

## Meeting Minutes

Valley AIRNow Air Quality Outreach Program, Winchester-Frederick County  
August 2, 2006  
Northern Shenandoah Valley Air Quality Improvement Task Force

9:30-10: 30 AM  
Chamber of Commerce  
2 N. Cameron Street, Winchester, VA 22601

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### **Attendees**

Valley AIRNow: Tiffany Tumer

Task Force Members: Patrick Barker, Gary Dove, Ken Jones, Jeff Rezin (call-in),  
and Charlie Weiss

ALA: Donna Reynolds (call-in)

DEQ: Daniel Salkovitz, Tom Ballou (call-ins)

VDOT: Laurie Henley (call-in)

Region 9: Mike Ball

Meeting began at 9:31 am.

### **1. Review of Past Events**

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

- SHENAIR Air Quality Teacher Workshop: From June 26<sup>th</sup> – 30<sup>th</sup>, The SHENAIR Institute hosted a 5-day workshop at James Madison University on the issues and science surrounding air quality in the Shenandoah Valley. Of the 15 teachers who attended the workshop, 5 represented the Winchester-Frederick County school systems. The names of these teachers, as well as the schools they represented, are included in the PowerPoint presentation on the Valley AIRNow website.

Over the span of the five days, JMU professors with experience in air quality, environmental education, weather, and GPS use, served as instructors for the workshop. Irene Ladd, a representative of GLOBE, instructed the teachers on how to properly use GLOBE equipment to collect accurate air quality data, including surface ozone. Overall, the Winchester-Frederick County teachers were enthusiastic about implementing GLOBE protocols in their classrooms this upcoming school year.

Patrick Barker questioned how teachers were informed of the Workshop. His sister is a science teacher at James Wood High and he was uncertain if she received any information on the Workshop. Tiffany answered that those representatives who attended the Teacher Planning Sessions were responsible for coordinating the distribution of information to science teachers within their school district. Patrick agreed to send contact information from James Wood and Tiffany promised to ensure information on next year's workshop is delivered to this school.

Jeff Rezin suggested making the PowerPoint presentations from the Workshop available to the Task Force. Tiffany agreed to post the presentations on the Valley AIRNow website.

- Semi-Annual Status Report: This report was submitted to DEQ on June 29<sup>th</sup>. Overall, everything went smoothly with the submittal process.

## **2. Outreach Output**

Tiffany summarized the following Valley AIRNow outreach activities occurring since the last Task Force meeting in June.

- AQAD Procedures for Local Government Memorandum: In early June, Winchester City and Frederick County each distributed a memorandum to all local government agencies and offices, specifying the procedures on Air Quality Action Days.
- Ozone Informational Packets: Tiffany provided each of the Winchester-Frederick County Workshop attendees with an informational ozone packet to use as a classroom resource in the upcoming school year. This packet consisted of pamphlets, brochures, posters and fact sheets on ozone and the Valley AIRNow program
- Chamber of Commerce newsletter: Tiffany submitted the regular Valley AIRNow article to the Winchester-Frederick County Chamber of Commerce newsletter for both June and July. All newsletters can be viewed at [http://www.winchesterva.org/Newsletter/default\\_news.asp](http://www.winchesterva.org/Newsletter/default_news.asp).
- Winchester Star Forum piece: Tiffany submitted a follow-up Forum piece to *The Winchester Star* to be printed in its July edition. However, she was unaware if the Forum piece had yet to be printed. Those present were uncertain as well and Tiffany agreed to follow up with Adrian O'Connor, Editorial Page Editor of *The Winchester Star*.
- Public service announcements: In July, Tiffany submitted several radio and television PSAs supplied by the It All Adds Up To Cleaner Air campaign to local media contacts. Television PSAs were sent to WAZT-TV and Winchester Community Television. Continuing with the theme she had been promoting that month, the PSAs encouraged proper car maintenance to reduce emissions and improve air quality.
- AIRCorps recruitment: Tiffany has continued to recruit members for the AIRCorps program. New members for July are Winchester Parks & Recreation and Shenandoah Area Agency on Aging which has 6 Senior Centers in the area.

## **3. Task Force Input**

- Potential Upcoming Events: Tiffany mentioned several upcoming events that Valley AIRNow could become involved in. These events included the Opportunity Winchester Street Festival (tentatively scheduled for September 30) and the 3<sup>rd</sup> Annual Green Circle Fall Fitness Fair (October 7). Tiffany has been corresponding with Jim Lawrence on these events and they both seem to be excellent booth opportunities for Valley AIRNow.

Tiffany also described two interactive displays that would enhance Valley AIRNow booths in the future—a cubic meter (m<sup>3</sup>) model and a tire pressure/bike demo. The m<sup>3</sup> model is created from PVC pipe and was introduced at the Air Quality Teacher Conference at JMU. Tiffany stated that most people have difficulty grasping what one ppm/ppb means or represents. The m<sup>3</sup> model allows booth visitors to visualize how much space, or air, occupies a cubic meter, allowing them to picture how much area one billionth (or 1 ppb) of ozone might occupy in that space. A JMU professor also suggested placing a mesh wire on the top of the model and suspending an object (i.e. a bead or jelly bean) to physically represent 1 ppb in the cubic meter. Photographs of the m<sup>3</sup> model can be found in the associated PowerPoint presentation on the Valley AIRNow website.

The bike demo is an interactive tool suggested by Angela Neilan of the DEQ Office of Environmental Education (Office of EE). The demo consists of a bicycle mounted on stationary wheels and a hand pump to increase and decrease tire pressure. The rider is then able to physically feel the resistance when the bike's tires are either over-inflated or under-inflated, and consequently apply that to how much harder their car has to work as a result of improperly inflated tires.

Tiffany next described the third listed upcoming event—the 2006 Virginia Environmental Education Conference at Smith Mountain Lake (September 19 – 20). This conference is sponsored by Virginia Naturally, a program coordinated by the DEQ Office of EE. SHENAIR and Valley AIRNow are currently in negotiations to lead an interactive, 2-hour discussion on air quality education in Virginia.

The Task Force agreed that all three events were acceptable public outreach events.

- 2006 – 2007 Outreach Plan: In addition to the smaller program elements Valley AIRNow has been involved with over the last year (i.e. attending events, hosting booths, presenting to various groups, etc.), Tiffany outlined 3 main elements she would focus on during the 2006 – 2007 Outreach year. In no particular order, these elements included: collaboration with the Office of EE on Driver's Education curriculum, an Anti-Idling Campaign, and continued recruitment of the Valley AIRCorps program. Tiffany suggested adding a page outlining these components to the Valley AIRNow website.

#### ***Collaboration with Office of EE***

Tiffany met with Angela Neilan several weeks ago to discuss the creation of a working relationship regarding participation in their Driver's Education program as well as collaboration at local events.

The Driver's Education curriculum would consist of a 45 minute PowerPoint presentation to high schools in the area. Interspersed throughout the presentation would be several activities. Students would be able to participate in the bike demo as well as learn how to properly check their tire pressure using a tire gauge on small lawnmower tires.

Tiffany stated that the most difficult part of implementing this curriculum would be gaining entrance into the local schools. Valley AIRNow has encountered problems with this in the past and she hopes to overcome this obstacle.

Next, Tiffany mentioned that instructors who were to present the Driver's Ed curriculum were required to undergo a 1-day training session. For the time being, she would be the only instructor available. If schools were very receptive, other alternatives would have to be explored to solicit additional volunteers.

In terms of event collaboration with Angela, Tiffany stated that Clean Air Champions expressed interest in manning booths with Valley AIRNow at local events. This year, Angela was interested in attending the Opportunity Winchester Street Festival in September. However, many more opportunities for collaboration would be available in 2007.

### ***Anti-Idling Campaign***

Tiffany next provided an in-depth overview of the proposed Anti-idling Campaign. She mentioned that this campaign should sound very familiar as it was modeled after Valley AIRNow's current AQAD network. Some of the goals of the proposed campaign include:

1. To improve air quality in the Shenandoah Valley by enlisting area members of the freight industry to participate in a voluntary program designed to limit diesel engine idling, particularly on AQAD days;
2. To promote awareness of health and environmental effects, as well as maintenance and efficiency costs, associated with diesel engine idling.

The name Tiffany created for the idling informational network was the Clean Diesel Network. Again the Clean Diesel Network, or CDN, would operate identically to the current AQAD network. Rather than consisting of Educators, Media, and Business outlets however, the target audience for CDN would be the freight industry. This would consist of local fleets, individual drivers, truck stops, and hopefully rest areas. Patrick volunteered to send Tiffany a list of names for these groups operating in Winchester-Frederick County.

Basic membership for CDN would also be identical to the AQAD Network (e.g. receiving Action Day alerts, displaying Anti-idling posters, educating employees, etc.). Tiffany next provided a list of proposed materials that would be developed for the campaign, including:

- Anti-idling poster: for display around the facilities of fleet companies, truck stops, and rest areas.
- Brochure: specific to diesel engine idling in the Shenandoah Valley.
- Bumper sticker: for display on fleet trucks to encourage other drivers to reduce engine idling.
- Street Signs: to be displayed in front of parking spaces or other areas where trucks idle, encouraging drivers to turn off their engine. See a sample street sign included in the associated PowerPoint on the Valley AIRNow website.

To measure the success of the Idling Campaign, as well as quantify emissions reductions, Tiffany briefly described several tools that would be used. To measure campaign success, a pre- and post-program implementation survey would be utilized. This short survey would consist of several questions regarding behavioral change, current idling practices, attitudes, and basic air quality knowledge. These surveys would be provided to CDN members prior to and following Ozone Season 2007.

To quantify emissions reductions, Valley AIRNow would ask CDN members to report their pre- and post-program idling times. Idling times are commonly downloaded from the engine computer during routine maintenance. This provides data that is easily accessible and readily available. Additionally, Argonne National Laboratory supplied Valley AIRNow with an idling calculator that fleet owners or individual drivers can complete and gain an understanding of the amount of money that could be saved on fuel costs and maintenance costs as a result of idling reduction.

Next, Tiffany stated that Valley AIRNow would coordinate the effort to expand the Campaign and create an anti-idling campaign that spans the entire Shenandoah Valley. Valley AIRNow would solicit the help of all air quality programs up and down the I-81 corridor from Martinsburg to Roanoke. This collaboration would consist of a simple sharing of ideas and materials. Valley AIRNow would make its templates available to all campaign partners for their own printing, distribution, and use. Consequently, all air programs in the Valley would be sending out the same message in the same format and it would appear to be a comprehensive Valley-wide effort.

Tiffany then suggested other idling possibilities to get local schools involved. If the Winchester and Frederick County school districts were receptive and would cooperate, Valley AIRNow would post Anti-idling street signs similar to the signs for the Clean Diesel Network at parent pick-up locations. These signs would encourage parents waiting in school zones for their children to be released from school to turn off their engines. In addition, a letter to parents would ideally be placed in a back-to-school packet that would educate parents on idling in school zones and its effects on air quality and children's health.

Charlie Weiss suggested contacting the School Superintendents to execute these measures. Tiffany responded by mentioning that Superintendents have not been very receptive in the past. Charlie stated that he would contact the Winchester City Schools Superintendent while Patrick volunteered to contact Patty Taylor, the new Superintendent for Frederick County Schools.

Donna Reynolds provided information on the American Lung Association's Clean School Buses Campaign. She mentioned that they were trying to meet with the Superintendent of Schools for Virginia to discuss an idling policy for school buses. Ideally, the bus idling policy would be sent to all Superintendents in the

state for adoption and implementation by the individual school districts. Donna also asked if Tiffany would provide an overview of the Valley AIRNow Idling policy at the August 3<sup>rd</sup> Commute Smart Virginia meeting in Richmond. Tiffany agreed to be added to the meeting's agenda.

#### **4. Upcoming Events**

- Next Task Force meeting: Due to audio difficulties with the Chamber of Commerce telephone, the next meeting was scheduled for September 6, 2006 at the Winchester Regional Airport, 9:30 – 10:30 am.
- Commute Smart Virginia meeting: August 3
- 2006 Virginia Environmental Education Conference: September 19 – 20
- Opportunity Winchester Street Festival: tentatively scheduled for September 30
- 3<sup>rd</sup> Annual Green Circle Fall Fitness Fair: October 7

#### **5. General Comments/Input**

Regarding the Anti-idling Campaign overview Tiffany provided, Patrick asked Dan Salkovitz how the proposed campaign sounded from DEQ's perspective. Dan responded that it sounded "good" and would be a "good program". With the high particulate readings across the state over the past few days, he also mentioned that the timing was great.

Dan's discussion of the campaign next turned to the air quality Virginia had been experiencing lately with the extreme heat conditions. Dan stated that they had not been seeing the ozone levels that would be expected with this "prime" ozone weather in the state. Patrick questioned if there was any reason for this. Dan answered that DEQ would like to think it is due to the NOx rules. In Shenandoah National Park for example, there has been no problem at all since implementation of the NOx rules. He also pointed out, however, that there are also no local sources in proximity to the Park.

Although they are trying to "connect the dots", Dan stated that he couldn't say with absolute scientific evidence why ozone levels haven't been what would be expected with the current weather conditions. So far this week, there have only been 2 exceedances in Suffolk and northern Virginia. Dan also mentioned that just a few years ago, Virginia would be seeing much more widespread readings than this. There have been more issues with particle pollution than with ozone.

According to Dan, Winchester's numbers in particular have been excellent. WinFred has only experienced one orange day so far this year and has been struggling to get into the yellow. He stated that this makes it hard for forecasters, particularly when there are ideal weather conditions and the actual data doesn't live up to what is forecasted.

Charlie then suggested running a public service announcement regarding improvement in area air quality. Patrick responded that an earlier Forum piece

had somewhat addressed this topic. Dialog continued for several minutes on local air quality improvement.

Meeting adjourned at 10:15 am.

~ Meeting minutes respectfully submitted by Tiffany Tumer.