

Meeting Minutes

Valley AIRNow Air Quality Outreach Program, Winchester-Frederick County
September 6, 2006
Northern Shenandoah Valley Air Quality Improvement Task Force

9:30-10: 30 AM
Winchester Regional Airport
491 Airport Road, Winchester, VA 22601

Attendees

Valley AIRNow: Tiffany Tumer

Task Force Members: Patrick Barker, Bob Claytor, Gary Dove, Steve Kerr, Jeff Rezin

VDOT: Laurie Henley (call-in)

Region 9: Mike Ball

Meeting began at 9:31 am.

1. 2006 Ozone Season Update

Following brief introductions, Tiffany provided DEQ data to the Task Force on the number of 8-hour ozone exceedance days that Winchester-Frederick County and other areas of the state had experienced thus far. The data was accurate as of August 28, 2006—the last time any area in Virginia had exceeded the 8-hour EPA standard.

Winchester-Frederick County had experienced only one 8-hour exceedance day on May 30, 2006. On this day, the maximum 8-hour average was 88 ppb and the maximum 1-hour average was 103 ppb. The rest of the Shenandoah Valley followed suit. Page County, Shenandoah National Park, Rockbridge County, and Roanoke County experienced zero exceedances.

As can be expected, the larger metropolitan areas in Virginia posted much higher numbers in terms of exceedance days. Northern Virginia had 11 exceedances so far this season and Richmond experienced 9.

2. Outreach Output

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

- Chamber of Commerce newsletter: Tiffany submitted the regular Valley AIRNow article to the Winchester-Frederick County Chamber of Commerce newsletter for both August and September. All newsletters can be viewed at http://www.winchesterva.org/Newsletter/default_news.asp.
- Public service announcements: Tiffany released 2 public service announcements to our radio media contacts for the weeks of August 28 – September 4 and September 4 – 11, 2006. The released PSAs were provided to Valley AIRNow by Clean Air Champions. These announcements were pre-recorded and professionally developed, providing a nice change from our regular live-read PSAs.
- AIRCorps recruitment: Tiffany has continued to recruit members for the AIRCorps program using the Chamber of Commerce letter that was developed with the help of Patrick Barker and Charlie Weiss. To save money on printing and mailing costs,

Tiffany stated that she has utilized the fax machine as the primary source of distribution.

Patrick asked if anyone had enrolled as a result of the letter. No, according to Tiffany, although she was still optimistic as she has only been able to send the letter to about 100 partners thus far. Bob Claytor suggested contacting Kim Shick, Executive Director of Access Independence. Access Independence is a business which provides services to those with disabilities and Bob was confident they would enlist and be active in AIRCorps. Tiffany agreed to follow up with this lead.

- Information and materials dissemination: Tiffany provided information on ozone and Valley AIRNow to the Health Depot, located in the Apple Blossom Mall. Health Depot is a public outreach component of Valley Health Systems and provides an area where the community can pick up information on health topics. Health Depot agreed to display several ozone brochures on their wall of materials.

Air quality information for kids was distributed to our recently enrolled AIRCorps member, Winchester Parks & Recreation. Ozone coloring books and activity sheets from the It All Adds Up To Cleaner Air website were provided.

3. Task Force Input

Upcoming Events: At the last Task Force meeting, Tiffany mentioned that the Green Circle Fall Fitness Fair on October 7th may be a good booth opportunity for Valley AIRNow. However, as of last week, no other booth vendors had been confirmed. Instead, Tiffany suggested placing informational bookmarks in each runner's packet, similar to what had been done for the Apple Blossom Festival races earlier this year. The bookmarks are very inexpensive and provide a cost-effective means of communicating our message to the community.

Next, Tiffany summarized an additional upcoming event occurring on October 12 called National Alternative Fuel Vehicle Day Odyssey. For those not familiar with this event, Odyssey Day was explained as a nationwide event hosted by multiple sites across the United States to create awareness of alternative fuels and the vehicles that utilize them. Currently, there are more than 50 sites in the U.S. hosting this event, including James Madison University.

JMU's Odyssey Day will be one of the largest of the events in Virginia and will encompass *all* areas of sustainability, including air quality, water quality, and wind energy in addition to the alternative fuels focus. JMU is using the title of "Sustainability Day" to promote this event and as far as we know, is the only site to expand upon Odyssey Day in this way. This will be a *huge* event and will create a lot of publicity for Valley AIRNow as well as provide a great educational opportunity for area schools.

Four schools from four different areas (grades 5 – 12) are allowed to attend Odyssey Day at JMU on a first come – first serve basis. The event was publicized by sending a mass email to all science coordinators of local schools. This coordinator was then responsible for disseminating the information to their respective team science teachers. Tiffany noted that within 15 minutes of sending the email, a teacher from Richard Byrd Middle (Frederick County Public Schools) enrolled her class for the event.

Patrick asked if James Wood had been informed, as his sister teaches in the science department there. Tiffany responded that yes, she had specifically sent his sister's address to JMU to be added to the distribution list.

In terms of the air quality session at Odyssey Day, one half of the time would consist of lecture with the other half comprised of hands-on, interactive exhibits. Smog City (<http://www.smogcity.com/>), the bike demo, cubic meter model, GLOBE equipment, and other air quality resources would be utilized. In addition, Smog Dog would be walking around to interact with the students and to be promoted as a potential classroom learning tool.

- **GLOBE Equipment:** Next, Tiffany mentioned that we had been discussing the possibility of providing GLOBE equipment to area teachers at past meetings and would have to reach a final decision today. According to Tiffany, Valley AIRNow has the funds to provide the five teachers who attended the Workshop in June with one set of Surface Ozone Protocol equipment. One set of equipment would cost roughly \$350, totaling approximately \$1,800 for all five teachers.

Tiffany noted that the biggest concern for the Task Force at previous meetings had been ensuring that the equipment would be actually be used. To address this concern, she stated that the equipment would remain property of JMU and simply loaned out to the five teachers. Then, if a teacher left the school system or failed to implement the equipment, the equipment would revert back to JMU for distribution to another teacher. Classroom implementation would be monitored by accessing the GLOBE database and performing regular checks as teachers are required to input all collected data into the online database.

Bob Claytor suggested performing initial weekly checks of the database coupled with weekly emails thanking the teachers for their data inputs. This would let the teachers know that we are paying attention to their data, hopefully encouraging them to continue utilizing the equipment.

The Task Force unanimously approved the decision to provide GLOBE equipment to the Workshop teachers.

- **Idling Campaign Materials:** Tiffany stated that since last month's meeting, the Valley AIRNow team had been working on developing materials for the idling campaign. She explained that today, she would present rough drafts of these materials for Task Force feedback.

First, the **idling brochure** was presented. Tiffany re-emphasized that this was merely a first draft and encouraged the Task Force to try to limit feedback on a visual basis as the text was not finalized. Overall, the Task Force approved of the brochure's visual aspects including color scheme, photographs, and formatting.

Bob Claytor initiated further discussion of the brochure with several comments. First, he mentioned that many fueling stations had begun to switch to ultra low sulfur diesel which would have a significant effect on air quality. Secondly, he stated that he had read the rough draft of the text, and there was nothing mentioned of why trucks idle (e.g. heating, air conditioning, and habit). He stated that most trucks idle for heating purposes in the winter and one solution to this problem would be for truck stops to install shore power plug in receptacles. When approaching truck stops in the area, such as Flying J and Wilco, Bob suggested finding out if they have other locations utilizing this technology. According to him, Flying J has one of the highest volumes of truck traffic on I-81 and is close in proximity to the Frederick County

ozone monitor. Tiffany responded that she could provide area truck stops with information on subsidies available for idling reduction technology.

It was noted by several members that the brochure seemed wordy in regards to text. Tiffany agreed and responded that the brochure was currently undergoing revisions to condense the text to make it more readable. Bob suggested creating a one page, bulleted document of idling information for truckers. Mike Ball responded that he had developed an information card for his idling campaign and would send Tiffany a copy.

Two versions of a **street sign** for the freight industry were presented next. This sign would be placed in common idling zones at area fleet facilities, truck stops, and hopefully the Winchester rest area. The Task Force chose to proceed with the predominately white sign included in the PowerPoint presentation on Slide 12.

Regarding the **street sign** for schools, Tiffany commented that she is scheduled to meet with the Frederick County School Superintendent on October 1st and will present the two versions of the sign for the Superintendent to choose from. If approved, Tiffany would then be able to approach individual schools for participation in the idling program.

Bob commented that the text "Please turn your engine off" on the signs may not be descriptive enough. He posed the question, "turn your engine off, when?" After a few minutes of discussion, the Task Force suggested placing "after 30 seconds" in smaller text beneath the text in question. Also, it was suggested by the Task Force to add the Valley AIRNow website link to the signs in addition to the Valley AIRNow logo.

Next, Tiffany presented three versions of a **bumper sticker** to be placed on Clean Diesel Network fleet trucks. Sample #2 (middle) on Slide 14 of the PowerPoint presentation was chosen by the Task Force. Regarding the American Lung Association logo on many of the materials, Patrick questioned how the freight industry perceived the organization, perhaps viewing it as a regulatory entity and inhibiting the program's objectives. Tiffany stated that she would look into his question.

Finally, Tiffany mentioned that a **poster** was currently being developed to display around the facilities of participating fleets, truck stops, and rest areas. The poster would encompass the concept behind the It All Adds Up To Cleaner Air "10 Simple Steps" bookmark. Tiffany stated that she had created text specific to the freight industry that would replace the current text in the bookmark. Approval had previously been sought and obtained by It All Adds Up.

4. Upcoming Events

- Next Task Force meeting: Patrick confirmed that future meetings would occur every other month until the 2007 Ozone Season. The date of the next Task Force meeting was scheduled for November 1st at the Winchester Regional Airport.
- Commute Smart Virginia meeting: September 7
- 2006 Virginia Environmental Education Conference: September 19 – 20
- Opportunity Winchester Street Festival: September 30. Tiffany stated that Valley AIRNow would be teaming up with Steve Kerr and the Ride Share program at this event due to scheduling conflicts.

- James Madison University Open House: September 30. 1,500 students, primarily from Virginia, will be attending this event and circulating through the air quality exhibit. Another great publicity event!
- 3rd Annual Green Circle Fall Fitness Fair: October 7
- National Alternative Fuel Vehicle Day Odyssey: October 12.
- 87th AMS Annual Meeting: January 14 – 18, 2007. Tiffany mentioned that Valley AIRNow would have a poster presentation at this event. The presentation would consist of the outreach at the Teacher Workshop and would include the project abstract of two Winchester-Frederick County teachers.
- National Air Quality Conference: February 11 – 14, 2007.

Meeting adjourned at 10:17 am.