

## FAST TRACK

Solving the San Joaquin Valley's air pollution problem requires everyone's effort. Although the Valley has some of the most stringent regulations in the nation, most of our air pollution comes from motor vehicles and inefficiencies in our transportation and energy systems, neither of which can be regulated by the District.

Fast Track has three main components.

1. Advocate for increases in state and federal funding for clean-air incentives.
2. Advocate for effective, cost-efficient state and federal pollution control regulations.
3. Implement strategies and provide guidance for specific measures including:
  - Energy conservation
  - Green fleets
  - Diesel truck engine upgrades
  - Marine highway/short sea shipping
  - Sustainability strategies
  - Healthy Air Living

For more information on Fast Track:  
[www.valleyair.org/programs/fasttrack/fasttrackldx.htm](http://www.valleyair.org/programs/fasttrack/fasttrackldx.htm)

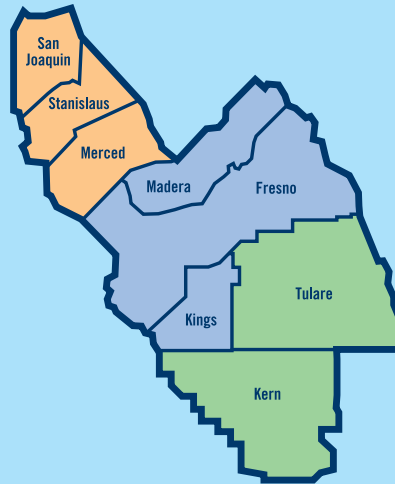
## HEALTHY AIR LIVING

Healthy Air Living is a comprehensive outreach initiative to encourage people and businesses to make lasting changes in the way we live our lives, so that our air quality improves.

Healthy Air Living is:

- Tools that every Valley resident and business can use to create a cleaner, healthier environment
- Alternatives for day-to-day needs, such as transportation
- Incentives
- Partnerships with businesses, faith-based organizations, health organizations and municipalities

For more information about the District, visit  
[www.valleyair.org](http://www.valleyair.org)  
or call the nearest District office.



### Northern Region

*Serving San Joaquin, Stanislaus and Merced counties*  
4800 Enterprise Way, Modesto, CA 95356-8718  
Tel: 209-557-6400 FAX: 209-557-6475  
Complaint Line: 1-800-281-7003

### Central Region (Main Office)

*Serving Madera, Fresno and Kings counties*  
1990 E. Gettysburg Avenue, Fresno, CA 93726-0244  
Tel: 559-230-6000 FAX: 559-230-6061  
Complaint Line: 1-800-870-1037

### Southern Region

*Serving Tulare and Valley air basin portions of Kern counties*  
34946 Flyover Court, Bakersfield, CA 93308  
Tel: 661-392-5500 FAX: 661-392-5585  
Complaint Line: 1-800-926-5550



**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT

Please visit our web sites [www.valleyair.org](http://www.valleyair.org)

and

  
**HEALTHY AIR LIVING™**  
[www.healthyliving.com](http://www.healthyliving.com)

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# FAST TRACK SUSTAINABILITY STRATEGIES



**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT

1-800 SMOG INFO  
[www.valleyair.org](http://www.valleyair.org)

# By making one simple change, you can help clean up our air.

## Green Purchasing & Contracting

Valley businesses and government agencies can improve air quality –and often save money – by considering environmental impacts when making purchasing decisions.

### Green purchasing and contracting applies to:

#### Goods procurement, including

- Energy-efficient appliances
- Locally manufactured goods and locally grown produce



#### Service procurement, including

- Dry cleaning and janitorial
- Landscaping

#### Fleet vehicle procurement

- High mpg, low-emission vehicles

An easy way to identify green products and services is to look for certification stamps such as EnergySTAR and Green Seal.

For more Green Purchasing guidance and model policies: [www.healthyliving.com/your-tools/business.htm](http://www.healthyliving.com/your-tools/business.htm)



## Urban Heat Island Mitigation

An urban heat island is an urban area where temperatures are higher than the surrounding suburban areas and farmland. Urban heat islands are caused by pavement, dark-colored roofs, roads and buildings that absorb more sunlight, generate more heat and increase the local air temperature.

Higher urban temperatures can also increase ozone (smog). Reducing the temperature in Valley cities can help reduce ozone levels.

Residents and building owners (such as businesses, government agencies, schools) can reduce the urban heat island effect, and save on energy bills over the long run, through:

- Planting shade trees
- Increasing vegetation to absorb and extinguish solar radiation.
- Installing Cool Roofs, which are lighter colored and reflect solar radiation
- Using porous or light-colored pavement for patios, parking lots, walkways, low-traffic driveways
- Considering "Green Roofs," which are partially or totally covered with vegetation and provide beneficial insulation

For more Urban Heat Island Mitigation guidance: [www.healthyliving.com/your-tools/business.htm](http://www.healthyliving.com/your-tools/business.htm)



## Alternative Energy

Moving toward cleaner energy sources is critical in the Valley's quest for clean air. Alternative energy choices include renewable energy, waste-to-energy systems, and alternative fuels and vehicle technologies.

To help identify the alternative energy technologies most viable and appropriate for the Valley, the Air District has developed general guidance for interested organizations and residents.

- **Solar Energy:** photovoltaic panels, solar water heaters
- **Wind Turbines**
- **Waste-to Energy:** orchard and forest biomass; landfill gas and water treatment gas; dairy digesters
- **Vehicles:** electric, hybrid-electric, compressed or liquefied natural gas, bio-fuel (ethanol, bio-diesel)
- **Combined Heat & Power**
- **Electric Irrigation Pumps**
- **Fuel Cells** for electrical generation



For more Alternative Energy guidance: [www.healthyliving.com/your-tools/business.htm](http://www.healthyliving.com/your-tools/business.htm)