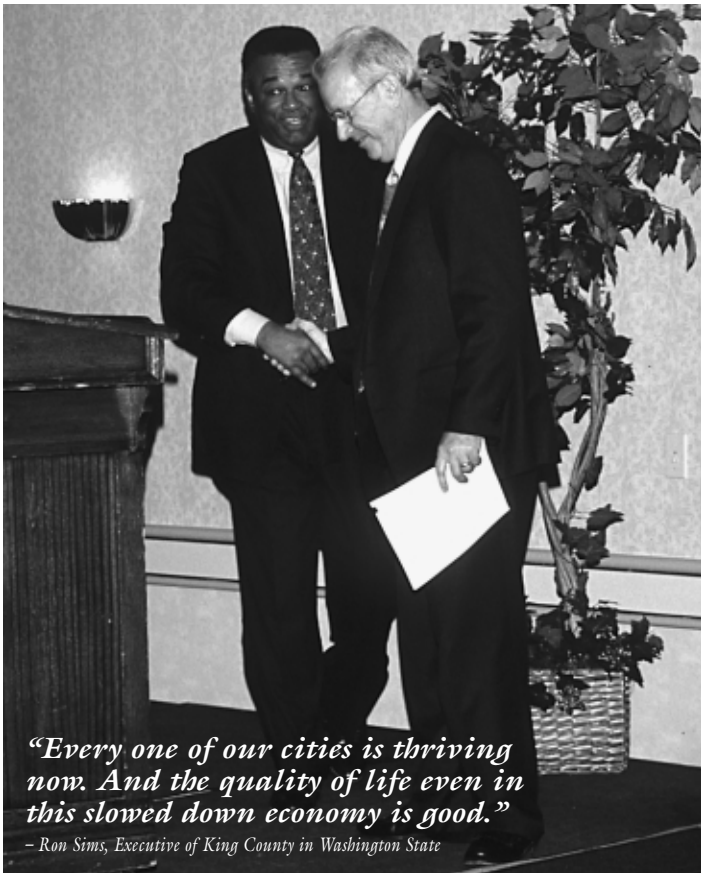


Working Together to Build Strong Communities

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“Every one of our cities is thriving now. And the quality of life even in this slowed down economy is good.”

– Ron Sims, Executive of King County in Washington State

APCD Director Doug Allard welcomes Ron Sims, Executive of King County in Washington State, and keynote speaker at the recent Building Stronger Communities Conference in Buellton

We need to manage growth – for the sake of our economy, our environment, and our quality of life. And we need to work together to do it. These were central messages of many speakers at the recent Building Stronger Communities conference in Buellton, coordinated by APCD and the Santa Barbara County Association of Governments.

“We had to decide whether we would engage in conflict or work through the difficult task of marrying our interests,” said keynote speaker Ron Sims,

Executive of King County, the largest county in the state of Washington. He added, “We had to get away from conflict. No one likes living in a contentious community. And businesses don’t like contentious communities because they don’t want to see the tax base used to resolve the conflict.”

He continued, “The issue in our county was not whether we should grow. We knew we were going to. We needed to know where we were going to grow.” King County identified jobs and housing targets for different

areas within the county to maintain a jobs-housing balance, and instituted a system to allow transfer of development rights from rural land to cities. Said Sims, “You can’t ask people in your rural and forested areas to be your park. But you can help them go ahead and make money in your cities – and not at the expense of rural lands and the environment.”

He remarked, “We’re doing very well. Every one of our cities is thriving now. And the general quality of life even in this slowed down economy is good.”

Carol Whiteside, President of the Great Valley Center in Modesto, California, also spoke at the conference about the need to work together: “It’s a shame to be fragmented when you’re trying to be heard in Sacramento or Washington. We decided, we’ll work together on what we can agree on and ignore the rest.” The center’s mission is to promote the social, economic, and environmental well-being of California’s Central Valley.

The need to preserve farmland brought people together initially, she related. “There’s a lot of money in the system for farmland conservation right now. The biggest problem with the availability of the money is that people aren’t using it.”

As the center moved forward, the group began to address a range of issues, including the need to work on a regional

level, she said: “This is a very big area that doesn’t have a clue about being a region. Part of my goal is to make it rewarding for people to think of this as a region.” The center recently received a grant to perform an eight-county regional assessment as a step towards development of regional initiatives.

The center is also sponsoring leadership trainings, she noted. “People only talk about the need for leadership when it’s time to make a change. With any change, some people will be disappointed. I think leadership is really about disappointing constituents at a rate they can accept.”

Many speakers at the conference made a distinction between controlling growth and managing growth. Said Peter Detwiler, Staff Director for the California State Senate’s Committee on Local Government, “Californians aren’t necessarily against growth, they’re against poorly planned and poorly managed growth.”

(Continued in Business Focus)

Inside...

- ❖ Outside the Box
- ❖ Kids Care for Clean Air
- ❖ Board Round Up
- ❖ Gilliland Honored
- ❖ New Year’s Clean Air Ideas

Outside the Box

An Occasional Feature Highlighting APCD Staff Achievements Outside the Agency



APCD Engineer Lisa Kiehl placed first in her age category at the Carpinteria Triathlon in September.

Finishing First

Lisa Kiehl, APCD Air Quality Engineer, works on permits in the Major Source Division. Outside the box, Lisa finished first in her age category (25-29) at the Carpinteria Triathlon in September 2002. She is completing her Masters in Mechanical and Environmental Engineering at the University of California at Santa Barbara (UCSB) this year, and was on the UCSB team, which placed third in the collegiate competition. She has only been competing in triathlons for a year.

Lisa and her husband Andy (who also competes) got to Carpinteria State Beach at 5:30AM the day of the Triathlon to warm up and set up for the event. The swim started at 7:30 AM. As she headed for the water, Lisa related she was thinking about the last triathlon she had done in Los Angeles: “The waves were eight feet high and the swimmers were really getting pounded. So I was a little worried about doing that again. I was glad the water was fairly calm in Carpinteria, although it was really cold.”

Finished with the swim, Lisa ran up the hill to the bike racks, preparing for the 40-kilometer bike ride as she ran. Cycling is Lisa’s strength in triathlon events. She completed the bike route, a long loop, and started the run: “People were telling me, ‘Hey, you’re doing great. We haven’t seen any other women.’ That was really encouraging. And it made me push even harder. I knew I had a chance to do really well.”

When she finished the run, Lisa knew her time, but didn’t know she was first in her age category until the times were posted on the triathlon website a week or so later. “But the best part,” she remarked, “is that the top women placers in triathlons are usually in their mid thirties. So I have ten years to reach my peak.”

#1 in the World

APCD Business Manager John Nicholas’s softball team is #1 in the world in its division. Nicholas hit .684 in the series to help his team, the Pirates, take first place in its category (age 55 and older) in the World Championships in Salem, Oregon in October. John, the lead-off hitter for his team, was also selected for the All-World Team, after leading his team in the series in BOTH runs scored (24) and runs batted in (28).

John told his teammates he wouldn’t shave his beard until they won the championship. “I guess they all wanted me to shave,” he quipped. John has been playing softball for more than thirty years, and has played with some of his teammates on the Pirates for almost twenty years.

This was the second time John has won a world championship – he was on a winning team in 1998 as well. But he’s already looking forward to next year’s championship series in Winnipeg: “I want to win it again. I don’t think you can ever have enough wins.”

Eleven pairs of shoes, and more than 2,000 walking miles later...

Kathy Patton, APCD Technology and Environmental Assessment Division Manager, and Bobbie Bratz, Public Information and Community Programs Supervisor completed the Avon Breast Cancer Walk (sixty miles over three days) from Santa Barbara to Oxnard in October, joining 4,663 others. They went through a combined eleven pairs of shoes, and walked more than 2,000 miles in preparation. Kathy’s sister, two cousins and another friend joined them on the walk.

When did you decide to do this?

Kathy: Last year I couldn’t go on the walk because I was just finishing up radiation. I went out to see some friends off and was so amazed; I really wanted to do it this year. And then when we



APCD Business Manager John Nicholas with a few of his softball trophies.

all first got together, all five others were blaming me for having had breast cancer and getting them into this.

Bobbie: I only complained during the ten months of training. I think we were all surprised by how long and grueling it was.

Kathy: We were worried we were in over our heads.

Were you?

Bobbie: Well, despite tons of training, it was still really hard.

What was surprising, or unexpected about it?

Kathy: Many things. Getting to know each other. When you work with someone for a long time you think you know them pretty well. Bobbie and I’ve been working together at APCD for eighteen years. But even in

(Continued on page three)



Kathy and Bobbie (first and second from right in back row) with their team from the Avon 3 Day Breast Cancer Walk from Santa Barbara to Oxnard in October.

Kids Care for Clean Air 2003 Calendar



APCD Board Roundup

Following are the highlights of the October/November Board meetings.

October

- ✓ Approved grants for the purchase of low-emission agricultural water pump engines.
- ✓ Adopted proposed amended APCD Rule 360, Emissions of Oxides of Nitrogen from Large Water Heaters and Small Boilers.
- ✓ Authorized the Air Pollution Control Officer to execute a Memorandum of Understanding for the Highway 101 Corridor Implementation Plan.
- ✓ Received an update on the joint APCD-Santa Barbara County Association of Governments "Building Stronger Communities" conference November 7.
- ✓ Approved 2003 Board Meeting Schedule.

November

- ✓ Approved grants for the purchase of low-emission marine outboard engines and low-emissions agricultural water pump engines.
- ✓ Approved a grant for the purchase of a low-emissions burner for an agricultural boiler.
- ✓ Adopted a resolution delegating authority to the Air Pollution Control Officer for certain Innovative Technologies Group grants.
- ✓ Executed a lease agreement with the County for lease of a portion of the Casa Nueva property to APCD.



*Georgia Wolf, Age 6 Ballard School, Ballard, artist for the picture below.
"A skateboard does not make bad air. It causes good air."*

*Andi DeRogatis, Age 8 Goleta Family School, Goleta
"My picture is about riding around, but not in a car."*



*Katie Schneider, Age 11 Solvang Elementary School, Solvang
"Bus or bike to school."*

*Cooper James Creese, Age 9 Crestview Elementary School, Vandenberg Air Force Base, Lompoc
"People and animals having fun without air pollution."*



Thirteen Santa Barbara County kids were recently selected as winners of the APCD/Traffic Solutions annual Kids Care for Clean Air calendar contest. The winners received saving bonds donated by Santa Barbara Bank and Trust, and Joshua Ambrosio Chevez, whose picture was selected for the 2003 calendar cover, also won a free bicycle donated by Hazard's Cyclesport. Joshua is seven years old, and attends Cold Spring School in Santa Barbara

Other winners were: Georgia Wolf (age 6, from Ballard), Katie Schneider (age 11, from Solvang), Andi DeRogatis (age 8, from Goleta), Lauren Wolf (age 6, from Santa Barbara), Megan Morgan (age 9, from Santa Maria), Kimi Van Wickle (age 10, from Santa Barbara), Dylan Potter (age 8, from Santa Maria), Cooper James Creese (age 9, from Lompoc), Monica Illes (age 10, from Buellton), Kinsley Edman (age 5, from Lompoc), David Barber (age 9, from Lompoc), and Torrey

Rasmussen (age 9, from Summerland).

Their drawings show fun ways to get around without a car, and highlight the importance of clean air.

To receive a 2003 Kids Care for Clean Air calendar (while supplies last), call 961-8800, or email apcd@sbcapcd.org. For more information on our air, and alternative transportation options, visit www.sbcapcd.org or www.trafficsolutions.info.

Outside the Box (Continued from page 2)

eighteen years you don't find out the things you find out in three days of walking long miles, sweating, sleeping on the ground.

What was the hardest thing?

Bobbie: Blisters.

Kathy: Sore feet, toes, legs.

Our mouths were even sore from smiling.

Bobbie: Our arms were sore from waving. There were so many people cheering us on, we waved and waved.

What was the easiest thing?

Kathy: It went so smoothly.

Bobbie: They took good care of us. The volunteers were wonderful.

Kathy: It was so touching. Hearing all the stories, seeing the people walking with pictures of loved ones.

Bobbie: It was an amazing experience.



APCD Board Calendar

Air Pollution Control District Board

Supervisor Naomi Schwartz

First District

Santa Barbara County

Supervisor Susan Rose

Second District

Santa Barbara County

Supervisor Gail Marshall

Third District

Santa Barbara County

Supervisor Joni Gray

Fourth District

Santa Barbara County

Supervisor Tom Urbanske

Fifth District

Santa Barbara County

Mayor Russ Hicks

City of Buellton

Councilmember Dick Weinberg

City of Carpinteria

Councilmember Cynthia Brock

City of Goleta

Mayor Sam Arca

City of Guadalupe

Councilmember DeWayne Holmdahl

City of Lompoc

Councilmember Gregg Hart

City of Santa Barbara

Councilmember Larry Lavagnino

City of Santa Maria

Councilmember Ed Andrisek

City of Solvang

*All meetings start at 2 p.m.
For final meeting agendas,
call the APCD Board Clerk,
961-8853.*

January 16, 2003

Board of Supervisors
Hearing Room
511 East Lakeside Parkway
Santa Maria, CA 93455

February 20, 2003

Board of Supervisors
Hearing Room
105 East Anapamu Street
Santa Barbara, CA 93101

*Note: The February meeting will be held
only if required due to time-sensitive
agenda items. Call the APCD Board
Clerk, 961-8853, to check on status.*

March 20

Board of Supervisors
Hearing Room
511 East Lakeside Parkway
Santa Maria, CA 93455

Community Advisory Council

The APCD Community Advisory Council meets the second Wednesday of every month at the Days Motor Inn in Buellton. The public is welcome. For more information, call Linda Beard, 961-8853.

New Year's Clean Air Resolutions ~~IDEAS~~

2002 was a good year for our air in Santa Barbara County. Our monitoring stations recorded no exceedances of the federal one-hour ozone standard for the second straight year! The U.S. Environmental Protection Agency also published a determination that the county has attained the federal one-hour ozone standard. That's the first step towards full approval of our 2001 Clean Air Plan and official redesignation of our county from a "serious" ozone nonattainment area to an attainment "maintenance" area. Our air does not yet meet the state ozone standard, however. This year we recorded three exceedances of the state standard and of the federal eight-hour ozone standard.

There is still work to do – and you can help. Here are three New Year's Clean Air Ideas.

Carpool, bike, or ride the bus to work once a week. And if you need to make a lot of short car trips, combining car trips is almost as good as eliminating some, since you're cutting out a lot of cold starts.

If you're in the market for a new car, think about our air. Visit www.epa.gov/greenvehicles and find out about your low-emission, fuel-efficient options, and check out APCD's greener car incentive program at: www.sbcapcd.org/itg/greencars.htm.

Try to burn less. Save your fireplace for special occasions. And don't burn trash, including coated papers and plastics.

For more information, and ideas, visit our website at www.sbcapcd.org.

Happy New Year!

Doug Allard
APCD Director



Santa Barbara County
Air Pollution Control District

Main Office

26 Castilian Drive
Goleta, CA 93117
(805) 961-8800

Business Assistance

(805) 961-8868

Daily Air Quality Report

www.sbcapcd.org

Complaints/Public Information

(805) 961-8800

World Wide Web

www.sbcapcd.org

E-Mail

apcd@sbcapcd.org

On the Air is a bimonthly newsletter published by the Community Programs Section of the Santa Barbara County Air Pollution Control District. For further information on items in this newsletter, or to be added to our subscription list, please call Bobbie Bratz, 961-8890 or Email bratzb@sbcapcd.org.

Our Vision: Clean Air



Building Stronger Communities (continued from page one of On the Air)



APCD Conference Coordinator Bobbie Bratz with conference speaker William Orndorff, former Director of Community Development for the City of Santa Maria.

He continued: “One common reaction to the impacts of growth is local growth control. But growth control creates imbalanced communities and merely squeezes the problem from one location to another. The key then is not to control growth, but to manage it wisely.”

Detwiler remarked, “Sprawl is like steroids. At first it makes you look sleek and strong. But over time, with prolonged use, it can make it difficult to focus.”

Rick Cole, City Manager of Azusa, and former Southern

California Director of the Local Government Commission, also emphasized the need to manage growth: “You can spend the rest of your life fighting about whether to grow or not to grow, or you can spend the rest of your life working to manage growth.”

Identifying himself as a “pro-growth environmentalist,” Cole described two vocal groups at extremes of the debate: “On the one hand you have the NIMBY (not-in-my-backyard) environmentalists, whose motto is ‘Don’t think globally, and act selfishly locally.’ On the

other end you have some brain dead pro-growthers who never met a project they didn’t like. And where these two groups meet is at the public hearing where no one is listening.”

He added, “A dialogue of the deaf increasingly defines what we laughingly call public policy. This is a failure of vision that afflicts us. We don’t have a housing crisis; we have a crisis of democracy. We have failed to come to grips with these issues.”

Cole stressed that proper planning can and should occur everywhere, not just in affluent

areas: “For a long time in our society we have confused excellence with affluence. That’s un-American, and it’s wrong.”

Cole identified basic principles for intelligent planning in any area, regardless of its financial circumstances: every city should have a vibrant downtown; the public should participate fully in planning decisions; and cities should be designed for people, not cars, with high standards of design. “We need to be passionate about the way we build our cities,” he said.

Ginnie Sterling, Special Projects Manager of the Department of Administrative Services for the City of Santa Maria, also underlined the importance of downtown areas in community life: “Why did Disney create a Main Street as the entrance to Disneyland? Why are downtowns so important?

Because it is an environment that makes us feel good.”

Sterling outlined efforts underway in Santa Maria, emphasizing these efforts are important not just for aesthetic reasons but to support the economic health of the city. She listed four working principles behind the path to a successful downtown: design, organization, promotion/marketing, and economic restructuring.

Other speakers at the conference echoed these points, and made different ones. Bill Watkins, Director of the Economic Forecast Project of the University of California at Santa Barbara noted that commute traffic in this region will continue to increase, as home prices in the southern portion of the county continue to rise. He said everyone in the discussion needs to recognize



Ginnie Sterling (right), City of Santa Maria Special Projects Manager with Laura Karaboghian.

Green Award Winners

Frances Gilliland, APCD Business Assistance Representative, was named 2002 Pollution Prevention Advocate of the Year by the Western Regional Pollution Prevention Network in October “in recognition for outstanding personal contributions to the purpose and objectives of pollution prevention.”

Greg Beach, Environmental Health Specialist with the San Bernardino County Fire Dept, nominated Gilliland for the award. He remarked, “I’ve known Frances for more than five years now through our association with the Western Regional Pollution Prevention



Frances Gilliland with her award for selection as 2002 Pollution Prevention Advocate of the Year.

Network. She is the Co-Chair of the Tri-County Pollution

Prevention Committee and I am the Chair of the Southern California Pollution Prevention Committee. During our meetings, Frances has been a true champion for a cleaner environment, and more efficient uses of our natural resources – and she has shared with us the wonderful pollution prevention projects that she has worked on for the APCD.”

He added: “This award is just confirmation that everyone in our group knows and understands her efforts to get people involved helping the environment and making the area she lives in to be a better and healthier place.”

Gilliland helped coordinate the recent fall conference of the Western Regional Pollution Prevention Network in October at the Radisson Hotel in Santa Barbara. Conference sessions covered a range of topics, including water quality, pollution prevention initiatives in a variety of businesses, green business programs, toxic air pollution, alternative energies, and sustainable agriculture programs.

For more information on the Western Regional Pollution Prevention Network, visit www.westp2net.org.

Building Stronger Communities (cont'd from front)

that “By failing to make a policy, you’re actually making a policy.”

Steve Hoyt of the Local Government Commission stressed that growth patterns have hurt the public’s health, and resulted in more and more children spending their childhoods indoors, in a dilemma recently termed the “veal syndrome.”

In closing remarks, John Patton, former Director of Planning and Development for Santa Barbara County, noted that tools used in other areas could be of use in local efforts: “We have urban growth limits in this county. What we don’t have is any mechanism for the transfer of development rights.”

Said Patton, “The vision of this conference is the idea that the concepts are not as divisive as the language that’s used to describe them.” He added, “We need to find a unifying issue as they did in the Central Valley. Preserving the agricultural economy might be such a unifying issue here.”

APCD Director Doug Allard noted that decisions about growth directly impact air quality – and many other parts of our lives. He remarked, “Our goal in holding this joint conference was to bring people together on a countywide level to hear about successes and lessons learned in other areas – to inform and inspire our local efforts.”

He continued, “Many of the conference speakers stressed the importance of resolving differences and working together. Some spoke about how they were able to find common ground and focus on shared goals in their communities. I know we can do the same here. We all care about this community – and its future. This is really so much bigger than our air quality, or any other single issue. Our overall quality of life is at stake.”

For more information and links on growth, land use and air quality, visit www.sbcpd.org/apcd/growth.htm.



Rick Cole, City Manager of Azusa