

<b>YEAR 1: Planned Activities</b>		
<b>Department</b>	<b>Activity</b>	<b>Work Tasks</b>
Transportation	Launch Burn Wise Educational Campaign	<ul style="list-style-type: none"> <li>• Add additional Burn Wise information to our website, <a href="http://www.wmccac.org">www.wmccac.org</a></li> <li>• Develop and print Burn Wise informational materials, including a tip card and/or door hanger</li> <li>• Translate new materials into Spanish</li> <li>• Investigate and order new promotional items related to clean burning</li> <li>• Share EPA Burn Wise posts on our website and Facebook page to enhance our social media presence</li> </ul>
Environmental	Create Transportation Greening Campaign	<ul style="list-style-type: none"> <li>• Research data on air quality changes in transportation corridors due to vegetation</li> <li>• Add information on website and social media</li> <li>• Collaborate with other Urban Waters Federal Partnership Ambassadors who are also doing this work</li> </ul>
<b>YEAR 2-5: Continue to build upon work we began in year one and determine additional opportunities for growth, which may include, but are not limited to, the activities below.</b>		
<b>Department</b>	<b>Activity</b>	<b>Work Tasks</b>
Transportation	Expand Burn Wise Program to Include K-12 Program Curriculum	<ul style="list-style-type: none"> <li>• Work with the EPA and partners to enhance our K-12 curriculum with Burn Wise resources</li> <li>• Promote the new resources to local teachers and schools</li> </ul>
Transportation	Implement a Moisture Meter Loan Program	<ul style="list-style-type: none"> <li>• Work with libraries, hardware stores, etc. to determine program interest and establish partnerships</li> <li>• Research/purchase moisture meters</li> <li>• Develop informational and instructional materials in English and Spanish to coincide with the moisture meter</li> <li>• Promote the program</li> </ul>
Transportation	Start a Zip Code-Level Air Quality Monitoring Program	<ul style="list-style-type: none"> <li>• Work with Just Air and other community partners, including coalitions, to purchase and place zip code level PM2.5 and ozone sensors, especially in Environmental Justice (EJ) areas</li> <li>• Use the data from these sensors to determine air quality inequalities</li> <li>• Investigate ways to remedy air quality disparities</li> <li>• Include this data in GVMC's transportation planning process</li> </ul>

Transportation & Environmental	Determine Opportunities to Incorporate Green Infrastructure into Transportation Projects	<ul style="list-style-type: none"> <li>• Research green infrastructure opportunities with small businesses in transportation corridors.</li> <li>• Strengthen collaboration between GVMC's Transportation and Environmental Departments to determine opportunities and budget to incorporate green infrastructure into transportation projects</li> </ul>
Transportation & Environmental	Create Program to Mitigate the Heat Island Impact in Urban Areas	<ul style="list-style-type: none"> <li>• Coordinate efforts between GVMC's Transportation Department and LGROW to research strategies to mitigate the heat island impact</li> <li>• Evaluate the strategies and available budget</li> <li>• Implement and promote the program</li> </ul>
Transportation & Environmental	Increase Collaboration between Departments and Area Businesses	<ul style="list-style-type: none"> <li>• Continue to coordinate efforts between the Transportation and Environmental Department</li> <li>• Continue to work to build partnerships with businesses, organizations, and our members to help increase the reach and participation in our programs</li> </ul>
Transportation & Environmental	Continue to Expand our Public Outreach	<ul style="list-style-type: none"> <li>• Increase our social media presence and outreach</li> <li>• Increase "likes" and "follows" on Facebook page</li> <li>• Start/Promote Instagram Pages</li> <li>• Continue to research new and innovative tools to reach the public</li> <li>• Continue to attend community events and look for other opportunities to have meaningful conversations with the public about our programs</li> </ul>

## 4. Tools to Monitor Program Effectiveness

GVMC plans to monitor the effectiveness of our participation in the Advance Program in the following ways:

### **(1) Monitoring Data:**

Kent and Ottawa County's air quality is characterized by the following monitors:

- 26-139-0005 (Jenison)
- 26-081-0020 (Grand Rapids-Monroe)
- 26-081-0022 (Evans)

*Please note that the Evans site only monitors ozone. Both the Jenison and Grand Rapids site monitor ozone and PM.*

Current monitoring data shows us the following design values:

Station Name	State ID	Ozone Design Values (ppb)		
		2017-2019	2018-2020	2019-2021
Grand Rapids	26-081-0020	66	71	71
Evans	26-081-0022	64	65	65
Jenison	26-139-0005	67	71	69