

Clean Air Action Program Overview

Clean Air Action Luncheon

Friday, May 1, 2009

12:00 pm



History of West Michigan's Ozone Action! Program

- Ozone Action! program started in 1995
- Run by WMCAC
- Announced Action Days when ground-level ozone expected to reach/exceed USG range
- Spring and summer program
- Encouraged the public to take voluntary actions to reduce emissions and protect their health on Action Days
- Covered Kent, Ottawa, Muskegon, and Kalamazoo Counties

The Relaunch

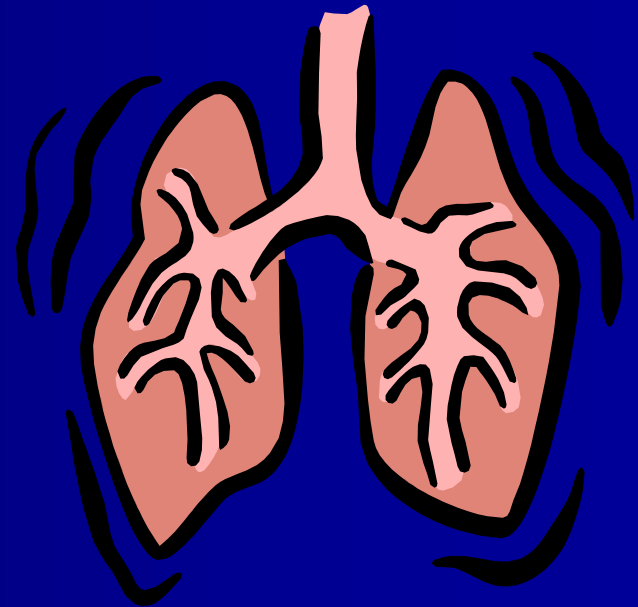
- Program was relaunched on January 26, 2009
 - New name: Clean Air Action Program
 - New pollutant: fine particulate matter
 - Year-Round
- Program includes a public education campaign for both ground-level ozone pollution and fine particulate matter, as well as Clean Air Action Day notifications when either pollutant is expected to reach/exceed the USG range

Reasons for Relaunching the Program

- To allow the public to be informed about air quality year-round
 - To protect their health
 - To take part in voluntary emission reduction activities to help avoid a costly non-attainment designation
- To keep the program current

Ozone Health Effects

- Airway irritation, coughing, and pain when taking a deep breath
- Wheezing and breathing difficulties
- Sunburn-like inflammation on the skin
- Aggravation of asthma
- Permanent lung damage with repeated exposures

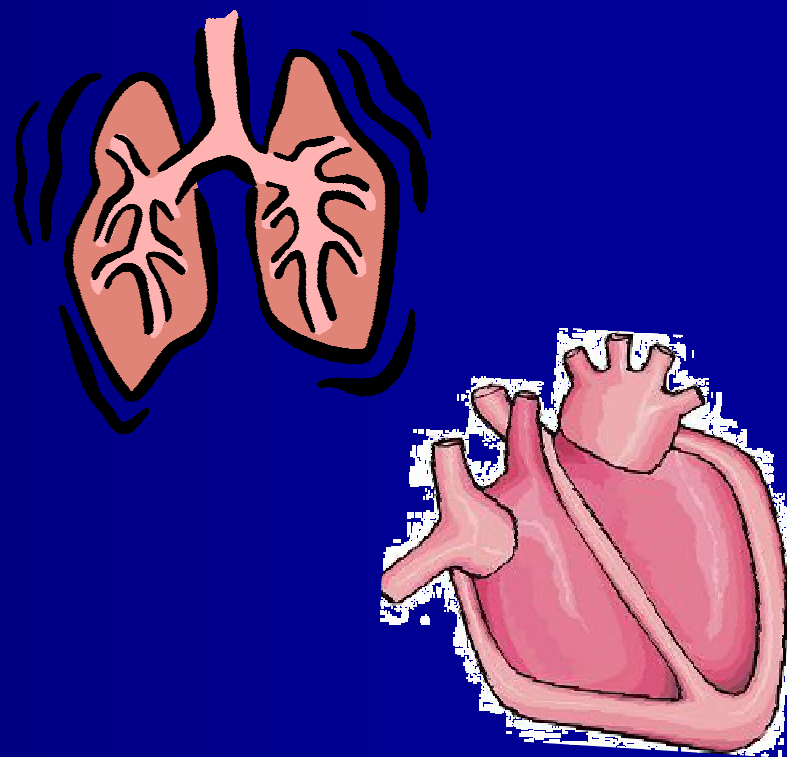


Sensitive groups include children, the elderly, those with heart & lung disease, and those who are physically active.

Source: www.epa.gov

PM Health Effects

- Increased respiratory symptoms
- Decreased lung function
- Aggravated asthma
- Development of chronic bronchitis
- Irregular heartbeat
- Non-fatal heart attacks
- Premature death in people with heart or lung disease



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Source: www.epa.gov

Ozone Environmental Effects

Ozone

- Makes sensitive plants more susceptible to certain diseases, insects, etc.
- Damages the leaves of trees and other plants
- Reduces crop yields and forest growth, potentially impacting diversity in ecosystems.



Ozone damage on a cutleaf coneflower produces purple spots, or "stippling," on the upper surface of the leaf.

PM Environmental Effects



www.epa.gov

- Visibility reduction (haze)
- Aesthetic damage (stains stone and other materials, including statues and monuments)
- Makes lakes and streams acidic
- Changes the nutrient balance in coastal waters and large river basins
- Depletes the nutrients in soil
- Damages sensitive forests and farm crops
- Affects the diversity of ecosystems

Voluntary Actions

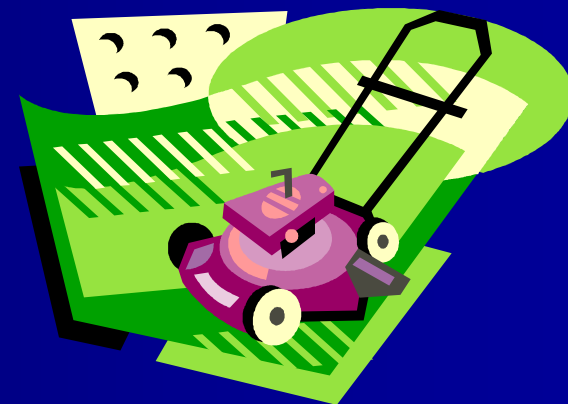
Year-Round

- Carpool or ride the bus
- Telecommute
- Combine errands
- Avoid idling
- Keep your vehicle maintained
- Burn only untreated wood in a well-maintained stove or fireplace
- Refrain from burning trash or yard waste
- Conserve energy by unplugging unused appliances

Spring & Summer

In addition to the activities to the left:

- Refuel after 6:00 pm
- Don't top off the tank
- Mow the lawn after 6:00 pm, or use an electric or push mower



Community Outreach

- Year-round radio campaign
- Display rotation
- Community event participation
- Promotional materials (coloring books, tip cards, chip clips, pens, air fresheners, etc.)
- Continued promotion of web site and 1-800 number

Stay Informed!

Air Quality Forecast

- Enviroflash (www.enviroflash.info)
- Twitter (http://twitter.com/MIair_GRDRAPIDS)
- 1-800-656-0663 (air quality hotline)
- www.wmcac.org

For More Information

- www.deqmiair.org
- www.airnow.gov

Questions?