

Meeting Minutes

Valley AIRNow Air Quality Outreach Program, Winchester-Frederick County
June 7, 2006

Northern Shenandoah Valley Air Quality Improvement Task Force

9:30-10:30 AM

Chamber of Commerce

2 N. Cameron Street, Winchester, VA 22601

Attendees

Valley AIRNow: Tiffany Tumer, Tiffany Newbold

Task Force Members: Patrick Barker, Steve Kerr, Jeff Rezin, Jim Giryatys, Bob Claytor, Spencer Stinson, Steve Bauserman

DEQ: Daniel Salkovitz

VDOT: Amy Costello

Region 9: Mike Ball

Meeting began at 9:32 am.

1. Review of Past Events

Following brief introductions, Tiffany summarized Valley AIRNow events occurring since the May 2006 Air Quality Improvement Task Force meeting.

- Apple Blossom Festival races (Kids Bloomin' Mile, Adult 10K): informational bookmarks specific to ozone and runners were inserted in 1,400 Runner's Packets on May 5 and 6. Bob Claytor was a participant in this year's 10K and reaffirmed their inclusion in the Packets.
- VHS Employee Health and Fitness Fair: Tiffany represented Valley AIRNow at this event on May 11 by staffing a booth at the Winchester Medical Center. All Fair attendees were required to visit each booth as part of a Wellness program operated by Valley Health Systems. Consequently, Tiffany was presented with an opportunity to interact in some way with nearly all event attendees. *Air Quality Action* brochures, EPA *Ozone and Your Health* pamphlets, and AQI rulers were among some of the materials distributed. In addition, several individuals enlisted to receive AQAD email alerts.
- Winchester Star Forum: A Valley AIRNow Forum piece was printed on May 17 in *The Winchester Star*. Tiffany mentioned her dissatisfaction with the title it was given by the *Star's* editor and believed it may have negatively skewed some reader's perception and intent of the article.
- Clean Commute/AIRCorps event: Valley AIRNow's AIRCorps Recognition event took place at the Net Tech Center on May 19. The turnout for the event was disappointing and much less than expected. However, there was excellent media coverage of the

event. Reporters from *The Winchester Star* and *Northern Virginia Daily* attended and wrote comprehensive articles on Clean Commute Day and its relationship to air quality. Tiffany asked if anyone had clipped the *Northern Virginia Daily* article. Several Task Force members had done so and agreed to send a scanned copy to her for Valley AIRNow records.

- Commute Smart Virginia meeting: Tiffany represented Valley AIRNow at this meeting on June 1 at the American Lung Association headquarters in Richmond, VA.

2. Outreach Output

Tiffany summarized the following Valley AIRNow outreach activities occurring since the last AQITF meeting in May.

- Distribution of Media Kits: Tiffany distributed between 25-30 Media Kits to Winchester-Frederick County television, print, and radio resources in May.
- AIRCorps advertisement/recruitment poster: A magnetic AIRCorps poster was created to display at events as a means of member advertisement as well as recruitment of new members. A prototype of this poster was present at the May 19th AIRCorps Recognition event.
- Educational posters for AIRCorps members: Two posters were developed for AIRCorps members to display in highly trafficked areas as an educational tool for their employees as well as the general public. One poster exhibited the Air Quality Index while the other was a pictorial poster illustrating the health effects of common air pollutants for display in Medical offices, Wellness Centers, Retirement Homes, and other health-related businesses.
- LFCC Survey Analysis: Tiffany presented the results from the Post-Ozone Season phone survey performed by Lord Fairfax Community College. A brief summary of the survey questions, associated responses, and conclusions were discussed.

In response to the questions that followed, Tiffany agreed to check into the home addresses of those surveyed. It was believed that the percentage of people who obtained their news primarily from *The Winchester Star* vs. *Northern Virginia Daily* would vary depending on their location in the Winchester-Frederick County areas. Dan Salkovitz also mentioned that the percentages included in the written LFCC analysis report were not identical to those posted in the PowerPoint presentation. Tiffany agreed to double-check the numbers and make any necessary modifications to the report.

The wording of the survey questions were discussed next. Bob Claytor mentioned that the questions may have been somewhat leading and suggested that we be cautious in the way in which questions are presented to respondents. In response to Bob's comments, Mike Ball then inquired if the Task Force ever thought to utilize the services of a professional survey company. Patrick Barker answered

that due to the high costs involved, a professional survey company was not an option.

The discussion then moved to the number of yellow days occurring in late May, and more importantly, the ozone exceedance that occurred on May 30, 2006 in Winchester-Frederick County. Patrick posed a question to Dan regarding the length of time the area was at 85 ppb on May 30th. Dan responded that WinFred was above the 85 ppb standard for 5 hours with a 1-hour peak of 103 ppb and an average of 88 ppb. Due to the discrepancy between the ozone forecast issued by DEQ and the actual conditions for the day, the AQAD network was not enabled. Jeff Rezin suggested that the Task Force should be made aware of the exceedance if presented with the same scenario in the future. Tiffany agreed to keep the Task Force updated with this type of information.

The dissemination of Air Quality Action Day information was next discussed by the Task Force in response to the stated conclusion regarding the need to increase Valley AIRNow presence in local television outlets as well as *The Winchester Star*. Steve Kerr reminded members that there will be additional television coverage in the fall when TV-3 Winchester begins airing. Dan mentioned, however, that radio is the quickest way to disseminate air quality information to the public.

3. Task Force Input

- **Biodiesel Initiative:** Steve Bauserman presented a brief overview of an upcoming Biodiesel project to be implemented in Winchester City. The project would involve recycling waste vegetable and virgin oil that is normally disposed of in less than desirable methods by local businesses and homes (i.e. land filling, dumping down drains, etc.). Waste oil would instead be collected by Valley Protein, converted to biodiesel, and then supplied to low-income families. Due to the creation of methanol as a by-product, Steve mentioned that the conversion from waste oil to biodiesel can be very dangerous if performed incorrectly by non-professionals.

In response to Steve's overview, Bob Claytor mentioned several problems he foresaw with biodiesel production and advised to take caution. Bob also informed the Task Force that on October 1st, 2007, nonroad diesel engines will be required to use low sulfur (500 ppm) diesel fuel.

- **American Lung Association Asthma Camp:** Tiffany suggested trying to provide ozone information to the kids attending Winchester's Camp Superkids in late June. The Task Force agreed that an informational ozone bookmark, specific to children with asthma, would be beneficial. Tiffany agreed to try to contact the ALA Camp Director. If unable to provide ozone information this year due to the late notice, she would incorporate this into next year's outreach

plans. Steve Bauserman suggested teaming up with SHENAIR and the University of Virginia's Asthma Alert system.

- **GLOBE equipment:** Per the request of the Task Force for more information at last month's meeting, Tiffany presented information on what a set of GLOBE equipment for schools would consist of. Pictures of eight air quality monitoring instruments were presented, including general characteristics, the estimated cost, and the GLOBE protocols that each addressed. The grand total that was estimated for one set of GLOBE equipment was approximately \$3,600. If approved, one or more of these sets could be made available at each school for checkout.

Patrick expressed concern with the commitment of teachers to actually utilize the equipment, as well as the acceptance of GLOBE air quality monitoring with the EAP by the EPA and DEQ. Tiffany agreed to speak with the teachers at the Air Quality Workshop in late June to create some kind of program to ensure the equipment will be used if purchased. Dan stated that the GLOBE program would fall nicely under the School-based Public Awareness Program Phase 1 control, as long as the other measures under the EAP are addressed.

Bob suggested we provide one set of GLOBE equipment to a private school where there is less faculty turnover. Patrick responded by suggesting one set each be provided to both a private and public school.

4. Upcoming Events

- **Next Task Force meeting:** Due to scheduling conflicts with July 5th, the next meeting was scheduled for August 2, 2006 at the Chamber of Commerce, 9:30 – 10:30 am.
- **EAC Semi-annual Status Report:** Tiffany reminded the Task Force of the June 30 deadline for submitting the EAC Report to the EPA. The Task Force advised they would like to see the Report prior to its submission.
- Discussion of the Winchester Star Forum piece was re-initiated by Steve Bauserman. Steve suggested that an additional Forum article be written in response to the May 17th piece, stating that air quality is still a problem in the area and reviewing steps the community can take to reduce emissions. When written, Patrick suggested that we send a draft of the article to City Council prior to its submission to *The Winchester Star*.

Jeff suggested that Valley AIRNow purchase ad space for future articles to ensure that it will be printed in its entirety. Tiffany agreed to look into associated costs.

Meeting adjourned at 10:32 am.