



**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

April 2, 2008



# Today's Agenda

- News & Events: Past
- Task Force Input
- Events: Upcoming
- General Comments/Discussion

# News & Events: Past

- *EPA Strengthens Smog Standards to Better Protect Public Health and the Environment*, EPA press release: March 12
- *City Residents Get Some Breathing Room*, Northern Virginia Daily: March 17

# Task Force Input

- Roundtable Discussion
  1. New Ozone Standards
  2. O'Sullivan Expansion – public inquiries
  3. Apple Blossom race bookmark
  4. 'o8 Ozone Season Plan

# Task Force Input

## *Ozone Season 2008*

- Roundtable Discussion: *Plan for Ozone Season*
- Objectives
- Refer to Handout
  - Major events and activities



## GOALS

- Promote AIRCorps program, specifically targeting health services and professionals
  - Double current AIRCorps membership by May 2009
  - Attend community events (e.g. Business Showcase)
- Promote Healthy Air Zone program
  - Distribute 100 additional signs by May 2009
  - Coordinate with SU's *The Shenandoah Sun* (SU), TV-3
- Increase presence in media and community
  - Regular AIRCorps announcements in COC newsletter
  - *The Shenandoah Sun*, TV-3: idle sign coverage
  - Winchester Star coverage, National AQ Awareness Week
  - Bloom advertising (e.g. bookmarks and ads)
  - Community events (e.g. Business Showcase, GC Fall Fitness Fair)
- Continue emphasis on K-12 education and outreach
  - Reach 200 students, clean air photo contest

# Events: Upcoming

- Next Task Force meeting: TBD
- National Air Quality Conference, Portland:  
April 6 – 9
- JMU Earth Week, Advanced and Alternative Fuel  
Vehicle Ride-n-Drive: April 19
- 2008 National Air Quality Awareness Week:  
April 28 – May 2
- Ozone season forecasting begins: Thursday, May 1
- Apple Blossom Festival races: May 2 – 3
- Business Showcase: June 11

# General Comments/Input

