

# Valley AIRNow-Air Quality Outreach

for the Northern Shenandoah Valley Air Quality Improvement Task Force

Air Quality Improvement Task Force Meeting  
April 4, 2007



# Today's Agenda

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

# Events: Past

- National Air Quality Conference:  
February 11 – 14
- Clean Air Champions presentation, James Wood  
High School: February 21 – 22



- Commute Smart Virginia meeting: March 23

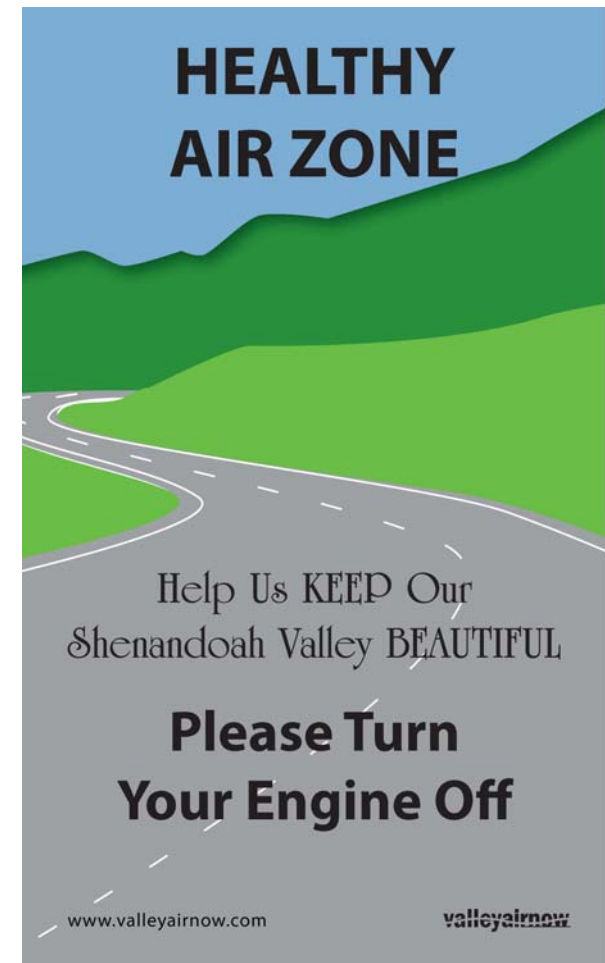


# Outreach Output

- AIRCorps recruitment
  - New members:
    - Green Bay Packaging, Inc.
  - Chamber of Commerce recruitment fax
- Chamber newsletter article
- Idle Reduction Signs
  - Frederick County Public Schools
  - Day Care Centers
  - AIRCorps members

# Idle Reduction Signs

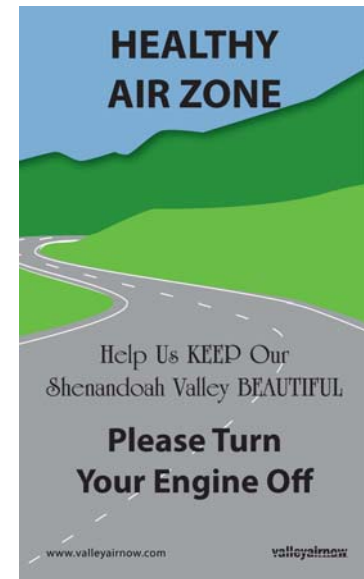
- Frederick County Public Schools
  - 22 signs total to be installed at each school in district
  - For now, 1 sign at each location
    - Additional signs could be installed at a later date given \$ and site appropriateness
  - Estimated installation date: late April
    - In time for ozone season 2007 kick-off
    - Sign “unveiling” media blitz



# Idle Reduction Signs

## ■ Day Care Centers

- To date, 6 signs total requested
  - **Rosedale Baptist Church Kiddie Kollege** (4 signs total)
  - **Shenandoah Child Care Center** (2 signs total)
  - **Abundant Life Church Daycare & Preschool** (1 sign total)
- Additional interest but most were required to check with Board or owners
- Question: for City day cares, is a permit required to display signs?
- Estimated installation date: late April
  - JMU students?



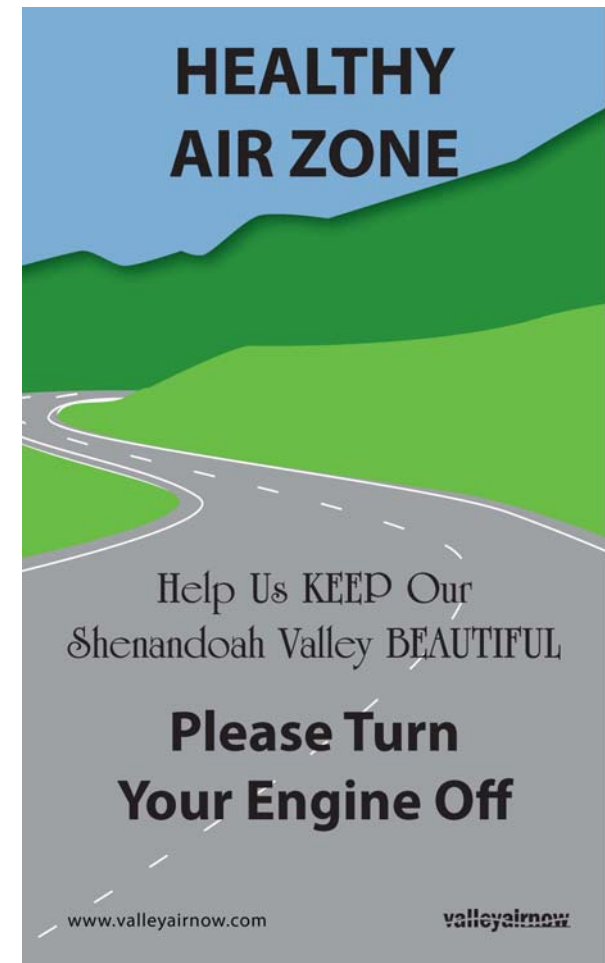
# Idle Reduction Signs

## ■ Valley AIRCorps

- Morgan Oil Corporation (4 signs total)
- Emmart Oil Company (24 signs total)
- American Autobody, LLC (2 signs)

## ■ Summary

- More interest than anticipated
- 59 total signs requested
- Perhaps set aside funds in '07 budget to accommodate
  - Long-term vs. short-term impact





# Task Force Input

- **Apple Blossom Festival 10K insert**
  - Friday, May 4 – Kids Bloomin' Mile
  - Saturday, May 5 – SunTrust 10K
  - Runner's Packet insert
    - Last year: Ozone-health bookmark
    - This year: eye-catching informational insert directing participants to an on-line survey
  - Purpose:
    - 1) sign-up community members to receive Air Quality Action Day alerts, and
    - 2) gather feedback



# Draft insert – Side 1



Ozone

*it's in the air we breathe*

[www.valleyairnow.com](http://www.valleyairnow.com)

# Draft insert – Side 2

## Ozone Facts:

- Ozone is in the air we breathe.
- There is good ozone and bad ozone.
- 2.7 million Virginians live in areas with unhealthy ozone pollution.
- Ozone can inflame and damage the lining of the lung.
- 1 out of every 3 people is at a high risk of experiencing health related problems due to ozone pollution.

## How much do you know about the ozone?

Please visit us online at [www....](http://www.valleyairnow.com) to take a short survey and to enter your name in a chance to win one of the following three prizes.

- 1st prize: Gift Certificate for \$100.00 to Runners, Inc.
- 2nd prize: A pair of NewBalance running shoes
- 3rd prize: Life is a Breath of Fresh Air T-shirt

[valleyairnow.com](http://valleyairnow.com)

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# Task Force Input

## ■ **Apple Blossom Festival insert**

- Donations for survey incentives
  - Runners' Retreat – pedometer
  - Other area athletic/wellness stores?
  - Other contacts?
- Survey questions
  - What would we like to know?
  - Use 2005 – 2006 LFCC survey questions for comparison purposes



# Task Force Input

## ■ Plan for 2007 – 2008

- Likely to be the last year for outreach program
- What would you like to accomplish?
  - Ideas
  - Suggestions
  - DISCUSSION



# Events: Upcoming

- Next Task Force meeting: May 2, 2007
- K – 12 Earth Day event at JMU: April 18
- Winchester Parks & Recreation Earth Day event: April 21
- Apple Blossom Festival
  - Kids Bloomin' Mile: May 4
  - Adult 10K: May 5

# General Comments/Input

