

AIR QUALITY PARTNERSHIP

Membership Kit



AIR QUALITY
PARTNERSHIP

DO YOUR SHARE FOR CLEANER AIR!

PHONE 1.800.872.7261

WEB WWW.AIRQUALITYPARTNERSHIP.ORG

A photograph of a bright blue sky filled with large, fluffy white cumulus clouds. The clouds are scattered across the frame, with some appearing more prominent than others. The lighting is bright, suggesting a clear day.

Air Quality Partnership

Getting Started!

D O YOU THINK WE CAN'T DO MUCH ABOUT
THE QUALITY OF THE AIR WE BREATHE?

THINK AGAIN. As an Air Quality Partner, you have the power to take action for cleaner, healthier air in the Delaware Valley. The Air Quality Partnership (AQP) helps protect the public from air quality health risks while encouraging voluntary actions to reduce the formation of the two most common types of air pollution—ground-level ozone and particle pollution.

While poor air quality affects everyone, certain groups including children, the elderly, people with heart and lung diseases, and those who work outdoors in the summer months are particularly susceptible to the harmful effects of air pollution.

What is the AQP?

The AQP is a coalition of public / private partners that encourages its participants and the general public to take voluntary actions to improve air quality in our region. The AQP educates the people of the Delaware Valley about air quality and provides air quality forecasts to alert partners, the media and the public about days when air quality is expected to be unhealthy.

The AQP forecasts ozone levels in the summer months and particle pollution year round. The AQP provides tips to reduce pollution through-out the year and encourages partners to take positive actions to protect their health and improve air quality. The Partnership works closely with local Transportation Management Agencies to ensure that the needs of partners are being met and to more effectively distribute alerts and educational materials to the public. Participation in AQP programs are entirely voluntary and our success depends on everyone sharing the responsibility.

Why is there an AQP?

The Delaware Valley does not meet the EPA's health standard for ground-level ozone or particle pollution. Therefore, the EPA has designated the Philadelphia region a non-attainment area for these pollutants. If the region does not work towards improving air quality and meeting the health standards, it could face penalties including the loss of federal transportation funding. The AQP encourages everyone to do their share for cleaner air. Remember that every action helps and our collective efforts are critical to insure that the Delaware Valley has healthier air that meets the federal air quality standards.

In addition to not meeting the federal standards, air quality affects the quality of life **A N D** the economy of the Delaware Valley. Employee illness or absenteeism that can result from poor air quality reduces productivity and increases health care costs. The AQP seeks to alert and educate the general public, employers and their employees about poor air quality and what we can do to counteract its negative effects.

Locally, the Delaware Valley Regional Planning Commission (DVRPC) administers the program but there are over 70 similar programs in other areas throughout the country, with new programs being established every year. Over 350 area Partners have signed on to date and the number is growing. If we all contribute to improving our air quality, the health of our citizens and our economy will also benefit.

What do Partners get in Return?

Partners receive notification via e-mail or fax the day before a high ozone or particle pollution day. They, in turn, inform their employees about forecasted air quality health risks and ask them to take action to protect their health and reduce ground-level ozone and / or particle pollution. The ozone season runs from May to September, with an average number of 25 high ozone days called each season. A few additional Particle Pollution Days may be announced during the winter months. Free promotional items and brochures are available to all Partners to help spread the word to employees.



Taking Action!



FOLLOW THE *five easy steps* LISTED
IN THIS PARTNER TOOLKIT AND YOUR
ORGANIZATION WILL BE READY TO *take*
action!

Program Benefits

WHETHER YOU JOIN THE AIR QUALITY
PARTNERSHIP (AQP) AS A PRIVATE
BUSINESS, A NON-PROFIT ORGANIZATION,
OR AS A PUBLIC INSTITUTION:

You are showing your employees, clients and the general public that you care about their health and the environment.

Your employees and clients have the chance to take pro-active steps to improve the air they breathe, and take precautions to protect their health.

You are also sharing beneficial knowledge on how to protect human health and the environment with the entire community.

What Would an AQ Partner do?

THE AQP WILL INFORM PARTNERS VIA E-MAIL OR FAX ON THE AFTERNOON BEFORE GROUND-LEVEL OZONE AND / OR PARTICLE POLLUTION LEVELS ARE HIGH. PROGRAM COORDINATORS THEN FORWARD THIS NOTICE TO YOUR EMPLOYEES AND / OR CLIENTS, ALONG WITH SUGGESTED VOLUNTARY ACTIONS FOR THAT DAY.

What Kinds of Actions Should we Take?

Use public transit or carpooling

Link errands together in a single trip

Allow employees to telework

Refuel after dusk and do not "top off" the tank when refueling

Postpone mowing lawns with gasoline-powered mowers

Conserve energy in your home

What do these Actions do?

THESE VOLUNTARY ACTIONS DIRECTLY REDUCE THE POLLUTANTS THAT CONTRIBUTE TO OZONE AND PARTICLE POLLUTION. BY HELPING TO REDUCE THESE POLLUTANTS YOU HELP TO IMPROVE THE AIR WE ALL BREATHE AND THE HEALTH OF OUR COMMUNITY.

How can You do it?

Have senior management adopt the program (DVRPC can help with any presentations you may give to them).

Name an in-house coordinator (human resources personnel or employee transportation coordinators are usually a good choice).

Contact the DVRPC's AQP Coordinator (listed in Step 3) to officially join the program.

When an Air Quality Action notice is received, notify your employees and / or clients (see Step 4).

I T'S THAT EASY! IN-HOUSE PROGRAM
COORDINATORS DEVOTE LESS THAN 15
MINUTES OF THEIR TIME WHEN A HIGH
POLLUTION DAY IS FORECAST, MAKING IT
EASY TO INTEGRATE INTO A DAILY WORK
SCHEDULE.

*The Air Quality
Partnership does a lot
of the work for you!*



Steps to Taking Action!

STEP 1

Understanding Air Pollution

T HE FOLLOWING CAN BE INCLUDED IN THE TEXT OF AN E-MAIL. YOU CAN ALSO COPY AND DISTRIBUTE ONE OF THE ENCLOSED SAMPLE NEWSLETTERS WHEN YOU START YOUR PROGRAM.

Air pollution is created by different sources, but the majority of it originates with people. Industry, power plants, cars and trucks, and many consumer products are all contributors. This means that everyone—businesses and consumers—contribute to the problem. Since air pollution is not confined to a specific area and everyone is affected, air pollution is the region's largest environmental health risk.

The Clean Air Act requires the U.S. Environmental Protection Agency to set and monitor health standards for six common air pollutants. The Delaware Valley does not meet the health standard for two of these pollutants—Ground-level Ozone and Particle Pollution.

Ground-Level Ozone

Ozone in the upper atmosphere protects us from the sun's harmful rays. But at ground-level, where we breathe it, it's not good for us. In the summer, sunlight and high temperatures "bake" pollutants emitted by motor vehicles, power plants, industrial manufacturing and other sources to form high levels of ground-level ozone, commonly known as smog.

Particle Pollution

Particle Pollution is the term for tiny drops of liquid or small particles of dust, metals and other material that float in the air. Some particles are large or dark enough to be seen as soot or smoke. Others are so small that they can only be detected with an electron microscope. Particle pollution comes from a variety of sources such as cars, power plants, factories, construction sites, forest fires, and municipal waste incinerators. Although a year-round problem, particle pollution levels tend to peak during winter when wood stoves and fireplaces are in use.

By joining the AQP, your company provides its employees with the knowledge and tools needed to safeguard their families' health. You also help reduce the number of work days lost due to environmental illness and help clean the air for everyone.

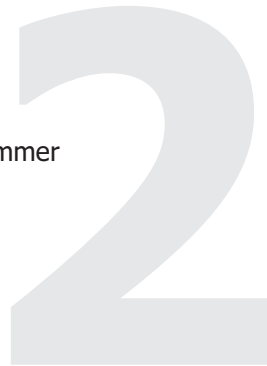
BUT HOW? STEP 2 CAN GET YOU STARTED...

STEP 2

What can You do?

UPPER LEVEL MANAGEMENT APPROVAL OF THE AQP PROGRAM IN YOUR ORGANIZATION IS CRITICAL, SO MAKE SURE THEY UNDERSTAND AND SUPPORT THE AQP. ONCE YOU HAVE THE MANAGEMENT'S SUPPORT, CHOOSE AN IN-HOUSE COORDINATOR FOR YOUR ORGANIZATION'S PROGRAM.

The AQP is a year round program, which typically focuses on ground-level ozone pollution in the summer and particle pollution year round.



Summertime

The ozone season runs from early-May to early September. During this period, the AQP focuses on actions to reduce the formation of ground-level ozone. Coordinators will receive e-mail or fax alerts on days when ground-level ozone levels are forecast to be high (see step 4). In-house coordinators typically devote less than 15 minutes to the program on each Air Quality Action Day. An average of 25 Air Quality Action Days are called each season, so coordinators spend less than one day total on the program all year!

Wintertime

Particle pollution is a year round problem coming from many sources inside and outside our region. However, the onset of colder weather in the Delaware Valley sees an upsurge in the use of open burning, fireplaces and wood burning stoves that can negatively impact local air quality. Coordinators will receive e-mail or fax alerts on days when particle pollution levels are forecast to be high.

The best program coordinators have fairly regular contact with your staff.

EFFECTIVE IN-HOUSE COORDINATORS

CAN INCLUDE:

Environmental Services Staff / Director

Information Coordinator / Human Resources Manager

Employee Transportation Coordinator

Executive Secretary / Administrative Aide

Facility / Property Manager / Corporate Concierge

**SO, NOW THAT YOU'VE APPOINTED YOUR
COORDINATOR, HOW DO YOU JOIN THE
PROGRAM? STEP 3 CAN SHOW YOU THE WAY!**

STEP 3

How do you Become an Air Quality Partner?

EASY! SIMPLY SEND IN THE
REGISTRATION SHEET INCLUDED IN THE
APPENDIX OR CONTACT THE DVRPC'S AIR
QUALITY PARTNERSHIP COORDINATOR.

**YOU CAN CONTACT THE DVRPC AQP
COORDINATOR AT:**

Air Quality Partnership Coordinator
Delaware Valley Regional
Planning Commission
190 N. Independence Mall West
Philadelphia, PA 19106-1520
Phone 215.238.2860
Email airquality@dvrpc.org

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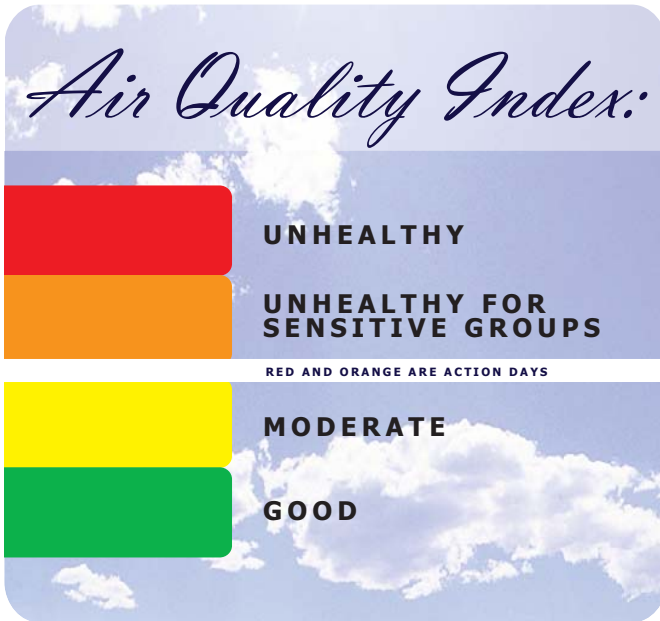
STEP 4

Getting the Word Out!

I F HIGH CONCENTRATIONS OF OZONE AND/OR PARTICLE POLLUTION ARE FORECAST, THE AIR QUALITY PARTNERSHIP WILL FAX OR E-MAIL AN ALERT TO YOUR ORGANIZATION. YOUR IN-HOUSE COORDINATOR SHOULD KEEP AN EYE OUT FOR THESE NOTICES BETWEEN 1 – 3 P.M.

Code Orange and **Code Red** Days are Air Quality Action Days. The health risks and precautions are slightly different for each Advisory level and each pollutant. It is important to understand and communicate the different risk levels.





During **Code Orange** days, **sensitive groups** should limit their activities and exposure to air pollution. Sensitive groups include children, the elderly, persons with heart or respiratory disease and adults who work outside.

On **Code Red** days **everyone** should limit their exposure to air pollution. When ozone levels are predicted to be high, people should limit strenuous outdoor activities.

When particle pollution is predicted to be high, all strenuous activities should be limited, because particle pollution can affect indoor air quality as well.

On these Air Quality Action Days it is especially important to take action to reduce polluting activities like driving, using gas powered lawn equipment or topping off your gas tank.

The AQP will alert you to the level of air pollution and the pollutant of concern through Air Quality Advisories.

WHEN AN ALERT IS RECEIVED, ONE OR MORE OF THE FOLLOWING ACTIONS IS RECOMMENDED:

Make copies of the notice and post in high traffic areas in your office such as reception areas or elevator banks

Forward the notice via e-mail to update your staff

Send a voice-mail notice or make an announcement on the intercom to alert your staff

IT'S AS EASY AS THAT! BY FOLLOWING JUST FOUR STEPS, YOUR ORGANIZATION IS DOING ITS SHARE TO HELP CLEAN THE AIR WE BREATHE! YOU CAN STOP HERE AND HAVE AN EFFECTIVE AIR QUALITY PROGRAM THAT WILL BENEFIT THE PUBLIC AND THE ENVIRONMENT. LOOKING TO DO MORE? STEP 5 CAN HELP GET YOU GET ON YOUR WAY!

STEP 5

Going Above and Beyond...

LOOKING TO DO MORE? GREAT! WE HAVE IDEAS TO INSPIRE YOU TO CREATE SOME OF YOUR OWN PERSONALIZED PROGRAM ELEMENTS. HERE ARE A FEW EXAMPLES:

Download educational materials in Adobe Acrobat format from www.airqualitypartnership.org and distribute them to your employees.

For small orders, promotional materials are available **free** of charge from your local Transportation Management Association (TMA).

Involve your engineers and buyers; make low emissions part of the purchasing criteria for supplies and equipment.

Network with other AQP participants for ideas and solutions.

Represent your company or organization on our Board or Committees.

WAYS YOU CAN TAKE ACTION AT THE OFFICE:

Offer employees incentives for taking mass transit or carpooling to work, or in the summer, offer free transit passes on Air Quality Action Days (NJ Transit and Dart First State offer discounted or free rides to Partners on Air Quality Action Days).

Encourage brown-bag lunches (so employees don't use their cars) by offering free sodas or snacks or discounted lunches.

Promote conference call options for all meetings.

Allow staff to telecommute or use flex schedules to avoid commute "rush" hours.

Post information on your internal website.

**IN THE SUMMER, CHANGE FLEET
MAINTENANCE PRACTICES ON AIR QUALITY
ACTION DAYS:**

Delay refueling vehicles and equipment until late afternoon or until air quality improves.

Coordinate deliveries from your sites to eliminate multiple trips.

Turn off vehicles when loading and unloading.

Lock the fuel pump during the day.

**IN THE SUMMER, CHANGE FACILITY
MAINTENANCE ACTIVITIES ON AIR QUALITY
ACTION DAYS:**

Delay painting activities until air quality improves.

Postpone lawn upkeep, or use electric lawn and garden equipment.

Utilize "environmentally-friendly" cleaning solutions.

Keep a list of low-emitting work to do on Air Quality Action Days.

Defer solvent washing.

**SUMMER AND WINTERTIME TIPS TO HELP
IMPROVE AIR QUALITY YEAR ROUND ARE
AVAILABLE TO ALL PARTNERS UPON REQUEST.
THE AQP PROGRAM COORDINATORS WANT TO
HELP YOU WITH ANY QUESTIONS ON
IMPLEMENTING ANY ASPECT OF A PROGRAM.
FEEL FREE TO CONTACT THEM AT ANY TIME!**

Become a Contributing Partner

BECOMING A MEMBER OF THE AQP IS A GREAT FIRST STEP TO PROTECTING EMPLOYEE'S HEALTH AND IMPROVING AIR QUALITY. THERE ARE MANY WAYS THAT YOUR ORGANIZATION CAN BECOME A CONTRIBUTING PARTNER OF THE AQP AND RECEIVE RECOGNITION FOR YOUR COMPANY'S EFFORTS.

Sponsorship opportunities range from financial support for advertisements, promotional materials and outreach events to providing in-kind services, such as printing brochures, bill stuffers or donating advertisement space. There are many different levels of sponsorship available but all contributions help the AQP to reach the largest possible audience.

If your organization would like to become a contributing partner please fill out the Sponsorship Opportunities form or call the AQP program coordinator to learn more about Partner Sponsorship opportunities.



Membership and Sponsorship

Air Quality Partnership Membership Form

COMPANY OR ORGANIZATION

TYPE OF ORGANIZATION

ADDRESS, CITY, STATE, ZIP

COMPANY PHONE

COMPANY FAX

COORDINATOR NAME

COORDINATOR'S PHONE & EMAIL

ALTERNATE'S NAME, PHONE & EMAIL

(IF APPLICABLE)

I WOULD LIKE AIR QUALITY ALERTS SENT TO ME
VIA: EMAIL _____ FAX _____

IF YOU WOULD LIKE ADDITIONAL INFORMATION
ABOUT DVRPC'S COMMUTER SERVICES,
PLEASE CHECK THE BOX NEXT TO THE PROGRAM
THAT YOU ARE INTERESTED IN.

TRANSITCHEK _____ SHARE-A-RIDE _____

MOBILITY ALTERNATIVES PROGRAM _____

PLEASE RETURN RESPONSE TO:

AIR QUALITY PARTNERSHIP COORDINATOR
C/O DELAWARE VALLEY REGIONAL PLANNING COMMISSION
190 N. INDEPENDENCE MALL WEST, 8TH FLOOR
PHILADELPHIA, PA 19106

PHONE 215.592.2860 FAX 215.592.9125

E-MAIL AIRQUALITY@DVRPC.ORG

Sponsorship Opportunities

All AQP Partners support this important program in valuable ways. However, some may prefer to be recognized for their efforts as well. AQP educational materials and public service advertisements are widely distributed throughout 18-counties in Southeastern Pennsylvania, Southern New Jersey, and Delaware. Having your company's name and logo on these materials shows employees, clients and customers that you are contributing to improving air quality in the Delaware Valley.

Sponsorship opportunities range from contributing to the printing of the partnership's brochure to sponsoring educational materials and advertising. The partnership welcomes in-kind services as well as contributions. If you think your organization would like to be a sponsor of the AQP, please check the box below or contact the AQP coordinator at 215.238.2860 for more information.

**YES, I WOULD LIKE TO LEARN MORE ABOUT
OPPORTUNITIES TO SPONSOR AQP _____**

PLEASE RETURN RESPONSE TO:

**AIR QUALITY PARTNERSHIP COORDINATOR
C/O DELAWARE VALLEY REGIONAL PLANNING COMMISSION
190 N. INDEPENDENCE MALL WEST, 8TH FLOOR
PHILADELPHIA, PA 19106**

**PHONE 215.592.2860 FAX 215.592.9125
E-MAIL AIRQUALITY@DVRPC.ORG**



Sample Newsletter Articles

Air Quality Action Days

Ground-level ozone and particle pollution are nothing you want to breathe—especially if you have asthma or other heart or respiratory problems. A color-coded chart called the Air Quality Index is used to report daily air quality conditions. When Air Quality Action Days (Code Orange or Code Red) are called, ground-level ozone and / or particle pollution are forecasted to approach or exceed unhealthy levels. Starting on Code Orange Days, sensitive groups are alerted to take precautions. Sensitive groups include children, the elderly, adults who exert themselves outdoors and people with heart and lung diseases.

The Air Quality Partnership is a coalition of governments, businesses, and health advocacy groups promoting and publicizing voluntary actions to reduce pollution in our region. The Air Quality Partnership provides a daily air quality forecast for particle pollution all year and for ozone from May to September. On Air Quality Action Days, email or faxes are sent to the media and employers.

On Air Quality Action Days in the Delaware Valley, Air Quality Partners inform their workers and / or clients about air quality forecasts through bulletin board notices, lobby signs, voicemail, internal e-mail, flags, etc.

PARTNERS THEN PASS ON SIMPLE SUGGESTIONS TO IMPROVE AIR QUALITY, SUCH AS THE FOLLOWING:

Taking public transit or carpooling (on weekends too).

Attending offsite meetings by conference call.

Refueling your car after dusk to prevent gas fumes from mixing with heat and sunlight to create ozone.

Not mowing your lawn or only mowing it with a non-gasoline powered mower.

Avoiding outdoor exertion during afternoon hours when ozone levels peak or avoiding all exertion when particle pollution levels are forecast to be high.

Air Quality Action Days are part of a larger effort to help reduce air pollution in our region. There are voluntary action programs like this all across the country. And, they've been shown to help improve air quality.

Be alert in the office for notices of Air Quality Action Days on those hot, muggy, stagnant days – and then take action. When an action day is predicted, you'll be notified soon after the forecast is received.

MORE INFORMATION ON AIR QUALITY IN THE DELAWARE VALLEY REGION IS AVAILABLE ON THE INTERNET AT WWW.AIRQUALITYPARTNERSHIP.ORG

Air Quality and Your Health

COMPANY NAME is proud to announce that we have joined a large number of organizations in the Delaware Valley Metropolitan region in making the air we breathe a little healthier for all of us. By joining the Air Quality Partnership, we are making a conscious effort to educate ourselves, our employees and their families, to improve the air quality in our area.

By taking a few voluntary actions, we all can help to reduce ground-level ozone and particle pollution, improving the quality of the air we breathe.

WHAT ARE GROUND-LEVEL OZONE AND PARTICLE POLLUTION?

Ozone in the upper atmosphere protects us from the sun's harmful rays. But at ground-level, where we breathe it, it can be harmful. In the summer, sunlight and high temperatures "bake" pollutants emitted by motor vehicles, power plants, industrial manufacturing and other sources to form high levels of ground-level ozone, commonly known as smog.

Tiny airborne particles – the main ingredient in haze, smoke, and airborne dust – present a serious air quality problem known as particle pollution. The size of these particles is directly linked to their potential for causing health problems. The smaller the particle, the greater the health risk they pose to your heart and lungs. Particle pollution comes from a variety of sources such as cars, power plants, factories, construction sites, forest fires, and municipal waste incinerators.

HOW DO THESE POLLUTANTS AFFECT MY HEALTH?

Exposure to ground-level ozone and particle pollution can lead to a variety of health effects over time. Short-term exposure to these pollutants contributes to asthma attacks, acute bronchitis, aggravation of lung disease and increased susceptibility to respiratory infections. Children and people with respiratory and heart diseases are particularly vulnerable. Long-term exposure to these pollutants has been associated with reduced lung function, development of asthma and chronic bronchitis and even premature death.

Don't forget, while it makes breathing more difficult for these people, it can have long term effects on those without these problems as well!

How is (COMPANY NAME) going to be involved?

It's a very easy process for great results! After (COORDINATOR NAME), our Air Quality Partnership coordinator receives notice of forecasted poor air quality from the local forecast team, he / she will notify you by (e-mail, posting fax, flying flag, lobby poster, etc).

In addition, (COORDINATOR NAME) will have materials to provide information to you on additional things you can do at home to do your share for cleaner air.

The regional Air Quality Partnership also alerts the local media of poor air quality forecasts, to keep the general public informed.

**MORE INFORMATION ON AIR QUALITY
IN THE DELAWARE VALLEY REGION IS
AVAILABLE ON THE INTERNET AT
WWW.AIRQUALITYPARTNERSHIP.ORG**

SAMPLE NEWSLETTERS ARE AVAILABLE FOR
DOWNLOAD IN THE MATERIALS SECTION OF
WWW.AIRQUALITYPARTNERSHIP.ORG

*The Air Quality
Partnership does a lot
of the work for you!*



**DELAWARE VALLEY REGIONAL
PLANNING COMMISSION (DVRPC)**

**190 N. INDEPENDENCE MALL WEST
8TH FLOOR PHILADELPHIA, PA 19106**

PHONE 215.238.2860

FAX 215.592.9125

E-MAIL AIRQUALITY@DVRPC.ORG