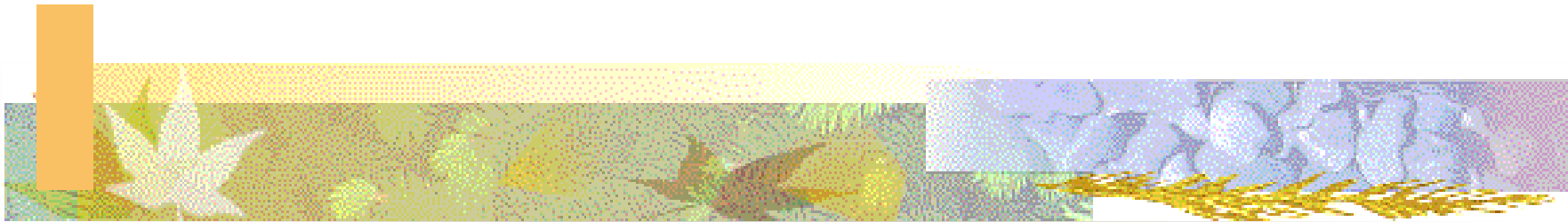


Valley AIRNow-Air Quality Outreach

for the Northern Shenandoah Valley Air Quality Improvement Task Force



Air Quality Improvement Task Force Meeting
May 3, 2006



Ozone Early Action Plan
Northern Shenandoah Valley

valleyairnow



Today's Agenda:

- Introductions
- Guest Update: DEQ
- '06 Ozone Season Kickoff Events
- Outreach Output
- Task Force Input
- Upcoming Events
- General Comments/Input



'06 Ozone Kickoff Events

- WINC interview with Dan Salkovitz regarding beginning of ozone season
- 38th Annual Air Pollution Workshop/Presentation, Charlottesville: April 11
- NSV Petroleum Marketer's Association Presentation: April 11
- Stephen's City Rotary Presentation: April 18
- Environment VA Conference/Presentation, Lexington: April 19
- Winchester Star Forum piece: April 28
- Northern Virginia Manufacturer's Association Presentation: May 3
- 1400 Apple Blossom Festival bookmark inserts for Kids Bloomin' Mile and 10K Runner's packets: May 5 and 6, respectively



Outreach Output

■ Chamber April Business Agenda

“Valley AIRNow Air Quality Outreach Program is getting ready for our second year serving Winchester-Frederick County. What’s in store? For starters, a new Coordinator! Please welcome Tiffany Tumer to our community. Tiffany is just completing her Master’s degree from the College of Integrated Science and Technology at James Madison University. She brings a range of knowledge and skills to the job. What else is in store? Ozone season officially begins May 1. Please watch the Winchester Star for our upcoming Forum pieces and articles, informing you of our air quality challenges, and please visit our website, www.valleyairnow.com.”



Outreach Output, cont...

- AIRCorps poster
- Winchester Star Forum piece
- Apple Blossom Festival Bookmark
- Teacher Air Quality Workshop brochure
- Hotline and e-mail available for public input
 - (540) 450-2207, info@valleyairnow.com
- Valley AIRNow website updated
 - E-mail comments/suggestions to tumerta@jmu.edu
- Air Coordinators prepared for AQAD network
- LFCC Post-Season Surveys received
 - results and analysis next meeting

Task Force Input

■ 2006 AIRCorp plan

■ 3 dimensions of AIRCorps

1. **Business**
2. **Health** (including Wellness, Athletic Organizations)
3. **Media**

■ 3 levels of membership

1. **Affiliate:** member of AQAD alert network, incorporates education/outreach components (e.g. poster display)
2. **Contributor:** Affiliate + material support of AIRCorps (e.g. monetary or in-kind donations), incentives program
3. **Partner:** Contributor + 365 days of participation (e.g. implementation of telecommute, rideshare programs)

Task Force Input, cont...

AIRCorps								
Business			Health			Media		
Affiliate	Contributor	Partner	Affiliate	Contributor	Partner	Affiliate	Contributor	Partner

- Modified Media and AIRCorps packets
- Health contacts?

Task Force Input, cont...

- Clean Commute Day, AIRCorps Recognition Kickoff Event
 - Friday, May 19th; 12:00 – 1:00 pm
 - Location: NetTech Center
 - Potential guest: City mayor
 - FREE telecommute usage all day May 19th
 - Framed certificates for 2005 members, Plaque presented to Outstanding AIRCorps member
 - Ideas?
 - Refreshments
 - Best way to get **existing** and **potential** AIRCorps members to the event
 - Specific businesses to target, particularly Health?



Task Force Input, cont...

- **Future role of LFCC**
 - Phone surveys too burdensome due to school-student dynamics
 - Alternative ozone survey possibilities?
 - Permanent air quality monitoring station?
- **Teacher Air Quality Workshop**
 - Equipment for WinFred teachers?



Task Force Input, cont...

- Long-term program parameters

HOW CAN VALLEY AIRNOW MAKE THE BIGGEST DIFFERENCE IN THE COMMUNITY OVER THE LONG RUN?

- Equipment in Schools (GLOBE)?
- Anti-idling campaigns (tractor trailers, school buses)?



Upcoming Events

■ Important Dates

- Next Task Force meeting: June 7, 2006
- Bloomin' Mile Kids and 10K Race: May 5-6
- VHS Employee Health & Fitness Fair: May 11
- National Air Quality Awareness Week: May 15-21
- 2nd Winchester Star Forum piece: week of May 15-19
- Clean Commute Day/AIRCorps recognition Kickoff Event: May 19
- Teacher Air Quality Workshop, JMU: June 26-30

■ Other scheduled activities for May

- Media kit distribution
- AIRCorps member recruitment



Upcoming Events, cont...

- Important Dates

**EAC Progress Report submittal
deadline: June 30**

General Comments/Input

