Another Spare the Air summer is on the way

Ah, summertime: barbecues, boating and balmy nights. Lazy – and, unfortunately – hazy days. But that’s where you, as a Spare the Air Employer Partner, step in.

Spare the Air season runs June through September and throughout the Valley, thousands of working people get their Spare the Air information from you, their employers. Because you’ve agreed to educate and inform the people who work at your business about summer smog and ways we can reduce it, many Valley residents have learned how to protect themselves and their families from its health consequences.

Take a bow!

Once again this summer, we at the Valley Air District are counting on you to be our active partner in empowering your employees to make a positive difference in the air we all breathe. We hope this publication gives you a few more ideas, a little more motivation and a satisfying sense of community. You’re part of a growing group of more than 700 businesses that have volunteered for the challenge and are making a difference.

We take this opportunity to extend our welcome if you’re new to the Spare the Air program, and our thanks, if you’ve been on board – and of course, our sincere appreciation.

We couldn’t do this job without you.

Small steps, giant leaps: Progress illuminates challenges to clean air

Air quality in the San Joaquin Valley has improved tremendously in recent years. Despite the progress, the Valley air basin does not meet health-based standards for two pollutants: ozone and particulate matter (PM).

**Ozone** is the main ingredient of smog and is a problem mostly during summer months. Ground-level ozone forms when chemical emissions from cars and trucks, industrial sources, power plants, agricultural operations and consumer products are cooked in sunlight and heat. Nearly two-thirds of the air pollutants we breathe come from transportation, or what are called “mobile” sources.

**Particulate matter** is a mixture of pollutants such as acids, metals, dust, organic chemicals and soot. These airborne particles come from many sources, including industrial processes, fireplaces, cars and trucks, the burning of fuels and windblown dust. Wood-burning fireplaces and heaters cause as much as one-third of wintertime PM pollution in urban areas on the worst winter days.

Ozone and particulate matter get trapped at ground level and can cause serious health problems. Ozone can damage lung tissue and make asthma worse. PM can cause asthma attacks and bronchitis, increase risk of lung infections and trigger heart attacks in people with heart disease.

The Valley’s air quality is better today than it was in previous years but many challenges remain. New health-based air quality standards are even tougher. To meet these new standards, local, state and federal governments will need to adopt even more rigorous and expensive controls. In addition, Valley residents play an important role in reducing air pollution. When we make good air quality choices, such as being a part of the Spare the Air program, we help improve the air we all breathe.
This summer, the Air District has 1,200 ways to make mowing your lawn more air-friendly.

The annual Clean Green Yard Machines lawnmower trade-in has been expanded to five dates in five cities. Discounts on 1,200 electric lawnmowers will be available for Valley residents!

One of the Air District’s most popular events, Clean Green Yard Machines takes gas-burning lawnmowers off the streets and replaces them with no-emission, electric models at an incredible savings to you. This year, you can take home a Neuton cordless, electric lawnmower for just $150 – that’s a discount of $229 off the regular price.

And for the first time, the District is holding events in five cities, making it even easier for you to dump that old gas-guzzler.

We’ll take your old mower at the following events and recycle the metal. Please be sure to empty it of all fluids before you turn in your mower.

Estimates show that following this year’s events, the lawnmower trade-in program will have removed 4,300 gas mowers and more than 12 tons of pollution per year from our Valley air since 2001!

Clean Green Yard Machines 2006

All events begin at 9 a.m. The number of available mowers varies by location. Mowers are available on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>CITY</th>
<th>LOCATION</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Bakersfield</td>
<td>CSU, Bakersfield Lot I on Runner Dr., N. of Camino Media</td>
<td>Sat., May 20</td>
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<tr>
<td>Visalia</td>
<td>College of the Sequoias Mooney Blvd. &amp; Meadow Lane, Lot 7</td>
<td>Sat., June 3</td>
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<tr>
<td>Fresno</td>
<td>CSU, Fresno Barstow and Cedar, Lot Q</td>
<td>Sat., June 10</td>
</tr>
<tr>
<td>Merced</td>
<td>Merced College Lot C at Yosemite Ave. &amp; M St.</td>
<td>Sat., June 17</td>
</tr>
<tr>
<td>Stockton</td>
<td>San Joaquin Delta College 5151 Pacific Ave., Lot H2</td>
<td>Sat., June 24</td>
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Continuing improvement marks 2005 Spare the Air season

Although the number of Spare the Air days in 2005 rose slightly in individual counties over 2004, the total number of days District-wide declined, posting the second consecutive year of marked improvement.

In 2005, there were 18 Spare the Air days declared in each of Fresno, Kern and Tulare counties. This represented a slight increase in Fresno and Tulare counties over 2004 (at 11 and 15 days, respectively). The Valley portion of Kern County saw a decline in the number of days from 27 in 2004.

And all counties showed dramatic reductions in 2004 and 2005 over 2003, when Spare the Air declarations were in line with typical summer tallies – 41 days District-wide.
Congratulations!
Your business has made the commitment to being a Spare the Air employer partner. Now what do you do?

Fortunately, as the coordinator, there’s no need to reinvent the wheel when it comes to putting your company’s Spare the Air program in place. After 10 years and more than 700 employer partners, there’s a cornucopia of great Spare the Air ideas available and some basics to help you get your own program up and running.

Notifications
First, decide how YOU want to be notified of a Spare the Air Day. Is it by fax or e-mail? Contact your Spare the Air Employer Coordinator at the Air District (Janelle Schneider, 559-230-5853 or janelle.schneider@valleyair.org) and let her know.

Then, decide how you are going to notify your co-workers. Your fellow Spare the Air coordinators typically opt for e-mail or loudspeaker addresses, in combination with posting notices at various places around the workplace. You can obtain bright, yellow Spare the Air Day notification posters free of charge from the Air District, along with free incentive items (more on that later).

Incentives help motivate staff
Each year, the Air District provides a number of incentive items for you to use in conjunction with your Spare the Air program, perhaps as a token of appreciation to an employee for doing something special on Spare the Air days. We’ve offered giveaways such as computer picture-frames, pens, letter openers, shoe polishers, tape measures and other small items that you can use to help motivate your colleagues.

The Air District updates its website with new incentive order information each spring. Look for a new order form at the end of May here: http://www.valleyair.org/sta/staidx.htm. You can return it by fax or post, or fill out an interactive online form.

Spare the Air Day workplace activities
Once your company’s employees are alerted to a Spare the Air Day forecast, you can provide activities that encourage your co-workers’ participation. This is the real beauty of the program: You can customize your Spare the Air approach to fit your organization’s needs.

And the approaches are limitless, spanning the economic spectrum. Some employer partners offer a financial incentive for employees who carpool. Some host a lunch on-site or encourage employees to order in. Some provide a place at the business for lunchtime activities, to encourage people to refrain from driving at noon.

Whatever your program is, it doesn’t have to cost anything. All it has to do is make it easier for your company’s employees to Spare the Air.

“You have to do more than just set out fliers. You have to promote it. Once people get involved, they find out, ‘Hey, this really isn’t too bad.’”
— Terry White
Visalia Unified School District, a Spare the Air Employer Partner

Get ready, get set, Spare the Air!
Now you have everything you need to roll out a Spare the Air program in your workplace. And you’re in good company: More than 700 Valley businesses take pride in being Spare the Air employer partners. There’s a roster, also in this issue, of current participating companies. Perhaps you know some of them personally. We encourage you to contact them to share Spare the Air ideas.

And of course, assistance is always just a mouse click or phone call away. You can call your local Air District office for information (see phone numbers on back page) or visit www.valleyair.org.

When is it a Spare the Air Day?
The Air District declares a Spare the Air Day from June through September when the air quality in a county is forecast to be unhealthy (151 and higher on the Air Quality Index) or unhealthy for sensitive groups (101 to 150) in adjacent counties. Historically, we expect 25 to 35 Spare the Air days during the summer, although totals have ranged from more than 40 in the southern region of the Air District (the valley portion of Kern County and Tulare County) to fewer than a handful in the northern region (Merced, San Joaquin and Stanislaus counties).

During lunch hour at the Valley Air District, co-workers Spare the Air by bringing their lunch and playing Trivial Pursuit or reading the newspaper instead of going out.
School Flag Program

One in seven Valley children has asthma – more than 16 percent of kids aged zero to 17. Compare this with figures of 9.6 percent of children statewide and a national average of 5.5 percent*. These alarming statistics should motivate each of us to work to clean up the air, not only for today’s children but also for the health of future generations.

To help increase air-quality awareness, more than 400 flags are now on school flagpoles throughout the San Joaquin Valley. The flags are colored green, yellow, orange and red to correspond to the colors of the Air Quality Index and advise parents, students and school staff what air-quality levels have been forecast for that day. The program is a partnership of the District and the American Lung Association of Central California.

Several other partnerships have also funded school flags in Valley schools. In 2004, the Merced/Mariposa County Asthma Coalition was the first in the Valley to introduce the flag program. A grant from the California Endowment has funded 95 schools there and another 71 Tulare County schools through the Tulare County Asthma Coalition. The Stanislaus County Asthma Coalition’s program was assisted by a grant from the MedicAlert Foundation. The Kern County Asthma Coalition’s program is part of its asthma management plan for schools.

Someday we hope to have air-quality index flags flying at every school in the Valley.


Since 1992, the Valley Air District has awarded more than $104 million in grants that have reduced motor vehicle emissions by nearly 94 million pounds. These funds have been used for such things as helping cities, counties and transportation agencies purchase cleaner-burning, alternative fuel vehicles and fueling stations for their fleets and for developing bike lanes and commuter options such as vanpools.

Farmers and growers have received money to replace diesel irrigation pump engines and engines in mobile farm equipment with cleaner technology.

District grant funds enabled the City of Bakersfield to purchase 11 new refuse haulers and Madera Unified School District to buy six new school buses. Silva Trucking in French Camp near Modesto used grant funds to replace the old diesel engines on 15 local delivery trucks with new, cleaner-burning engines.

The District regulates primarily “stationary” sources such as power plants, factories, gas stations and oil refineries and has limited authority to regulate mobile sources. The grant program gives the District a means to reduce emissions from mobile sources, which account for 60 percent of the Valley’s air pollution.

The grants are funded through the Heavy Duty Engine and REMOVE (REduce MOtor Vehicle Emissions) programs. For application information, call the Grant Hotline at 559-230-5858.

Curriculum offered to Valley schools

During the 2005-06 academic year, 69 Valley middle and high school teachers attended workshops to learn to use the Clean Air Challenge curriculum. The educational program is offered to teachers free-of-charge and is designed to teach students about air-quality issues and how their personal decisions collectively affect our air.

The workshops were funded by a grant from Valley Clean Air Now (Valley CAN). The Air District is currently soliciting sponsors for the 2006-07 school year. To learn more about the Clean Air Challenge, contact Glenn Craig at 310-394-9864 or service@entfored.com.

The Air District also provides complimentary educational materials for elementary schools. That curriculum is currently being revised. For more information, contact Stephanie McLaughlin at 559-230-5855 or stephanie.mclaughlin@valleyair.org.

Grant programs reduce emissions

Sparing the air doesn’t have to be complicated or time-consuming. Here are a few ways that making small changes can have big results in keeping our summertime air pollution down.

• Link trips to reduce the amount you drive.
• Use “green” yard-care equipment, such as an electric lawn mower.
• When barbecuing with charcoal, use an electric igniter instead of lighter fluid.
• Save your money AND the air: Don’t top off your gas tank!
• Jump into a carpool!
• Bring lunch to the office. (It’s also healthier than fast-food.)
• Avoid aerosol spray products.
Seyed Sadredin
Executive Director/Air Pollution Control Officer

The Governing Board meets at 9 a.m. the third Thurs. of the month by video-conference between the District’s three offices in Bakersfield, Fresno and Modesto. The public is welcome to attend.
Thanks to all the Spare the Air Employer Partners

Provoit & Pritchard Engineering
RW Greenwood Assoc. Inc.
Ramada Inn University
Redeley College
Reno’s Hardware
Rich Products Corp.
Riverside Landscape & Nursery
RMC Lonestar
Rutter Army Inc.
Safety-Kleen Corp.
Saint Agnes Medical Center
Salwasser Manufacturing
San Joaquin Glass
San Joaquin Valley College
San Joaquin Valley Insurance
San Joaquin Valley Rehab Hosp
San Mar Properties Inc.
Sanger General Hospital
Sanger Power
Saroyan Elementary School
Selma Community Hospital
Senior Services
Shanghai Chinese Cuisine
Shapemakers 2000
Shaver Lake Sports
Sherwin Williams Auto Finishes
Sherwood Lehman Massucco Inc.
Sierra Kings District Hospital
Sir Speedy
Six Jewels
Solutions By Design
Spolsdoff Enterprises Inc.
State Center Comm. College Dist.
State Comp Insurance Fund
State Farm
State Of CA Contractors’ Board
State Of CA Fleet Admin.
Steinbeck Elementary School
Sterling Coatings/Cecorr GP
Sullivan Center For Children
Sun-Maid Growers Of CA
Sunrise Assisted Living Of Fresno
Superior Auto Body & Paint
SVF Companies
T. James Williams & Co.
The Business Journal
The California Apple Commission
The Carpet Corner
The Discovery Center
The Hartford
The Island Water Park
The Salvation Army
The Windham
Thielen & Associates
Todco Division
Towne Place Suites
Triple Equities
UC Davis - CAHFS, Fresno
UC Extension
Uniroyal Chemical
United Cerebral Palsy
United Food Workers Credit Union
United Tax Service
University of California Center, Fresno
USA Petroleum / USA Gasoline
USA Waste of California
Val Print

Valley Behavioral Health
Valley Detroit Diesel Allison
Valley Iron Inc.
Valley Type & Design
Vendo
V F Farms
Vision Care Center
Vocational Management Services
VOPAK
Wal-Mart #1882
William L. Griffin Jr., MD
Yosemite Fitness
Your Realty Co.
Zee Medical Services

KERN
Advance Beverage Co.
Aera Energy
All American Pipeline Co.
Ameripride Valley Uniform
Anchor Services
Bakersfield Ag Co. Inc.
Bakersfield Californian
Blueprint Service Co.
Braun Electric Co. Inc.
Bright House Networks
Calpine Corp. Pastoria Energy
Facility
Chalk Cliff Cogen
Chevron Texaco
Chevron USA Production
Chicago Title
City Of Delano Corp Yard
City Of Delano Personnel
City Of Delano Police
Coca Cola Enterprises
Couglass
County Of Fresno
Days Inn
Delano Dist Skilled Nursing Fac.
Delano Energy
Delano Logistics Services Inc.
Delano Regional Medical
Delano Union Elem. School Dist
Double Tree Hotel
El Paso Merchant Energy
Farmersville Health Center
Fleet Card Fuels
Food Maxx
Foster Farms
Foundation For Medical Care
Four Points Hotel
Fred Cummins Honda Suzuki
Frito-Lay Inc.
General Mills
General Production Services
Glenn & Giordano Physical Therapy
Golden Empire Transit Dist.
Golden State Drilling
Gray Lift Inc.
Grayson Service
Green Lawn Mortuary
Griffith Co.
GTE Wireless
I.C. Solutions
Internal Revenue Service
J G Boswell
Jaco Oil Co.

Jim Burke Ford Lincoln Mercury
Kern Bros Trucking
Kern Co Human Services
Kern Co Superintendent Of Schools
Kern Council Of Governments
Kern County Administrative Office
Lortz And Son Mfg. Co.
M & S Security Services Inc.
Mercy Westside Hospital
Merrill Lynch
National Training Institute
New Horizons Computer Learning
No. Bakersfield Rec. And Park Dist.
Nuevo Energy Co.
Project Clean Air
Prudential America West
Pyrenees French Bakery
Residence Inn
Rio Bravo Tennis
Ruggenberg Career Ctr
San Joaquin Bank
San Joaquin Bank
San Joaquin Valley APCD
Sears Logistical Services
Sears Valley Plaza
Shell Enterprises
Sierra Iron & Metals Co. Inc.
State Comp Ins Fund
State Farm Insurance
Stewart Title
The Industrial Co.
Three Way Chevrolet Co.
Time Warner Cable
Tosco Distribution Co.
Trans-West Security Services Inc.
Tulare County Asthma Coalition
US Postal Service
Valley Tree & Construction Co.
Wasco Chevron
West Side Recreation & Park
Westminster Ceramics
Wilson Paves & Associates

KINGS
Avenal State Prison
Ca State Prison, Corcoran
Cal-Clark Farms,Inc.
California Highway Patrol
California State AA
Chemical Waste Management
City Of Lemoore
Corcoran District Hospital
Del Monte Foods Plant 24
Gilroy Foods
Hanford Community Medical Ctr.
International Paper
Kings County Government Ctr.
Lemoore Naval Air Station
Lemoore Union High School District
Loan Mart #3343
NAS Lemoore MWR Youth Services
Phytoen Seed Co.
Prison Industry Authority
Richards Chevrolet-Pontiac-Buick

MERCED
AT&T Cable Los Banos
California State AA
Central Valley Regional
City Of Merced
Delhi Unified School District
Dos Palos Memorial Hospital
Fawcett Farms
Foster Farms
J C Penney - Merced
JR Wood Inc.
La Sierra Care Center
Luther Burbank School
Mclane Pacific
Merced College
Merced County
Merced County Asthma Coalition

Madera
Advanced Drainage Systems
Anderson Pump Co.
Azteca Milling/Valley Grain Products
Baltimore Aircoil Co.
Berry Construction
California State AA (CSAA)
Canandaigua West Inc.
Carris Reels Of California
Central Valley Indian Health
City Of Madera - Public Works
Color Box
Country Club Auto Body
D. Papagni Fruit Co.
D.C. Cleaners
Fresno Madera Medical Society
Georgia-Pacific Madera Container
Giersch & Associates Inc.
Heartland Opportunity Center
J&P Tolmosoff Farms
James Monroe Elementary School
Lamazuzzi & Pantaleo
Logoluso Farms
Madera Ag Services
Madera Co Office Of Education
Madera Co Personnel Office
Madera Co Superior Court
Madera Co. Department Of Social Services
Madera Community Hospital
Madera Tribune
Madera Unified School District
North Fork Mono Rancheria
Riggs Ambulance Service
Sierra View School
Steel Structures Inc.
Thomas Products Inc. (TPI)
Truevalue Homecenter
Valley Children’s Hospital
Victor Packing
Zoria Farms

Roberts Collision Center
Sawtelle & Rosprimo Machine
Seward Luggage
The Hanford Sentinel
Wal-Mart
It takes efforts by all of us to improve our air

Merced School Emp. Credit Union
Mercy Hospital & Health
Mercy Surgical & Diagnostic
Morning Star Foods Inc.
Planada Elem. School District
Product Development Corp.
Richwood Meat Co. Inc.
Sensient Dehydrated Flavors
State Farm Insurance
Stiles Custom Metal
Transcounty Title Co.
Unilever Best Foods
US Postal Service - Main
Wash 'N Wag
Winton School District

SAN JOAQUIN
Ameron international
Applied Aerospace Structures
AT&T Broadband
B&C Painting Solutions
Bank Of The West
Bay Sulfur Co.
CA State Automobile Assoc.
California Cedar Products
California State AA - Law Dept.
Caltrans - San Joaquin Co.
Carpenter Co.
Chicago Title Co
City Of Lodi Engineer's Dept
City Of Ripon
City Of Stockton
Crestwood Manor
Delicato Vineyards
Delta Containers/Sunrise
Diamond Of California
Dopaco Inc.
DSC LOGISTICS
Earthgrains/Sara Lee Bakery Group
East Union High School
El Paso Corporation
Envireplex Inc.
First United Methodist Church
 Fleming
Frank C. Alegre Trucking Inc.
General Mills Inc.
H J Baker & Bro. Inc.
Hammer / I-5 Arco
Harley Murray Inc.
Health Plan Of San Joaquin
Heinz USA
Holz Rubber Co.
House Of Redwood Inc.
Husky Crane Inc.
International Paper
J M Manufacturing
Kaiser Permanente Medical
Kentucky Fried Chicken
Lathrop Woodworks
Lawrence Livermore Lab #300
Lincoln Unified School District
Linden Unified School District
Lodi District Chamber
Lodi News Sentinel
Lodi Nut Company
Lodi Wine & Business Center

STANISLAUS
A L Gibert Co.
Auto Craft Body & Paint
Borders Books & Music
Bronco Wine Company
California State AA
Chateau Convalescent Hospital
Citadel Communications
City Of Ceres
City Of Manteca
City Of Modesto
County Of Stanislaus
County Of Stanislaus
Countz Counter Tops Inc.
Crown Cork And Seal Co.
CS Integrated LLC
CSU, STANISLAUS
DDM Inc.
Del Monte Foods
Doctors Medical Center
Doubletree Hotel Modesto

TULARE
Advanced Food Product
Bank Of The Sierra
Beckman Coulter Inc.
Bret's Auto Center
Butler Manufacturing Co.
C & C Computer Services
California Pretzel Co.
Cavale-Taylor & Co. Insurance
Central California Regional
Chamout, Ted
City Of Farmersville
City Of Lodi
City Of Porterville
City Of Tulare
City Of Visalia
College Of The Sequoias
Color-Box
Cornwood Containers
Costco Wholesale

Educational Employees CU
Family Healthcare Network
Farrerville Unified School Dist.
Fisher Mfg
Franzen-Hill Corp.
Frito-Lay Inc.
Gas & Goodies
Holiday Inn Visalia Hotel & Conference Cntr.
Ivex Corp.
J C Penney
Kaweah Delta Health Care Dist.
Kaweah River Rock Co.
Kawneer Company Inc.
Kmart #3916
Knudsen
Moore North America
Outpatient Health & Safety
Pettigrew Harvest & Trucking
Porterville College
Porterville Development Center
Pw Pipe
Radisson Hotel
Regency
Regency-Visalia
Rita B. & Company
Ruiz Food Products Inc.
Screw Conveyor Pacific Corp
Sequoia / Kings Canyon Natl. Pk.
Snowden School
Southern California Edison Co.
The Gas Co.
Tpg Consulting Inc.
Tulare Cnty Environmental Health Svcs.
Tulare Co Counsel
Tulare Co Env. Health Svcs.
Tulare Co Fairgrounds
Tulare Co Health Ctr.
Tulare Co IHSS
Tulare Co Library
Tulare Co Resource Mgmt. Agency
Tulare Co UC Coop Ext.
Tulare Co. Assoc. of Govts.
Tulare Co. Office Of Education
Tulare County Veterans Service Office
Tulare Dist. Healthcare Sys.
Tulare Food Mart
Tule River Indian Health Center
U.S. Forest Service-Tule River
United Wholesale Lumber
Us Cold Storage
Visalia Cyclery
Visalia Medical Clinic
Visalia Racquet Club
Visalia Times-Delta
Visalia Unified School District
Visalia YMCA
Voltage Multipliers Inc.
Warren & Baerg Manufacturing
Piranha Produce

P O I N T  O F  V I E W  •  S U M M E R  2 0 0 6  •  7
Get the daily air-quality forecast by e-mail

All Employer Partner coordinators receive daily forecast information from the Air District so they know if the next day will be a Spare the Air day. If family, friends or others in your workplace would like to receive a daily e-mail during the year with the next day’s forecast information, including wintertime wood-burning fireplace status, they can sign up at the Air District website, www.valleyair.org. You’ll find the link to the District’s many e-mail notification lists under Public Information.

Northern Region
Serving San Joaquin, Stanislaus and Merced counties
4800 Enterprise Way
Modesto, CA  95356-9322
Tel: 209-557-6400

Central Region
Serving Madera, Fresno and Kings counties
1990 E. Gettysburg Ave.
Fresno, CA  93726-0244
Tel:  559-230-6000

Southern Region
Serving Tulare and Valley portion of Kern counties
2700 M St., Suite 275
Bakersfield, CA  93301-2373
Tel:  661-326-6900

Daily air quality forecast:
1-800 SMOG INFO
(1-800-766-4463)