



Northeast Ohio's Ozone Action Day Program

2007 End-of-Season Report

The 13th Ozone Action Day season wrapped up with warm and sunny weather!

The Ozone Action Day (OAD) Season ended on September 30th with a high temperature of 75 degrees. Throughout Northeast Ohio, high temperatures caused uncommonly large amounts of ozone to form. From April 16th to September 30th, the region experienced 68 days of temperatures at or above 80 degrees. On 11 days, 1 or more monitors reported ozone concentrations above 85 parts per billion making them "Unhealthy for Sensitive Groups."

Air Quality Advisories were issued on the following days on account of forecasted **ozone** levels:

- **May 31**
- **June 1**
- **August 1**
- **August 2**
- **August 3**
- **August 28**

Actual exceedances of the 85 ppb **ozone** standard occurred on the following days:

- **May 24***
- **May 30**
- **May 31***
- **June 17***
- **June 18**
- **July 10**
- **August 1**
- **August 2**
- **August 28***
- **August 29***
- **September 6**

*two or more monitors exceeded standard

2007 Program Outreach

Wheezier the Forecasting Groundhog is a success as the new mascot for the Air Quality Programs!



The coloring book, "Wheezier's Action Plan," was a popular outreach tool for the season's focus audience of children ages 2-7 and their parents.

At **Walk and Roll**, a bicycling and walking themed event on MLK Blvd, "Wheezier's Action Plan" and "Wheezier's Clean Air" bubbles were used as tricycle ring-toss prizes. The OAD Program and the Bicycle Advisory Committee hosted a table at the event each Sunday in August.

After a News-Herald article featuring "Wheezier's Action Plan" appeared, teachers from Lake and Geauga counties called NOACA requesting the program materials.

By the end of the season 2,000 coloring books and 1,000 bottles of bubbles had been distributed between the following schools, centers, and agencies:

- **The Women and Children's Shelter**
- **Cuyahoga Board of Health**
- **Lorain County Commissioners**
- **Lake County Commissioners**
- **All Saints School in Wickliffe**
- **Wickliffe Elementary**
- **Union Pentecostal in Painesville**
- **Lake County Air and Health Programs**
- **ABC Learning in Willoughby**

- **United Methodist Nursery School in Willoughby**
- **Rocky River Nature Center**
- **WEEMS Charter School**
- **Citizen's Academy**
- **Canal/Way Nature Center**

Wheezier is also featured on the Air Quality Programs page on NOACA's website as an animation giving the Air Quality forecast. He will also be the host of the redesigned "Air Quality for Children" page, for which teacher and parent tools are being prepared.

OAD Program Participation

The OAD Program's new Constant Contact email service allowed staff to monitor the number of email Air Quality Advisories that were opened by subscribers and the number of click-throughs to NOACA's website.

The following numbers were accumulated through Constant Contact's email reports since the first Advisory* was sent using the new system on September 6, 2007:

- **1,085 emails opened by subscribers**
- **98 clicks back to NOACA's website seeking further information**
- **47 new subscribers in September**
- **686 total subscribers**

*sent due to fine particle pollution

Please go to www.noaca.org/fp3.html for information about fine particle pollution. Data will be posted as it is received.

The OAD Program hosted booths and distributed materials at the following events:

- Ohio Parks Recreation Association 2007 conference
- NOACA Clean Fuels Forum
- Earth Day at NASA-Glenn
- Earth Day at Phillips Medical
- South Euclid Green Fest
- EarthFest at the Zoo
- Air and Waste Management Association annual conference
- GCRTA's Join the Ride Rally
- American Lung Association's Asthma Walk
- Lorain County Board of Health's Health and Wellness Fair
- Walk & Roll Cleveland
- Rocky River Watershed Festival

Commuter Challenge

The joint OAD/FP3 and Rideshare event, Commuter Challenge, was held August 20 -24.

The Challenge asked citizens to find alternatives to driving alone to work and to post their stories to NOACA's webpage. Commuter Challenge received partnership and posts from the following:

- Earth Day Coalition
- AAA East Central
- Forest City Enterprises
- Cuyahoga County
- City of Cleveland Heights
- Cuyahoga County Board of Health
- Geauga County Health District
- Alcoa
- Cleveland Clean Air Century Campaign
- City of Cleveland Dept. Public Utilities
- Lake County General Health District
- Lake County
- Medina County Health
- Greater Cleveland RTA
- Laketran

- Lorain County Health
- Green City Blue Lake
- Greater Cleveland Partnership
- Kamms Corner Development Corporation
- WCPN
- Envirotest
- Cleveland Division of Air Quality
- The Plain Dealer
- News-Herald
- Akron Regional Air Quality Management District
- Akron Metropolitan Area Transportation Study
- Ohio EPA

Not Sure If an Air Quality Advisory Has Been Issued?

Advisories are posted on NOACA's home page at: www.noaca.org. While on the site, "Check Today's Air Quality" for the most current ozone and fine particle levels.

You can also:

- Dial the Cleveland Division of Air Quality recording at **216-441-7474** for readings for Cuyahoga County.
- Check the **Plain Dealer**, the **Beacon Journal**, and the **News Herald** for the Ozone Action Day and/or FP3 logo.
- Listen to or watch traffic and weather reports.

How the Air Quality Programs Work:

The previous day's air quality and weather forecast information is analyzed daily to forecast the following day's ozone and fine particle pollution levels.

Ozone levels are forecasted in-house by NOACA staff, while Ohio University is forecasting fine particle pollution. NOACA's partners assist

in deciding whether to call an Advisory.

If an Air Quality Advisory is issued, emails are sent to participating agencies, individuals, businesses and the local media. The notices alert participants of the declaration, and remind them of ways to help.

Both NOACA's and Ohio University's forecasts are uploaded to AIRNow. airnow.gov

Do You Want to Be Notified When an Air Quality Advisory has been issued?

SIGN UP ON-LINE to receive free email notices of Advisories at www.noaca.org/oad.html or www.noaca.org/fp3.html .

What Should We All Do?

The Ozone Action Day Program and Fine Particle Pollution Program depend on the voluntary actions of the Northeast Ohio region's residents. Many no-cost or low-cost actions will make our air cleaner, these actions include:

- **Carpool at** www.OhioRideshare.org
- Combine trips
- Ride transit
- Walk or ride a bike
- Don't top off your gas tank

Questions about the NOACA's Air Quality Programs?

Please contact:

Amy Wainright

awainright@mpo.noaca.org

Amy Coursen

acoursen@mpo.noaca.org

Or call 216.241.2414