



2006 Ozone Season Preview

“ORANGE IS THE NEW RED”

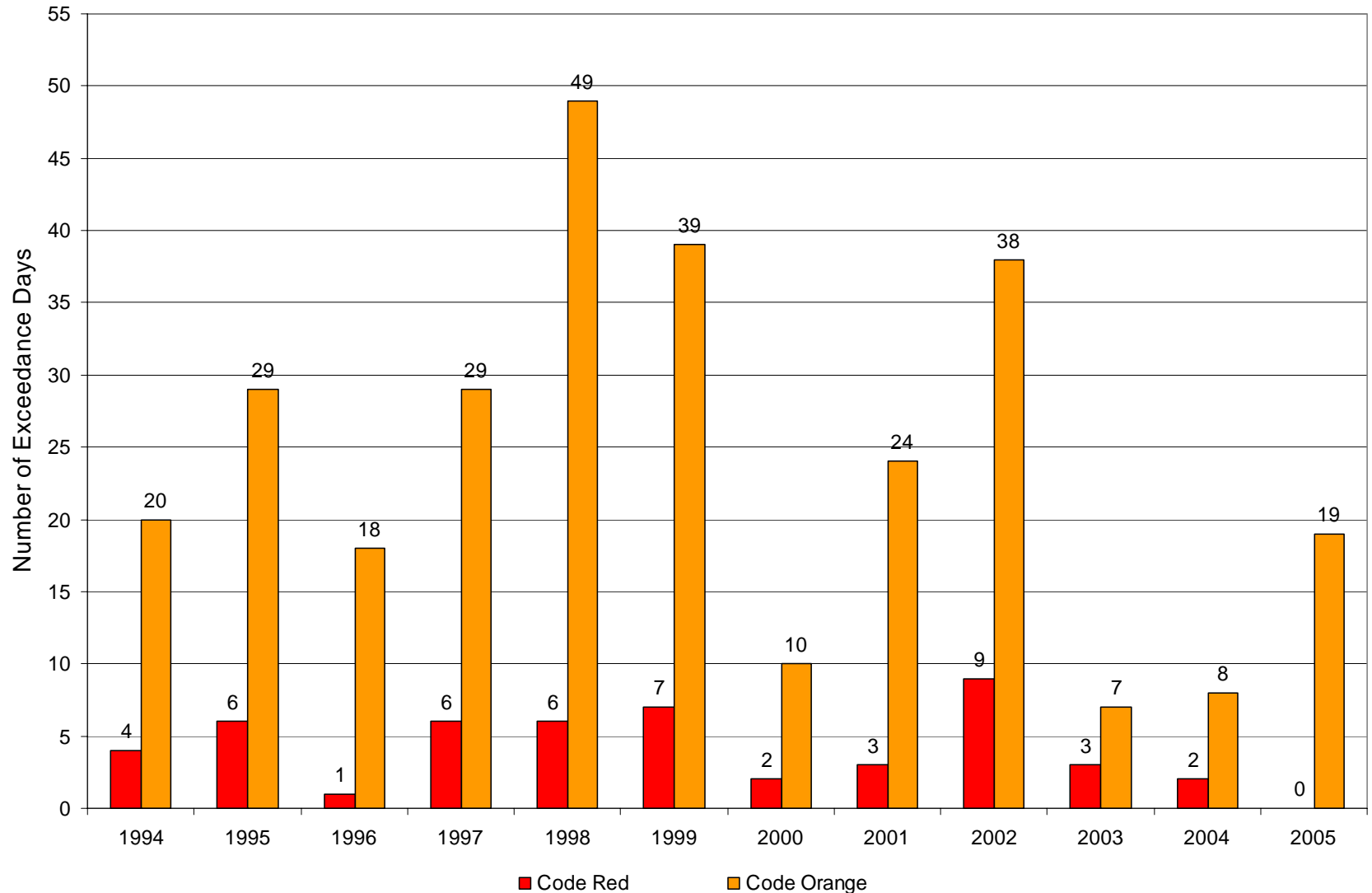
MWAQC Worksession

April 26, 2006



Ozone Exceedance Days

Washington Metro Region Ozone Exceedances
1994-2005





Marketing: The Focus is Code Orange

- Shift from a **Code Red** to a **Code Orange** focused program.
- Increase awareness and understanding of Code Orange by public, AQAD employer participants, and meteorologists.
- Encourage voluntary actions by businesses & individuals.
- Health Messages: targeting sensitive groups



National Air Quality Awareness Week

- Nationwide air quality awareness event, May 15 - 19.
- Supported by EPA/NOAA.
- Each day has a different air quality theme.

Clean Air Partners media event on May 17.

Local speakers, EPA, NOAA, and air quality demonstrations.



How You Can Make a Difference

- Commit to voluntary actions on Code Orange and Red Days.
- Receive Forecast Notifications.
- Become a member of Clean Air Partners.

Jen Desimone

202-962-3360

jdesimone@mwcog.org