



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

November 7, 2007



Today's Agenda

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

Events: Past

- Idle Reduction Sign recruitment
- Oldies 95.3 radio interview: September 12
- *Healthy Air Zone* signage PR campaign: September 14
- WINC-FM radio interview: September 17
- Shenandoah Valley Natural Systems Symposium:
October 15 – 16
- Art Contest Press Release: November 1

Outreach Output

- Chamber of Commerce *Business Agenda*
 - EDC UPDATE: “Area industries work to maintain good air quality” (September edition)
 - Art contest announcement (November edition)
- Clean Air Art Contest
 - Flyer
 - Press release
 - Website (www.valleyairnow.com/artcontest.htm)
 - Distribution to daycare centers, schools, etc.
- Idle Reduction Initiative
 - New partner: Flying J Travel Plaza (2 signs)

Art Contest

- Deadline: November 30th
- Sponsors
 - Executive Protection Systems (\$500)
 - The Northern Virginia Petroleum Association (\$500)
 - Wal-Mart (\$500)
 - NetTech Center of Winchester (\$25)
- Judging: Organization of Arts Management Students, Shenandoah University
- Awards Ceremony?
 - Partner with COC, December mixer event
 - Invite winners and allow sponsors to distribute prizes
 - Great PR opportunity!
 - Publicize AIRCorps program as well
 - Thoughts?

Art Contest, cont...

- Advertisement Outlets:
 - Press release to media contacts
 - Task Force members
 - Hard copies available upon request
 - Chamber of Commerce via *Business Agenda*
 - Frederick County Public Schools
 - Flyer disseminated by Superintendent of Instruction
 - Daycare centers and private schools
 - Valley Health, Wes Williams

Task Force Input

- EPA Semi-Annual Status report
 - Due December 31st
 - Any new projects? Updates?
 - Bicycle/Pedestrian Accommodations
 - Green Space Preservation
 - Mixed Use Development
- *Healthy Air Zone* signs
 - Recommend ordering additional sign materials for 2008
 - Lots of interest at Shenandoah Valley Science Symposium
 - Shenandoah University
 - Interest from various local governments
 - Strasburg, Roanoke, etc.

Task Force Input, cont...

- Task Force recommendation for next year
- Refer to EDC PowerPoint
- Feedback?

Events: Upcoming

- Next Task Force meeting: TBD
- North American Association for Environmental Education conference, VA Beach: November 14 – 17
- Clean Air Art Contest: Submission deadline – November 30
- EPA Semi-annual Status Report: December 31

General Comments/Input

