Engaging the Public: Innovative Outreach and Communication Methods

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OAQPS, U.S. EPA
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OAQPS' Outreach and Information Division's Mission

Improve Air Quality and Public Health through Data Management, Outreach and Education

NEW!

Course Materials for APTI 423

Course materials for *APTI 423: Air Pollution Dispersion Models - Applications with the AERMOD Modeling System* are now available on the Plan page. Click here to view the course materials.

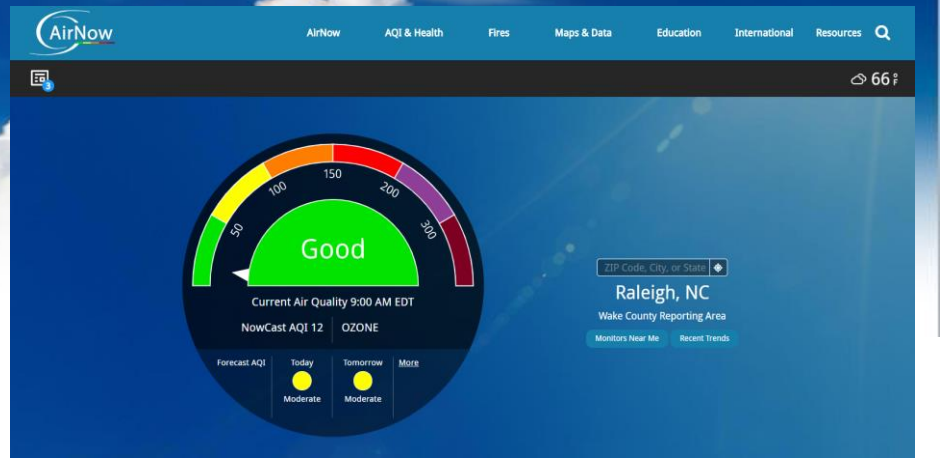
NEW!

1 APTI V-237: 2015 Revisions to the Ozone National Ambient Air Quality Standards Course

A new course with six modules, called 2015 Revisions to the Ozone National Ambient Air Quality Standards is now available. Click here to access the course.

Overview

- Information Transfer and Technology – Modernizing AirNow
- Improving Outreach and Engagement
- Revitalizing OAQPS' Small Business Program
- National Air Quality Training Center
- EPA's Burn Wise Program



Information Transfer and Technology
AirNow – Updated Website

- Updated, mobile-friendly site went live April 15th
- Updated Website Features
  - Trends information available for each reporting area
  - New interactive map lets users explore monitors nearest them
- OAQPS' Phil Dickerson shot a home video walkthrough of the site for Earth Day
  - https://www.youtube.com/watch?v=uEaaIzKSPaI&feature=youtu.be

Updated AirNow App- Coming Soon!

New App Features –Phased approach

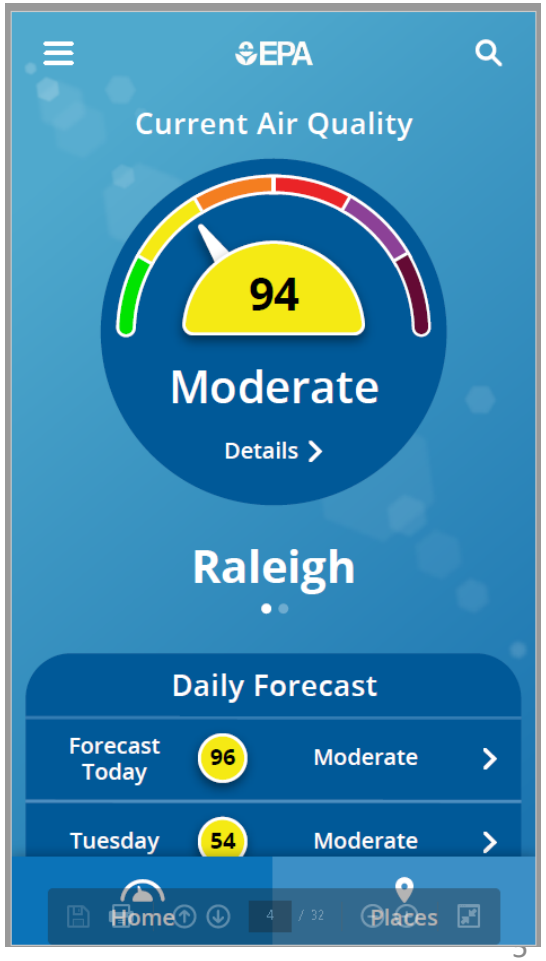
Spring Update

- New look and feel to enhance user experience
- Air quality for the most recent hour at user-customized location
- Ability to save multiple locations
- Daily forecasts
- Actions and “plan your day” messages
- Help and definitions for air quality information

Late Summer/Early Fall update

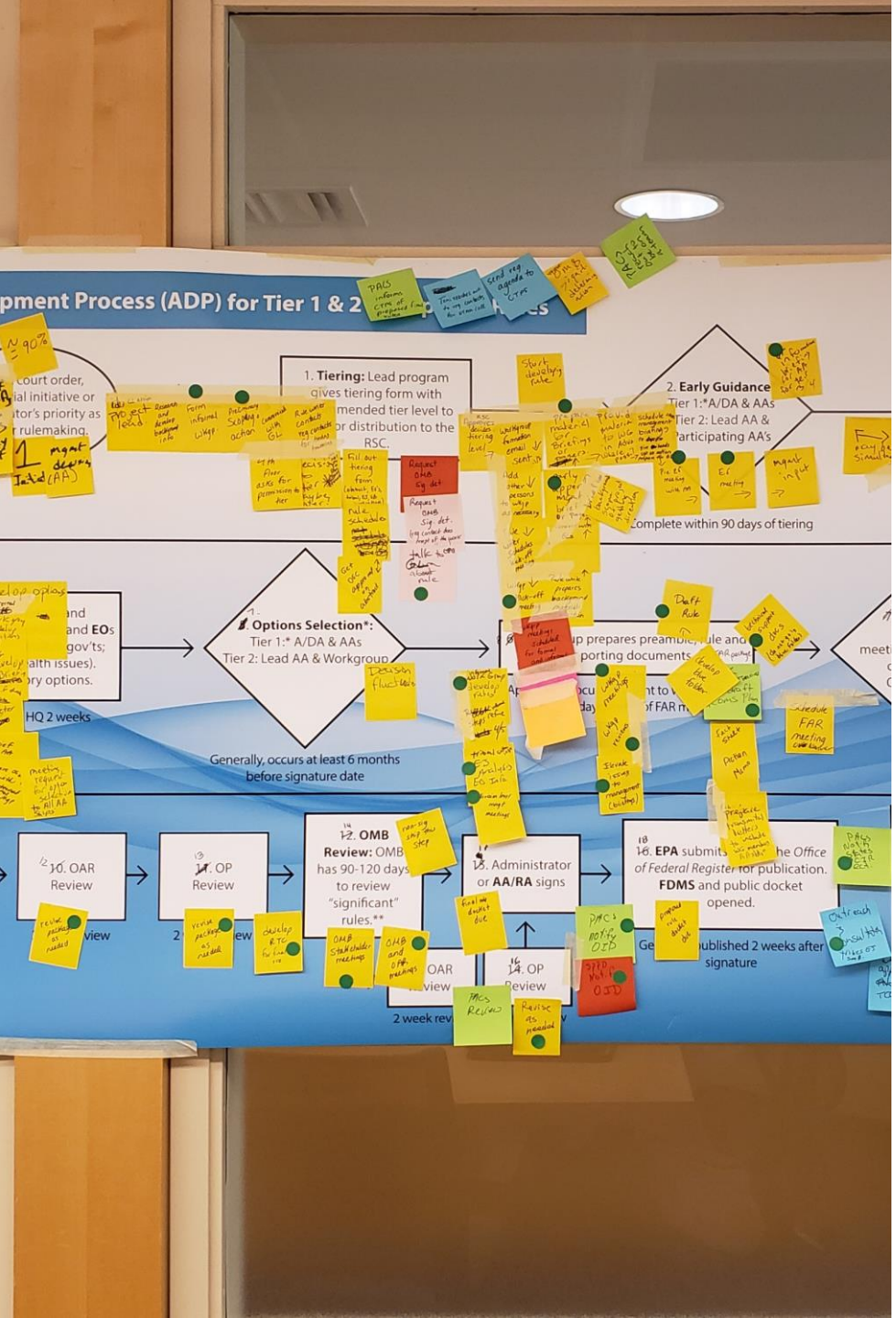
- Air quality map
- Fire and smoke information
- Notifications
- Real-time alerts based on user-saved location and/or actual location

Updated App



AirNow Sensor Data Pilot

- Partnership between EPA and the US Forest Service (USFS)
- Pilot integrates publicly available PM2.5 data from PurpleAir sensors with AirNow and temporary monitoring data and smoke information
  - Goal to provide broader air quality coverage during wildfires to the public
  - Using the existing AirNow Wildfire and Smoke Map, adding a new sensor data layer
  - PurpleAir data will be rolled up to an hour, then an EPA correction equation and NowCast will be applied to the hourly sensor data
  - NOT for AQI reporting for cities or the main interactive maps on AirNow.gov
- Expect to have password-protected national map for AirNow partner evaluation this summer
- Plan to make new map layer available on AirNow for states that decide to opt-in to have the sensor data included for their state
- Upcoming webinars to walk partners through the pilot, answer questions and get feedback



Improving Outreach and Engagement for Tribes, EJ Communities and Small Businesses (TEJSB)

- Kaizen/ELMS event: January 2020
  - Improve process from start of regulatory action to ensure effective engagement with TEJSB stakeholders
- Goals:
  - Meet statutory and executive order obligations more fully and timely
  - Improve the “what” and “how” of delivering outreach materials to TEJSB stakeholders
  - Improve TEJSB stakeholder input into rulemaking
  - Improve rule implementation
- Status:
  - Building internal teams and processes
  - Connecting with improved training for States
  - Building capacity for risk communication and community engagement

Revitalizing OAQPS' Small Business Program

- **Active program in the 1990s and early 2000s**
  - Section 507 of the Clean Air Act (CAA) requires EPA Administrator to establish a small business stationary source technical and environmental compliance assistance program.

- **Plan to re-invigorate OAQPS' Small Business Program**
  - Build strong working relationships between OAQPS and small businesses through fostering communication and information sharing on air regulatory actions
  - Build an infrastructure to re-establish and support OAQPS' Small Business Program
  - Develop products and providing technical assistance to improve rule compliance

- **Next Steps**
  - Finalize draft strategy and seek input from internal and external stakeholders
  - Engage with OAQPS rule writers and support for ongoing small business impacts
  - Continuous improvement through ongoing Kaizen effort noted earlier

Rebuilding the National Air Quality Training Program

Redesigning the air quality curricula

- Oriented around job functions
- Completed May 2020

Deploy a new learning management system (LMS)

- Will configure and customize the LMS with targeted stakeholder groups
- New LMS will go online spring 2021

Update 4-5 courses in FY 20 & FY 21

Update up to 20 courses/year in FY 22 and beyond

Curricula Overview

Curriculum	Description
Air Pollution Basics	Courses to help federal, state, local, and tribal air professionals, as well as communities, build their knowledge base and capacity to conduct various duties in compliance with the applicable Clean Air Act (CAA) requirements.
Air Quality Modeling	Courses to help state, local, and tribal air professionals build their knowledge base and capacity to conduct air quality modeling in compliance with the applicable Clean Air Act requirements.
Air Quality Planning	Courses to help state, local, and tribal air professionals build their knowledge base and capacity to conduct air quality planning in compliance with the Clean Air Act (CAA) requirements. The curriculum focuses on implementation of National Ambient Air Quality Standards (NAAQS) via State/Tribal Implementation Plans (SIPs/TIPs) as well as Regional Haze requirements.
Air Toxics Rule Development and Implementation	Courses to help state, local, and tribal air professionals build their knowledge base and capacity to conduct air toxic risk assessments, communicate air toxics risks appropriately, and/or develop rules in compliance with the applicable Clean Air Act requirements.

Curricula Overview Cont'd

Ambient Air Monitoring	Courses to help state, local, and tribal air professionals build their knowledge base and capacity to conduct ambient air monitoring in compliance with the applicable Clean Air Act requirements and associated monitoring regulations.
Emissions Inventories	Courses to help state, local, and tribal air professionals build their knowledge base and capacity to develop emission inventories in compliance with the applicable Clean Air Act requirements.
Permitting	Courses to help EPA, state, local, and tribal air pollution professionals build their knowledge base and capacity to conduct permitting activities and write permits in compliance with the applicable Clean Air Act requirements.
Source Emissions Testing and Source Emissions Monitoring	Courses to help federal, state, local, and tribal air professionals build their knowledge base and capacity to observe and review reports from source emissions testing and source emissions monitoring in compliance with the applicable Clean Air Act and state/local/tribal emission measurement requirements.

Training Material Updates for FY 20

- Develop eLearning of APTI 470 QA/QC for Monitoring – Spring 2020
- Update AERMOD APTI 423 classroom course – Spring 2020
- Update APTI 474 CEMS classroom course (3.5 day) – Spring 2020
- Update NACT 221 CEMS classroom course (1 day)– Summer 2020
- Update NACT 350 Basic Inspector classroom course– Fall 2020
- Update NACT 355 Advanced Inspector classroom course – Fall 2020

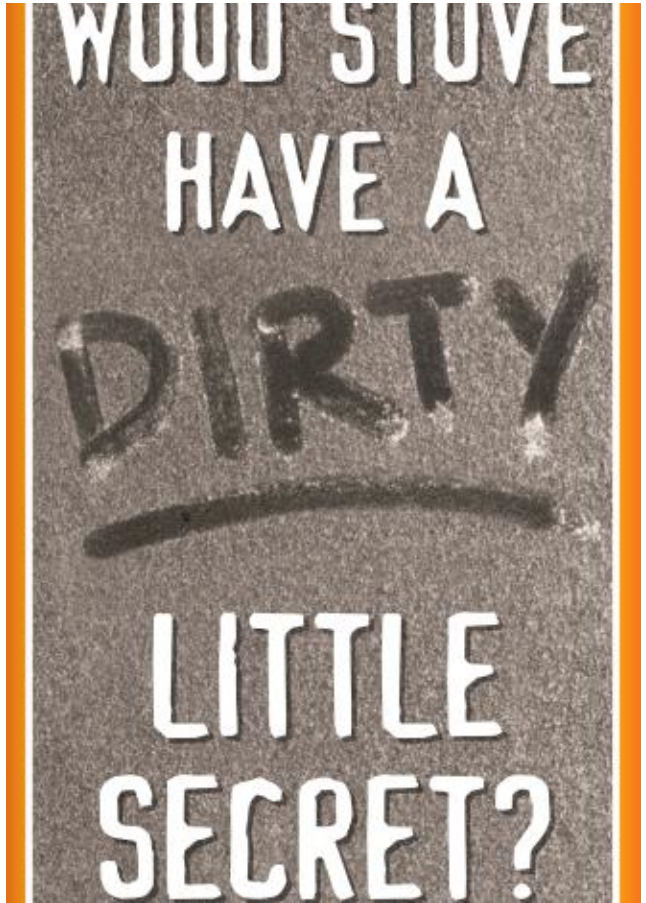
- Working to provide topics from our course library as distance learning offerings

What is EPA's Burn Wise Program?

- Voluntary Education and Outreach Program
- Key Message

  Burn the right wood, the right way, in the right appliance
- Goals
  - Educate users on how to properly use their wood burning appliance
  - Promote upgrades to cleaner burning technologies

Burn Wise
Program of the U.S. EPA



Retailers and Chimney Sweeps Help Deliver our Message

- Posters
- Brochures
- Best Burn Practice Videos
- Wood Smoke & Asthma Videos
- Social media
- To order free materials go to:
- www.epa.gov/burnwise/orderform

For Additional Information and Resources

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