



Retooling Airshare.info To Meet Today's Air Quality Goals

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March 8, 2011



Origin

- Funded by the U.S. Environmental Protection Agency (EPA) OTAQ and OAQPS AIRNow (September 2005)
- Project managed by Sacramento Metropolitan Air Quality Management District (AQMD)
- Vendor partners:
 - JHME Advertising/Design/Public Relations
 - Sonoma Technology Inc. (STI)



Purpose

Linking the nation's air quality communicators to provide...

- the support you need from experienced colleagues to help you navigate communications challenges, solve problems, and share solutions.
- instant access to high quality outreach items and projects so no one “reinvents the wheel”.
- minimized duplication, maximized consistency, and leveraged resources.
- increased knowledge about air quality issues and best practices, improving your value to your agency.



Why AirShare?

- Instant access to superior public outreach projects and products
- Home page display of your agency's air quality forecast
- Additional forecasts and real-time, "who's-having-an-episode" data from AIRNow
- Latest news releases from agencies around the nation
- A forum to exchange questions, answers, and ideas with colleagues
- Quickly locate colleagues nationwide
- A calendar displaying national events



Why AirShare? (cont.)

- Useful links to the resources communicators use
- Research outreach “challenges” and solutions quickly
- Be inspired to develop effective communications projects in your own area
- Become a better-informed communicator, increasing your expertise and value to your employer
- Improve air quality communications programs nationwide by providing access to the best approaches in public outreach



Frequently Asked Questions

Question: What do we need to keep Airshare vital and value-added?

Response: Your Engagement, Commitment, Tenacity, Ideas, Expertise and PRODUCTS, PRODUCTS, PRODUCTS!!!



How Easy Is It?

airSHARE.info Air Quality Communicator's Home Page

Home News Submit Search AirShare Forum Find Colleague FAQ Site Map Contact Us My Account

AirShare Newsroom Feb 20, 2004

AQI for: CITY/STATE: Sacramento, CA ZIP: GO Save Setting

Current: Feb. 20 **OZONE** Good
 Forecast: Feb. 20 **PM2.5** Moderate
 Feb. 21 **PM2.5** Moderate

ACTION DAYS
 No Action Days reported to AIRNow
[More](#)

TODAY'S TOP AQI FORECASTS

Camden, NJ	PM 2.5
Cherry Hill, NJ	PM 2.5
Elizabeth, NJ	PM 2.5
Philadelphia, PA	PM 2.5
Albany, NY	PM 2.5

[More](#)

WHAT'S NEW

Car Care 101 Booklet - AACOG
 AAWMA paper on Marine - sbcapcd
 AAWMA Paper on the Sa - [More](#)

WHAT'S HOT

Alamo Area Council o - AACOG
 1997 Report to the C - SACAQMD
 Green Planet Pollu - [More](#)

Quick Links

[Google](#)
[Weather Underground](#)
[The Weather Channel](#)
[CNN](#)
[USA Today](#)
[Lung Association](#)

STAPPA/ALAPCO [More](#)

Upcoming Events

[AAWMA EPA Measurement Methods/Technology](#)
 April 19 - 22, 2004
 Raleigh, NC

[National Air Quality Conference](#)
 February 22-25, 2004
 Baltimore, MD

Endangered standards?
 (Fresno, CA 2-14-2004)
[California's San Joaquin Valley headed for "Extreme" status](#)

Will tougher truck emissions rules stay on course?
 (Washington, DC 2-17-2004)

New report: MTBE can be absorbed through the skin
 (Fort Worth, TX 2-18-2004)

South Coast AQMD launches major study of toxic air pollution
 (Diamond Bar, CA 2-17-2004)

California building materials manufacturer pays \$350,000 settlement
 (Sacramento, CA 2-17-2004)

Discover Santa Barbara with 2004 Car Free Vacation Package: Save \$\$ and the Air
 (Santa Barbara, CA 2-18-2004)

Free Air Quality Adventure CD For Kids!
 National Air Quality Conference
 February 22-25, 2004

Fine Particles Can Affect Your Health



Let's AirShare! (1 of 8)

View the web site at:

www.airshare.info

Sign up as a registered member today at:

www.airshare.info/signup



Let's AirShare! (2 of 8)

airSHARE.info Air Quality Communicator's **Home Page**

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AirShare Newsroom Jan 18, 2006

(Baltimore, MD 1-17-2006)
[Maryland to consider most sweeping air measures in state history on January 25](#)

(Washington, DC 1-17-2006)
[Rechargeable Tools and Appliances Can Now Earn the Energy Star](#)

(Washington, DC 1-13-2006)
[Free EPA software tool will help schools protect kids at school](#)

(RTP, NC 1-13-2006)
[The Healthy School Environments Assessment Tool \(HealthySEAT V.1.0\) Now Available](#)

(Washington, DC 1-11-2006)
[International Panel Concludes U.S. has Improved Environmental Performance](#)

(Washington, DC 1-11-2006)
[EPA proposes new test methods for fuel economy window stickers](#)

AQI for: CITY/STATE: ZIP: [Save Setting](#)

Current: Jan. 18 **PM2.5** Moderate
Forecast: Jan. 18 **PM2.5** Moderate
Jan. 19 **PM2.5** Good

ACTION DAYS
No Action Days reported to AIRNow
[More](#)

TODAY'S TOP AQI FORECASTS

Albuquerque, NM	PM 2.5
Bakersfield, CA	PM 2.5
Cleveland-Akron-Lo, OH	PM 2.5
Detroit, MI	PM 2.5
El Paso, TX	PM 10

[More](#)

WHAT'S NEW

"The Breeze" Winter - HCDOES
Air Notes-Jan 2006 - CoA
Alternative Fuel Bro - Broward [More](#)

WHAT'S HOT

Recommendations for - SMAQMD
The Book of Air - VCAPCD
Air World Memorial - VCAPCD [More](#)

Quick Links

[Google](#)
[Weather Underground](#)
[The Weather Channel](#)
[CNN](#)
[USA Today](#)
[Lung Association](#)
[EnviroFlash](#)

STAPPA/ALAPCO [More](#)

Upcoming Events

2006 National Air Quality Conf. and Communicating Air Quality & Community
February 5-8, 2006
San Antonio, TX
[More](#)

2005 National Air Quality Conference Presentations
NEW! 2005 EPA/DOE FUEL ECONOMY GUIDE
Dec. 2004 Albuquerque Presentations STAPPA/ALAPCO

Log In



Let's AirShare! (3 of 8)

airSHARE.info

AirShare **Log In**

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Log In

Log In

Access to the page you have selected is restricted. Please log in.

User name:

Password:

[Forgot your password?](#)



Let's AirShare! (4 of 8)

airSHARE.info [Submit an Item to AirShare](#)

Home News **Submit** Search AirShare Forum Find Colleague FAQ Site Map Contact Us My Account

[Log Out tim@sonomatech.com](#)

What are you submitting?

Something we produced

A Web resource I would like to share

A news release

My comments on a project already submitted to AirShare

Go

Note: This site is only as valuable as the information submitted by the community.



Let's AirShare! (5 of 8)

airSHARE.info Submit an Item to AirShare

Home News Submit Search AirShare Forum Find Colleague FAQ Site Map Contact Us My Account

Submit: Something we produced Log Out: tim@sonomatech.com

Project Type: (Check all that apply) Item name:

<input type="checkbox"/> Advertisement	<input type="checkbox"/> Annual report	<input type="checkbox"/> Audio	<input type="checkbox"/> Booklet	<input type="checkbox"/> Brochure
<input type="checkbox"/> CD	<input type="checkbox"/> Calendar	<input type="checkbox"/> Campaign	<input type="checkbox"/> Coloring book	<input type="checkbox"/> Curriculum
<input type="checkbox"/> Doorhanger	<input type="checkbox"/> Employer outreach	<input type="checkbox"/> Environmental Justice	<input type="checkbox"/> Event	<input type="checkbox"/> Exhibit/display
<input type="checkbox"/> Flier	<input type="checkbox"/> Innovative project	<input type="checkbox"/> Interactive kiosk	<input type="checkbox"/> It All Adds Up	<input type="checkbox"/> Kids outreach
<input type="checkbox"/> Kiosk	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Outdoor advertising	<input type="checkbox"/> Photo	<input type="checkbox"/> Poster
<input type="checkbox"/> Presentation	<input type="checkbox"/> Promotional item	<input type="checkbox"/> Special report	<input type="checkbox"/> Survey/evaluation	<input type="checkbox"/> Videotape/DVD

Details:

Program item is associated with (if applicable):

Program Type: Year Developed: Budget (optional):

Project Description: (enter below, 1000 character max.) [Check Spelling](#)

Target Audience(s): (Check all that apply)

<input type="checkbox"/> Air Quality Communications Professionals	<input type="checkbox"/> College-age	<input type="checkbox"/> Elected officials	<input type="checkbox"/> Environmental agencies	<input type="checkbox"/> General public
<input type="checkbox"/> General teachers/educators	<input type="checkbox"/> Health care professionals	<input type="checkbox"/> Highway departments	<input type="checkbox"/> Kids grades 7-12	<input type="checkbox"/> Kids grades K-6
<input type="checkbox"/> Media	<input type="checkbox"/> Other	<input type="checkbox"/> Regulated sources	<input type="checkbox"/> Rideshare agencies	<input type="checkbox"/> Science/environmental teachers/educators
<input type="checkbox"/> Transit agencies				

What is it?

What is it about?

Who is it for?



Let's AirShare! (6 of 8)

Pollutant(s) this item is associated with: (Check all that apply)

<input type="checkbox"/> Air Toxics	<input type="checkbox"/> Carbon Monoxide	<input type="checkbox"/> Greenhouse gases	<input type="checkbox"/> None	<input type="checkbox"/> Other
<input type="checkbox"/> Ozone	<input type="checkbox"/> Particulates	<input type="checkbox"/> Sulfer dioxide		

Language(s) Used: (Check all that apply)

<input type="checkbox"/> Cambodian	<input type="checkbox"/> English	<input type="checkbox"/> Hmong	<input type="checkbox"/> Laotian	<input type="checkbox"/> Other
<input type="checkbox"/> Russian	<input type="checkbox"/> Spanish	<input type="checkbox"/> Vietnamese		

Project Developer/Lead Agency

Enter: Permission to use item (check one): Contact Agency Not required

File to Upload:

Submitted by: **Agency:** **Phone:** **E-mail:**

What pollutant(s)?

What language is it in?

Who produced it?

Where is it?

Who submitted it?



Let's AirShare! (7 of 8)

Search AirShare:

Keywords: AirShareID:

Item Type: State: Language:

Audience: Pollutant:

Year: Program Type: Agency:

Search Results:

[Carpool PSA](#)
Our goal this year was to send out a new transportation or air quality PSA every month. This is what we sent out for May 2004.
[Alamo Area Council of Governments - Unknown binary file - 34KB - 2004 - AirShare ID: 00378](#)

[Ozone Season Kickoff PSA](#)
This PSA helped advertise our upcoming event and fulfill our goal of a new transportation or air quality PSA sent out every month. This PSA was sent out in March 2004.
[Alamo Area Council of Governments - MS Word document - 38KB - 2004 - AirShare ID: 00377](#)

[Walking PSA](#)
Our goal for this year was to send out a new transportation or air quality PSA every month. This is what we sent out for April 2004.
[Alamo Area Council of Governments - MS Word document - 38KB - 2004 - AirShare ID: 00376](#)

Search criteria

Search results summary



Let's AirShare! (8 of 8)

The screenshot shows the AirShare website interface. At the top, there is a search bar and navigation tabs for Home, News, Submit, Search AirShare, Forum, Find Colleague, FAQ, Site Map, Contact Us, and My Account. The main content area displays the following information:

- Item name: Carpool PSA (AirShare ID: 00378)
- by AACOG (with an Edit link)
- Type(s): Advertisement
- Download: http://www.airshare.info/items/2004/5/PSA_May2004_378.doc (Unknown binary file, 34KB)
- Description: Our goal this year was to send out a new transportation or air quality PSA every month. This is what we sent out for May 2004.
- Item Details table:

Program this item is associated with:	Alamo Area Commute Solutions
Pollutant(s):	Ozone
Audience(s):	General public
Language(s):	English
Program Type:	Voluntary program
Date developed:	2004
Project developer:	Alamo Area Council of Governments
Lead agency:	
Permission to use:	Restrictions on this material — please contact agency
Item Contact:	Dorothy Birch AACOG 210-362-5213 dbirch@aacog.com

At the bottom, there is a section for 'User Comments on This Item:' with an 'Add a Comment' link.

Search details includes contact information

View item by clicking the link

The document is a Public Service Announcement from the Alamo Area Council of Governments (AACOG) and Commute Solutions. It features the AACOG logo and the slogan 'Does your commute compute?'. The announcement is titled 'Public Service Announcement' and is dated May 6, 2004. It provides contact information for Dorothy Birch at AACOG and includes the following text:

FOR IMMEDIATE RELEASE: May 6, 2004
KILL DATE: May 28, 2004

Public Service Announcement:
PAIRING UP TO CUT GAS COSTS IN HALF

15 SECOND: PRICES AT THE PUMP ARE HIGH, AND WHO KNOWS WHEN THEY MIGHT GO DOWN AGAIN? START SAVING MONEY ON GAS NOW BY MAKING ARRANGEMENTS TO CARPOOL. PAIRING UP WITH A COWORKER OR FRIEND WILL PUT HALF OF YOUR GAS MONEY BACK IN YOUR POCKET! CALL 210-CAR-POOL FOR YOUR FREE LIST OF POTENTIAL CARPOOLERS TODAY!

30 SECOND: PRICES AT THE PUMP ARE HIGH, AND WHO KNOWS WHEN THEY MIGHT GO DOWN AGAIN? START SAVING MONEY ON GAS NOW BY MAKING ARRANGEMENTS TO CARPOOL. PAIRING UP WITH A COWORKER OR FRIEND WILL PUT HALF OF YOUR GAS MONEY BACK IN YOUR POCKET! CALL COMMUTE SOLUTIONS TODAY TO GET YOUR FREE LIST OF POTENTIAL CARPOOLERS! COMMUTE SOLUTIONS ALSO PROVIDES A GUARANTEED RIDE HOME FOR CARPOOLERS AND BUS RIDERS IN CASE OF MID-DAY EMERGENCY THROUGH OUR CARE PROGRAM. TO FIND OUT MORE ABOUT CARE OR TO GET YOUR FREE CARPOOL MATCH LIST, CALL 210-CAR-POOL, THAT'S 2-1-0-C-A-R-P-O-O-L. CALL TODAY!



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AirShare Newsroom

Jan 4, 2011

OR -- DEQ asks residents to voluntarily limit wood heating

NC -- Public Hearing Set on Draft Air Permit for Proposed Onslow County Asphalt Plant

ME: DEP Seeks Comments on Product Stewardship Report

SC: DEP Seeks comments to revise Prevention of Significant Deterioration Regulation – 2/10/11

US EPA: Poor Air Quality Predicted in Connecticut and in Valley Areas of Massachusetts, New Hampshire, and Vermont

AQI for: CITY/STATE: ZIP: [Save Setting](#)

Current:	N/A	Real-time Data Not Available
Forecast:	Jan. 4 PM2.5	Unhealthy for sensitive groups
	Jan. 5 N/A	No Forecast Issued

ACTION DAYS

Chico, CA	Jan. 4	PM 2.5
Klamath Falls, C	Jan. 4	PM 2.5
Logan, UT	Jan. 4	PM 2.5
Ogden, UT	Jan. 4	PM 2.5
Olympia-Lacey-	Jan. 4	PM 2.5

[More](#) ▼

TODAY'S TOP AQI FORECASTS

Chico, CA	PM 2.5
Darrington, WA	PM 2.5
Everett-Marysville, WA	PM 2.5
Klamath Falls, OR	PM 2.5
Olympia-Lacey-Tumw, WI	PM 2.5

[More](#) ▼

WHAT'S NEW

Valley Air News - SJVAPCD
September 2010 Air Q - ADEQ
August 2010 Air Qual - ADEQ

[More](#) ▼

WHAT'S HOT

May 2010 Air Quality - ADEQ
June 2010 Air Qualit - ADEQ
Valley Air News - Se -

[More](#) ▼

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[The Weather Channel](#)

[CNN](#)

[USA Today](#)

[Lung Association](#)

[EnviroFlash](#)

[More](#) ▼

Upcoming Events

[2011 National Air Quality Conferences Registration](#)

[Call for Speakers and Posters](#)

[2011 National Air Quality Conferences](#)

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AirShare Connections



twitter

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Get short, timely messages from Clean Air Quality.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @Partner4Air](#).

[Sign Up >](#)

Get updates via SMS by texting [follow Partner4Air](#) to **40404** in the United States
[Codes for other countries](#)

Partner4Air

Gathering Partners for Air. Please stay tuned.....

2:26 PM Jun 28th, 2010 via web

Name Clean Air Quality
Location Worldwide
Web <http://www.airshare.info>
Bio Partnership forum for the benefit of national, state, local, tribal and other air quality organizations.

533 following 548 followers 54 listed

Tweets 1

Favorites

Lists

- @Partner4Air/mercury
- @Partner4Air/education-research
- @Partner4Air/businesses
- @Partner4Air/energy
- @Partner4Air/lung-association
- @Partner4Air/transportation

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Following

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Share & Use the resources

- Commit to working together to migrate information from Ozone reduction strategies website onto Airshare.info
- Commit to maintaining/updating information on Airshare.info
- Concerns about using Airshare.info
- Alternatives to using Airshare.info

