



A New AIRNow Service

From EPA, State & Local Air Agencies

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STAPPA Communicating Air Quality Conference - 2004



What is EnviroFlash?

EnviroFlash is an electronic information service designed to communicate environmental issues to the public. It is a tool designed to help people make choices when the air isn't as clean as it should be.

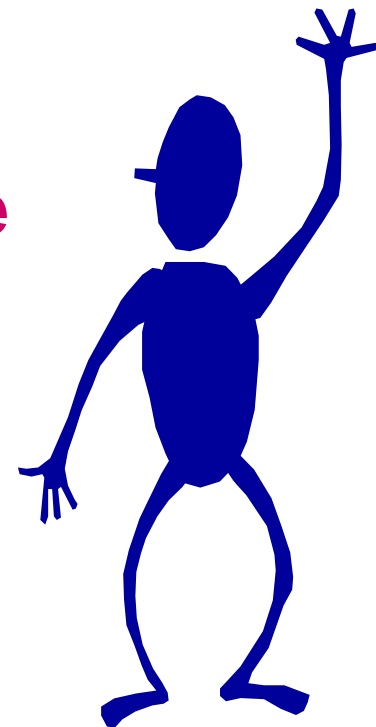
The **EnviroFlash** pilot is currently being test marketed in select U.S. cities.

Why do it?

EnviroFlash allows air agencies to get air quality information directly out to the public.

“HEY, wait a minute! What are you trying to pull? Don’t some air agencies already have list servers that do this?”

Yes, but ...



Why We Do It

EnviroFlash program allows all state and local air agencies to get air information directly out to the public in a standard manner at no or low cost!

MICHIGAN DEQ AIR AGENCY COST:

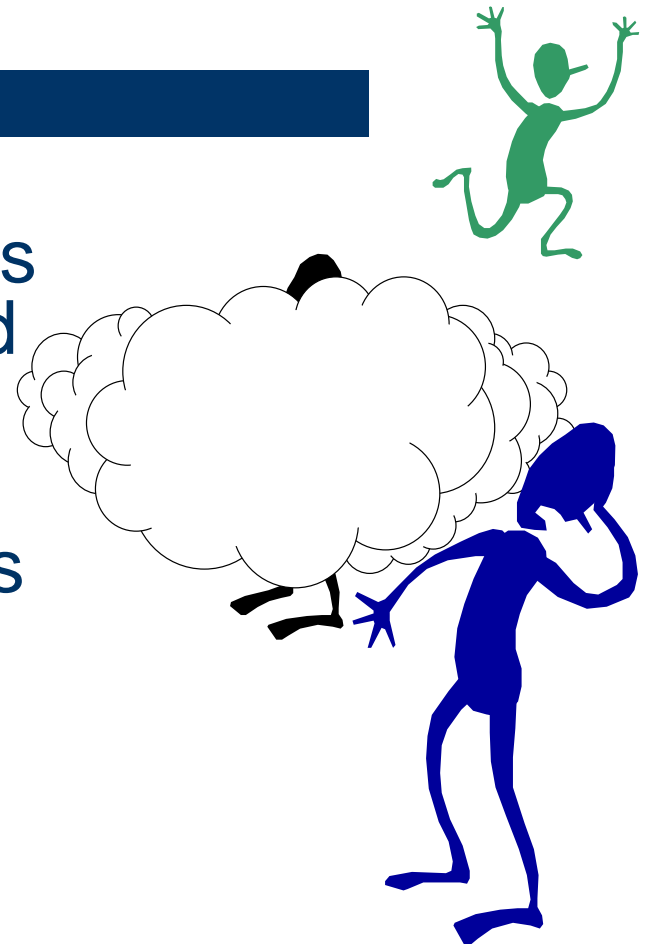
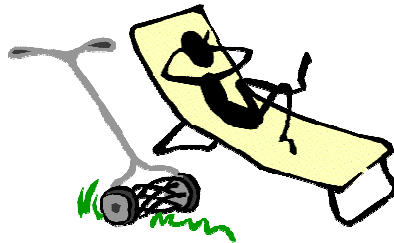
- Staff – minimal employee time
- Expense – free; expense to develop and operate covered by EPA



Provides “heads-up” information

EnviroFlash notifies subscribers about air quality forecasts and about “*Ozone Action!*” days.

People can adjust daily activities when poor air conditions are anticipated.

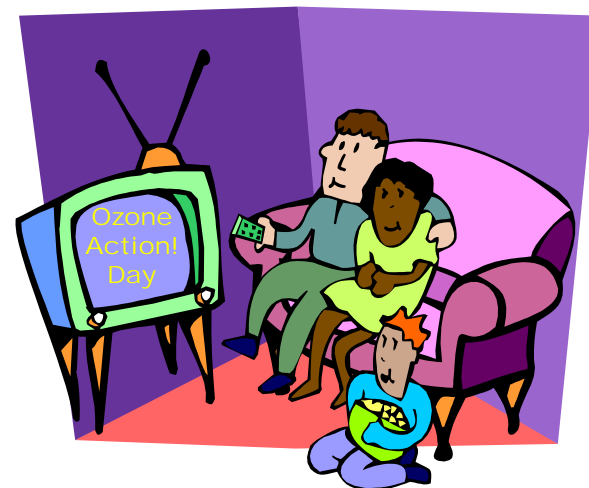


How's it different than the AQI?

Most air quality information is specifically sought by individuals or is pushed to customers via the media. **EnviroFlash** adds the convenience of receiving automated air quality information at self-selected levels.

Michigan air information is available to the public via the MDEQ website and EPA AIRNow maps:

- Air quality forecasts
- Near real-time monitor data
- Air Quality Index



Convenience & Choice

Those enrolled in **EnviroFlash** receive *only* the information they choose to get via computer e-mail or a mobile phone with text messaging.



“**EF** phone home!”

Notification Level Choices

- People with small children –or – whose family members have asthma or other health problems, are encouraged to select notifications for when the air quality is predicted to be “**unhealthy for sensitive groups**”. People who work or exercise strenuously are in this category due to increased deep respiration.
- People who do not have cardio-pulmonary health risks and are not as concerned about air quality may choose to be notified only when the forecast is “**unhealthy**”.

Notifications

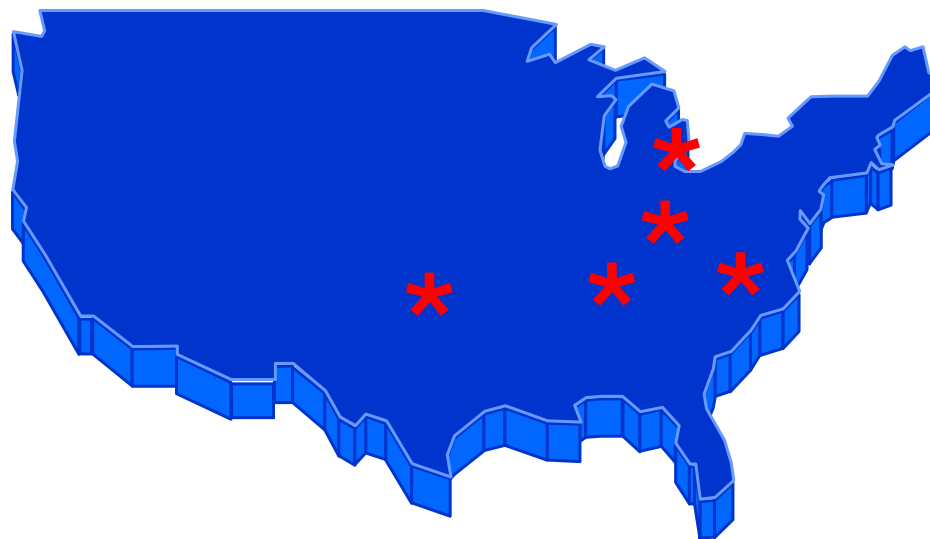
An EPA computer program pulls the data from AIRNow into a standardized program that generates an automated “long” e-mail message or a “short” cell phone text message tailored to the subscriber’s needs.



The Five Pilot Cities

EnviroFlash is currently being piloted in:

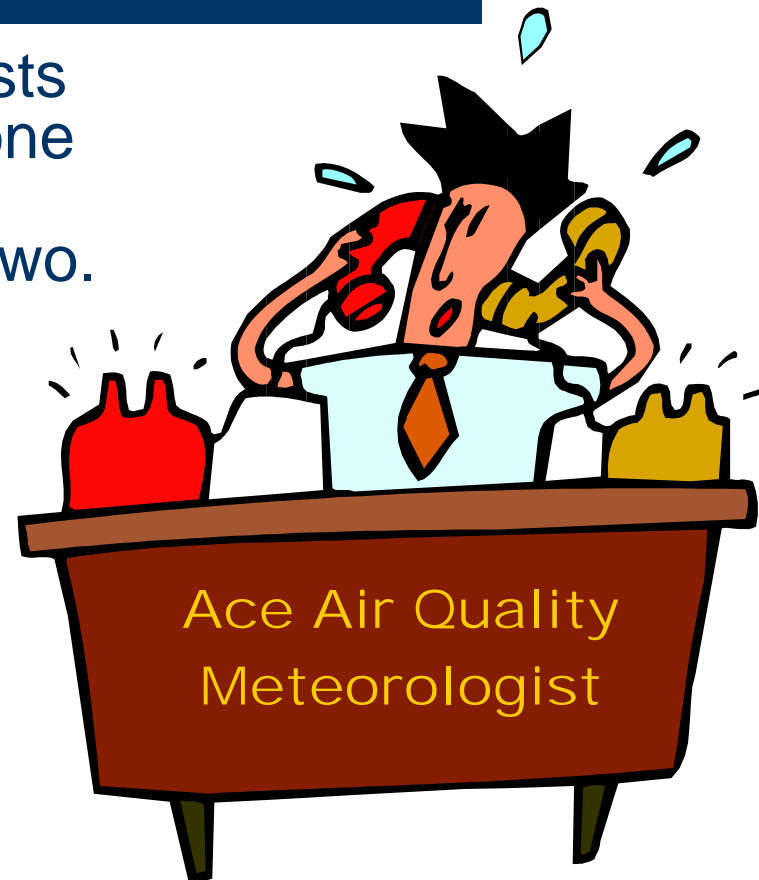
- **Detroit, MI**
- **Cincinnati, OH**
- **Oklahoma City, OK**
- **Nashville, TN**
- **Winston-Salem, NC**



How it works for the Detroit Pilot

Michigan DEQ meteorologists forecast the PM2.5 and ozone values for the Air Quality Index over the next day or two. They determine whether conditions will be:

- **good**
- **moderate**
- **unhealthy for sensitive groups**
- **unhealthy** or
- **very unhealthy**



Forecasting - Detroit Pilot

The forecast and *Action! Day* information is entered into AIRNOW Tech.



- [Current DMC Status](#)
- [Polling Summaries](#)
- [Monitoring Sites](#)
- [PM2.5 Site Info](#)
- [Data Queries](#)
- [AQI History](#)
- [Forecast System](#)
- [Forecast Queries](#)
- [Agency Info / Setup](#)
- [Resources](#)
- [AIRNow Notifier](#)
- [Contacts](#)

Logoff MI1

AIRNOW Forecast System

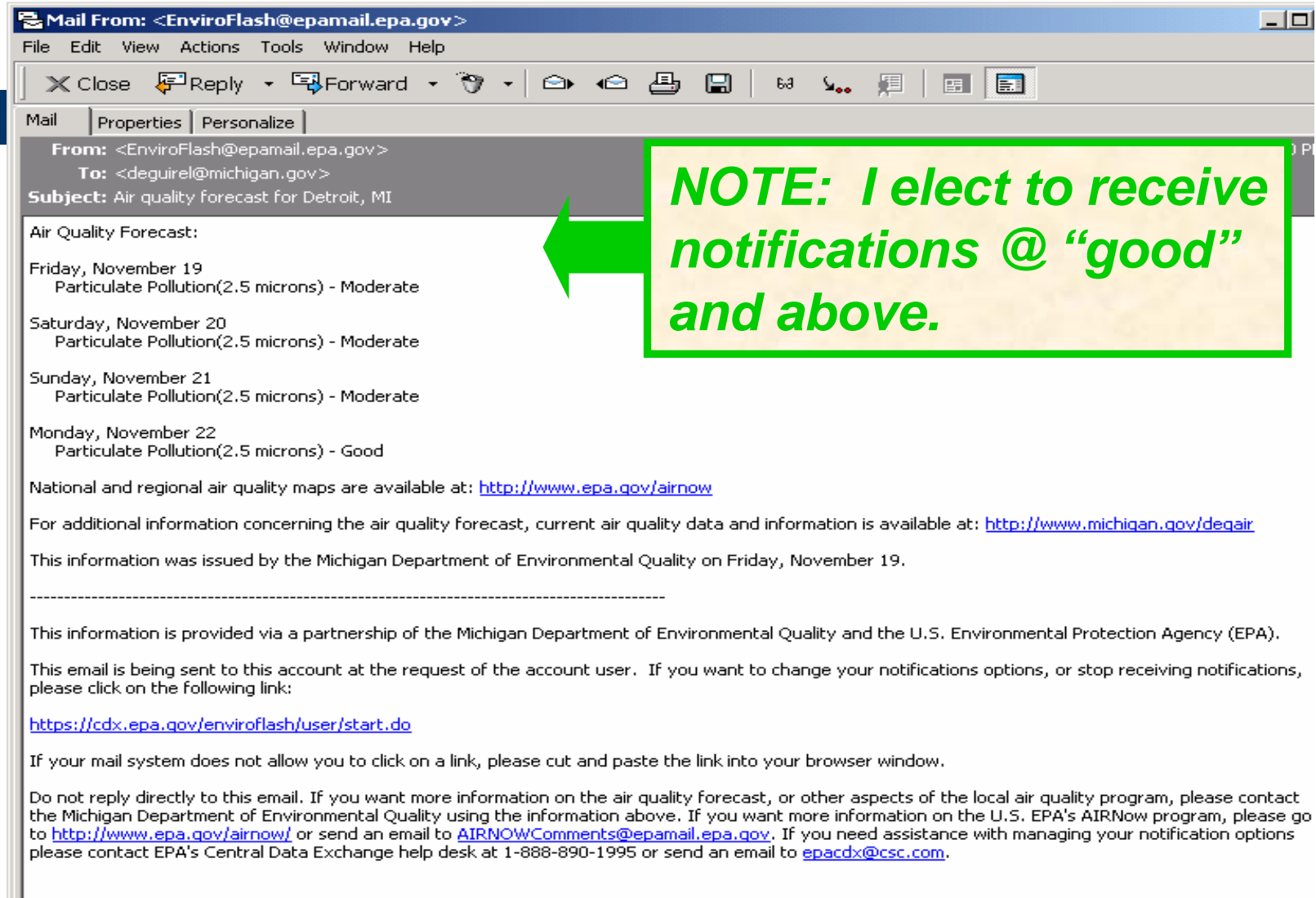
Standard Forecast | [Bulk Forecast](#) | [Set Defaults](#) | [Query Database](#) | [Verification Sites](#) | [Forecast Accuracy](#)

Current Date: Friday November 19, 2004
 Organization: Michigan DEQ
 City:
 Display Forecast for:

Day	Yesterday (Observed) Thu 11/18	Today Fri 11/19	Next Day Sat 11/20	Day 2 Sun 11/21	Day 3 Mon 11/22	Day 4 Tue 11/23	Day 5 Wed 11/24
Pollutant	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>	<input type="text" value="PM2.5"/>
AQI Number	<input type="text" value="93"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
or							
AQI Category							
● Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
● Moderate	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
● Unhealthy for Sensitive Groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
● Unhealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
● Very Unhealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Action Day		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion	<input type="text"/>						

Submit Reset Prev City Next City Set All Cities Delete Forecast

Example E-mail Notification



Mail From: <EnviroFlash@epamail.epa.gov>

File Edit View Actions Tools Window Help

Close Reply Forward

Mail Properties Personalize

From: <EnviroFlash@epamail.epa.gov>
To: <dequirel@michigan.gov>
Subject: Air quality forecast for Detroit, MI

Air Quality Forecast:

Friday, November 19
Particulate Pollution(2.5 microns) - Moderate

Saturday, November 20
Particulate Pollution(2.5 microns) - Moderate

Sunday, November 21
Particulate Pollution(2.5 microns) - Moderate

Monday, November 22
Particulate Pollution(2.5 microns) - Good

National and regional air quality maps are available at: <http://www.epa.gov/airnow>

For additional information concerning the air quality forecast, current air quality data and information is available at: <http://www.michigan.gov/deqair>

This information was issued by the Michigan Department of Environmental Quality on Friday, November 19.

This information is provided via a partnership of the Michigan Department of Environmental Quality and the U.S. Environmental Protection Agency (EPA).

This email is being sent to this account at the request of the account user. If you want to change your notifications options, or stop receiving notifications, please click on the following link:

<https://cdx.epa.gov/enviroflash/user/start.do>


If your mail system does not allow you to click on a link, please cut and paste the link into your browser window.

Do not reply directly to this email. If you want more information on the air quality forecast, or other aspects of the local air quality program, please contact the Michigan Department of Environmental Quality using the information above. If you want more information on the U.S. EPA's AIRNow program, please go to <http://www.epa.gov/airnow/> or send an email to AIRNOWComments@epamail.epa.gov. If you need assistance with managing your notification options please contact EPA's Central Data Exchange help desk at 1-888-890-1995 or send an email to epacdx@csc.com.

NOTE: I elect to receive notifications @ "good" and above.

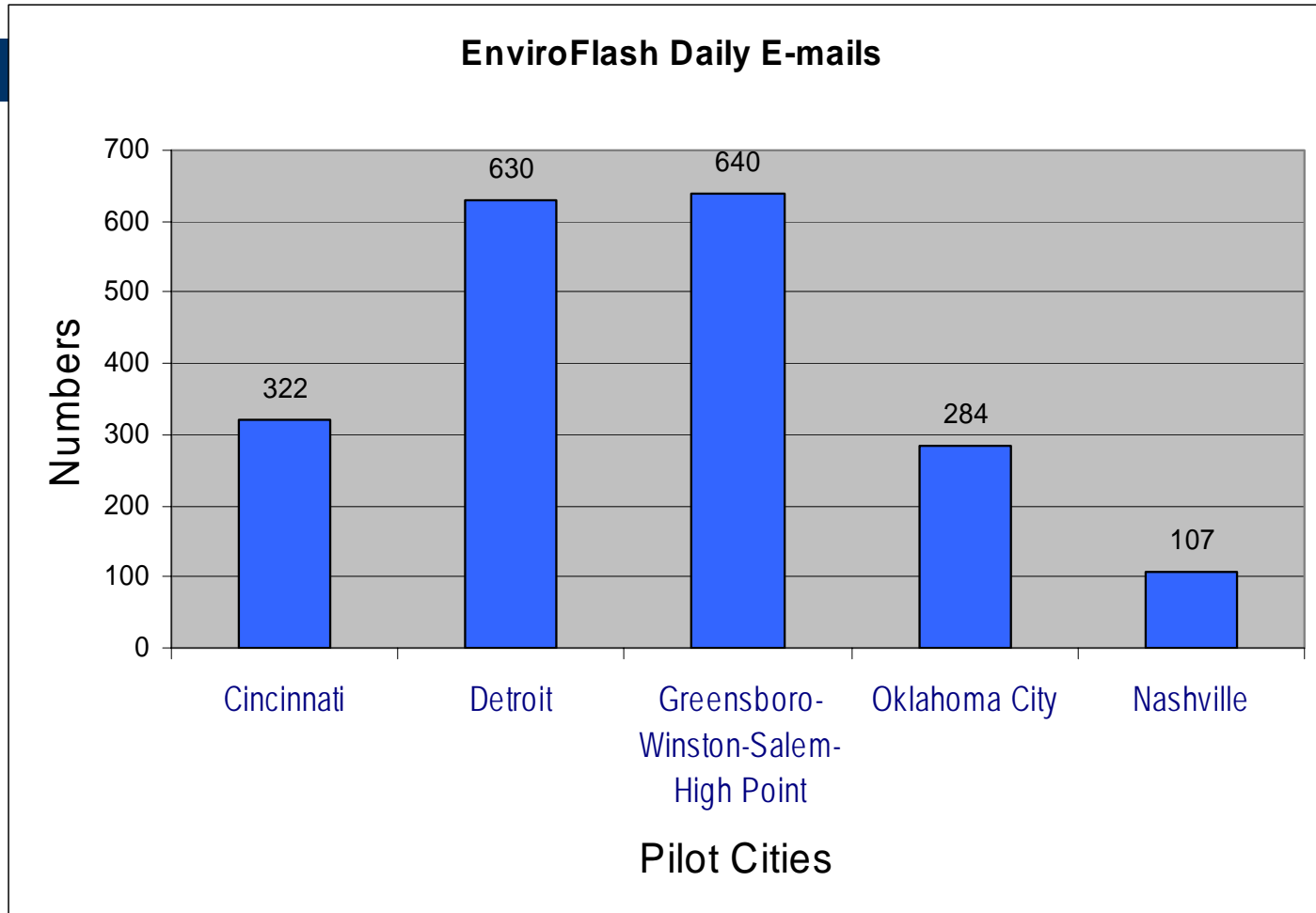
Example Text Notification

Msg From:
epacdx@csc.com
(Air quality
forecast
for Detroit)
Detroit: 11/29
forecast for
Particulate
Pollution (2.5
microns) is
Good.



NOTE: I elect
to receive
notifications
@ “good” and
above.

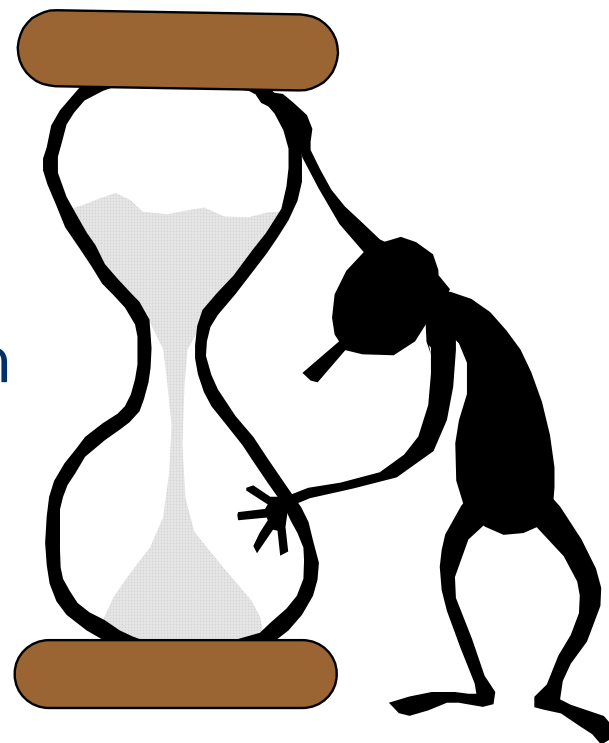
Pilot Statistics (as of 11/26/04)



Future Plans

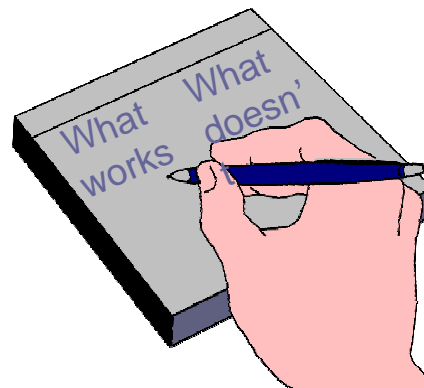
Eventually **EnviroFlash** will add cities and include near real-time air data along with a feature to communicate emergency air issues.

Future goals include adding information on other environmental topics (such as water quality or beach closings).



Help Improve **EnviroFlash**

- The Michigan DEQ and USEPA invite the people living in the Detroit Metropolitan Area - or in other pilot cities - to register for **EnviroFlash** notifications. (Click on the program logo at www.michigan.gov/deqair.)
- Help us refine this service. Evaluate the **EnviroFlash** air quality messages and tell us what you think. How can it be improved to provide additional, useful information?



THANK YOU

