

HIGHLIGHTS ITEMS FROM THE MAY 2013 GOVERNING BOARD STUDY SESSION FOR EDUCATIONAL AND STRATEGIC PLANNING PURPOSES

Authorize Scientific Survey to Help Quantify the Air Quality Impact from Residential Wood Burning, Lawn Care and Personal Vehicle Use; and to Measure Effectiveness of the District's Outreach Programs – The District Governing Board considered and approved a proposal to conduct a scientific survey of Valley residents to provide updated data regarding residential wood burning and lawn care, and to gather information about Valley driving and commute behaviors. The bilingual telephone survey will be performed in two phases, and will include wood-burning questions during the 2013-14 winter season and lawn-care questions during spring 2014. Questions regarding the driving habits of Valley residents will be included in both phases. The survey will include urban, suburban and rural households with both cellular telephones and land lines. Staff will also consider using online survey tools to supplement telephone surveys, if it can be determined that the use of the online tools does not skew survey results.

Review, Reaffirm, and /or Fine-tune the District's Mission Statement, Vision Statement and Core Values - The Governing Board reviewed the District mission statement, vision statement and core values. The mission statement defines our purpose at the Valley Air District and the vision statement tells us what success in those efforts might look like. The core values are the traits or qualities that represent the District's highest priorities, most deeply held beliefs, and core, fundamental driving forces. Together, these provide a consistent basis for strategic decision-making under the Board's direction. After review, discussion and public comment, the Board voted to reaffirm the mission and vision statements, and to amend one of the 10 core values. The first core value was amended to reflect the District's Board-adopted health risk reduction strategy, as follows:

Protection of Public Health – The District shall continue to strive to protect the health of Valley residents through efforts to meet health-based state and federal ambient air-quality standards, based on science and prioritized, where possible, using health-risk reduction strategies.

Cell Phone Allowance Option for Certain Non-Represented District Employees – The Board considered a proposal to provide a cell phone allowance to certain management employees who are required to answer work-related calls and access work e-mail after hours. After discussion and comment, the Board directed the Executive Director to implement a District cell-phone policy that would allow the District to provide phones and pay the cost of basic cell phone and data service when necessary, but not to provide cash allowances to employees that could affect pension costs. Any additional charges incurred for personal use of District cell phones would be the responsibility of the employee.

Consider the Need and Options for Rebranding the District’s Risk-Based Strategy - The District’s risk-based strategy, which was adopted by the Governing Board in 2010, established a strategic approach to attainment planning that has led to prioritizing measures that expedite attainment of health-based standards. In spite of the success of the strategy in the development of the 2012 PM2.5 plan, some public health advocates have remained skeptical about the approach due to historical stigma associated with the use of the term “risk” in relation to public health risk management strategies. In this agenda item, the Board discussed options for rebranding the strategy to make the name more consistent with District’s intentions. After discussion and public comment, the Board chose to rebrand the approach as the “*Health Risk Reduction Strategy*”, reflecting the fact that it is health risk that is being addressed, and that reduction in health risk is the ultimate goal.

Hydraulic Fracturing in San Joaquin Valley Petroleum Production - Catherine Reheis-Boyd, president of the Western States Petroleum Association, provided a presentation on use of hydraulic fracturing techniques. She reported that hydraulic fracturing has been used in the Valley for liquid oil production for more than 60 years, and has never been linked to any environmental harm. Ms. Reheis-Boyd also indicated that, with recent discoveries relating to Monterey Shale, we may see a significant increase in hydraulic fracturing activities in the Valley. Dave Warner, District director of Permit Services, noted that District hydraulic fracturing operations are already subject to extensive permitting and emissions control requirements. Executive Director Sadredin added that District staff, rather than developing duplicative regulations, plan to participate in the development of state (DOGGR) regulations and ensure that air issues are appropriately addressed. Board members asked that they be periodically updated on any air issues related hydraulic fracturing, as well as any impacts to District operations from the development of Monterey Shale resources.

Approve Policy to Establish Enhancements to the District’s Air Monitoring Site Selection Process and Procedures – The Governing Board approved a new District policy entitled “Considerations for Air Monitoring Site Selection and Final Acceptance of Regulatory Air Monitoring Stations.” The purpose of the new policy is to ensure that monitoring sites are representative of Valley resident’s exposure to air pollution, and that the sites meet all federal siting requirements. The new policy will:

- Encourage the enhanced use of modeling, emission inventories, research studies and other indicators such as traffic counts in identifying the general and specific location of a new site;
- Remove the historical “cap” on air monitoring lease costs, given the importance of data collected by air monitoring stations;

- Use pre-monitoring periods, where feasible, to evaluate the emissions at potential locations to ensure that conditions are not likely to prevent the monitor(s) at the locations from meeting applicable siting criteria and/or measuring pollutant concentrations representative and consistent with the defined monitoring objective(s); and
- Use an enhanced commissioning period after the station is established, but prior to final acceptance, to ensure that the monitoring equipment is conditioned, operating properly, and capable of producing accurate readings in the local environment; that calibrations are successfully completed; that all necessary audits are passed; and that the conditions present during the pre-monitoring period are further validated.

Planned Evaluation of the District's Organizational Structure - Consistent with good management practices, the District periodically reviews its organizational structure to ensure that staff and resources are organized and grouped for operational efficiency and effectiveness as conditions change. In this agenda item, District staff proposed a comprehensive assessment of the District's organizational structure and business practices, and asked for Board advice and direction. After discussion and comment, the Board authorized the formation of an Ad-Hoc Subcommittee to oversee and guide this evaluation. Supervisor O'Brien was appointed to chair the Subcommittee with assistance from Supervisor Worthley. The Board also directed staff to prepare a work plan for this evaluation for the Governing Board's consideration. The work plan will be shared at the May 16, 2013 Board meeting.

Explore Potential Means to Offer Financial Assistance for Planning Activities by Valley Cities and Counties, and/or Development Projects that Can Lead to Reductions in Mobile Source Emissions – The purpose of this agenda item was to obtain the Board's direction and guidance on opportunities for the District to promote or incentivize air-friendly planning activities, such as form-based zoning. Tony Perez, a land-use planning consultant for the City of Fresno, provided a presentation on form-based zoning. Form-based zoning can allow for more mixed-use development and may result in reductions in mobile source emissions. The Board considered a staff proposal to use District incentive funds for innovative projects that demonstrate air-friendly planning concepts, but several members expressed concern that such projects would not provide as much near-term air-quality benefit as other emission reduction incentive projects, such as engine and truck replacements that the District is currently partially funding. After discussion and public comment, the Board chose to provide up to \$10,000 in funding to help educate Valley land-use planners regarding more air-friendly planning concepts.

District-wide Efficiency and Customer Service Improvement through Implementation of New Automation Tools – The Board unanimously approved a proposal to proceed with District-wide implementation of Microsoft SharePoint, a web-based application development and integration platform that offers

Intra/Extra/Internet portals, document and file management, workflow, MS Office Suite integration, enterprise search, collaboration and business intelligence functionality. SharePoint provides internet development tools with robust security enabling secure connections with internal staff, external customers and partner agencies. It is Microsoft's strategic platform for enterprise operations, and there are numerous external resources to assist in the implementation of District projects. The new platform will allow the District staff and/or outside contractors to develop applications to: enable permit applicants, grant applicants and other facility operators access to their project and facility information through a secure web-based interface; and allow for better integrated internal District access to document image repositories, workflow forms, and processes.

Consider Enhancements to District's Burn Cleaner Program – The Board also approved enhancements to the District's "Burn Cleaner" incentive program. The enhancements will increase funding for qualified low-income residents; increase funding for EPA-certified wood burning devices; offer participating retailers an option to deduct incentives from the total sales price up front; expand the list of eligible devices to include gas fireplaces rather than just inserts; and implement various additional administrative enhancements, streamlining opportunities and outreach expansion. Based on the Board approval of these concepts, staff will develop and bring back specific recommendations at a later date.

The Board asked that agenda item 14, *Expanding the Use of Social Media*, Item 16, *Options for Streamlining the Attainment Process*, and Item 18, *Consider Options for Reducing School-based Idling Emissions*, be brought back to the Board at future meetings to allow more time for discussion and public input.