

# VALLEY AIR NEWS

A publication of the San Joaquin Valley Air Pollution Control District - July 2011

## Air District invites proposals for new technology



The Valley Air District is requesting proposals for projects that demonstrate bold, innovative and creative, new emission-reduction technologies as part of the District's Technology Advancement Program. The District is seeking technology demonstrations in the areas of renewable energy, waste solutions and mobile sources that will continue to improve the Valley's air quality.

Approximately \$1.4 million is available and is expected to fund 5 to 8 projects that demonstrate the feasibility of new emission-reduction technologies necessary to meet state and federal air-quality standards.

"There's no shortage of the kinds of ideas in the Valley that will help us reach clean air," said Seyed Sadredin, the District's executive director and air pollution control officer.

A portion of available funding is a result of collaboration between the District and the U.S. Environmental Protection Agency (EPA) through the Clean Air Technology Initiative. The Clean Air Technology Initiative is a partnership of local, state and federal agencies working with the private sector, non-profits and academia to demonstrate and bring to market new clean air and energy technologies to

reduce criteria pollutants, greenhouse gases and air toxics to meet air-quality goals.

The District's Technology Advancement Program was launched in 2010. Current projects include solar energy storage, next-generation off-road diesel retrofit, advancement of hybrid vehicle technology, and low-emission uses of biogas. These projects will demonstrate and accelerate deployment of technologies to reduce directly emitted particulate matter and/or nitrogen oxides.

Complete proposals must be received by Friday, Aug. 19 at 5 p.m. Pacific Standard Time. Complete information is available at the District's Technology Advancement Program website: [http://www.valleyair.org/Grant\\_Programs/TAP/tap\\_idx.htm](http://www.valleyair.org/Grant_Programs/TAP/tap_idx.htm) or by calling 559-230-5800.

On July 21 at 9:30 a.m., the District will hold an in-person workshop for interested technology proponents. The workshop will be held at the District's Fresno office via video teleconference from the Modesto and Bakersfield offices, and potentially EPA's San Francisco and Los Angeles offices. (Additional information about this workshop is available at the District's TAP website above.)



## Valley residents choose this year's For Reel Video contest winner

The public has spoken, and the winner of the 2011 For Reel Video Contest is Joel Dipert of Bakersfield.

Last month, the Valley Air District asked the public to vote online to determine the winner of the third annual video contest, which encourages creative student videographers and their teachers to illustrate an aspect of living a Healthy Air life. After receiving entries from throughout the Valley, the District selected three finalists whose videos best demonstrated the simple lifestyle changes Valley residents are making for improvements in air quality. Voting closed last Thursday, with more than 180,000 votes cast.

Dipert, a teacher at Fremont Elementary School in Bakersfield, produced a rap music video about his daily bike ride to work.

An avid cyclist, Dipert says he hopes his commitment to clean air will inspire his students to consider the environment whenever possible in their own lives.

In addition to receiving an iPad, Dipert will have his video aired on a local TV station.

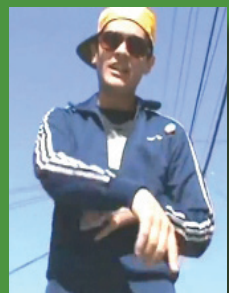
"We are delighted at the public's response to this year's contest," said Jaime Holt, the District's Chief Communications Officer. "Joel's video captured the essence of what it means to live a Healthy Air Life: making a simple change, each day, to help improve the quality of life for us all."

The annual contest ran from February to June. Participants were asked to answer the question, "What's Your Change?" in a 30-second video.

The contest grand prize was sponsored through a generous partnership with the San Joaquin Valley Citizens Advisory Group of Industry.

To view Dipert's video, visit: [www.healthyairliving.com](http://www.healthyairliving.com).

*Joel, upon claiming his prize.*



*Joel Dipert, a Bakersfield teacher, as he appears in his contest-winning video.*



## Air Friendly Fridays are here!

As part of the summer's Healthy Air Living Program, The Air District is introducing Air Friendly Fridays to all businesses throughout the Valley.

While we hope employees take action every day, we encourage all organizations to make Fridays an extra fun day with activities supported by the employer.

Friday's are the perfect day to make one change and try doing things like carpooling, bringing your lunch to work, riding your bike, walking or any of the multitude of other helpful practices that make up a *Healthy Air Life*.

Find out more about how to live a Healthy Air Life or become a Healthy Air Living Partner by visiting [www.healthyairliving.com](http://www.healthyairliving.com).

