



AirCompare

Answering the public's #1 air quality question

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How did AirCompare come to be?

- What is the #1 question?
- PROBLEM: How did we answer it before?
- SOLUTION: How could that be improved?
- ACTION: What did we do about it?
- RESULT: What have we gained?
- STATUS: How's it going so far?
- Demo AirCompare

What's the #1 question?

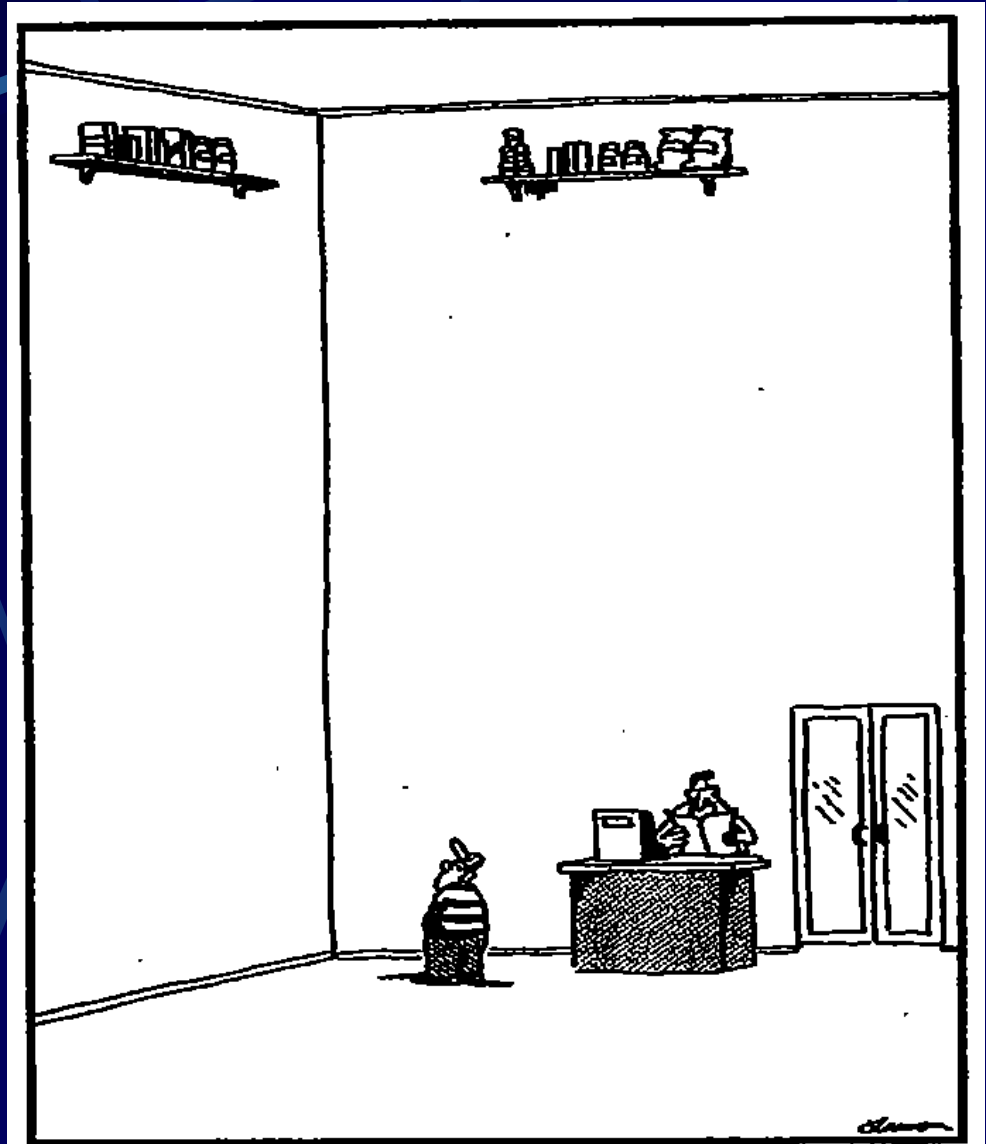
- Given my health concerns, where should I live or move?

- Business transfer
- Retirement
- Sending children to college
- Vacation or business travel

- Here is one example:

I have a 6 yr old son with asthma and my company is transferring me. I have a choice between Houston and Detroit. Can you tell me which city has cleaner air? Would the air be cleaner in surrounding counties? I could commute to work.

Problem:
We don't
always make
information
easy to access



Inconvenience stores

PROBLEM

How did we answer it before?

- Pointed to Web sites with query tools or data tables
- Not very helpful to most people
- Not clear how concentrations relate to health concerns
“What does a 4th max daily 8-hour concentration mean to me?”
- Not clear which pollutants to be concerned about
- Bottom line: We didn't have an efficient way to answer the most common question that we get from the public

SOLUTION

How could that be improved?

- Provide a simple indicator to compare areas based on specific health concerns.
- We have the data – AQS
- We have the health index – AQI
- We have the ability to link them

ACTION

What did we do about it?

- Designed a new public outreach tool called AirCompare
- Lets you compare areas based on specific health concerns
- For travelers, it shows what times of the year are better or worse
- Site is data-driven, linked directly to the AQS Data Mart
- What AirCompare is NOT:
 - It is NOT a report card
 - It does NOT rank areas

RESULT

What have we gained?

- Helps answer our #1 question
- Saves staff time & resources
- Demonstrates innovative outreach solution
- Demonstrates efficient use of our data systems

AirCompare was released on May 3 during Air Quality Awareness Week

U.S. Environmental Protection Agency - Microsoft Internet Explorer provided by EPA - version 6

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... to protect human health and the environment

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STATUS

How's it going so far?

- Released May 3rd - Air Quality Awareness Week
- In May, ~1,500 hits per day, ~3800 distinct users
- In June, ~500 hits per day, ~900 distinct users
- Top ten states queried, in order:
 - CA, TX, NY, FL, IL, PA, NC, VA, AZ, GA
- Time will tell

AirCompare Demo

epa.gov/aircompare
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Air Compare | AIRNow | US EPA - Microsoft Internet Explorer

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AIRNOW Quality of Air Means Quality of Life

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AirCompare

Are you breathing clean air? How does your city compare?



Good	Moderate	Unhealthy for Sensitive Groups	Unhealthy	Very Unhealthy
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AirCompare is a simple way to compare air quality in counties and states throughout the U.S. It provides local air quality information to help you make informed, health-protective decisions about moving, vacationing, or living in a given area.

[County Comparisons](#)
Want to know how the air quality in your county compares with other counties? Compare the air quality of up to 10 counties within one state or multiple states.

[State Summaries](#)
Want to see how air quality compares among counties within a state? See the number of unhealthy air quality days among the counties of one state or up to three states.

[Monthly Averages](#)
Planning a vacation or business trip? Want to know the best month for air quality in a given area? See the monthly average of unhealthy air quality days for up to ten counties within one state or multiple states.

Local intranet

AirCompare Team

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