

Valley AIRNow-Air Quality Outreach

for the Northern Shenandoah Valley Air Quality Improvement Task Force

Air Quality Improvement Task Force Meeting
February 7, 2007



Today's Agenda

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



Events: Past

- Semi-annual EAC Status report: December 31, 2006
- 87th AMS Annual Meeting: January 14 – 18, 2007
- Mid-Atlantic Diesel Collaborative presentation: January 24, 2007



Outreach Output

- AIRCorps recruitment
 - New members:
 - Allied Waste Services
 - Curry Chiropractic Center
 - Chamber of Commerce recruitment fax
- Chamber newsletter article
- Valley AIRNow website updates
 - Winter materials available
 - Clean Diesel Network
 - Information page
 - On-line membership registration page



Outreach Output, cont...

■ Mid-Atlantic Diesel Collaborative

- A partnership between leaders from federal, state, and local government, the private sector, and environmental groups in Delaware, Maryland, Virginia, Pennsylvania, West Virginia and the District of Columbia
- The Collaborative is part of an overall national campaign to reduce diesel emissions.
- Two workgroups joined:
 - Freight
 - School Bus
- For more information: www.dieselmidatlantic.org



Outreach Output, cont...

■ Clean Air Champions program

- Currently in negotiations with VA Department of Education
 - Clean Air Champions curriculum to be required in all Virginia Driver's Education programs
 - Winchester-Frederick County and Roanoke EAC areas potential pilots for the program
 - Interest from James Wood High School
 - EPA supported
 - Novelty items (tire pressure gauges with logo)?



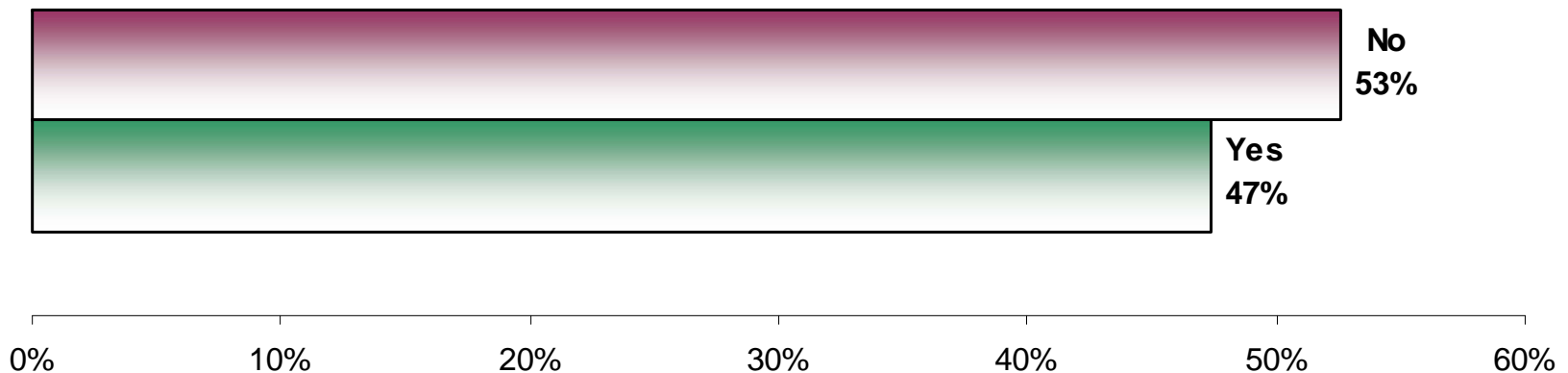
Outreach Output, cont...

- Valley AIRNow outreach survey
 - Online survey; approximately 100 student responses from 3 schools
 - Millbrook High
 - Sherando High
 - Elkton Middle
 - 25 questions on:
 - air quality awareness
 - outreach educational value and information flow
 - behavior change
 - information recall
 - demographics

Outreach Output, cont...

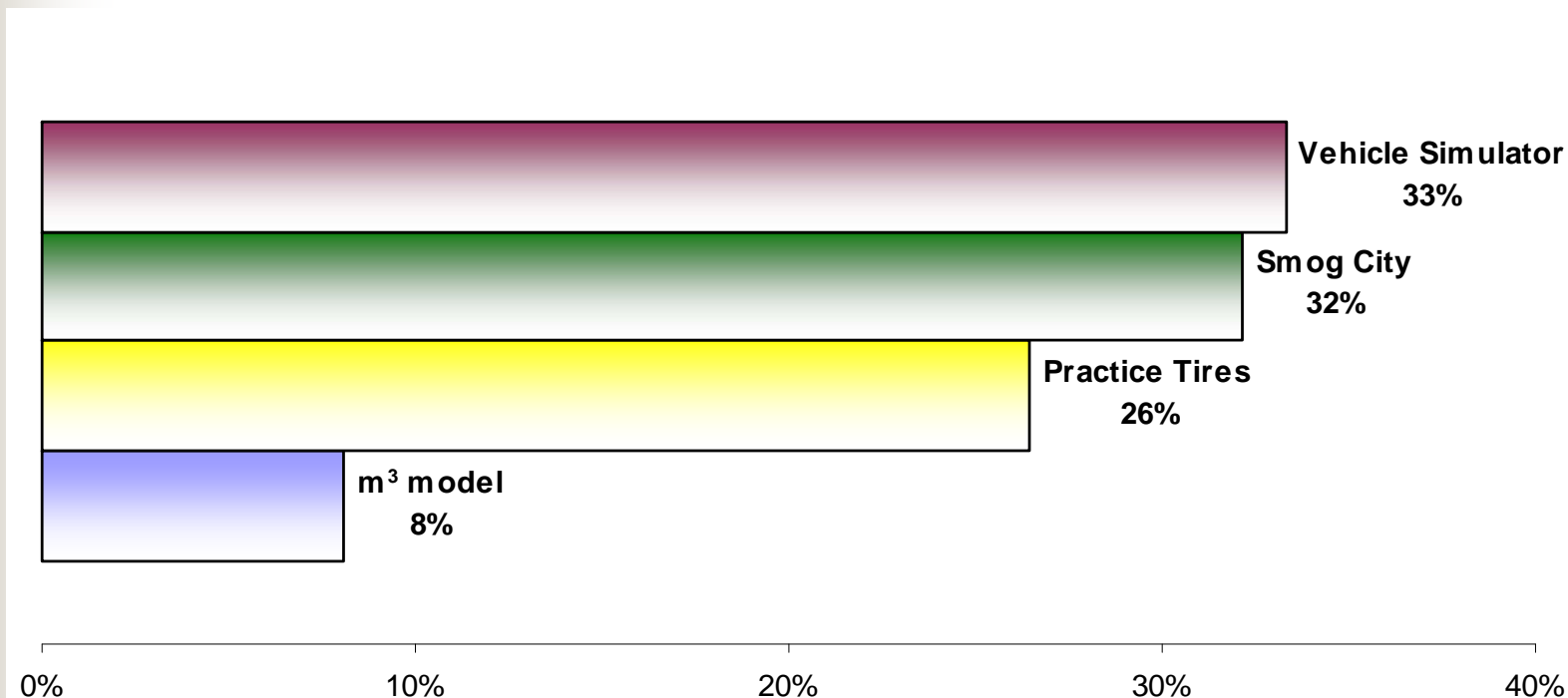
■ Preliminary results

Q1: Did you go home and talk with your family or friends about what you learned at the Air Quality Station?



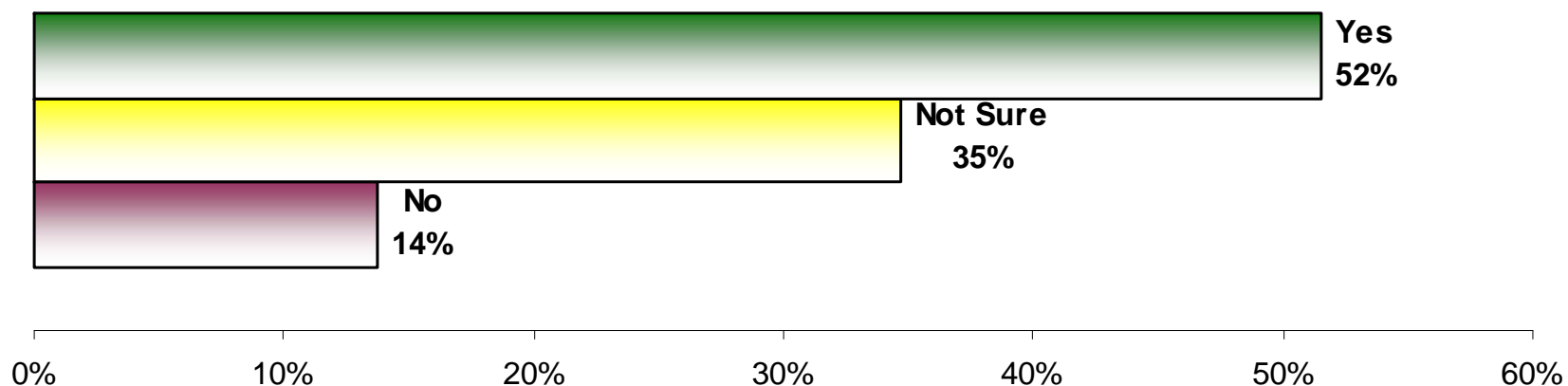
Outreach Output, cont...

Q2: If yes, Please choose the activities that you talked about (more than one may apply).



Outreach Output, cont...

Q3: Have you or a family member actually checked your tire pressure since visiting the Air Quality Station?





Task Force Input

■ Clean Commute Day

- Date: May 5, 2007
- Ideas?
 - “Unveil” idling signs at schools
 - Enlist school environmental clubs to pass out anti-idling bumper stickers to parents after school
 - Organize a Clean Commute Fair at a participating high school (booths from Valley AIRNow, VCAP, ALA, JMU Biodiesel program, Shenandoah University, Winchester Transit, Winchester Green Circle, etc.)
 - **Other ideas?**



Task Force Input

■ **GLOBE Equipment Funds**

- Many schools unable to implement equipment
 - SHENAIR covered the costs (FCPS schools: NREP, Admiral Byrd)
- Approximately \$1,800 available
 - **Ideas?**
 - More anti-idling street signs, bumper stickers?
 - Advertisement (e.g. newspaper ads)?
 - Novelty items for events (e.g. tire pressure gauges with logo)?



Events: Upcoming

- Next Task Force meeting: April 4, 2007
- National Air Quality Conference:
February 11 – 14
- Innovative Environmental Technologies
Symposium: February 22
- JMU Earth Day: April 20
- Clean Commute Day: May 5

General Comments/Input

