools, parents, teachers and the public. The alerts are sent throughout the year when air quality changes, and they will continue.

Activists say Spare the Air should have continued as well. They said they have not decided yet whether they like the district's additional alert system.

“They dropped the ball when they stopped Spare the Air,” said Kevin Hall, executive director of the Central Valley Air Quality Coalition. “We need to get back to a true public warning system. I'm not convinced yet that this new idea is it.”

In the new alert system, air officials will use newspapers, television and radio to let the public know when the air is becoming badly fouled with ozone.

Notifications also will be done through the district's website, toll-free phone number and social networks, such as Twitter and Facebook. People also can sign up for emailed air alerts – as the public does in the district's current alert system for schools.

Print / Online Stories

The Fresno Bee

Aug. 16, 2011

Page 2 of 2

South Coast Air Basin in the greater Los Angeles area also uses social networks and email to alert the public, as well as an iPhone application.

Sadredin said Valley air officials have talked with the state Department of Transportation about using digital freeway signs to alert the public about an ozone episode. Officials have not yet decided on using the signs, he said.

The effort is necessary even though the one-hour ozone standard was abolished several years ago in favor of the stricter eight-hour ozone standard. Federal law requires the Valley to achieve the one-hour standard anyway.

One-hour violations often happen in August, although five of the seven violations last year occurred in September. The Valley is ripe for ozone spikes in August and September because the weather often is hot and stagnant, allowing pollution to build up.

Such episodes often require two or three days to develop, so there should be time to warn the public, Sadredin said.

"We think we can give people 48 hours of notice when one of these episodes starts," he said.

Ozone can trigger asthma and other lung illnesses, particularly for children and people with breathing problems. Air officials are worried that the August ozone spikes are connected to additional traffic at the start of school.

To reduce ozone, officials also suggest carpooling, avoiding drive-thru lines, bringing lunch to work instead of going out and shutting off the engine when waiting to pick up children from school.

Sadredin said the district will ask businesses whether they can shift work schedules to shut down pollution-creating equipment, such as boilers.

"It's not going to work for everyone," he said. "People in farm-related businesses might be in the middle of harvesting. The idea is to do whatever you can."

(The following also was included in the Modesto Bee article)

Air Alert System

Beginning Thursday, the San Joaquin Valley Air Pollution Control District will implement a new warning system to notify residents of impending periods of bad air.

- **WHEN:** Alerts will be called when the air is dangerously close to exceeding federal ozone standards.
- **WHERE:** Alerts will be called from San Joaquin County in the north to Kern County in the south.
- **HOW:** Residents will be notified through newspapers, Web-based media and social networks.
- **WHY:** The eight valley counties are being fined \$29 million by the federal government. By engaging the public to drive less, air officials believe they can meet the standards and avoid the fine.

Print / Online Stories

Valley Voice

Sept. 8, 2011

Page 1 of 2

Experts: Less Driving, Recession Resulting in Better Valley Air

By George Lurie, staff writer

The Valley Voice, Thursday, September 8, 2011

Tulare County - For area residents, there appears to be a silver lining to the so-called Great Recession: During the past year, there has been a marked improvement in the Valley's notoriously poor air quality.

Experts attribute the cleaner air to a number of factors, including favorable weather patterns, fewer trucks roaring up and down Highway 99 and Interstate 5 and, perhaps thanks to \$4-per-gallon gas, less daily driving by local residents. According to officials at the San Joaquin Valley Air Pollution Control District, about 80 percent of the Valley's ozone-forming emissions are produced by vehicle use.

"We are really seeing residents and businesses of the Valley doing their part to reduce ozone formation," said Maricela Velasquez, a spokesperson for the Air District. "We have heard from some people that because of the price of gas, they are not traveling as much. But we are also hearing from people who are telling us that they are using their bicycles more, partly because of gas prices but also because they want to see our air quality improve."

An increasing local trend to keep the car parked more often is translating into a boom in area bicycle sales as well as increased ridership numbers for Visalia Transit, which this year is on pace to break an all-time record for total number of passenger trips.

For years, the Valley's air quality has been among the worst of any metropolitan area in the nation - only the Los Angeles Basin consistently ranks higher. But this summer, Visalia's air quality this year has been so good that on most days, the rolling brown foothills and majestic high Sierras are clearly visible around the city from sunrise to sunset.

"I remember ten years ago when we moved here from the Midwest, the air quality during the summertime was just awful," said Chris Smith, a Chicago native who moved to Visalia in 2002.

"There used to be this dense layer of smog, we called it the 'brown cloud,' that would sit over the Valley every year starting in late May," Smith said. "When we went away for a while and then were driving back home down off of the Grapevine or from Tehachapi or Sequoia Park, it was really noticeable - and disgusting. After the first summer, we almost packed up and moved back east."

This summer, the brown cloud has been replaced by blue skies and, according to Air District officials, the Valley has recorded its cleanest August on record.

This year, the Air District rolled out a new program featuring "Air Alerts," issued by the District when ozone levels threaten to reach 125 parts per billion (ppb).

The season's first Air Alert, from August 23 through August 29, expired without a violation of the 125 ppb standard.

Print / Online Stories

Valley Voice

Sept. 8, 2011

Page 2 of 2

The second Air Alert was issued Labor Day and runs through the end of this week.

Last year, the Valley's air quality exceeded the 125 ppb limit seven times. By comparison, in 1996, according to the Air District, the standard was violated 56 times.

Air Board officials say the 2010 violations – which resulted in \$29 million in federal penalties -- all occurred on days with excessively high temperatures and coincided with added emissions from back-to-school vehicular traffic.

Seyed Sadredin, the Air District's executive director and air pollution control officer, called the response to last month's first Air Alert "overwhelmingly positive and proactive. The efforts of the Valley's population are what will make the difference in avoiding this critical ozone threshold," he added.

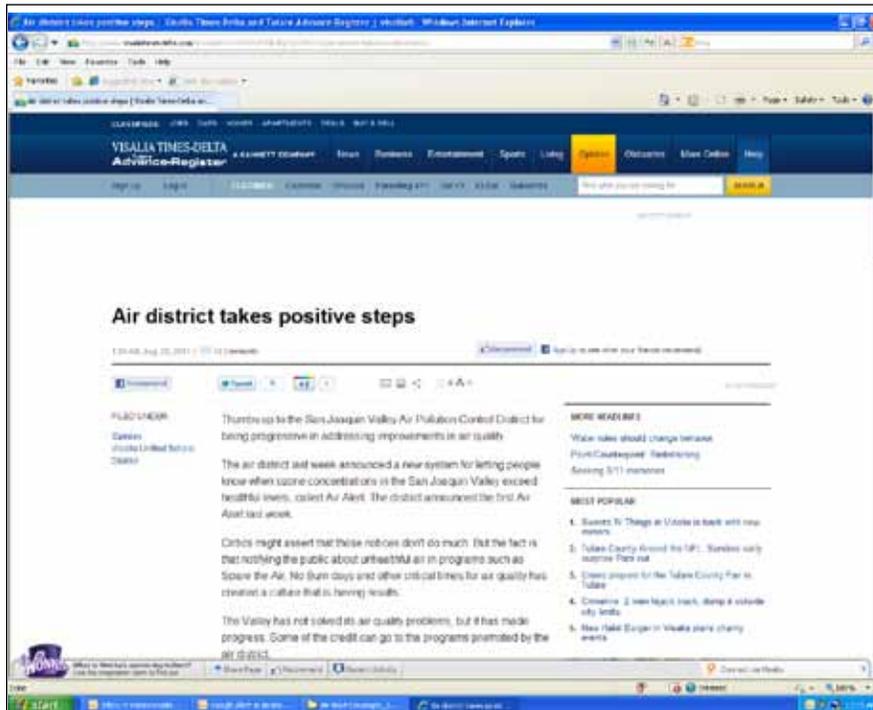
Tulare County District 4 Supervisor Steve Worthley, who also sits on the Air District's Board of Directors, said this week he can't remember a summer when the Valley's air quality has been better.

"I guess it's the silver lining in this bad economy but there's no question that the recession has had a positive impact on our air quality," said Worthley. "It is very encouraging that year by year the overall trend keeps improving."

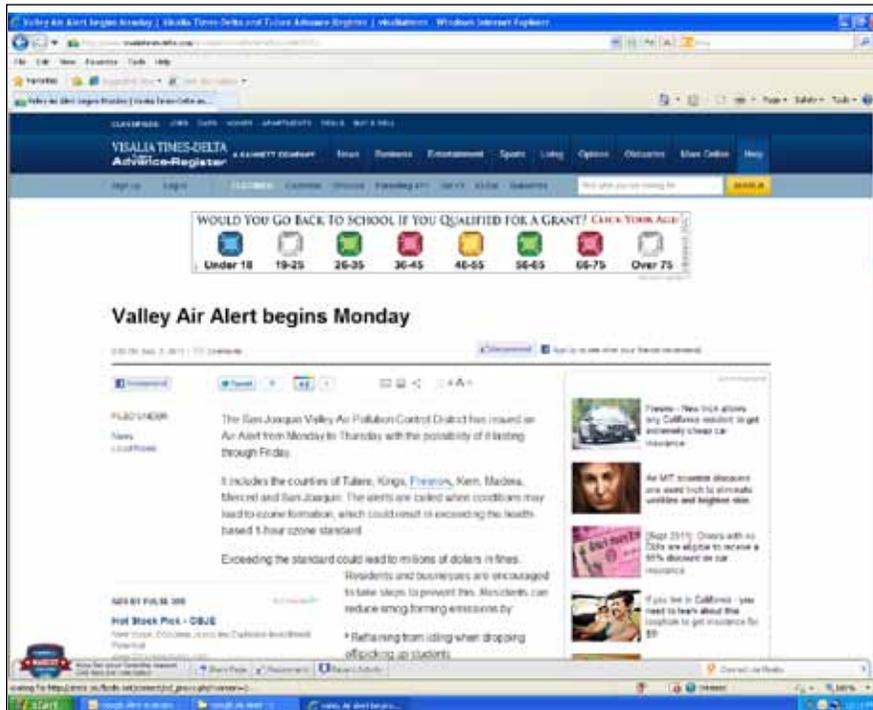
Print / Online Stories
Visalia Times Delta
Aug. 22, 2011



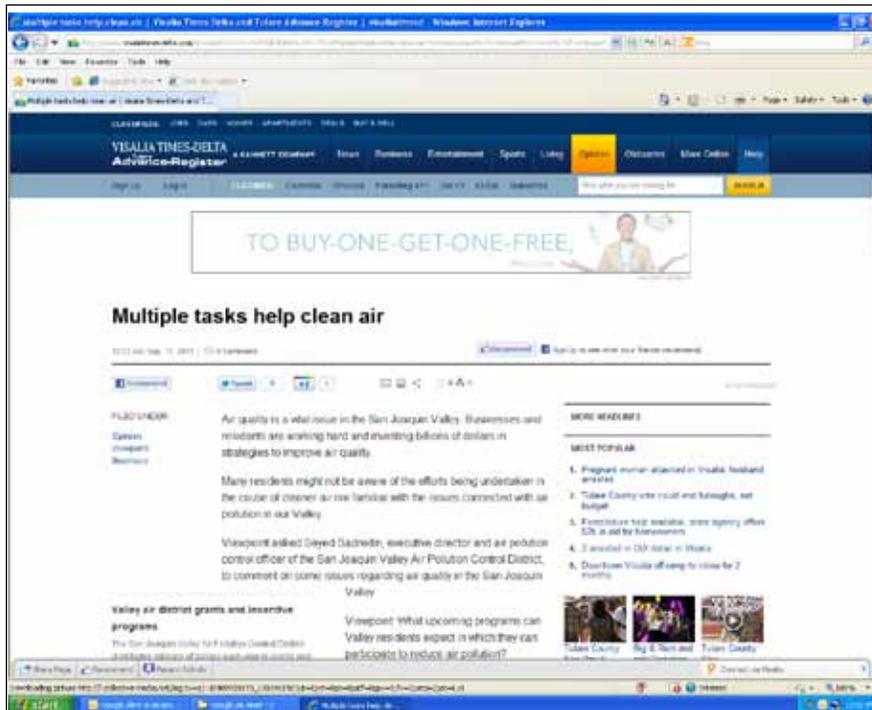
Print / Online Stories
Visalia Times Delta
Aug. 29, 2011



Print / Online Stories
 Visalia Times Delta
 Sept. 2, 2011



Print / Online Stories Visalia Times Delta Sept. 17, 2011



With the violation avoided, the first Air Alert issued by the Valley Air District was by all measures a success.

News Release
Air Alert Release
Page 1 of 3

News Release

For immediate release

9-1-11

**Attn: Local news, health, weather
and assignment editors**



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Valley sets clean-air record

August passes without critical ozone exceedance

Valley Air District officials credit public participation for reducing emissions in August that kept the air basin within a critical health-based standard for ozone.

It is the first time in recorded history that the air basin did not incur an exceedance for the standard in August.

“This is a historic accomplishment, for which the Valley’s residents and businesses can take credit,” said Seyed Sadredin, the Air District’s executive director and air pollution control officer. “They used the information provided by Air Alerts to accomplish the objective of keeping ozone levels below this important threshold.”

The Valley’s first Air Alert notification began Aug. 23 and extended through Aug. 29. Air Alert episodes are declared when conditions may lead to ozone formation that results in exceeding health-based ozone standards. There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Typically, exceedances of the 1-hour ozone standard – which is set at 125 parts per billion – coincide with the start of the school year and increased vehicle traffic. In fact, in August 2010, the first exceedance occurred during the first week of school. Ozone is formed when pollutants combine in heat and sunlight. Temperatures during the Air Alert episode were five degrees above normal, and with added pollution associated with back to school traffic, the ozone concentration rose again; however, this year, with the Valley’s first Air Alert campaign, ozone levels for the first time in history stayed below the threshold in August.

“The air basin has gone from 18 exceedances in August 1996 to two last year, to none this year. It is truly a remarkable accomplishment,” Sadredin said.

Exceeding the 1-hour ozone standard triggers federal monetary penalties. Because of a handful of exceedances in 2010, the air basin was assessed a \$29 million penalty, which will be paid through fees on Valley businesses and residents.

-more-

Historic August in air basin

Page 2 of 2
9/1/11

Meanwhile, the Air District continues its efforts to have the penalty repealed.

"This penalty does not recognize the incredible improvements we have made across the board in our air quality," Sadredin said.

Air Alert episodes will be declared during summer when conditions are conducive for ozone formation. When that occurs, the Air District urges residents and businesses to put air-friendly practices into place that may avert an exceedance.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a Healthy Air Living Partner

"We continue to be greatly encouraged by the tangible results of all of our efforts in the air basin for cleaner air," Sadredin said.

For more information about Air Alerts, please visit
http://www.valleyair.org/AirAlert/AirAlert_Landing.htm.

To sign up for a free subscription to the Air Alert email notification system please visit
<http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit
www.healthyairliving.com.

ATTACHMENT:

2010 Back-to-School Week 1-hour Ozone Trend

Shows 1-hour ozone levels, and exceedance, for days surrounding the week when the majority of Valley schools were back in session.

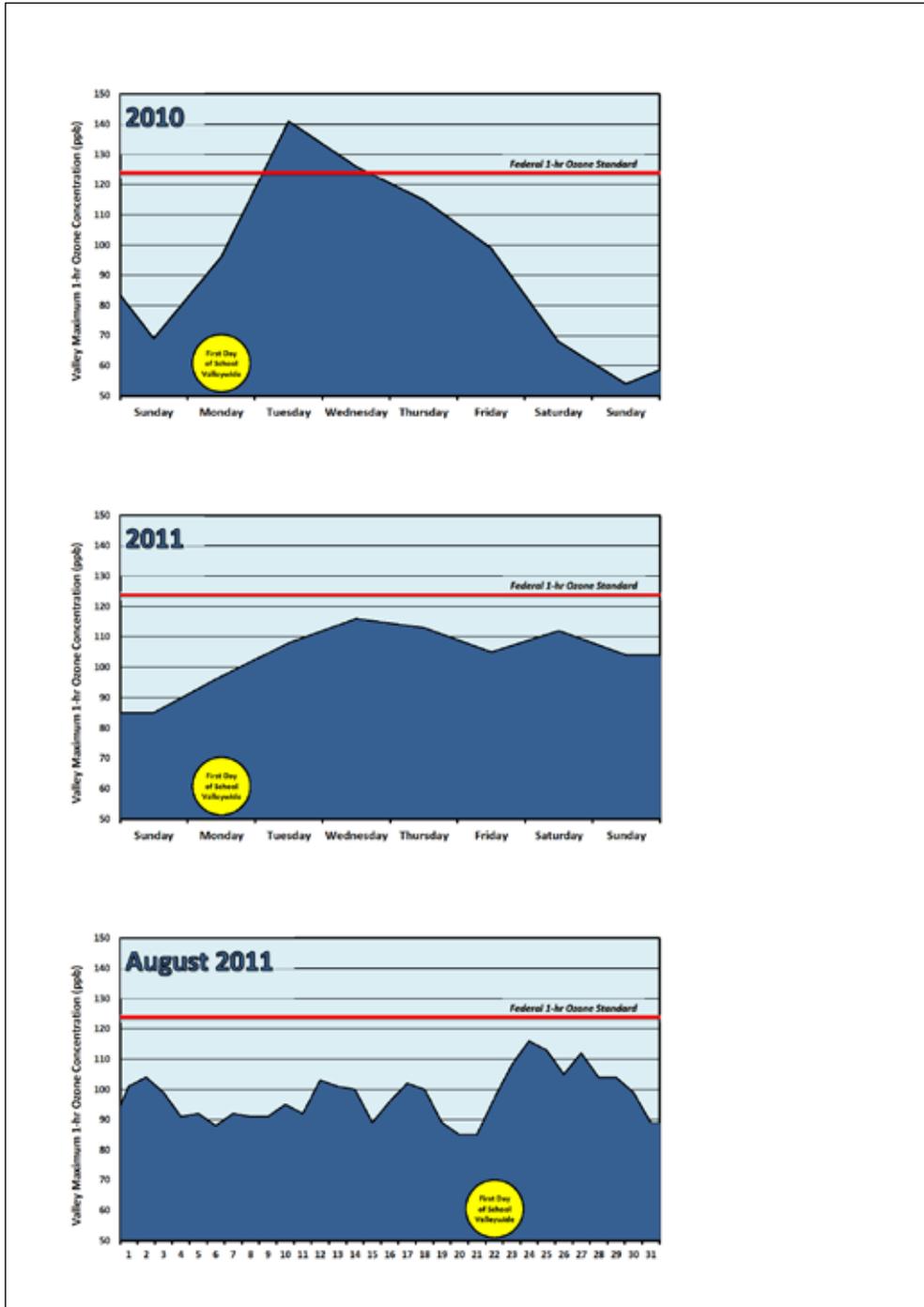
2011 Back-to-School Week 1-hour Ozone Trend

Shows 1-hour ozone levels, with no exceedance, for days surrounding the week when the majority of Valley schools were back in session.

2011 August 1-hour Ozone Trend

Overall trend for the month of August 2011. Note no exceedances.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.



News Release

For immediate release
9-2-11



**Attn: Local news, health, weather
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New Air Alert begins Monday *Ozone episode through Sept. 8*

The Valley air basin is in an Air Alert episode from **Monday, Sept. 5 to Thursday, Sept. 8**, with the possibility of extension through Friday, Sept. 9. This includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

This Air Alert follows the successful inaugural Air Alert that was declared during back-to-school week. Because of the work of Valley residents and businesses, it resulted in one of the cleanest Augusts on record.

Air Alert episodes are called when conditions may lead to ozone formation that results in exceeding the health-based 1-hour ozone standard. There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a Healthy Air Living Partner

The District will issue regular updates during this episode.

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm. To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit www.healthyliving.com.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release For immediate release 9-6-11

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Air Alert episode continues

Ozone levels spike on Tuesday

Public assistance is needed to avoid 1-hour ozone exceedance

The Valley air basin continues to be in an Air Alert episode through Thursday, Sept. 8. This includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

Pollution levels spiked on Tuesday at 119 ppb in the Fresno area. A reading of 125 ppb is considered a violation of the federal 1-hour ozone standard. High temperature, ozone build-up and lack of atmospheric mixing have brought about an extremely high risk for a possible exceedance on Wednesday, Sept. 7. The Valley Air District is urging all Valley residents to take action to reduce their emissions during this critical time.

Air Alert episodes are called when conditions may lead to ozone formation that results in exceeding health-based ozone standards. There are steps residents and businesses can take to prevent this. Reducing vehicle use is an important way to reduce these emissions.

Residents can reduce smog-forming emissions by:

- Refraining from idling when dropping off/picking up students
- Carpooling, vanpooling or alternate transportation
- Refraining from using drive-through services

Businesses and municipalities can reduce emissions by:

- Shifting operations to early morning or late evening (lawn care)
- Offering flexible work schedules
- Promoting carpools and vanpools for employees
- Implementing telecommuting
- Becoming a Healthy Air Living Partner

The District will issue regular updates during this episode.

For more information about Air Alerts, please visit
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The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release

For immediate release

9-19-11

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New Air Alert begins Tuesday *Episode in effect through Thursday*

The Valley air basin is in an Air Alert episode from **Tuesday, Sept. 20 through Thursday, Sept. 22**, and may be extended to Friday. Conditions such as high temperatures, a high-pressure system and stagnant wind patterns are contributing to a build-up in ozone (smog) over the next several days. This Air Alert includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

Air Alert episodes are called when conditions may lead to ozone formation that results in exceeding health-based ozone standards of 125 parts per billion (ppb) and triggering substantial federal monetary penalties.

About 80 percent of the Valley's ozone-forming emissions are produced by vehicle use. Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

In addition, a large composting fire in Lathrop is producing areas of localized smoke which may impact Manteca in San Joaquin County. Smoke contains particulate matter (PM), small pieces of airborne material such as soot and ash, which is dangerous to human health. High levels of PM can cause serious health problems, aggravate lung disease, trigger asthma attacks and acute bronchitis, and increase risk of respiratory infections.

In the event of exposure to smoke, people with heart or lung diseases should follow their doctors' advice for dealing with episodes of unhealthy air quality. Additionally, older adults and children should avoid prolonged exposure, strenuous activities or heavy exertion. Everyone else should reduce prolonged exposure, strenuous activities or heavy exertion.

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm. To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>. To receive information about becoming a Healthy Air Living Partner, please visit www.healthyairliving.com.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release For immediate release 9-21-11



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Air Alert update

Air Alert episode extended through Friday *End of penalties still possible through emission-reduction efforts*

Air District officials are extending the current Air Alert episode through Friday because of increasing ozone levels, and stressing the importance of the public's participation in minimizing emissions.

"While we're still on track to end penalties for being out of attainment of the 1-hour ozone standard two years earlier than anticipated, we're not totally out of the woods. It is critical that Valley residents and businesses continue their emission-reduction efforts," said Seyed Sadredin, the Air District's executive director and air pollution control officer.

The air basin is on the verge of going into a third year where, for the first time, attainment of the federal 1-hour ozone standard is possible and the Valley will be relieved of monetary penalties. In order to reach attainment and avoid these penalties, each of the air basin's monitoring stations must not exceed the ozone threshold of 125 ppb more than three times in three years.

"If we can make it through the rest of 2011 without any additional exceedances, and 2012 proves to be as clean, we will have our third clean year and we will come into attainment," Sadredin said.

With 2010 and 2011 setting clean-air records for the Valley, this is the first time in recorded history that the Valley is in a position to be able meet the standard. "Valley residents and businesses deserve a great deal of credit for doing their part during these Air Alerts to reduce air pollution. But the rest of September will be critical. We have to do everything we can in the next few days to avoid violations in hot spots throughout the Valley," Sadredin added.

The District is reminding all Valley residents that the next three days are critical to reaching attainment at the end of 2012 and making the \$29 million penalty go away two years sooner than anticipated.

-more-

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release Air Alert Update

page 2 of 2

Air Alert extended through Friday

Page 2 of 3
9-21-11

Residents can reduce 1-hour ozone smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program (to enroll, visit www.healthyliving.com).

On Tuesday, monitors in Parlier and southeast Fresno showed ozone levels above 125 ppb. The federal guidelines for attainment are complex. **While the District's goal continues to be zero exceedances at any site, the federal government allows each monitoring site in the district no more than three exceedances in three years.** The monitor located in Clovis is currently the linchpin monitor, with three exceedances on record. One additional exceedance at this monitor with push the Valley out of attainment.

Below is a list of the current number of exceedances at District monitors as of this morning:

Sites with four exceedances:

- None - this means that the Valley can still reach attainment by the end of 2012.

Sites with three exceedances:

- Clovis - this means that Clovis can have no exceedances in 2011 or 2012.

Sites with two exceedances (these sites are allowed one exceedance in either 2011 or 2012):

- Central Fresno
- North Fresno
- Parlier (exceeded the standard yesterday)
- Hanford
- Arvin - Bear Mountain

Sites with one exceedance (these sites are allowed a total of two exceedances between 2011 or 2012):

- Edison
- Southeast Fresno (exceeded the standard yesterday)

Sites with no exceedances in 2010 (three exceedances allowed):

- | | |
|--------------------|----------------|
| • Arvin-Di Giorgio | • Oildale |
| • Ash Mountain | • Porterville |
| • Bakersfield | • Shafter |
| • Lower Kaweah | • Stockton |
| • Madera | • Tracy |
| • Maricopa | • Tranquillity |
| • Merced | • Turlock |
| • Modesto | • Visalia |

District officials are continuing to analyze this data, which they speculate may be affected by natural events such as smoke. Exceedances that are the result of natural events such as fires
-more-

Air Alert extended through Friday

Page 3 of 3
9-21-11

are not counted against the air basin by the U.S. Environmental Protection Agency.

Air Alert episodes are called Valley-wide when conditions may lead to ozone (smog) formation that results in exceeding the 1-hour standard.

For more information about Air Alerts, visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm. To subscribe to the email notification system, visit <http://www.valleyair.org/lists/list.htm>.

News Release For immediate release 9-22-11



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Air Alert update

Another clean air year – but not clean enough

On Thursday afternoon, the Valley experienced a perfect storm of pollution build-up and meteorological conditions that led to a violation of the federal 1-hour ozone standard, despite the cleanest summer on record. Compounding the effects of high-pressure over the Valley, an upper level low-pressure system off southern California shut down the normal northwesterly wind flow over eastern Fresno County, resulting in unusually high ozone spikes.

In order to reach attainment and remove a \$29 million federal penalty, each of the air basin's monitoring stations must not exceed the ozone threshold of 125 ppb more than three times in three years. This year was the longest the Valley had gone without exceeding the standard, yet with the exceedance in Clovis occurring at the very end of the 2011 ozone season, the Valley cannot show attainment until 2013. This year, no monitor has recorded more than two exceedances.

"We are still in a position to see the \$29 million federal penalty removed by 2013, one year sooner than initially anticipated," said Seyed Sadredin, executive director of the San Joaquin Valley Air Pollution District. "The District appreciates the efforts of the Valley residents and businesses this year, but we need to redouble our efforts next year."

Preliminary indications are that the inaugural Air Alert program helped lower ozone concentrations. In 2010, the 1-hour standard was exceeded 17 hours throughout the Valley. This year, with the end of the ozone season in sight, the Valley has seen just five hours of exceedances in the entire eight counties.

This 1-hour standard was revoked by the federal government in 2005, and replaced with the more health-protective 8-hour ozone standard. District officials believe the federal penalty is unfair to Valley businesses and residents that have made great investments and sacrifices to improve air quality.

Since the tougher 8-hour ozone standard was first established, the Valley has seen a significant reduction in the number of exceedances. Since 1997, when the standard was established, the number of violations of the latest 8-hour ozone standard has been reduced by nearly 60 percent.

"The current Air Alert is in effect through tomorrow, and we should do everything we can to reduce pollution," stated Sadredin. "Any additional exceedance this year will count against us next year and could delay attainment."

GAMEDAY: BULLDOGS VS. IDAHO PREVIEW Sports

'Pan Am' soars back to the '60s Life

FRIDAY NIGHT BLITZ Sports

Clovis	42	Washington	23
Stockdale	0	Sunnyside	13

The Fresno Bee

SATURDAY | SEPTEMBER 24, 2011 FRESNOBEE.COM LATE FINAL EDITION | 75 CENTS

Cost rises for Valley's bad air

Additional \$29m fine was triggered this week.

By Mark Gross
The Fresno Bee

Dirty air caught up with the San Joaquin Valley on the last day of summer, triggering an ozone violation costing \$29 million.

Motorists already were on the hook for a \$12 million ozone penalty next year. Now they're stuck with the same penalty in 2013.

The region had narrowly avoided the key violation for weeks. But on Thursday the Valley's prevailing northwest breeze died in the afternoon, allowing ozone to spike between 4 p.m. and 8 p.m. In Clovis, said the San Joaquin Valley Air Pollution Control District.

It pushed Clovis over the federal limit for one-hour ozone violations in a three-year period. In 2010, Clovis had three similar violations for one-hour readings — which are the highest daily readings at each monitoring site.

The sweltering heat and ozone spikes should begin to slowly fade over the next few days. The National Weather Service in Hanford predicts temperatures may drop below 90 degrees by Sunday.

All week long, the district has been using social media, radio and television alerts to encourage people to cut down on driving. The alerts ended Friday, but people shouldn't assume the problem has passed, officials said.

"We don't want another violation because it could help make the \$29 million penalty continue beyond 2012," said district executive director Seyed Sadroddin. "We want people to continue cutting back on pollution-making activities."

The ozone assault on Thursday also caused Fresno's second one-hour violation of the summer. If there are two more violations at that monitor in southeast Fresno over the next two years, the \$29 million penalty will extend to 2014.

The U.S. Clean Air Act says the annual fine is extended if there are more than three violations at any monitor over a three-year period — 2011 through 2013, in this case. If

MORE ONLINE
Visit fbtinks.com/earth for more topics on the local environment.

See AIR, Page A7



Yawn — it's the flu-shot season

Authorities concerned about public apathy.

By Barbara Anderson
The Fresno Bee

Lines likely will be short when county flu-shot clinics open next month.

Convincing people to get the vaccine this influenza season, health officials say, will be a tougher job than in recent years.

And that apathy could be dangerous because an unimmunized population can spread flu faster and wider.

It's never easy to get people to roll up their sleeves, and nurses and doctors have little in the way of new enticements this year.

There's not a new deadly pandemic flu, like the swine flu of two years ago, to pack shot clinics.

So far, indications are for a mild flu season similar to last year. On top of that, this year's

'Moment of truth'

Palestinians defy U.S. objections, submit U.N. statehood bid.



AIR

Continued from A1

the Valley gets through the warm seasons during that three-year span without four violations at any monitoring site, the fine will end.

Ozone is an invisible, corrosive gas that forms in sunlight and warm weather. It can trigger asthma and other lung ailments.

Air officials noted the Valley just completed its cleanest summer ever for the one-hour ozone standard, which they said is a sign of progress. But the region is among the worst in the country for the more protective eight-hour ozone standard, which reports readings averaged over eight hours.

► The reporter can be reached at mgross@fresnobee.com or (559) 441-6316.

News Release

For immediate release

9-28-11

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and assignment editors



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District declares Air Alert for Thursday *Episode may be season's final*

High pressure and atmospheric recirculation have prompted Valley air officials to declare a new Air Alert episode for Thursday, Sept. 29. Although conditions are anticipated to change by Friday, the episode may be extended if required.

The Air Alert includes the counties of San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and portions of Kern.

Air Alert episodes are called when conditions may lead to ozone formation that results in exceeding health-based ozone standards of 125 parts per billion (ppb) and triggering substantial federal monetary penalties.

This would be the fourth episode of the season and may be the last of the year, as ozone season is ending. Despite a violation of the 1-hour ozone standard this month – which exceeded the limit by just one hour – the past two summers have been the cleanest on record for the air basin for both the 1-hour and the more stringent 8-hour federal ozone standards. Exceedances of the 1-hour standard have declined from 56 in 1996 to just five hours this year. The Valley has also seen a sharp decline in the number of exceedances for the tougher 8-hour ozone standard: from 633 in 1996 to 284 this year. 2010 and 2011 are on track to be the cleanest years for both the 1-hour and 8-hour ozone standards throughout the San Joaquin Valley.

“Despite significant improvements, we continue to have significant air quality challenges that require vigilance and active participation by Valley residents and businesses. **However, it's also important to recognize the huge monetary and personal investments and sacrifices that Valley businesses and residents have made to date to achieve these unprecedented improvements,**” said Seyed Sadredin, the District's executive director and air pollution control officer.

About 80 percent of the Valley's ozone-forming emissions are produced by vehicle use. Residents can reduce smog-forming emissions by refraining from idling when dropping off or picking up students, carpooling or vanpooling, and refraining from using drive-through services.

-more-

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

News Release Air Alert Update

page 2 of 2

NEW AIR ALERT THURSDAY

Page 2 of 2

9-28-11

Businesses and municipalities can reduce emissions by shifting operations to early morning or late evening, as in lawn care; offering flexible work schedules, and encouraging carpools and vanpools for employees. Businesses can also enroll at no cost in the Healthy Air Living Partner program.

For more information about Air Alerts, please visit http://www.valleyair.org/AirAlert/AirAlert_Landing.htm. To sign up for a free subscription to the Air Alert email notification system please visit <http://www.valleyair.org/lists/list.htm>.

To receive information about becoming a Healthy Air Living Partner, please visit www.healthyairliving.com.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.

In just two-weeks time, the value for the amount of earned media to publicize the Air Alert launch totaled over a quarter of a million dollars (\$250,000) for TV news broadcast alone. Include radio, print and online coverage, and the estimated publicity value stands at over half of a million dollars (\$500,000).

“The launch of the Air Alert program may be the single largest media blitz the Valley Air District has ever had,” said Jaime Holt, chief communications officer for the Valley Air District. Equally, if not more impressive, may be the invaluable success of public participation and ownership of not only the problem – but the solution.

In all, four Air Alert episodes were called in the summer of 2011, each lasting three to seven days.

On the last day of the most probable time of year for an Air Alert episode violation, the Clovis monitor recorded a spike in ozone above 125 ppb due to a perfect storm of pollution build-up and weather conditions. The Clovis monitor had been closely watched because of its three violations in 2010, thus exceeding the Federal standard.

Although the 1-hour violation took place, it would be amiss to not congratulate and applaud San Joaquin Valley residents, schools and businesses for accomplishing the cleanest summer on record in 2011. In just one year, with the implementation of the Air Alert program, the Valley reduced the number of 1-hour ozone violations from seven to three. That, by any measure, is a success.

While it is important to recognize success, it is equally important to recognize there is more work to be done.

The Air Alert warning system will continue in 2012, with the same goal of zero violations of the 1-hour standard to reach attainment by 2013.

“The launch of the Air Alert program may be the single largest media blitz the Valley Air District has ever had.”

–Jamie Holt