

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

Thursday, June 28, 2012
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 5:30 p.m.
2. ROLL CALL – was taken and a quorum was not yet present.

County	Member Name/Interest Group	Location
Merced	Melissa Kelly-Ortega, At-large Rep.	Central
Fresno	Sarah Sharpe, CAC-Environmental (Alternate)	Central
Tulare	Derek Williams, At-large Rep.	Central
Kern	*Marvin Dean, Business Owner	South
San Joaquin	**Jeremy Terhune, At-large Rep.	North

*Mr. Dean arrived at 5:31 p.m.

**Mr. Terhune arrived at 5:40 p.m.

Staff present in Central Region Office (Fresno) – Rick McVaigh, Deputy APCO; Morgan Lambert, Compliance Director; Errol Villegas, Strategies and Incentives Program Manager; Samir Sheikh, Strategies and Incentives Director; Jamie Holt, Chief Communications Officer; Maricela Velasquez, Senior Outreach and Communications Representative.

Staff present in Southern Region Office (Bakersfield) – Brenda Turner, Outreach and Communications Representative.

Staff present in Northern Region Office (Modesto) – Anthony Presto, Outreach and Communications Representative.

Members of the public present – Dennis Fox, Esperanza Vielma, Rayna Ruiz, Arsenio Mataka, Spenser Prince.

4. PUBLIC COMMENTS – Mr. Fox announced a weekend event.

*Mr. Terhune arrived at 5:40 p.m.

5. CHAIR COMMENTS – Ms. Kelly-Ortega commented on time constraints and possibly tabling agenda items or portions of items if needed. She suggested items could be presented, but questions could be tabled.
6. APCO/DEPUTY APCO COMMENTS – Mr. McVaigh announced the Governing Board approved the District budget in June. The budget includes appropriations for EJAG’s Grants recommendations. Mr. McVaigh also announced a Tune-In/Tune-Up event on July 14 at the Kern County Fairgrounds.

The Governing Board approved an amendment to the Environmental Justice (EJ) Strategy. The change to the Strategy was to give more flexibility in appointing individuals to serve on the EJAG Appointment Subcommittee, and hopefully allow openings to be filled more quickly. Currently, the appointment subcommittee consists of Brent Green (CAC-City Interest Group), Derek Williams (CAC-Industry/Ag Interest Group), Melissa Kelly-Ortega (EJ advocate), Michelle Garcia (EJ advocate), Maricela Velasquez (District staff), and Sarah Sharpe (CAC-Environmental Interest Group).

EJAG should begin working on their goals and objective at the August meeting. EJAG Goals and Objectives were last approved in April 2011.

7. KERN ENVIRONMENTAL ENFORCEMENT NETWORK (KEEN) – Ms. Sharpe filled in for Ms. DeAnda to provide the presentation on KEEN. KEEN is a system for reporting possible environmental violations in Kern County. It was launched in February 2012. The intent is to educate the public about this program and expand it throughout the Valley. KEEN is based on a model from Imperial Valley called the Imperial Visions Action Network (IVAN). In the first two years, IVAN generated 44 reported violations resulting in \$90,000 in penalties. Some of that money supported local community improvement projects. Currently, Fresno Metro Ministry is looking at possibly rolling out this program in Fresno County.

Mr. Terhune said this is a great program and he would like to see it in all eight counties.

Morgan Lambert, Compliance Director, explained that the District has a robust complaint response system. He said that timeliness and accuracy are especially important when reporting air quality complaints. He said that KEEN will be positive in complementing the Air District’s response system, but cannot replace it.

Mr. Williams gave an example of his call to complain about trash burning when the District was too short-handed to respond. He would like to see an inter-agency cooperation program with the Air District and fire department.

EJAG members expressed concern about people filing false complaints and would like to have these complaints verified before action is taken or the complaint is made public. Ms. Sharpe stated that every report that is submitted is verified by a problem solver and forwarded to the correct agency.

Ms. Kelly-Ortega asked when the meetings are held. Ms. Velasquez said they are on the first Tuesday of the month from 1 to 3 p.m. Mr. Dean suggested District inspectors in Bakersfield should attend these meetings to give input and asked why this wasn't available Valley-wide.

8. RULE AND 2012 PM2.5 PLAN UPDATES – Errol Villegas, Strategies and Incentives Program Manager, gave an update on the PM2.5 Plan. A workshop was held on June 27. There were 19 members of the public present. The presentation went well. The District has received five public comments so far. There will be another workshop in August.

Mr. Villegas also provided an update on Rule 2301 (Emission Reduction Credit Banking). The District has received five applications for ERC greenhouse gas banking. No projects have been completed yet.

9. OUTREACH AND COMMUNICATIONS REPORT–

- a. MAKE ONE CHANGE BROCHURE - Mr. Williams made a motion to approve the brochure. Ms. Sharpe expressed concern over the message of "Make One Change." She doesn't think it is the right message in light of the great challenge the Valley faces. Ms. Holt explained the "Make One Change" slogan is based on the progressive behavior change model. The less you ask people to do, the more likely they are to do it. The group discussed the issue before voting to approve the brochure.

Public comment: Dennis Fox would like to see more information about particulate matter in District brochures. He is also interested in seeing the final version of the brochure in Spanish.

Moved:	Williams
Seconded:	Dean
Ayes:	Kelly-Ortega, Terhune, Williams, Dean
Nays:	Sharpe

Motion passed 4 to 1 to approve the brochure.

Ms. Holt announced the District's School-based Community Outreach Campaign RFP was released today and posted on the District's website. The District is looking for a partner to conduct outreach to Valley schools in all eight counties of the Valley Air District on five key topics: the RAAN Program, Air Quality Flag

Program, Air Alert Program, an anti-idling campaign, and leverage opportunities with *Safe Routes to Schools* grants. The deadline for submitting proposals is July 23, 2012.

3. APPROVE MINUTES OF THURSDAY, MAY 24, 2012

Moved: Dean
Seconded: Williams
Ayes: Kelly-Ortega, Terhune, Williams, Dean, Sharpe
Nays: None

Motion unanimously passed to approve the minutes of Thursday, May 24, 2012.

10. EJ MAP COMPARISON WITH OVERLAY – Mr. McVaigh presented a comparison of the District’s map of Environmental Justice areas compared to UC Davis Center for Regional Change’s “Action Zones,” as requested by EJAG during the previous meeting. Mr. Williams has concerns about District resources being used in certain Valley EJ areas where city resources could be used. Mr. Terhune said he would like to see how much money the Air District has spent in EJ areas. Mr. Dean agreed.

Mr. Williams suggested bringing this item back when there are more EJAG members present and more time for discussion. The EJ map comparison will be on the agenda for August and September.

11. EJAG VACANCIES AND REAPPOINTMENTS – There was a discussion regarding how best to fill open seats. Mr. Williams suggested staggering two- and three-year terms. Ms. Velasquez mentioned that the CAC seats have to be reappointed by the CAC. Ms. Kelly-Ortega reminded everyone to turn in their reappointment applications.

12. UPDATE ON EJAG PUBLIC PARTICIPATION PILOT PROJECTS – Esperanza Vielma gave an update on the Community Assistance Foundation for Empowerment (C.A.F.E., Inc.) co-op event and prospective co-op member. Mr. Terhune explained that this co-op has space that the Air District can use for events, meetings and displaying information.

Mr. Williams mentioned that he takes District brochures to his realtor association meetings and that he tries to get people to apply for open seats on EJAG at every opportunity.

Mr. Dean mentioned that he attended a health fair at a community church in Bakersfield and passed out Air District materials. He also mentioned that he hosts a monthly meeting (on the third Wednesday of each month) at Veteran’s Hall to disseminate information.

13. AUGUST EJAG MEETING AGENDA ITEMS – The following items will be on the August agenda:
 - EJ Map comparison with overlay and grants information
 - Action Plan
 - Grant Subcommittee meeting August 23 at 4:30 p.m.
14. PUBLIC COMMENTS (Second Opportunity) – None.
15. EJAG MEMBER COMMENTS – Ms. Sharpe said she is anxious to get more EJAG members.
16. EJAG MEMBER SUGGESTIONS TO BE INCLUDED IN THE PRESENTATION OF THE EJAG REPORT DURING CAC MEETING ON TUESDAY, AUGUST 7, 2012 – Mr. Williams said the EJ map comparison will be of interest.
17. VOLUNTEER TO PRESENT REPORT DURING CAC MEETING TUESDAY, AUGUST 7, 2012, AT 10 A.M. – Mr. Williams volunteered.

ADJOURN

Meeting adjourned at 7:01 p.m.

*Note: This meeting was not recorded due to technical difficulties with the digital recorder.

NEXT MEETING – The next EJAG meeting is scheduled for Thursday, August 23, 2012, 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.