



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

August 1, 2007

Today's Agenda

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

Events: Past

- June Semi-Annual Status Report to EPA
 - Submitted to VDEQ on 6/27
- Idle Reduction Sign recruitment, delivery, and installation

Outreach Output

- AIRCorps recruitment
 - Chamber of Commerce fax
 - SHENAIR summer intern assisting with distribution
- City AQAD memo
 - Status of Clean Air Coordinator: Perry Eisenach, Public Services Director
 - New City Manager?
- COC Business Agenda ads
 - Agreed to run ads “as often as possible”
 - No guarantee

Task Force Input

- Clear Channel Radio
 - Met with Linda Fletcher of CC on 7/2
 - Facilitates marketing for other area non-profits
 - Agreed to put 10/15 second PSAs into rotation on their 5 area radio stations
 - WUSQ (Q102 Shenandoah Country)
 - WFQX (99.3 The Fox)
 - WTFX (Sports Talk 610)
 - WKSI (KISS FM 98.3)
 - WMRE (Memories 1550)
 - Discussed adding CC contacts to AQAD distribution list



Clear Channel Radio, cont...

- Commercial advertising opportunities
 - Ranges from \$802/week (Q102) to \$168/week (Sports Talk)
 - See price spec sheet
 - 151,400 listeners per week
- Internet advertising opportunities
 - \$100/month
 - Thousands of website hits per month
- Any interest?

Idle Reduction Signs

New partners

Schools

- Mountain View Christian Academy (1 sign)

Day Care Centers

- Mountain View Training His Tots Christian Daycare (1 sign)
- Heritage Clubhouse (1 sign)
- Heritage Child Development Center (1 sign)

Idle Reduction Signs

- Signage TOTALS to date

Schools	36
Daycare Centers	10
Gas Stations/Convenience Stores	28
Other (Flying J, Inland Port)	2
TOTAL	76

- 24 signs, 0 posts available
- Will need to order additional materials (i.e. posts) if “recruitment” is to continue

Idle Reduction Signs

Targeted partners

Schools

- Crossroads Christian Academy
- Keystone Christian Academy
- Powhatan School
- Sacred Heart Academy
- Shenandoah Valley Christian Academy
- Others?



Idle Reduction Signs

Targeted partners

Daycare Centers

- Awaiting responses or need to check back in with about 15 centers in the area

Other

- Flying J Travel Plaza
- Others?



IR Educational Program

- To accompany idle reduction sign installation
- Ideas
 - Educational, air quality newsletter
 - Art contest for daycare centers, schools
 - Parent pick-up education campaign
 - Others?

Newsletter

- Title: Valley Air Informer
- Quarterly or bi-annually
- First edition
 - Hard copy to send home to parents
 - Theme: engine idling
 - Related articles on:
 - What idling is
 - Why parents are seeing the signs
 - How idling can affect children, our environment, and our wallets
 - What resources Valley AIRNow offers (presentations, Smog Dog, etc...)
- Subsequent editions
 - Online, subscription-based from the Valley AIRNow website



Art Contest

- Clean air art contest for daycare centers
 - Directors seemed interested based on previous conversations
- Possible theme: engine idling and how it affects
 1. Health,
 2. Environment, or
 3. Our wallets
- Post on Valley AIRNow website to allow community to “Vote for your favorite!”
- Offer prizes for winners of each age group



Parent Pick-up Education Campaign

- Work with area elementary or middle school to promote recently installed idle reduction signs
- Gather volunteers from environment club at Shenandoah University or JMU
- 30 minutes prior to school release:
 - Interact with waiting parents
 - Distribute informational materials on idling
 - Have parents sign “No Idle Pledge” in return for prizes (e.g. Clean Air Champions tire pressure gauge, CAC sticker, Valley AIRNow bumper sticker)

Events: Upcoming

- Next Task Force meeting: September 5
- *Healthy Air Zone* signage PR campaign:
Friday, September 14



General Comments/Input

