

Future of AIRNOW Strategic Planning Results

“You must be the change you wish to see in the world”

-- Mahatma Gandhi

Chet Wayland, USEPA
wayland.richard@epa.gov

U.S. EPA's National Air Quality Conference:
Your Forecast to Breathe By
February 25, 2004
Baltimore, Maryland

Why a Strategic Plan?

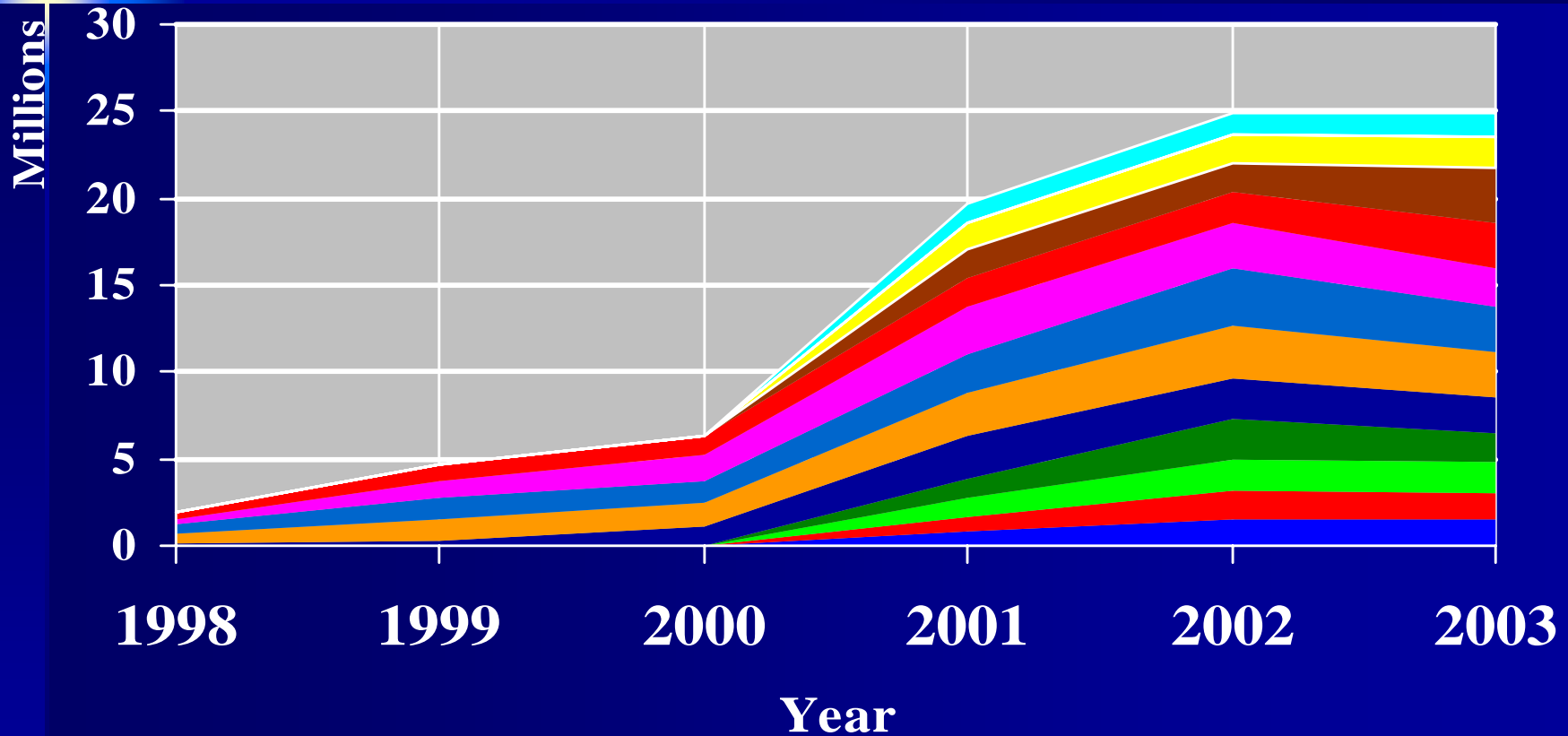
- The AIRNOW program has seen phenomenal growth since its inception in 1997
- The planning & growth to date has been a cooperative venture between EPA, State and Local Agencies
- Together, we have achieved the vision of year-round, national coverage
- Where do we go from here?

AIRNOW Growth

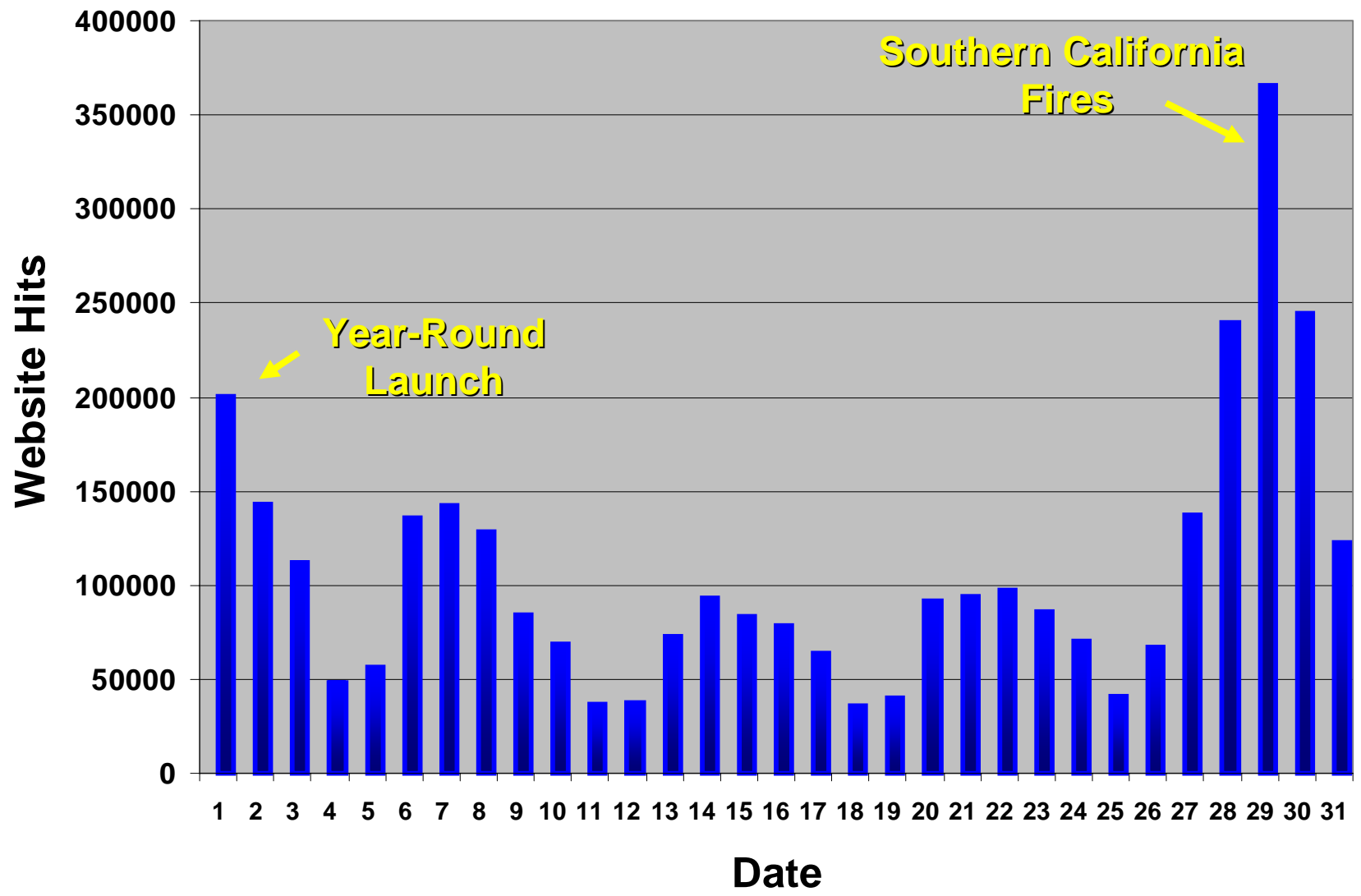
Metric	1997	2003
Participants	14 States	46 States 6 Canadian Provinces Mexico (3 sites), NPS
Agencies	<20	>100
Monitors	<400 -- Ozone	~ 1300 – Ozone ~ 425 PM _{2.5} ~ 40 PM ₁₀
Maps	8	50+ for Ozone 50+ for PM _{2.5}
Forecast cities	35 for ozone	>300 for ozone >150 for PM _{2.5}
Turn-around time	2-3 hours	10 to 45 minutes
Update frequency	4 times per day	Hourly (8am to 10pm) Some areas 24 hrs/day
Operating Schedule	May-Sept	January - December

AIRNow Web Stats

(*stats only for May-Sept prior to 2001)



AIRNow Makes an Impact...



New Partners, More Benefits

Metric	1997	2003
Media/WSP partners	none	USAToday, The Weather Channel, Weather Central, WSI, Meteorologix, AccuWeather, WeatherBank (AP), AWS, Baron Services, Weather.com, CNN, Custom Weather, Lightwarp, Multidata, Weatherunderground.com,
Federal Partners	EPA	EPA, NOAA-NWS, NASA, NPS
Estimated population reached	< 1 million	>100 million

The Vision

"AIRNOW is the national resource for real-time and forecasted air quality data and health effects information."

Now, how do we get there?

... and stay there!

Program Areas

- Operations
 - (Co-chairs: Bill Gillespie, MARAMA & Phil Dickerson, EPA)
- Forecasting
 - (Co-chairs: Bill Ryan, PSU & Pat Dolwick, EPA)
- Outreach
 - (Co-chairs: Kerry Shearer, SAQMD & Debbie Stackhouse, EPA)
- Communication
 - (Co-chairs: Jen Carfagno, Weather Channel & Alison Davis, EPA)
- Innovative Approaches
 - (Co-chairs: Mike Gilroy, Puget Sound CAA & Dave Conroy, EPA)

Workgroup Charge

- Help define & direct the future of your AIRNOW program
- Where should EPA/NOAA priorities & resources be focused over the next 5 - 10 years?
- What do we want this program to be in 5 years? In 10 years?

Immediate Priorities

(Beyond Base Operations)

Tasks

Toolkit for Broadcast Meteorologists

(for use in schools, speaking engagements, and on-air)

Short Course for AMS and Nat'l Weather Assoc.

(forecast training for meteorologists unable to attend Nat'l workshops)

Better emission reduction messages

(identify steps people can take to reduce air pollution)

Evaluate effectiveness of AQI outreach and build database of human activity patterns

(determine if people are taking actions to reduce pollution and reduce their exposure to air pollution)

Cost Benefit facts

(what's in it for me?)

Year 1 Priorities (April '04 – April '05)

Tasks

Base Operations

National AQ Conference

National E-Alert System

(build system and disseminate to concerned citizens)

Outreach to Public Health Professionals

(focus on family practice physicians and cardiologists)

Web Portal for State/local forecasters

Develop Combined AQI map on AIRNOW

(combined ozone and particle AQI map)

Evaluate Quick Response Needs

(CA fires, mobile monitors, toxics, ability to get info to the public)

AIRNOW DMC and EPA file transfer upgrades

AIRNOW web content development

(haze cams, satellite images, news pegs, climatology)

Year 2 Priorities (April '05 – April '06)

Tasks

Base Operations

National AQ Conference

Complete National E-Alert (expand reporting system)

Continue outreach to Health Professionals

Complete Web Portal for Forecasters

Initiate Quick Response Capability

(system development, remote transmission, communications plan)

Evaluate mapping/forecasting options

(particle surrogates – ASOS, NASA satellite tools, mapping software)

Begin AIRNOW/AQS Data Exchange

(link AQS and AIRNOW through XML standard)

Year 3-5 Priorities (Apr. '06 – Apr. '09)

Tasks

Base Operations

Base Outreach & National AQ Conference

Complete Quick Response Initiative

Improve forecaster training tools

(specific curriculum for forecasters, web course development)

Initiate development of education curricula

(develop university-level curricula, educate weathercasters, reporters, teachers)

Develop broader visibility component

(webcam purchase, distribution, management)

Data archive and clearinghouse

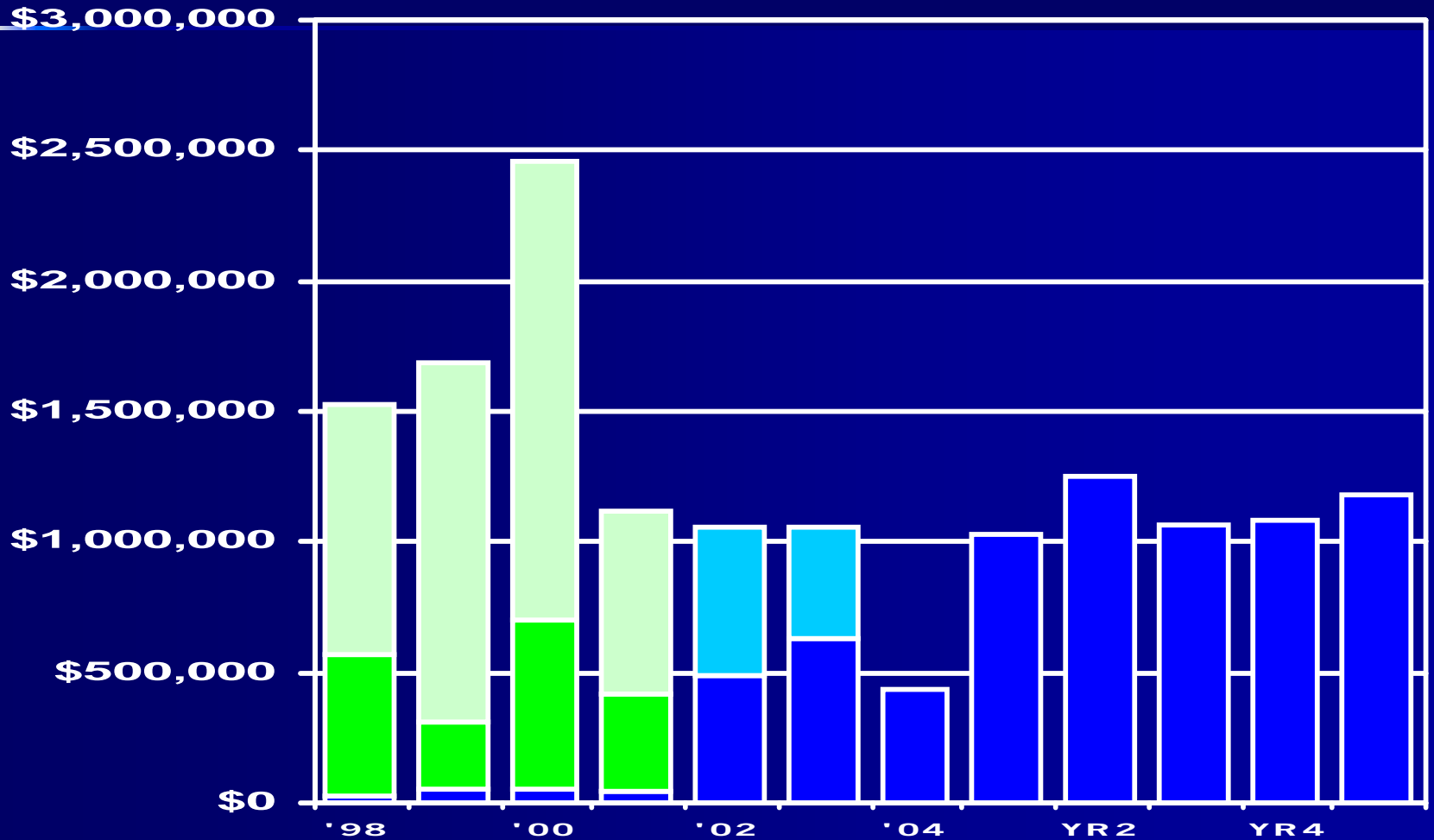
(expand DMC for meteorology data, climatological AQ data, enhanced forecast tools)

NOAA model support

(develop guidance on the use of numerical AQ models for forecasting)

Incorporate air toxics into data delivery system

Program Budget Plan



Summary & Questions

“I don’t know the key to success, but the key to failure is trying to please everybody”

-- Bill Cosby