



Ozone Early Action Plan
Northern Shenandoah Valley

valleyairnow

Valley AIRNow Air Quality Outreach

for the Northern Shenandoah Valley Air Quality Improvement Task Force

Air Quality Improvement Task Force meeting

May 8, 2007

Today's Agenda

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

Events: Past

- Clean Air Champions, James Wood High
 - February 21 – 22: customized tire gauges
- JMU Earth Day Event: April 18
 - Status of James Wood High
- Winchester Parks & Recreation Earth Day event: April 21
- OZONE SEASON: May 1
- Apple Blossom Festival
 - Kids Bloomin' Mile: May 4
 - Adult 10K: May 5
 - Runners packet insert: ozone bookmark



Outreach Output

General

- AIRCorps recruitment
 - Chamber of Commerce fax
 - Task Force contacts
- National Air Quality Awareness Week
 - JMU Earth Day
 - Idle Sign Installation
 - www.epa.gov/airnow/airaware/local.html
- Clean Air Champions website
 - <http://www.virginiacleanairchampions.org/partners.html>



Outreach Output

Ozone Season

- City/County AQAD memo
 - Recommended actions for Action Days
 - County memo distributed on 4/27
 - City memo: status of Ed Daley and Clean Air Coordinator
- AQAD network check
- Valley AIRCorps – availability of ozone materials
- Valley AIRNow hotline
- Valley AIRNow website
 - Daily ozone AQI forecast console on homepage

Air Update



By: STI

Source: Virginia DEQ



Outreach Output

Media

- Press Release
 - “Summer Ozone Season Begins May 1”
- Recent Media Coverage
 - “American Lung Association Report Lauds Valley”
(Northern VA Daily, May 1)
 - “Data: Local Air Quality Sees an Improvement”
(Winchester Star, May 2)
 - WINC-FM (DEQ interview, May 2)
- Media Packet distribution
 - Television (WAZT, TV3 Winchester)
 - Newspaper (Northern VA Daily, Winchester Star)
 - Radio (WINC, Southern Light, Clear Channel, etc)

Task Force Input

- Task Force survey results
 - 9 of 23 responses received (40% response rate)

1. Idle Reduction Sign Locations

Most Effective	Effective	Least Effective
<ul style="list-style-type: none">• Schools• Day Care Centers• Virginia Inland Port• Gas Stations, Convenience Stores	<ul style="list-style-type: none">• AIRCorps businesses• Winchester Medical Center• Park & Rides, Commuter Lots• Parks, Playgrounds, Other Recreational Areas	<ul style="list-style-type: none">• Athletic Fields• Shopping Centers• Retirement Homes, Adult Care Centers

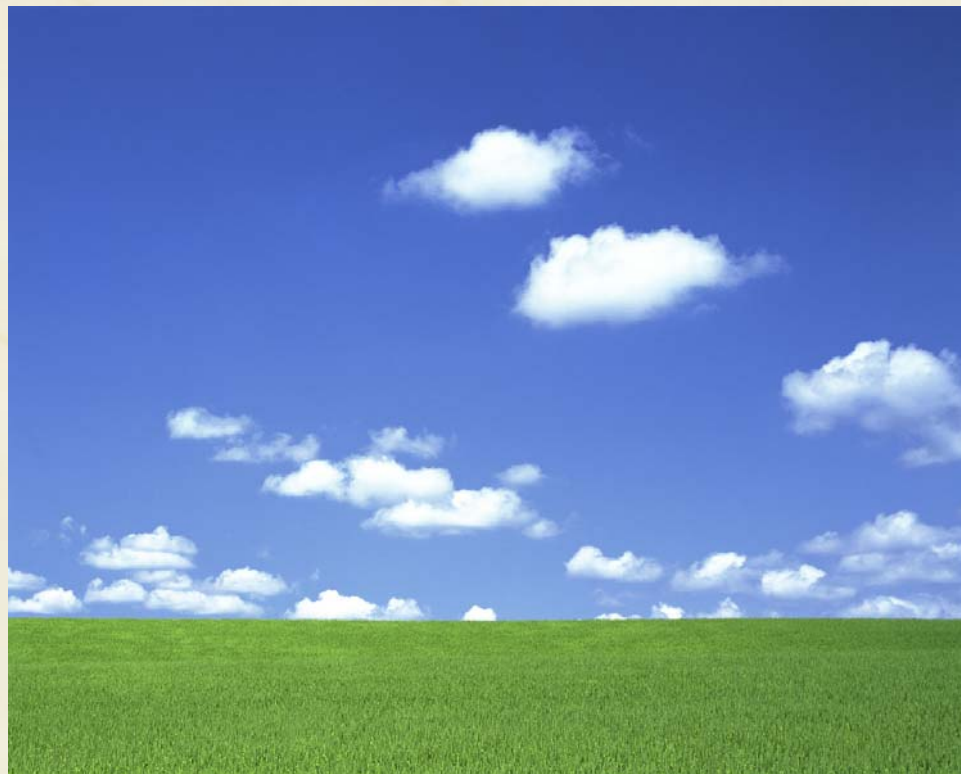
Task Force Input, cont...

2. Valley AIRNow outreach programs/activities

Most Valuable	Valuable	Least Valuable
<ul style="list-style-type: none">• Idle Reduction Street Signage• Clean Air Champions• AQAD Network• Informational Articles• Media Kits• AIRCorps program• Teacher Training• Presentations – Civic Groups	<ul style="list-style-type: none">• Clean Diesel Network• GLOBE program• Media Development & Distribution• Partnerships• K – 12 Educational Events• Presentations – Business, Local Gov't, Medical• Outreach Research• Valley AIRNow Communications• Task Force Meetings	<ul style="list-style-type: none">• Clean Commute Day Celebration• Community Events & Festivals• PSAs• Presentations - Conferences

Task Force Input

- Plan for 2007 – 2008
 - Based on Task Force survey results
 - DISCUSSION/IDEAS





COC Business Agenda

- 1,800 copies distributed each month
- Valley AIRNow monthly articles no longer guaranteed due to lack of space
- Discussion: purchase of ad space
- See ad rates
 - Annually
 - Semi-annually
 - Size
 - Color

Idle Reduction Signs

- Frederick County Public Schools
 - Installation date: May (day TBD)
 - Posts have been received
 - Waiting on signs/hardware
 - Work backlog
 - Vendor expects signs to be completed this week
 - Will work with Larry Rickard (FCPS) to coordinate installation timeline
 - PR campaign following installation
- Day Care, Other Businesses
 - Installation date: May (day TBD)



Potential Events

- Business Showcase 2007: June 5
 - \$150 fee for non-profit COC members
- Clean Air Champions Training Workshop
 - For WinFred Drivers Ed teachers, others
 - Lack of AQ knowledge
 - One-day training
- Air Check VA event
 - Free vehicle emissions testing for WinFred residents
 - Funding?
- Discussion/Other Ideas?

Events: Upcoming

- Next Task Force meeting
 - Date? (June 6)
 - Location?
- Idle Reduction Sign Installation: May
- Business Showcase 2007: June 5

General Comments/Input

