

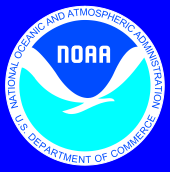
2013 Air Quality Outreach Summary

2013 Air Quality Forecaster Focus Group Workshop

September 12-13, 2013

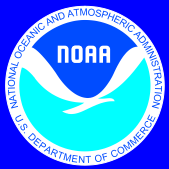
Jannie G. Ferrell

*NWS, Office of Climate, Water, and
Weather Services*



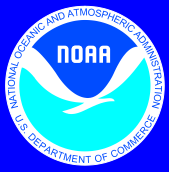
Outline

- 2013 Air Quality Outreach Activities Summary
- 2013 Feedback Summary



2013 Air Quality Outreach Activities

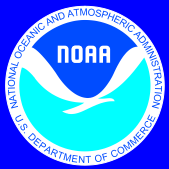
- Nat'l AQ Awareness Week, April 29 - May 3, 2013
- Awareness Week Website with daily messages
- Daily Facebook and Twitter posts
- Several state and local AQ awareness week activities across country
- NWS Owlie Skywarn monthly social media posts



Feedback Summary

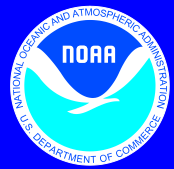
Feedback Sources:

- Main NWS Air Quality Page (www.weather.gov/aq)
- Survey Feedback System (Apache)
- Emails



Apache Survey Feedback

- *September 2012-August 2013:
39 surveys received mostly from
general public; 29 last season*
- Mainly requests for clarification: Health relationship/safety interpretation



Forecaster Focus Group Feedback

Your Input Is Important!

Questions?

Comments?

Suggestions?

THANK YOU!