

**SEMI-ANNUAL  
PROGRESS REPORT**

FOR

**EASTERN PANHANDLE,  
WV**

**OZONE EARLY ACTION  
COMPACT AREA**

JUNE 30, 2005

# Ozone Early Action Plan Eastern Panhandle Region, WV

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## EASTERN PANHANDLE AIR QUALITY TASK FORCE

### Recent Progress

- Meetings of the Eastern Panhandle Air Quality Task Force were held on February 7, May 3, and June 14, 2005.
- At the May 3 meeting, members decided that the Task Force would meet regularly on the second Tuesday of every month during the summer ozone season, and every other month during the off-season.
- Also at the May 3 meeting, members agreed to reorganize the Task Force to shift its purpose from identifying emission control measures to networking and utilizing community resources. Recruitment focused primarily on the community sectors that were most noticeably absent from the Task Force's membership base, but which would have the most impact on the Eastern Panhandle Early Action Compact's (EAC) target audiences: Education, Healthcare, and Non-profit.
- At the June 14 meeting, the Clean Air Program Coordinator, whose hiring was a stipulation of the EAC, introduced five new subcommittees to help implement the EAC control measures: Air Quality Action Days, Education, Publicity, Events, and Assessment. All Task Force members were requested to join at least one subcommittee.

### Future Goals

- Task Force recruitment will continue with a focus on representation from the Education and Healthcare industries.
- A sixth subcommittee focusing on the Ground Freight industry and its role in the EAC will be introduced at the next meeting on July 13, 2005.
- The Clean Air Program Coordinator will work with all six newly formed subcommittees to continue to promote air quality improvement for the rest of the 2005 summer ozone season, before convening in the fall to begin developing goals for the 2006 summer ozone season.

### Impediments

Reorganization of the Task Force has been a slow process. The outreach and education program stemming from the EAC is brand new within the community, and potential Task Force members from the various target industries have been hesitant to respond when it comes to committing their time to its development. An often-voiced concern has been, "How does air quality affect me or my organization? Will I actually have anything to contribute to this Task Force?" The EAC's managing agency, Region 9 Planning and Development Council, and the Clean Air Program Coordinator believe, however, that as the program more fully develops and becomes better known, more people will be willing to become involved in the Eastern Panhandle's air quality improvement effort. To that end, reorganization and recruitment continue successfully, albeit somewhat slowly.

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### FUNDING

- Funding for the continuation of the EAC and Early Action Plan (EAP) was approved for FY 2006 in the amount of \$83,450. This represents an increase of \$13,450 over last year. Funding will continue to be provided by the Counties of Berkeley and Jefferson and the City of Martinsburg.

### CONTROL MEASURES

#### **Public Awareness Program**

*Implementation Date:* July 1, 2004

*Status:* Implemented and Ongoing

#### **General Public Portion**

##### Recent Progress

- A brand was developed for the overall public awareness program for the EAP. The program is named Eastern Panhandle Clean Air Connection and its tag line is "Breathe Easy." The Clean Air Connection logo is depicted in the cover letter accompanying this packet and has become a recognizable brand throughout the community for the Clean Air Connection program.
- The Clean Air Connection web site ([www.cleanairconnection.org](http://www.cleanairconnection.org)) was launched in early May. The web site acts as the foundation of the Clean Air Connection program, offering facts about ground-level ozone pollution, its negative effects on human health and the economy, and tips for improving air quality.
  - The web site includes a Contact Us form whereby citizens may register to receive daily air quality forecasts and/or Air Quality Action Day alerts. To date, twelve people have registered to receive these notifications.
  - The web site also includes a feed containing real-time air quality data from the Virginia Department of Environmental Quality (VA DEQ), where forecasts for the Eastern Panhandle are coordinated with Maryland Department of the Environment (MDE). In addition to the real-time data, daily forecasts are automatically issued each afternoon through this feed.
- The Clean Air Connection program was promoted upon its launch at the May 13, 2005 membership meeting of the Chamber of Commerce of Berkeley County and the City of Martinsburg. This was the first of several speaking engagements, with more planned throughout the season.
- A media relations campaign was launched in an effort to encourage local media to help promote the Clean Air Connection message. Media relations have included:
  - Distribution of a press release detailing air quality forecasting procedures during the 2005 ozone season

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- Distribution of daily air quality forecasts to all local media
- Distribution of two further press releases introducing Eastern Panhandle Clean Air Connection and announcing the launch of [www.cleanairconnection.org](http://www.cleanairconnection.org), respectively
- A media kit containing an “Ozone at a Glance” fact sheet, an Air Quality Action Day tips sheet, a list of suggested air quality feature ideas, the Air Quality Index (AQI), and copies of all press releases. To date, eight media kits have been distributed
- An online version of the media kit and all press releases at [www.cleanairconnection.org](http://www.cleanairconnection.org) in the Media Center
- Personal meetings with local media representatives to introduce the Clean Air Connection program
- Interview /spokesperson opportunities with local media. To date, the Clean Air Program Coordinator has participated in two interviews (both radio), with at least two more (one radio, one newspaper) currently scheduled to take place

### Future Goals

- Target healthcare facilities and professionals to disseminate EPA literature focusing on ground-level ozone as it relates to human health
- Solicit gas and service stations and AAA branches to promote air quality improvement during the 2005 ozone season by distributing It All Adds Up to Clean Air’s Summer Road Trip Checklist to summertime drivers.
- Solicit pool and recreation centers to distribute It All Adds Up to Clean Air’s Air Quality IQ (AQ IQ) through their snack bars to children and their parents during the 2005 ozone season.
- Continue to promote Clean Air Connection to community clubs and organizations through speaking engagements.
- Develop a means of measuring visitation to [www.cleanairconnection.org](http://www.cleanairconnection.org)

### Impediments

The biggest impediment to this measure involves assessing real-time air quality in the Panhandle region. At this time, Clean Air Connection is unable to receive real-time readings from the air quality monitor located in Berkeley County. Daily peak AQI values from this monitor are instead recorded and posted the following morning on the West Virginia Department of Environmental Quality’s (WV DEP) web site under their Division of Air Quality.

In an effort to provide citizens with an idea of real-time air quality for the Eastern Panhandle, [www.cleanairconnection.org](http://www.cleanairconnection.org) provides a feed from the VA DEQ web site with real-time data from the air quality monitor located in Frederick County, VA. The VA DEQ also provides daily air quality forecasts for the Eastern Panhandle, as previously noted in this document. Typically, the peak AQI values recorded by the Berkeley County air quality monitor are on par with those recorded by the Frederick County monitor, making the feed on

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[www.cleanairconnection.org](http://www.cleanairconnection.org) fairly accurate in terms of reporting real-time air quality for the Panhandle region. Recently, however, the Panhandle experienced a day with ozone pollution levels in the Orange (unhealthy for sensitive groups) range, despite a Code Yellow forecast for that particular day. (This is discussed in more detail under the Air Quality Action Days control measure.) On this day, Frederick County, VA maintained air quality levels in the Yellow (moderate) range, making the “real-time” data appearing on [www.cleanairconnection.org](http://www.cleanairconnection.org) for the Counties of Berkeley and Jefferson inaccurate. Furthermore, because data from the Berkeley County monitor was not available until the following morning, there was no way to know that ozone concentrations had reached the Orange level in order to take the necessary steps to make citizens aware that air quality was now unhealthy for sensitive groups.

As a temporary solution to this issue, it is the goal of Clean Air Connection to have the Berkeley County air quality monitor linked to EPA’s AirNow network in order to better assess real-time air quality data in the Panhandle region at any given time. Currently, the State of West Virginia does not appear to have any air quality monitors, located throughout the state, linked to the AirNow network. Attempting to link the Berkeley County monitor alone to AirNow through the Clean Air Connection program may provide a temporary solution for assessing real-time air quality until the State of West Virginia is able to fully join the AirNow network.

### **School-Based Portion**

#### Recent Progress

- Clean Air Connection partnered with a local program called Kids in Community Service (KICS), developed by the reigning Miss Berkeley County and targeting 8<sup>th</sup> grade Berkeley County students, to promote air quality improvement through volunteerism. The Clean Air Connection program was featured at two KICS seminars and will continue to work with KICS when the 2005-2006 school year begins in the fall.
- Clean Air Connection made plans to introduce a 30-minute educational air quality curriculum at a series of after-school programs to be created in Berkeley County during the 2005-2006 school year. Funding for the after-school series was to come from the 21<sup>st</sup> Century Community Learning Center grant; however, the funding was unable to be secured through Berkeley County Schools.

#### Future Goals

- Recruit educational representatives from Berkeley and Jefferson County Schools onto the Eastern Panhandle Air Quality Task Force and Education Subcommittee
- With the help of the Education Subcommittee, solicit each School Board for permission to develop air quality-related curriculum for teachers to include in their daily lessons
- Pending approval from the school boards and with the help of the Education Subcommittee and available air quality educational resources, develop

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curriculum for four tracks: K-3 (Elementary), 4-5 (Intermediate), 6-8 (Middle School), and 9-12 (High School)

- With the help of the Education Subcommittee, organize teacher seminars to introduce teachers to the four breakout curriculum tracks and different ways they may incorporate them into their daily lessons
- Organize 2006 clean air calendars for Berkeley and Jefferson Counties featuring student art

### Impediments

The biggest impediment to the public awareness campaign, particularly the school-based portion, is recruitment. In order to accurately develop the necessary curriculum for this portion of the program, we need help from members of the education industry in the form of Task Force representation and participation on the Education Subcommittee. Many members of the education industry, however, are unavailable to take on these roles due to the nature of their jobs (i.e. teachers and administrators are not available during office hours in the school year and are often unavailable altogether during the summer). A possible solution is to hold Task Force and subcommittee meetings in the late afternoon or evening in order to accommodate all industry representatives. Clean Air Connection has also recruited representation from Shepherd University on both the Task Force and Education Subcommittee, and may try to solicit representation from West Virginia University's Extension Service as well. Both organizations are excellent resources for curriculum development.

### **Air Quality Action Days**

Implementation Date: July 1, 2004

Status: Implemented and Ongoing

### **General Public Portion**

#### Recent Progress

- Clean Air Connection developed and produced an informational brochure about Air Quality Action Days, a copy of which is enclosed with this packet. A total of 50,000 copies were printed.
  - The AQAD brochure was distributed as a Sunday insert in the Eastern Panhandle's newspaper, *The Journal*, to approximately 19,392 citizens through subscriptions and single-copy sales.
  - Each of the 13 member governments of Region 9 Planning and Development Council have received 200 copies each.
  - Task Force members agreed to distribute a total of 1500 additional brochures through their respective organizations.
  - Brochures were randomly distributed to 8<sup>th</sup> grade students at two (2) KICS seminars.
  - Clean Air Connection partnered with Eastern Panhandle Transit

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- Authority (EPTA) to have bus drivers distribute AQAD brochures to their riders
  - Altogether, approximately 23,500 Air Quality Action Day brochures have been distributed to date. Further distribution strategies will continue to be developed throughout the summer ozone season and into the 2005-2006 school year, with healthcare facilities and schools yielding prime target audiences.
- A press release was distributed to local media announcing the Counties of Berkeley and Jefferson and the City of Martinsburg's decision to join the nationwide Action Days network and detailing the significance of Air Quality Action Days.
- An Air Quality Action Day press release was drafted, in coordination with neighboring EAC community, Valley AirNow of the City of Winchester and Frederick County in Virginia, to distribute to media on designated Air Quality Action Days. It includes proactive tips the media may suggest for improving air quality on these days.
- To date, there have been no Code Orange or Code Red Air Quality Action Day designations for the Counties of Berkeley and Jefferson and the City of Martinsburg. Despite this, ground-level ozone concentrations reached the Orange (unhealthy for sensitive groups) level on June 26, 2005, with the peak AQI value at 119 (92 ppb) according the Berkeley County air quality monitor. It is important to note, however, that out of 12 Code Yellow forecasts for the 2005 ozone season thus far, ozone has reached moderate (Yellow) levels on only four of those days. The day on which ozone levels exceeded the 8-hour standard was forecast to be Code Yellow for air quality as well. Enclosed with this packet is a comprehensive chart tracking daily forecasts, actual AQI values, and ppb concentrations in the Eastern Panhandle Region for the 2005 ozone season to date.

### Future Goals

- With the help of the Air Quality Action Day Subcommittee and local emergency response resources, Clean Air Connection will implement a community-wide Air Quality Action Day response system in an effort to build an efficient, reliable, and respected community network through which to distribute AQAD alerts. Part of this network will include contingency training for Region 9 staff should the Clean Air Program Coordinator be unavailable at the time of an AQAD designation to enact the response system.
- Continue to work with EPTA to promote Air Quality Action Days. Such partnership strategies include, but are not limited to, free bus rides on Air Quality Action Days and a mass distribution of AQAD brochures by bus drivers over the 4<sup>th</sup> of July holiday. Jefferson County draws thousands of visitors just prior to this holiday due to the fact that it is the practice location for the Washington, D.C. 4<sup>th</sup> of July fireworks. Visitors are bussed to and from the practice site by EPTA.

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### Impediments

Please see the *Impediments* section under the General Public portion of the Public Awareness Program.

### **Employer-Based Portion**

#### Recent Progress

- Clean Air Connection developed a voluntary workplace-based Air Quality Action Days program called The Workplace Connection, detailed at [www.cleanairconnection.org](http://www.cleanairconnection.org), where organizations may register online.
  - The Workplace Connection encourages members of the Eastern Panhandle business community to become a part of the Action Days effort by appointing an AQAD Coordinator to educate fellow colleagues about Air Quality Action Days, distribute AQAD alerts, and act as the liaison between their organization and Clean Air Connection.
  - Members of The Workplace Connection are also encouraged to promote alternate commute options and modify company practices, such as scheduled grounds maintenance, on Air Quality Action Days. The Clean Air Program coordinator is available to help members create a customized program for their organization.
  - Air Quality Action Day alerts for members of The Workplace Connection are broken down into four industry groups: Healthcare, Government, Education, and General Business. In the event of a designated AQAD, member organizations will receive an alert that is tailored to their specific industry or role in the community.
- To date, four organizations in Berkeley and Jefferson Counties have joined The Workplace Connection. The goal for recruitment by the end of the 2005 ozone season is 10 members.
- The Workplace Connection was promoted at the May 13, 2005 membership meeting of the Chamber of Commerce of Berkeley County and the City of Martinsburg.

#### Future Goals

- Continue to recruit members of The Workplace Connection with the help of the Air Quality Action Day Subcommittee in order to reach The Workplace Connection's 2005 membership goal
- Partner with the Valley Commuter Assistance Program (VCA) of the Northern Shenandoah Valley (NSV) to target commuters. A meeting between Clean Air Connection, VCA, EPTA, and the Berkeley and Jefferson County Development Authorities is currently being planned to discuss the creation of new Park and Ride lots to benefit both the Panhandle region and NSV and commuters to and from each. In addition, a study on regional commuter patterns was recently completed through EPTA. Findings from this study will be considered when deciding where to place new Park and Ride lots.

Impediments: None

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### **Increased Compliance with Open Burning Restrictions**

*Implementation Date:* July 1, 2004

*Status:* Implemented and Ongoing

#### *Recent Progress*

- Clean Air Connection promotes open burning regulations on [www.cleanairconnection.org](http://www.cleanairconnection.org) and as part of The Workplace Connection
- Clean Air Connection partnered with West Virginia Development Office in April 2005 to offer a Building Code Training Seminar to members of the residential construction industry, at which state burning regulations were discussed. The seminar drew 30 participants.

#### *Future Goals*

- Include a WV DEP educational flyer outlining existing open burning regulations with every building permit issued within the Counties of Berkeley and Jefferson

*Impediments:* None

### **Reduced Engine Idling**

*Implementation Date:* July 1, 2005

*Status:* In Progress

#### *Recent Progress*

- The lone truck plaza along the I-81 corridor in West Virginia permanently closed its doors in January 2005.
- Clean Air Connection and the West Virginia Department of Environmental Protection (WV DEP) worked with Paul Bubbosh of EPA to schedule a regional meeting to discuss uniform state idling regulations. It was determined that the Clean Air Program Coordinator would not benefit from attending such a meeting, as the EAC for the Eastern Panhandle is voluntary-based. During this initial meeting, however, Mr. Bubbosh worked with the Clean Air Program Coordinator to suggest voluntary ways of reducing idling while working with truck owners and operators, so as not to deprive them of the basic comforts idling provides.
- Clean Air Connection has partnered with neighboring EAC community, Valley AirNow, to determine voluntary methods for reducing idling, while keeping owner/operators' comforts in mind. Some ideas suggested have included implementing a program based on auxiliary power units (APU) similar to Lane Regional Air Pollution Authority's (LRAPA) *Everybody Wins* program ([www.apucentral.com](http://www.apucentral.com)) in Oregon.

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### Future Goals

- Work with Valley AirNow to target the Flying J truck plaza along the I-81 corridor in Virginia, just over the West Virginia state line.
- Continue working toward a mutually beneficial voluntary reduced idling compromise with owner/operators in mind

### Impediments

There have been two impediments to this measure, the first being the issue of how to reduce emissions from idling diesel engines while keeping owner/operators' basic comforts – for which idling is necessary – in mind. Research determined that simply encouraging them to voluntarily reduce idling has, in the past, been ineffective, therefore any time or money spent advertising this message would be futile. At the same time, imposing anti-idling ordinances only works against them. To date, the best option seems to be encouraging the use of APUs or electrification and working with owner/operators to help them gain access to these two alternatives. This, however, brings the second impediment into play, which is funding. A program such as LRAPA's *Everybody Wins* requires massive funding and, currently, the Eastern Panhandle does not have the resources to make that happen. Clean Air Connection, however, will continue to work with neighboring EAC communities, such as Valley AirNow, to establish the best way to approach this issue, including researching grant opportunities available for such reduced idling initiatives.

### **Ground Freight Partnership**

Implementation Date: July 1, 2005

Status: In Progress

### Recent Progress

- Discussions have been initiated with local industry representatives as to how to best implement this program. There has been a general consensus that the program will be modeled after EPA's SmartWay Transport Partnership, and membership in this federal program will be encouraged to members of the local partnership.

### Future Goals

- Target and educate fleet managers in the Eastern Panhandle's motor freight industry on the environmental and economic merits of reduced engine idling, improved freight logistics, and preventative maintenance on company vehicles, such as:
  - Idle control technologies
  - Improved scheduling policies to reduce wait (i.e. idle) time
  - Regular preventative maintenance on fleet vehicles
  - Driver Training Programs
  - Driver Comfort Stations
  - Load Matching
  - Company-wide reduced idling policies
- Adapt Ground Freight Partnership to EPA's SmartWay Transport Partnership, encourage Ground Freight Partnership members to join SmartWay Transport Partnership as well, and recognize member organizations of both programs

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### Impediments

Immediate priorities, such as implementation of the public awareness and Air Quality Action Days measures have delayed additional progress on the Ground Freight Partnership.

### **Bicycle and Pedestrian Measures**

Implementation Date: September 1, 2005

Status: In Progress

### Past Progress

- The Counties of Berkeley and Jefferson each developed comprehensive plans to identify projects that support bicycling and walking. To this date, several have been identified, most notably the pedestrian/bike paths running parallel to Route 45 into Shepherdstown, WV (Jefferson County) and the Shepherdstown Connector bypass, both of which were completed in 2002. In addition, a pedestrian/bike path will accompany the Route 9 highway expansion, currently under construction, from Charles Town, WV (Jefferson County) to Martinsburg, WV (Berkeley County). This project is expected to reach completion in 2007.

### Future Goals

- Recruit advocates of walking and bicycling (i.e. bicycle or walking club members and/or leaders) to serve on the Task Force
- Solicit EAC government representatives to join the Bicycle-Friendly Community Campaign ([www.bicyclefriendlycommunity.org](http://www.bicyclefriendlycommunity.org))
- Target commercial proprietors of master-planned communities to promote the use of walking and bike paths within community developments

### Impediments

Other more immediate priorities, such as implementation of the public awareness and Air Quality Action Days measure have delayed additional progress on the Ground Freight Partnership.

### **School-Bus Engine Retrofit**

Implementation Date: July 1, 2004

Status: Complete as of December 2004