

## Air streaming 2015

The District announces six new videos for its website's Air Streams section. Produced by public information manager Barbara L. Page, the videos highlight environmental practices throughout Ventura County that also improve air quality. According to Page, "Experts in communications tell us that 80 percent of online visitors will watch a video, while only 20 percent will actually read content in its entirety. So again this year, we filmed Air Streams videos that highlight what's being done here beyond our APCD regulations. We interviewed folks in Thousand Oaks, Oxnard, Ventura, and Ojai. We visited city operations, District projects, and air quality-committed individuals and businesses."

The following are featured in the 2015 Air Streams videos:

▪ **Roy Prince & Bambi Ruebe.** These electrifying County residents are busy with their air quality-friendly projects in Oxnard and Ventura. Roy designs and builds electric bikes while Bambi is turning

her high school car into an electric vehicle. They are also active members of the Ventura Electric Vehicle Association (VEVA) and invite interested County residents to attend a VEVA meeting.



Filming Superintendent Chuck Rogers in front of the solar panels at Hill Canyon Wastewater Treatment Plant in Thousand Oaks.

▪ **Rincon Consultants, Inc., Ventura.** Rincon showcases the first commercial Leadership in Energy and Environmental Design (LEED) Certified Building in Ventura County. The video highlights the environmental retrofits, some of them quite simple to do, that made this building a "green" building.

▪ **Hill Canyon Wastewater Treatment Plant, City of**

**Thousand Oaks.** Plant Superintendent Chuck Rogers describes the energy-saving world class projects at the facility. From almost 3,000 solar panels to a state-of-the-art cogeneration facility, Hill Canyon produces 100 percent of its energy needs and is exploring new ways to export excess electricity to other City facilities.

▪ **Ventura County Electric Vehicle charging stations.** District engineer Stan Cowen discusses the District's electric vehicle charging station grant program at The Collection in Oxnard.  
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## Inside

**New environmental justice tool from U.S. EPA**

**California's PEVs**

**APCD public information manager to retire**

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**Board Highlights**

# Calendar

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## **AIR POLLUTION CONTROL BOARD**

Second Tuesday, 1:30 p.m.  
Board Chambers  
Administration Building  
800 South Victoria Avenue  
Ventura

Upcoming meetings:  
To Be Announced

## **APCD ADVISORY COMMITTEE**

Fourth Tuesday, 7:30 p.m.  
Large Conference Room  
669 County Square Drive  
Ventura

Next meeting:  
To Be Announced

## **CLEAN AIR FUND ADVISORY COMMITTEE**

Anacapa Conference Room  
669 County Square Drive,  
2<sup>nd</sup> Floor, Ventura

Next meeting:  
To Be Announced

*"No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving Federal financial assistance."*

*Title VI of the Civil Rights Act of 1964*

## **APCD HEARING BOARD**

Mondays, 5:30 p.m., as needed  
Board Chambers  
Administration Building  
800 South Victoria Avenue  
Ventura

Next meeting:  
September 28, 2015

## **SOUTH CENTRAL COAST BASINWIDE AIR POLLUTION CONTROL COUNCIL**

Santa Barbara APCD  
260 North San Antonio Road  
Santa Barbara

Next meeting:  
October 21, 2015

For more information, call  
Mike Villegas at 645-1440.

## **APCD RULE WORKSHOPS**

See Rule Development page  
on our website  
[www.vcapcd.org](http://www.vcapcd.org)

## **Air Pollution Control Board**

Linda Parks, District 2, Chair  
Carmen Ramirez, Oxnard, Vice Chair  
Steve Bennett, District 1  
Kathy Long, District 3  
Peter Foy, District 4  
John Zaragoza, District 5  
Mike Morgan, Camarillo  
Jonathan Sharkey, Pt. Hueneme  
Doug Tucker, Fillmore  
David Pollock, Moorpark  
Cheryl Heitmann, Ventura, Alternate

## **Ventura County**

**Air Pollution Control District**  
669 County Square Drive, 2<sup>nd</sup> Floor  
Ventura, CA 93003

## **Air Pollution Control Officer**

Michael Villegas

## **Skylines**

Editor – Barbara L. Page  
Desktop Publishing – Carolina Guerra

## **Directory**

General Information **645-1400**  
Fax **645-1444**

Website **[vcapcd.org](http://vcapcd.org)**

Agricultural burning and smog  
forecast 654-2807

Complaints 645-1445  
7am – 5pm, Mon-Thurs

Complaints (recording) 654-2797  
Monitoring Division 645-1410  
Permit processing 645-1401  
Permit renewal 645-1404  
Public information 645-1415

Email address: [info@vcapcd.org](mailto:info@vcapcd.org)

▪ **Ohana Pet Hospital, Ventura.** Ohana was honored recently with the California Air Resources Board's CoolCalifornia Small Business Award. The hospital has demonstrated exceptional climate change management practices and

serves as an environmental model to other local veterinary hospitals.  
 ▪ **APCD oilfield inspections.** Filmed in Upper Ojai, supervising air quality inspector Eric Wetherbee guides viewers on an oil field inspection.

The new videos may now be viewed at [vcapcd.org/AirStreams](http://vcapcd.org/AirStreams). Several are also highlighted in the new APCD publication, *Ventura County's Clean Air Almanac 2nd Edition*. (See page 6.)

## U.S. EPA releases EJSCREEN

On June 10, the U.S. Environmental Protection Agency (EPA) released EJSCREEN, an environmental justice screening and mapping tool. It uses high resolution maps combined with demographic and environmental data to identify places with potentially elevated environmental burdens and vulnerable populations. Its simple to understand color-coded maps, bar charts, and reports enable users to better understand areas in need of increased environmental protection, health care access, housing, infrastructure improvement, community revitalization, and climate resilience.

EJSCREEN can help governments, academic institutions, local communities, and other

stakeholders to highlight communities with greater risk of exposure to pollution based on 8 pollution and environmental indicators, including traffic proximity, particulate matter, and proximity to superfund sites. These indicators are combined with demographic data from the U.S. Census Bureau American Community 5-year Summary Survey, enabling users to identify areas with minority or low-income pollution populations who also face potential issues.

According to APCO Mike Villegas, "The EPA stated it would not use the data to label specific areas as environmental justice zones or as the basis for enforcement, funding and permitting decisions. However, the tool is

appropriate for locating susceptible populations, such as people without access to proper medical care."

The release of EJSCREEN initiates a stakeholder engagement period



over the next six months. EPA will collect feedback on the datasets and design of the tool – as well as how it could be further enhanced – and will release a revised version in 2016. To access the tool, visit [epa.gov/ejscreen](http://epa.gov/ejscreen). (Source: U.S. EPA news release, 6/10/15)

## Small Businesses – Drivers for electric vehicle charging growth

*by the California Plug-in Electric Vehicle Collaborative*

"If you build it, they will come," Steve Harris of Star One Credit Union stated about small businesses adding car charging. Two

years ago, Star One added a Level 1 and Level 2 charger to serve three employees' plug-in electric vehicles. Last year, Star One

added an additional charger because more employees bought PEVs. Star One's two charging stations, which can serve eight spaces, now have

six cars charging on a daily basis and two more that visit twice a week.

During a June webinar, the Plug-In Electric Vehicle Collaborative and CoolCalifornia addressed basic information about PEV charging for small businesses. According to PEV Collaborative's Lisa Chiladakis, "Offering PEV charging is attractive to employees and customers. It also greens the company image and can contribute to LEED certification."

Judy Nottoli, an ombudsman with the California Air Resources Board, helps small businesses reduce their carbon footprint. Judy also runs the CoolCalifornia Small Business Awards Program, which recognizes 15 small businesses each year for their energy-cutting measures, including PEV adoption. The Small Biz Toolkit encompasses money-saving ideas, case studies, listings of incentives, and financial resources.

Almost 140,000 PEVs are on the road in California, with 3,000-5,000 new vehicles sold every month. According to the Center for Sustainable Energy, most people purchase a plug-in vehicle to save money on fuel costs. Reducing environmental impacts and gaining access to HOV lanes are also motivating factors.

Home is the most common charging location, "But we see that changing," Lisa said. "With more than 20 plug-in



**Stan Cowen, pictured here at a charging station at Oxnard's *The Collection*, coordinates the District's electric vehicle program. You can contact him at 805-645-1408.**

vehicles on the market and more coming every year, PEVs are moving out of the early adopter market. We expect to see more people charging in public. They will choose to work, shop, eat, get a haircut, or be entertained while their car is recharging." Small businesses would likely install a Level 1 or Level 2 charger, as Star One did. A Level 1 charger provides 4-6 miles of range for every hour of charge; a Level 2 provides 16-24 miles per hour. Considerations for which level and where to install are largely based on who your drivers are. Star One installed charging for employees, and a Level 1 in the employee parking lot was a good fit. Star One also decided to make charging free for employees, but other businesses have decided to charge a small fee. To help small businesses with the costs of installing, maintaining, and operating a charger, the California Pollution Control Financing

Authority introduced a new financing opportunity funded by the California Energy Commission, The Electric Vehicle Charging Station Financing Program. As Jason Bradley explained, "Small businesses can go to a participating lender and borrow up to 100 percent of the cost of design, development, purchase, and installation of qualified electric vehicle charging stations." At the end of 48 months—or sooner as the loan is repaid—the borrower receives a rebate of 10 percent of the loan amount, with an additional 5 percent available for projects in multiunit dwellings or in disadvantaged communities. Lenders are protected from defaults through a loan loss reserve. "We anticipate that with access to capital and the rebate, more small businesses will be in the position to install a charging unit," Jason said.

California is committed to putting 1.5 million zero-emission vehicles on its roads by 2025, and is coordinating nationally to increase the number of ZEVs. Business owners who install charging today are helping to pioneer a transition to a cleaner, energy efficient future while greening their image and attracting customers who may be drawn to do business with them.

For more information and to see the slides from the webinar, please visit [http://www.pevcollaborative.org/webinars\\_2015](http://www.pevcollaborative.org/webinars_2015).

## Public information manager to retire

After 28 years in the air quality public information field, including 26 years at the District, public information Manager Barbara L. Page will retire in September. According to Page, "It's been an exciting and rewarding career here and I've been fortunate to work on great projects with great people."

Page has a Master of Arts Degree in English and Communications from Loyola Marymount University and a teaching credential from UCLA. She began her career as an English instructor in adult schools and community colleges. She then became a writer in the aerospace industry until she joined the South Coast Air Quality Management District in its Public Affairs division in 1987. She was hired at the VCAPCD in September 1989. "When I began here, our former APCO Dick Baldwin wanted to do outreach on transportation and air quality. There was no formal public education program, so I had the opportunity of starting something and seeing it grow." Since then, the Division has distributed almost 3 million pieces of public information; produced over 35 videos and one feature film; reached over 500,000 County residents at outreach events; and won 18 national and international awards and distinctions. APCO Mike Villegas comments, "Barbara Page has been responsible for three U.S. Environmental Protection Agency 'Clean Air Excellence' awards among



1989 news clip from the Ventura County Star Free Press announcing Page's position & creation of an APCD public information office.

many other awards for her innovative and creative public education programs. It will be a challenge for our District to continue to provide this level of high-quality outreach programs."

"Over the years, we've managed 20 public outreach marketing campaigns, written over 150 brochures and pamphlets, and produced 306 editions of our newsletter, Skylines. We've spread the clean air message on television, radio, and in theater and print advertising. We have also distributed over one million supplements in seven editions of *Clean Air Today* in the Ventura County Star," adds Page.

Page especially enjoyed outreach to students through the County Science Fair, classroom curriculums, and educational videos. "Some of my favorite projects dealt with students. I enjoyed producing our international award-winning EPA-funded *Air – the search for one clean breath* film and its classroom study guide and website. We did the Sky High and the Open Air Classroom air quality curriculums for high

school and middle school. Early on we were part of the formation of the Think Earth Foundation for grammar school students. I field-tested the Think Earth curriculum in my daughter's fourth grade class. And now, the air exhibit at Gull Wings Children's Museum, *AIRtropolis*, is our latest and most visual air quality teaching tool."

Page has welcomed the APCD into social media with a presence on Facebook and YouTube. "The communications field has taken quantum leaps with social media and it has now surpassed print as the most powerful way to do outreach. It's pleasing to know that our Air Streams videos have over 6,000 hits and *Air – the search for one clean breath* has been viewed 3,100 times online. And I know this is just the beginning of our social media presence."

As she begins her new journey, she would like to thank everyone who made this one so memorable. "A big thanks to all of the people I've worked with over the years that have made our public information program so successful. A special thanks to my daughter Darcie, who has been my biggest support from the beginning. As I look forward to this new phase in my life, I wish the very best to the District in all its efforts. Our clean air message is essential and it needs to continue and grow."

# Ventura County's Climate Change Almanac 2<sup>nd</sup> Edition debuts

This new edition of the



Almanac is now available online and as a booklet. The Almanac updates information presented in the first edition from 2010. According to author Barbara L. Page, "Things are moving very fast in the climate change world and it was time to revise and present more current information. This is especially true for California's climate change program. This new edition presents the Scoping Plan updates for AB 32, The Global Warming Solutions Act." You can order a copy from the District or download one from the APCD website.

## FROM CHAPTER 5

### Low Carbon Practices

Percentage of the world's carbon dioxide emissions produced in the U.S.: **16.5%**

Average solar panel size needed to power the average home: **600 sq. feet**

Average cost to install 600 sq. feet of solar panels: **\$55,000**

Number of homes in the U.S. with solar energy systems installed as of 2013: **400,000**

Tons of carbon dioxide saved annually by all solar energy users: **35 million tons**

Number of electric vehicles sold nationally as of 2014: **260,000**

Number of electric vehicle charging stations in Ventura County: **Over 100 with more planned in the future**

According to Smartplanet, Asia's greenest city: **Singapore**

Number one country with most bicycles per capita: **Netherlands**

According to *Bicycling Magazine*, the top bicycle-friendly U.S. city in 2014: **New York City**

Number of consumers globally who believe environmental problems are having a negative impact on their health: **4 out of 10**

Total amount of light bulbs sold each year: **2 billion**

Average yearly cost to run operate an incandescent light bulb: **\$4.80**

Average cost to operate a compact fluorescent light bulb: **\$1.75**

Average commute to work time in the U.S.: **25.4 minutes**

Percentage of people that carpool to work in the U.S. (2014): **12.19%**

Percentage of people that carpool to work in Ventura County (2008-2012): **12.9%**

Percentage of people that take public transportation to work in Ventura County (2008-2012): **1.3%**

Percentage of people who walk to work in Ventura County (2008-2012): **2.1%**

Consumers in these countries are most likely to use their own durable bags when they shop: **France & Germany**

Consumers in this country are the least likely to use their own durable bags when they shop (unless mandated by law): **United States**

Countries with at least 80% of their residents saying they recycle "all of the time," or "often": **Canada, Britain & Australia**

Percentage of energy saved by using an Energy Star qualified refrigerator over the conventional models built to federal standards: **15%**

*(Sources: Statistic Brain, U.S. Department of Transportation, 2014 National Geographic Green Index, U.S. Census Bureau, Transportation Energy Data Book (Edition 33) 2015, VC*

# At the Board



At its June 9 meeting, the APCB took the following actions:

✓ Held the first of two statutorily-required public meetings on **the APCD Proposed Fiscal Year 2015-16** budget. There is a two week opportunity for public review and comment.

✓ Approved the **Simi Valley Landfill and Recycling Center Air Quality Mitigation Agreement**. The agreement requires **Waste Management of California, Inc.** to pay the District an air quality mitigation fee of \$427,518 for the mitigation of air quality impacts of Simi Valley Landfill and Recycling Center. The Final Environmental Impact Report (FEIR) for the Project concluded it would have a significant impact on air quality (nitrogen oxides and reactive organic compounds). To help address these impacts, the FEIR included recommended mitigation measures. These measures are included in the agreement. For further information, contact **Mike Villegas** at **645-1400**.

✓ Received and filed the **New Source Review Rule Annual Report (Rule 26.11)**. The new source review rule is the principle rule used to mitigate emission increases from new and modified stationary sources of air pollutant emissions in Ventura County. It is an important part of the District's plan for attaining and maintaining the state and national ambient air quality standards in Ventura County. The rule requires that the Engineering Division prepare a report on the rule annually.

✓ Received and filed an application for a **Section 103 Grant** from the **U.S. Environmental Protection Agency**. This grant is for the continued funding of the District's fine particulate monitoring network in the amount of \$34,000.

At a special meeting on June 22, the APCB took the following actions:

✓ Adopted the **District's Fiscal Year 2015-2016 Final Budget**. For more information, contact Mike Villegas at 645-1440.

✓ Appointed **Ken Simons** to the APCD Advisory Committee as the representative for Supervisorial District 4.

✓ Appointed **Daniel Murphy** to the Air Pollution Control District Hearing Board as the Attorney member.

✓ Approved Amendments to **Rule 74.15.1, Boilers, Steam Generators, and Process Heaters**, from 1 million BTU/HR and found that the rule revisions are categorically exempt from the California Environmental Quality Act (CEQA). For more information on this, contact **Stan Cowen** at **645-1408** or visit the APCD Rules Division website page.

✓ Cancellation of **July 14** regular APCD Board meeting.

Videos of archived APCB meetings can be viewed at <http://www.vcapcd.org/agendas.htm>.