



**Air Quality Action Days**  
**-Program Recommendations-**

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**Clean Air Partners Board  
Meeting**

**March 9, 2006**



## **Program Recommendations**

- Forecasting
- Marketing
- Administration
- Evaluation

- Use the new 8-hour standard (Code Orange). Regression models based on 8-hour ozone data have been the basis for forecasts since 2005. Code Orange forecast will be issued when air quality is predicted to exceed 85ppb over an 8-hour average at (at least) any one monitor in forecast area. (Code Red called if > 105ppb.)
- AQI color code forecasts are issued with no mention of averaging period.
- The higher AQI, of either ozone or PM is reported.

- Communicate success of the region in meeting prior air quality standards.
- Explain strong connection of air quality and weather, conveying message of why air quality has not been as strong a factor in the region lately.
- Explain new science indicating air quality affects at lower levels than once thought especially amongst sensitive groups.
- Increase media and public awareness of Code Orange (strong emphasis on importance of Orange) and Code Red. Stress importance of the health message for both.
- Engage the business community to take action (e.g., current partners, day care, health care community, etc.)



## Administration

- Use the AQAD label internally as the name of the program that works with the business community to encourage voluntary actions on Code Orange or Code Red days.
- AQAD designation will be reported on EPA's AIRNow website when air quality is Code Orange or worse for each individual forecast area independent of each other.



## Evaluation

- Conduct additional surveys and/or focus groups with partners and the public to gauge awareness and/or acceptance of Code Orange meaning, requirements, and participation level.