

Action Summary Minutes
San Joaquin Valley Unified Air Pollution Control District

ENVIRONMENTAL JUSTICE ADVISORY GROUP (EJAG)

Central Region Office, Governing Board Room
1990 E. Gettysburg Avenue, Fresno, CA

Tuesday, February 22, 2011
5:30 p.m.

The Environmental Justice Advisory Group Meeting was held via video teleconference (VTC): Central Region Office, Governing Board Room, 1990 E. Gettysburg Avenue, Fresno, the Southern Region Office, VTC Room, 34946 Flyover Court, Bakersfield and the Northern Region Office, VTC Room, 4800 Enterprise Way, Modesto

1. CALL TO ORDER – The meeting was called to order at 5:37 p.m.

2. ROLL CALL – was taken and a quorum was not present; quorum formed at 5:47.

County	Member Name/Interest Group	Location
Merced	Melissa Kelly-Ortega, At-large Rep.	Central
Stanislaus	Pamela Neronha, At-large Rep.	North
Fresno	***Kevin Hamilton, CAC-Environmental	Central
Tulare	*Derek Williams, At-large Rep.	Central
Kern	**Marvin Dean, Business Owner	South
Fresno	Sandra Celedón-Castro, At-large Rep.	Central

*Arrived at 5:41 p.m.

**Arrived at 5:43 p.m.

***Arrived at 5:47 p.m.

Staff present in Central Region Office (Fresno) – Rick McVaigh, Deputy APCO; Jaime Holt, Chief Communications Officer; Samir Sheikh, Director of Strategies & Incentives Department; Maricela Velasquez, Senior Public Information Representative.

Staff present in Southern Region Office (Bakersfield) – Brenda Turner, Public Information Representative.

Staff present in Northern Region Office (Modesto) – Anthony Presto, Public Information Representative.

Members of the public present – Maricela Mares-Alatorre, Terry Pratt, Glenn Rodgers.

3. APPROVE MINUTES OF TUESDAY, January 25, 2011 – Minutes were voted on after item #7, due to quorum not formed until 5:47.

Moved: Dean
Seconded: Williams
Ayes: Kelly-Ortega, Williams, Hamilton, Celedón-Castro, Neronha, Dean
Nays: None
Abstain: None

Motion carried unanimously to approve the Minutes of January 25, 2011.

4. PUBLIC COMMENTS (FIRST OPPORTUNITY) – (this occurred after item #6) The following persons provided testimony during the Public Comment portion of the meeting:
- Maricela Mares-Alatorre
 - Terry Pratt
5. CHAIR COMMENTS – Ms. Kelly-Ortega said Ms. Mackay was unable to attend this evening’s meeting due to family matters; however, Ms. Mackay did attend the Collaboration Ad-hoc Committee meeting at 8:30 that morning, which had been previously cancelled. Ms. Kelly-Ortega said the Mapping Ad-hoc Committee and the 2011 EJAG Objectives Ad-hoc Committee met earlier in the day, and both are on tonight’s agenda.
6. APCO/DEPUTY APCO COMMENTS – Mr. McVaigh provided a brief update on current EJAG openings, which are:
- Madera At-large representative
 - Kings County At-large representative
 - Ethnic, small-business owner
 - CAC City representative

Regarding ad-hoc committees, Mr. McVaigh said the status of current EJAG ad-hoc committees should be reviewed during item #10, Ad-hoc Committee Reports. He said, generally an ad-hoc committee meets once, perhaps two or three times, to conduct initial work, and then brings the findings back to the main committee. If more work needs to be accomplished, the matter should be placed on an EJAG agenda, in order for the work to be done as part of the main committee’s activities and to allow the public to have an opportunity to participate. The status of current active EJAG ad-hoc committees should be reviewed to see how to bring the work back to the main committee. He said long-term projects, such as grants, could be a standing EJAG agenda item.

Concerning the open ethnic, small-business seat, Mr. Dean requested time to try and recruit an applicant to possibly fill that seat. He said he would attempt to find someone prior to the next meeting.

Mr. Williams arrived at 5:41 p.m.

Mr. Dean arrived at 5:43 p.m.

Mr. Hamilton arrived at 5:47; quorum formed.

7. EJ MAP PRESENTATION – Samir Sheikh, Director of Strategies and Incentives Department, provided a brief overview of the EJ maps that are used for grant funding purposes. He also provided instructions on how to access the maps through the District's website (www.valleyair.org), and explained the information that can be obtained from the maps. Mr. Sheikh said it is anticipated the 2010 census data will be available sometime this year, and once the information is available, the maps will be updated.

Public Comment: The following persons provided testimony on this matter:

- Maricela Mares-Alatorre

8. EJAG / CAC COLLABORATION SESSION UPDATE – Scott Nester, Senior Projects Manager, said another meeting needs to be scheduled, as there were some scheduling issues associated with this morning's meeting. Ms. Velasquez will coordinate the next Collaboration Ad-hoc meeting.

Public Comment: None

Mr. Williams thanked Mr. Nester for his assistance at the 4th Annual Public Contracting Expo in Bakersfield. Mr. Dean also thanked Ms. Turner for attending.

9. VRRRM PROGRAM UPDATES – Mr. Sheikh provided an update on the Vehicle Repair Retirement Replacement for Motorists program (VRRRM), a brief history of VRRRM, and explained the steps involved in the process from the initial smog check to vehicle repair. He said the program is relevant in EJ communities and the District is conducting grassroots type of outreach, targeting the communities that would benefit the most from this program. Mr. Sheikh said one event has been held so far, which was in Stockton, and at that event, approximately 300 - 400 people attended. He said approximately 75 percent of the vehicles did not pass the initial smog check, and if it was determined that emission-related repairs could be done, individuals then qualified for \$500 to offset the cost of the repairs. He added the program would fund up to \$750 for repairs. Mr. Sheikh said 15 events are planned throughout the San Joaquin Valley and the next event is scheduled for Feb. 26 at Fresno City College, from 9 a.m. to 3 p.m. He said all the events, once scheduled, will be posted on the District's website and when fliers for events are available, the fliers will be provided to EJAG members.

Mr. Sheikh said there are a number of other resources available in addition to the VRRRM program that have a vehicle repair component, and the District has included those programs on the District's webpage.

He said there is a cap on participation at the events in order for the events to be spread out throughout the Valley. The goal for each event is 400 - 500 vehicles, with about 70 - 75 percent moving forward to the next step in the process. More than 15 events will be held, if needed, to utilize the available funds.

Public Comment: The following persons provided testimony on this matter:

- Glenn Rodgers

***Break was taken at approximately 6:53 p.m.
Break ended at approximately 6:58 p.m.***

10. AD-HOC COMMITTEE REPORTS –

- a. EJ MAPS – Ms. Kelly-Ortega read the Memo dated March 2, 2011, which was provided to each EJAG member. Mr. Williams said the EJAG Mapping Ad-hoc Committee feels the maps are good, and if changes are needed in the future, those changes can be addressed at that time. Regarding refining the maps, after discussion it was decided to add that EJAG will continue to monitor EJ maps to assist the District to better define EJ communities with the San Joaquin Valley. Additionally, the recommendations were updated to include that the District will provide an annual report on how grant funds are spent in EJ areas. Since this item would be an ongoing objective, it was also discussed whether a standing committee should be formed or if this item should be a standing agenda item.

Concerning the annual report that is to be provided by the District, Mr. Sheikh said this item could be included in the grant section of the District's published annual report, and it could be presented to EJAG as well.

This item will be placed on next's month's agenda as an action item.

Public Comment: None

- b. GRANT RECOMMENDATIONS - Prior to Mr. Williams providing an update on the Grant Ad-hoc committee, Mr. Dean gave an overview of the 4th Annual Public Contracting Expo event that occurred in Bakersfield on Feb. 18, which was discussed during last month's EJAG meeting. Mr. Dean said survey forms were filled out by members of the public attending this event.

After the update by Mr. Dean, it was decided this item would be on the next agenda as a discussion item, in order for the Grant Ad-hoc Committee to meet and formulate recommendations to be presented to EJAG as a whole.

Public comment: None

- c. 2011 GOALS & OBJECTIVES - After discussing item #6, it was decided the wording would be changed to: “the Environmental Justice Advisory Group will continue to be informed and updated regarding AB 32; Cap-and-Trade; and SB 375 targets, other air quality legislation and regulations as appropriate,” and also the following would be added: “...and ensure that environmental justice community concerns are taken into account.”

Concerning “Goal/Objective 4,” it was discussed whether the pilot program should be included. It was suggested “complete pilot programs in public participation” be added, with end of third quarter as the timeline, and the deliverables be “completed pilot program report.” Ms. Kelly-Ortega said she would highlight this section and send it out to EJAG members for their input. Mr. Williams also suggested modifying the pilot program in order to fit in with goal and objective 1 or 2. Mr. Hamilton expressed the importance of receiving a report once the pilot programs are completed in order to make a decision regarding some kind of methodology for improving public participation and moving forward. It was also discussed EJAG members could generate public participation by going out into the communities, rather than expecting community members to attend EJAG meetings. Then, EJAG members can report community concerns, comments, etc., back to the group as a whole. Ms. Kelly-Ortega said the timeline for the last two action items for this goal/objective would be moved to the fourth quarter.

Public Comment: The following persons provided testimony on this matter:

- Glenn Rodgers

Due to Mr. Rodgers suggestion, Ms. Kelly-Ortega said EJAG would add as part of conducting outreach that members could contact community organizations and provide those organizations with specific information about EJAG’s goals and purpose. She said this could also possibly meet the requirement of action item #1 for Goal/Object 4: “...assist the District with 2 community events.”

- d. CAC / EJAG JOINT COMMITTEE - This item was not discussed because the ad-hoc committee did not meet.

11. EJAG’S ACTION PLAN TO INCREASE PUBLIC ATTENDANCE AND PARTICIPATION – Ms. Neronha said she and Mr. Terhune met with Betsy Reifsnider, the program coordinator for the environmental justice division of Catholic Charities, Diocese of Stockton. Ms. Neronha said another informational meeting is tentatively scheduled for sometime in March. Ms. Reifsnider invited Ms. Neronha and Mr. Terhune to conduct a PowerPoint presentation about EJAG at the Catholic Charities program director’s meetings in Modesto and in Stockton.

Mr. Dean reminded the group of the upcoming contracting expo that will be at The Downtown Club here in Fresno on April 21, which was discussed during last month's meeting.

Mr. Dean suggested some of the \$10 million be used to conduct outreach to small organizations, to help them to facilitate more outreach efforts in their perspective communities.

Public Comment: The following persons provided testimony on this matter:

- Maricela Mares-Alatorre
- Glenn Rodgers

12. MARCH EJAG MEETING AGENDA ITEMS – the following items will be on the March agenda:

- Action plan, which will be an action item.
- EJ maps, which will also be an action item.
- Grant recommendation, which will be a discussion item.
- Standing agenda items.

Ms. Kelly-Ortega said a joint committee update may also be on the agenda.

Mr. Hamilton requested an item be placed on a future agenda to discuss shortening EJAG meetings to two hours long and have standing committees meet one hour prior to the EJAG meeting. The standing committees could meet quarterly on a staggered rotation schedule. This would take up the same time as current EJAG meetings and allow three standing committees to exist at the same time. Additionally, the standing committee would also present an opportunity for community participation in a single issue that might be of interest to them rather than attending an entire EJAG meeting.

Mr. Dean requested an item placed on the agenda to discuss providing funds to conduct community outreach. The funds would be used to purchase refreshments, fliers, etc. Ms. Holt said if requested through a formal letter, the District can provide a small amount of items, usually under \$100. More than \$100 can be requested, however, it is more difficult to receive funding.

13. PUBLIC COMMENTS (SECOND OPPORTUNITY) – The following persons provided testimony during the Public Comments portion of the meeting:

- Maricela Mares-Alatorre
- Glenn Rodgers

14. EJAG MEMBER COMMENTS – Ms. Kelly-Ortega asked if there will be funds available for the May 20 Bike to Work Day. Ms. Holt said the District will be doing what has been done in past years. She said the District likes to work with local bike organizations, the Council of Fresno County Governments (COGs), cities,

counties, and anyone who would like to partner with the District to put on a bike to work day event or bike week event. Ms. Holt said the District is trying to get approximately 16 bicycles to give away this year.

Ms. Holt said Earth Day is coming up and her staff is already booked to attend a number of events throughout the Valley. She said the For Reel Video Contest is also coming up. The contest is for teachers and students, and an iPad will be given away as the prize. The submitted videos are 30 seconds in length, and the topic is: What one change would you make for air quality in the San Joaquin Valley?

Ms. Kelly-Ortega requested information on the events be emailed to EJAG members.

Ms. Holt said there is a workshop scheduled for March 22, which will focus on obtaining ideas from stakeholders about what would get people's attention during those days in the summer when we anticipate exceeding the 1-hour standard. The District is looking to also conduct some typical advertising focus groups in which 15 to 20 people from different regions, selected randomly, will be asked what they think might resonate with them if they were to hear certain messages about this topic.

Mr. Dean said Mr. Rodgers expressed interest in filling the ethnic, small-business owner seat on EJAG. Mr. Rodgers' business card was provided to Ms. Turner.

15. EJAG MEMBER SUGGESTIONS TO BE INCLUDED IN THE PRESENTATION OF THE EJAG REPORT DURING THE CAC MEETING ON TUESDAY, MARCH 1, 2011 – Ms. Kelly-Ortega said whoever presents the EJAG report can refer to the EJAG highlights the District provides and include any other information if needed.
16. VOLUNTEER TO PRESENT EJAG REPORT DURING CAC MEETING, TUESDAY, FEB 1, 2011 AT 10:00 A.M. – Ms. Neronha will present the EJAG report.

ADJOURN

Meeting adjourned at 8:39 p.m.

NEXT MEETING – The next EJAG meeting is scheduled for Tuesday, March 22, 2011, at 5:30 p.m. Meeting held via video teleconference (VTC), with the Central Region Office (Fresno), the Northern Region Office (Modesto) and the Southern Region Office (Bakersfield) participating.