



**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

June 6, 2007

# Today's Agenda

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

# Events: Past

- Clean Air Champions Report: May 10
  - Submitted to EPA by VDEQ
  - Valley AIRNow evaluation report: James Wood High presentations
- Idle Reduction Sign Installation and Delivery
  - See *Task Force Input*

# News

- DEQcast – Info on Demand
  - A new subscription-only service to receive DEQ air quality forecasts and/or health alerts via email
  - Must sign-up by June 18<sup>th</sup> to continue to receive daily ozone forecasts and alerts
  - <http://www.deq.virginia.gov/lists/>

# Outreach Output

- AIRCorps recruitment
  - Chamber of Commerce fax
  - Status of Task Force contacts?
- City AQAD memo
  - New Clean Air Coordinator: Perry Eisenach, Public Services Director
  - Have experienced difficulty reaching Mr. Eisenach
- TV-3 News
  - Weathercaster: Lauryn Ricketts
  - Originally interested in only displaying Air Quality Action Day alerts
  - Currently working with Lauryn to implement daily ozone forecasts
    - EPA AIRNow ozone maps

# Outreach Output

- EAC Progress Report
  - Information received from VDOT, VCAP, MPO, and Telecommute Center
  - Awaiting information from FC Easement Authority, FC Planning & Development, and Winchester Green Circle
  - Projects that should be included (i.e. traffic congestion, green space preservation, mixed use development)?
  - To be distributed to Task Force for review on 6/20

# Task Force Input

- COC Business Agenda articles
  - Status of Valley AIRNow informational articles (Patrick)
  - Development of non-time sensitive ads

# Clean Air and Blue Skies are Valley Hallmarks



PLEASE  
Help us keep  
it that way!

To find out more, please  
visit [valleyairnow.com](http://valleyairnow.com)

# \$imple Choices can save you money






*Did you know?*  
By keeping  
your car tuned  
and properly  
inflating your  
tires, you use less gasoline? By using  
less gasoline you are reducing air  
pollution. So please, save some green  
and keep our air clean!



For more information  
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# Get to know the color of your air

## Air Quality Index (AQI) for Ozone

-  **GREEN** – Good (0-50)
-  **YELLOW** – Moderate (51-100)
-  **ORANGE** – Unhealthy for Sensitive Groups (101-150)
-  **RED** – Unhealthy (151-200)
-  **PURPLE** – Very Unhealthy (201-500)

*Summer is “ground-level ozone” season. Ground level ozone can damage the lungs of even healthy people. Get your daily Air Quality Forecast and find out how you can do your share to preserve our air.*

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

# Promote your business for FREE

Become a ValleyAirCorps partner. Show the community that your business cares about public health and the environment and we will promote your business for free. Find out how.



*Do your share to preserve our air*

**AIRCorps**

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# Idle Reduction Signs

- All 100 signs printed
- Delivery & Installation
- **Schools**
  - Frederick County Public Schools
    - 24 signs delivered to Facilities Management on 5/11
    - Installation currently in process
  - Winchester Academy
    - Sign delivered to Bob Claytor
  - Winchester Public Schools
    - Mr. Kellison agreed to participate (Thanks Patrick!)
    - Working with Kevin McKew, WPS Director of Operations
    - 10 signs total requested (at least one at each school)

# Idle Reduction Signs

- **Day Care**
  - Encountered problems with installation
    - Liability issues with JMU
    - Alternative solution: DK Industrial Services
      - Agreed to handle sign installation
  - 7 signs total
    - Rosedale Baptist Kiddie Kollege
    - Shenandoah Child Care Center
    - Abundant Life Daycare & Preschool
  - More day cares to be approached
    - 26 signs available for distribution of original 100 ordered


# Idle Reduction Signs

- **Other Businesses**
  - **Gas Stations/Convenience Stores**
    - Emmart Oil
      - Metal signs + posters for window display
    - H.N. Funkhouser
    - Morgan Oil
  - **Virginia Inland Port**
    - Contact: Stan Crockett (Thanks Gary!)
    - 2 signs requested
    - Distributed on May 24<sup>th</sup>
  - **American Autobody, LLC**
    - Interested in displaying 2 signs
    - Dependent upon interest from day cares and schools



# Idle Reduction Signs

- PR Campaign
  - Original target date: May 2007
  - Delayed due to installation issues and late WPS participation
  - New target date?
    - Late summer 2007
    - Options: August or September
    - Note: Schools re-open on September 4<sup>th</sup>



# GLOBE/GIS Teacher Training Workshop

- June 25 – 29 at JMU
- For Shenandoah Valley science teachers
- Two-part series: GLOBE and GIS
  - Continuing education units awarded
  - GLOBE teaching certificate awarded
- GLOBE hands-on lessons and activities offered:
  - **Air quality (surface ozone)**
  - Hydrology
  - Land Cover
  - Soils

# Events: Upcoming

- Next Task Force meeting
  - Date?
  - 1<sup>st</sup> Wednesday of the month is July 4<sup>th</sup>
- GLOBE/GIS Teacher Training Workshop:  
June 25 – 29
- EAC Progress Report: June 30

# General Comments/Input

