

## Minutes

Valley AIRNow Air Quality Outreach Program, Winchester-Frederick County  
March 1, 2006  
Northern Shenandoah Valley Air Quality Improvement Task Force

9:30-10:30 AM  
Winchester Regional Airport  
491 Airport Road, Winchester, VA 22602

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### Attendees

Valley AIRNow: Chelsea Jenkins, Tiffany Tumer

Task Force Members: Patrick Barker, Steve Kerr, Ken Jones, Jeff Rezin, Jim Giryatys

DEQ: Tom Ballou, Daniel Salkovitz

### 1. Update from Last Task Force Meeting

Chelsea began the meeting by announcing her departure from Valley AIRNow. Tiffany Tumer, a current JMU ISAT Master's student, will be assuming her position as Public Outreach Coordinator. Chelsea stated that Valley AIRNow would help to bridge the transition of personnel change while Tiffany completes her thesis requirements.

### 2. State Air Quality Update

Tom Ballou of DEQ gave a presentation updating the Task Force on recent findings of air quality studies in Virginia. The topics discussed were the status of the Eight-Hour Ozone standard, the status of the fine particulate matter standard, and regional visibility improvement strides.

In regard to the Eight-Hour Ozone standard data was shown that displayed ozone trends specifically for the Northern Shenandoah Valley and Shenandoah National Park, as well as statewide trends. Overall, the data revealed that the number of exceedance days in NSV and SNP has declined over time and the number of high ozone days at SNP has decreased significantly since 2003. Also, air quality statewide has seemingly been improving and modeling suggests that this trend will continue through 2009 with the recent implementation of emissions reduction programs.

Jim stated, however, that the presented data seemed counterintuitive to him in lieu of increasing population growth and the resulting vehicular traffic. Tom and Dan responded by suggesting that we are likely seeing the positive effects of the NO<sub>x</sub> SIP call implementation. They stated that 180,000 tons of NO<sub>x</sub> was reduced per season from point sources such as power plants. Tom then displayed a map illustrating the impact of local power plant reductions in Virginia. In Virginia alone 11,000 tons of NO<sub>x</sub> have been reduced.

Tom then updated the Task Force on Fine Particulate Matter and the Regional Visibility Program. He stated that unfortunately, PM has been a stagnate issue lately. Although monitoring statewide has shown that particulate matter since 2001 has been well below the required standard, it has not

decreased either. The improvements seen regarding surface ozone have not carried over into the particulate matter arena. Instead, all focus and attention has been placed on surface ozone and VOCs leaving PM far behind. Recent modeling revealed that there would be a 10% increase in particulate matter by 2018 in Virginia. In a related matter, the Visibility Improvement Program has established a goal to achieve “natural” conditions in the region by 2064.

### **3. Review of Past Events**

As a request from last month’s meeting, the attendees were shown the image of a poster that was created for AirCorps members. All Task Force members seemed to approve of the design. Chelsea then briefly explained the purpose and progress of the Teacher Planning Sessions that took place January 23<sup>rd</sup> and 30<sup>th</sup>, February 6<sup>th</sup> and 13<sup>th</sup>. She mentioned the difficulties that teacher’s have been faced with in getting air quality information into the curriculum. A pilot teacher workshop has been scheduled to take place June 26-30 at JMU. Patrick requested that the names of the teachers representing the Win-Fred school systems present at the planning sessions be sent to him.

Chelsea also briefly addressed the following recent events. A presentation was made at the Woodstock Rotary on January 18<sup>th</sup> that Bob Claytor spoke highly of during personal correspondence with Chelsea. A poster presentation was made at the American Meteorological Society Conference during January 29 and February 2 that was very well received. Finally, C.J. and Chelsea attended the National Air Quality Conference February 5-8 during which a PowerPoint presentation was made. She also briefly discussed the results of the online survey. The response rate was very high with 43 surveys out of 60 completed. The results of the survey are posted on the website.

### **4. Event Planning**

Chelsea initiated discussion regarding the upcoming Clean Commute Day as well as the beginning of ozone season in general. In preparation for ozone season, she suggested a media blitz that would involve personal interactions (i.e. one-on-one meetings with each media resource). Patrick suggested hosting a working lunch that would bring all of the media resources to one location. Dan then stated that he has been involved with both alternatives and it is really dependent on each individual media source which option to choose.

Clean Commute Day and the ozone season kick-off event were discussed next. Rather than incorporating AirCorps recognition into the Clean Commute Day events, Chelsea suggested creating two separate events—Clean Commute Day activities on May 5<sup>th</sup> and AirCorps recognition during a Business After Hours meeting. The Task Force agreed with the idea of hosting separate events; however, they were concerned about the timing of Clean Commute Day to the Apple Blossom Festival. The Apple Blossom Festival is set to occur at the same time as Clean Commute Day and the Task Force members felt that the Festival would overshadow CC Day. There is a Fireman’s parade planned Friday, May 5<sup>th</sup>, a traditional parade on Saturday, and the bus system is shut down on the 5<sup>th</sup>. Patrick suggested moving Clean Commute Day to May 1<sup>st</sup> or 2<sup>nd</sup> and running a

media blitz the entire week before, thus avoiding competition with the Festival. Hosting CC Day on May 1<sup>st</sup>, the beginning of ozone season, could be the hook.

Dan then suggested holding the AirCorps recognition day later in the ozone season, perhaps a few weeks after our Clean Commute Day, since ozone isn't really a concern until around Memorial Day. He was unsure if there have been any orange days in May in the past and stated that he would check his records.

Chelsea next discussed the Clean Air Art Contest and the Apple Blossom Race. Due to bad timing, it was suggested by the school systems that the contest be moved to September. Ken mentioned that we would need to talk to the schools early then because they will forget over the summer. Chelsea then referred the Task Force meeting to the Race brochure in their handouts. Due to a lack of space, no vendors are allowed at the race this year. However, they have promised to include a pamphlet in each participant's race packet. Chelsea reiterated that the handout was simply a rough draft and would ultimately be placed on card stock and serve as a bookmark. Jeff then suggested including some of the information conveyed by Tom Ballou during his presentation regarding the improvement of our air quality and our commitment to maintaining it.

Finally, Chelsea further discussed the results of the online survey. From this survey it was discovered that the best way to reach the public and create positive behavioral changes regarding air quality was to implement a plan that would be permanent and lasting. Chelsea then posed the question of "how can Valley AIRNow make the biggest difference over the long-term?" The idea of an educational center was pitched to the Task Force. This center would be a smaller model of Penn State's Air Quality Learning and Demonstration Center (visit <http://www.arboretum.psu.edu/research/air.html> for more information). Chelsea also pitched the idea of an Air Museum. Patrick gave his thumbs up on these ideas and suggested that a more detailed plan be brought forward and presented to the task force for further consideration.

## **5. Upcoming Events**

In closing, Chelsea briefly addressed upcoming events and important dates. The next task force meeting was scheduled for April 5, 2006. Valley AIRNow will present at the 38<sup>th</sup> Air Pollution Workshop in Charlottesville on April 11. Other events in April include NSV Petroleum Marketer's Association presentation (11<sup>th</sup>), Stephen's City Rotary presentation (18<sup>th</sup>), and a Winchester Star Forum piece in preparation for ozone season (30<sup>th</sup>). The Teacher Development Workshop is slated for June 26-30.