

Valley AIRNow-Air Quality Outreach

for the Northern Shenandoah Valley Air Quality Improvement Task Force

Air Quality Improvement Task Force Meeting
August 2nd, 2006



Today's Agenda

- Events: Past
- Outreach Output
- Task Force Input
- Events: Upcoming
- General Comments/Input



Events: Past

- Air Quality Teacher Workshop: June 26 – 30
- Semi-Annual Status Report: June 30



Air Quality Teacher Workshop

- 15 total teachers attended
 - 5 Winchester-Frederick County
 - Admiral Byrd Middle – Lesley Babe Patterson
 - Admiral Byrd Middle – Derek Rinker
 - John Handley High – Stacie Labrozzi
 - NREP – Janel Pidgeon
 - Sherando High – Jill Saylor
 - To complete course, all teachers are required to implement GLOBE ozone protocol in their classrooms



Outreach Output

- Air Quality Action Day procedures for local government memorandum
- Ozone packets for WinFred Workshop teachers
- Chamber of Commerce newsletter article
- Winchester Star Forum piece
- July public service announcements
- AIRCorps recruitment
 - Winchester Parks & Recreation
 - Shenandoah Area Agency on Aging



Task Force Input

■ Potential Events

- Opportunity Winchester Street Festival:
September 30
- 3rd Annual Green Circle Fall Fitness Fair:
October 7
- 2006 Virginia Environmental Education
Conference: September 19 – 20



2006 – 2007 Outreach Plan

- Main program elements
 1. Driver's Education/Air Quality Curriculum
 2. Anti-Idling Campaign
 3. AIRCorps recruitment
- Add page to website outlining these main components



Task Force Input, cont...

- **Collaboration with DEQ Office of Environmental Education**
 - **Clean Air Champions program**
 - promotion of car maintenance and its connection to air quality
 - 2 Main components:
 1. Driver's Education Curriculum
 2. Event collaboration



DEQ Office of EE

1. Driver's Education Curriculum

- Requires school recruitment
- Instructors must undergo 1-day training
- 45 minute interactive presentation (1 class period)
 - PowerPoint presentation (created by ALA, DEQ)
 - Activities
 - Stationary bike with hand pump to increase/decrease tire pressure
 - Small lawnmower tires to teach students how to properly check tire pressure



DEQ Office of EE

2. Event Collaboration

- 2006: Opportunity Winchester Street Festival
 - Booth eye-catchers
 - Stationary bike
 - Cubic meter model
 - DEQ may provide booth handouts as well (e.g. gas door stickers)
- More opportunities available in 2007



Task Force Input, cont...

- **Anti-idling Campaign**

- **Goals:**

- 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
 - To promote awareness of health and environmental effects, as well as maintenance and efficiency costs, associated with diesel engine idling



Anti-Idling Campaign, cont...

- Clean Diesel Network
 - Modeled after current AQAD network
 - Target audience: Freight industry (i.e. local fleets, individual drivers, truck stops, rest areas)
 - Basic membership:
 - receiving Ozone Action Day alerts
 - displaying Anti-idling posters
 - educating employees



Anti-Idling Campaign, cont...

- Materials development
 - Action Day Alert
 - Program suggestions for every day actions
 - Anti-idling poster
 - Anti-idling brochure
 - Anti-idling street sign
 - Bumper sticker

Examples of materials





Anti-Idling Campaign, cont...

- Measurable Program Assessment
 - Pre- and post-program implementation surveys
 - To measure behavioral change, idling practices, attitudes, and air quality knowledge
 - Quantification
 - Fleets will be asked to report their pre- and post-program **idling times**
 - Commonly downloaded from engine computer during routine maintenance
 - Argonne National Laboratory Idling Calculator: measure idling emission benefits



Anti-Idling Campaign, cont...

- Valley-wide collaboration
 - I-81 corridor: Martinsburg, WV to Roanoke
 - Eastern Panhandle Clean Air Connection
 - SHENAIR
 - Ride Solutions
 - Sharing of materials and ideas
 - Clean Diesel Network templates will be made available to campaign partners for their own printing and distribution



Anti-Idling Campaign, cont...

- Other possibilities

- For schools:

- Street signs at parent pick-up locations

- Back-to-school letter to parents specific to idling, air quality, and children's health



Events: Upcoming

- Next Task Force meeting: September 6th, 2006
- Commute Smart Virginia meeting: August 3
- Opportunity Winchester Street Festival:
September 30
- 3rd Annual Green Circle Fall Fitness Fair:
October 7
- 2006 Virginia Environmental Education
Conference: September 19 – 20

General Comments/Input

