2014 Air Quality Outreach Summary

2014 Air Quality Forecaster Focus Group Workshop

September 9-10, 2014

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Outline

• 2014 Air Quality Outreach Activities Summary

• 2014 Feedback Summary
Outreach Activities

• Nat’l AQ Awareness Week, April 28-May 2

• Awareness Week Website with daily messages

• Daily Facebook and Twitter posts

• Several state and local AQ awareness week activities across country
Outreach Activities

• Weather Ready Nation (WRN) Ambassadors supported AQ Awareness Week.

• Summer Weather-Ready preparedness social media toolkit, with focus on summer camps (estimated 40 mill. children ages 5-18), provided to WRN Ambassadors and Weather Coordination Meteorologists
Feedback Summary

Feedback Sources:

• Main NWS Air Quality Page
  (www.weather.gov/ag)

• Survey Feedback System (Apache)

• Emails
Apache Survey Feedback

• September 2013-August 2014: 29 surveys received; 39 last season

• Approx. 50% individuals/ general public

• Nearly 50% interpretation/clarification requests
Forecaster Focus Group Feedback

Questions?
Comments?

THANK YOU!