



DO IT RIGHT!

You can keep our air clean and healthy.

It's as easy as 1 - 2 - 3 - 4.



Make sure the air quality is OK before you burn. Some nights the air quality is already so poor that open fireplaces and old non-EPA certified woodstoves, located either inside or outside your home, should not be used at all because they create Visible Smoke.



When you choose to burn wood always burn small hot fires with very dry, seasoned wood or manufactured fire logs. Hot, bright fires will reduce the amount of Visible Smoke that you put out into our air.



The best way to burn wood is with an EPA certified wood heater or wood pellet stove or fireplace insert. When used properly and responsibly these Hearth appliances do not create Visible Smoke and will not trigger a citation on mandatory curtailment nights.



Natural gas, Propane gas and Electric Fireplace Hearth appliances do not create any Visible Smoke at all. They are out of sight and never subject to Mandatory Curtailment.

To read more about avoiding visible smoke, visit www.hpbapacific.org. If you choose to "Do It Right" when you burn wood as a low cost, renewable energy resource in an EPA certified wood heater or pellet stove, please give your Air District and their governing Board Members a call and ask them to change Rule 4901 to allow you to operate your stove properly and responsibly and not create Visible Smoke during mandatory curtailment episodes.

Executive Director
Seyed Sadredin
 1990 E. Gettysburg
 Fresno, CA 93726
 (559) 230-6000

AIR BOARD MEMBERS

Supervisor
Leroy Ornellas
Chair
 San Joaquin County
 222 E. Weber, # 701
 Stockton, CA 95202
 (209) 468-3113

Councilmember
Chris Vierra
Vice Chair
 City of Ceres
 2720 Second St
 Ceres, CA 95307
 (209) 538-5692

Supervisor
Tony Barba
 Kings County
 1400 Lacey Blvd
 Hanford, CA 93230
 (559) 582-3211

Supervisor
Ronn Dominici
 Madera County
 200 W 4th Street
 Madera, CA 93637
 (559) 675-7700

Supervisor
Judith G. Case
 Fresno County
 2281 Tulare St, # 301
 Fresno, CA 93721
 (559) 488-3664

Supervisor
William O'Brien
 Stanislaus County
 1010 10th Street, # 6500
 Modesto, CA 95354
 (209) 525-6440

Supervisor
Michael G. Nelson
 Merced County
 2222 M Street
 Merced, CA 95340
 (209) 385-7366

John G. Telles, M.D.
Appointed by Governor
Heart Group
 1313 E Herndon Ave, # 20
 Fresno, CA 93720
 (559) 439-6808

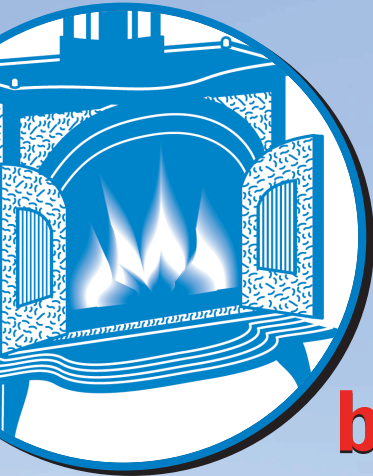
Councilmember
Henry T. Perea
 City of Fresno
 2600 Fresno St, 2nd Flr
 Fresno, CA 93721
 (559) 621-8000

Supervisor
J. Steven Worthley
 Tulare County
 2800 W Burrel
 Visalia, CA 93291
 (559) 733-6271

Supervisor
Raymond A. Watson
 Kern County
 1115 Truxtun Ave, 5th Flr
 Bakersfield, CA 93301
 (661) 868-3680



You can reduce and eliminate Visible Smoke!



Healthy Air is Everybody's
Responsibility, Every Day
and Every Night.

**You Have the Power to
"Do It Right"
by Choosing Clean-Burning
Fireplace Products.**



You can heat your home with affordable, renewable, wood fuel. When used properly and responsibly in an EPA certified wood heater or pellet stove, those fuels will not emit visible smoke. **Tell your elected officials you need the freedom to choose what is best for you.**

Visit hpbapacific.org for more information and tools on how to contact your air district officials.



KEY ISSUES RELATING TO THE SAN JOAQUIN VALLEY AIR DISTRICT WOOD SMOKE REGULATIONS FOR MEMBERS IN THE SAN JOAQUIN VALLEY AREA

Thank you for the opportunity to present several important points of information that relate to Rule 4901.

1. Up to 98% of the PM 2.5 that can be attributed to wood smoke is created by gross polluters which include older Open Fireplaces, Non-EPA certified wood heaters and agriculture burning. These gross polluters should be the primary targets for control measures.
2. Homeowners who choose to use solid fuel (wood or wood products) as a heating resource must be able to use Clean Burn technologies that do not create Visible Smoke. **Failing to include EPA-certified products removes any incentive for homeowners who choose to use solid fuels** to change out and upgrade their smokey, gross polluting appliances.
3. **There is a flawed assumption by the air district that natural gas will replace ALL solid fuel usage.** That's simply not realistic. Many homeowners still choose to use solid fuels for a large variety of reasons. Lower heating costs, the desire to use a renewable locally produced fuel source, and the increased popularity of bio-mass fuels as a way to curb global warming, to name a few.
4. Over 90% of the hearth products sold and installed in the air district from 2006 through 2008 are gas fueled appliances. The few solid fuel products sold are either EPA certified wood heaters or wood pellet stoves. These appliances **do not create Visible Smoke** when operated properly and responsibly.
5. Enforcement of Rule 4901 episodic mandatory curtailments will use **Visible Smoke** to trigger citations. The potential use of clean burn technologies during mandatory curtailment episodes will not add to enforcement costs or trigger additional citations.
6. Clean Burning EPA certified appliances are lumped in with Gross Polluters during mandatory curtailment episodes even though they do not create Visible Smoke. **Failing to separate Clean Burning technologies from Gross Polluters REMOVES any incentive for homeowners** to upgrade their appliances which will keep Gross Polluters operating in the air shed for many more years to come. In essence, **Rule 4901 discourages the replacement of old polluters.**
7. **Rule 4901 is confusing to the public.** The rule allows gross polluters to operate and create **Visible Smoke** right up to the point that the air becomes unhealthy. Homeowners should be asked to act responsibly every day and every night. They have the power to reduce Visible Smoke voluntarily.

continue next page...



8. **It is unfair, unreasonable and poor government that penalizes homeowners** who purchase Clean Burn appliances, to the tune of two to three thousand dollars, in an attempt to act responsibly and not create **Visible Smoke** every day while heating their homes with an alternative, renewable fuel resource.

Your voice is important. In fact, Your Voice is the only way to affect any change to Rule 4901. Here is what you can do:

FIRST, write a letter to any or all of the San Joaquin Valley Air District board members and expressed your own concerns. A helpful, sample letter template is available to make it easier.

SECOND, call the SJVAD board member from your area. They are your elected representative and they work for you!

THIRD, call again. Your Voice is the **ONLY WAY** you can affect a change and your representative needs to hear what **YOU** want changed.

ASK FOR THESE CHANGES:

1. **Use “Visible Smoke” as part of the defining language in the curtailment section.** Change Section 5.6.1 to read: “No person shall operate a wood burning fireplace, wood burning heater or outdoor wood burning device that creates visible smoke whenever the APCO notifies the public that an Episodic Curtailment is in effect for the geographic region in which the wood burning fireplace or wood burning heater is located.” Using **Visible Smoke** as the measure for compliance **DOES NOT** equal an exemption for EPA certified wood and pellet appliances. It requires that these appliances must be used responsibly.
2. **Create a Public Outreach message to begin November 1** and extend through the end of February that asks all homeowners “Please Do Not Smoke...everyday and every night...for all our Health’s Sake.” This is a Simple Message that is clear and easy to understand and challenges everybody, including wood burners, to make positive right choices before we reach unhealthy air quality. This would act as a **Voluntary Curtailment** and stay in place from November through the end of February. The message reflects the same message that is used during a Mandatory Curtailment Episode...without enforcement and citation. The message will have Consistency and Clarity.
3. **Include EPA certified wood heaters and pellet heaters in the Incentive Program** to motivate those homeowners who still choose to use solid fuel as an energy resource to terminate the use of their gross polluters and change out to a clean burn technology appliance.

Thank you for your concern for the quality of the air we breathe.

To: _____

Date: _____

Dear Air District Board Member,

Please alter Rule 4901 in the following ways:

1. **Use “Visible Smoke” as part of the defining language in the curtailment section.** Change Section 5.6.1 to read: “No person shall operate a wood burning fireplace, wood burning heater or outdoor wood burning device *that creates visible smoke* whenever the APCO notifies the public that an Episodic Curtailment is in effect for the geographic region in which the wood burning fireplace or wood burning heater is located.” Using **Visible Smoke** as the measure for compliance DOES NOT equal an exemption for EPA certified wood and pellet appliances. It requires that these appliances must be used responsibly.
2. **Create a Public Outreach message to begin November 1** and extend through the end of February that asks all homeowners “Please Do Not Smoke...everyday and every night...for all our Health’s Sake.” This is a Simple Message that is clear and easy to understand and challenges everybody, including wood burners, to make positive right choices before we reach unhealthy air quality. This would act as a **Voluntary Curtailment** and stay in place from November through the end of February. The message reflects the same message that is used during a Mandatory Curtailment Episode...without enforcement and citation. The message will have Consistency and Clarity.
3. **Include EPA certified wood heaters and pellet heaters in the Incentive Program** to motivate those homeowners *who still choose to use solid fuel* as an energy resource to terminate the use of their gross polluters and change out to a clean burn technology appliance. These emerging technologies continue to produce cleaner more efficient appliances that are seen globally as one of the bright spots in our quest to wean ourselves from fossil fuels. The locally produced fuel when properly burned dramatically lowers our carbon footprint. Requiring homeowners to use fossil fuels is bad for our environment and our future.

Thank you for consideration of my requests.

Regards,

