

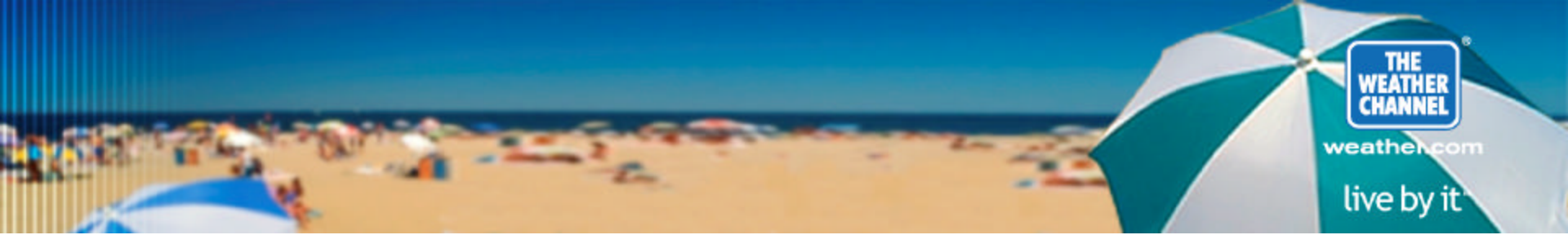
[weather.com](http://weather.com)

live by it<sup>sm</sup>

breathe by it

Jen Carfagno  
The Weather Channel

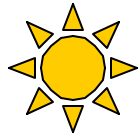
2004 EPA National Air Quality Conference



## **2003 Accomplishments**



## **Year-round AQI**



## **New for 2004**

# 2003 Accomplishments

THE  
WEATHER  
CHANNEL

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Expanded use of AQI on The Weather Channel



US Weather Research Program – air quality forecasting as a foci



EPA AIRNow strategic planning



Beginning of a Forecast Earth special on air quality

# Current Air Quality Products



# Current Air Quality Products



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## air quality features

### Air Quality Forecast for California

Last updated Jan 30, 2003



City	Today Forecast Level Principal Pollutant	Tomorrow Forecast Level Principal Pollutant
Bakersfield, CA	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES
Coastal LA, CA	<b>Moderate</b> FINE PARTICLES	<b>Moderate</b> NITROGEN DIOXIDE
Eastern LA, CA	<b>Moderate</b> NITROGEN DIOXIDE	<b>Moderate</b> NITROGEN DIOXIDE
Fresno, CA	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES
Metropolitan LA, CA	<b>Moderate</b> NITROGEN DIOXIDE	<b>Moderate</b> FINE PARTICLES
Modesto, CA	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES
Oakland, CA	<b>Moderate</b> FINE PARTICLES	<b>Unhealthy for Sensitive Groups</b> FINE PARTICLES
Oxnard, CA	<b>Good</b> OZONE	<b>Good</b> OZONE
Sacramento, CA	<b>Good</b> OZONE	<b>Good</b> OZONE
San Francisco, CA	<b>Moderate</b> FINE PARTICLES	-
San Jose, CA	<b>Moderate</b> FINE PARTICLES	-
Santa Rosa, CA	<b>Moderate</b> FINE PARTICLES	-
Stockton, CA	<b>Unhealthy for Sensitive Groups</b>	<b>Unhealthy for Sensitive Groups</b>

### Air Quality Key Indicators Legend

[Learn More...](#)



Good



Moderate



Unhealthy for sensitive groups



Unhealthy



Very Unhealthy



Ozone Action Day

## Air Quality Key Indicators Legend



### **Good**

No health impacts are expected when air quality is in this range.



### **Moderate**

Unusually sensitive people should consider limiting prolonged outdoor exertion.



### **Unhealthy for Sensitive Groups**

Active children and adults, and people with respiratory disease, such as asthma, should limit prolonged outdoor exertion.



### **Unhealthy**

Active children and adults, and people with respiratory disease, such as asthma, should avoid prolonged outdoor exertion; everyone else, especially children, should limit prolonged outdoor exertion.



### **Very Unhealthy**

Active children and adults, and people with respiratory disease, such as asthma, should avoid outdoor exertion; everyone else, especially children, should limit outdoor exertion.



### **Action Day**

An Air Quality Action Day may be called by your State or local air quality agency when air quality is forecast to reach unhealthy levels. These programs, often partnerships with local businesses, encourage voluntary actions to reduce emissions of pollutants.

Source: U.S. Environmental Protection Agency. For more information, visit [www.epa.gov/airnow/](http://www.epa.gov/airnow/).





**NOTIFY!**  
by The Weather Channel

THE  
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Air Quality Alert

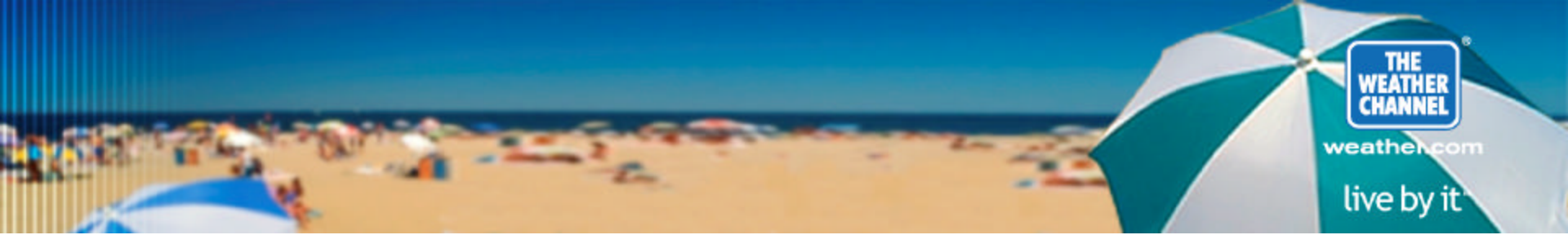
[Update Notify! Settings](#)

For Sunday 10/13/2002

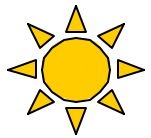
The EPA Air Quality Forecast for October 13, 2002 is **Unhealthy for Sensitive Groups** for Metropolitan San Bernardino County, CA.

Visit [weather.com/airquality](http://weather.com/airquality) for more information.

[Tell a Friend](#)



## Examples of expanded On-Air AQI Coverage

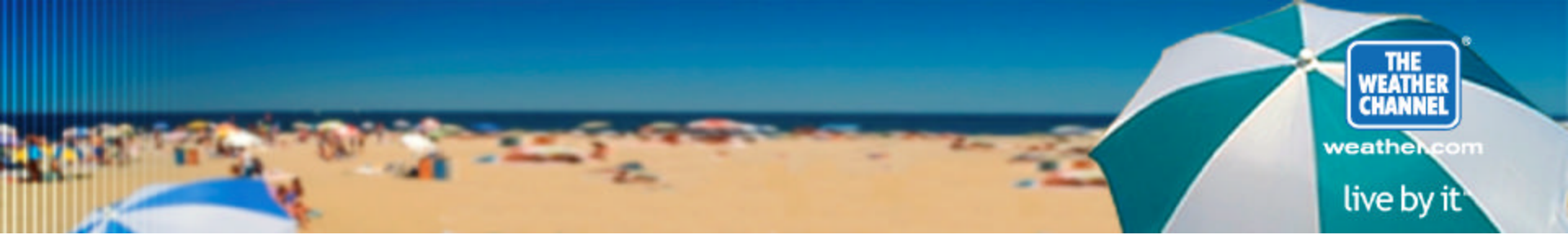


Afternoon Outlook –  
Fitness Forecast



Dr. Nese's Notebook vignettes





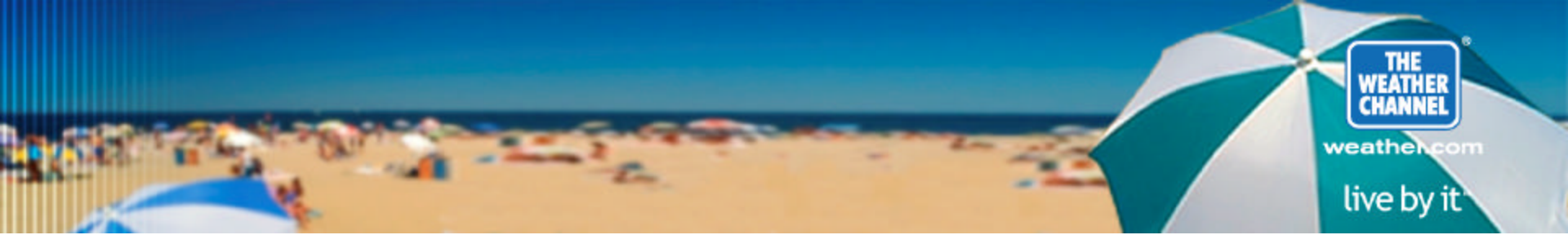
## Year-round AQI



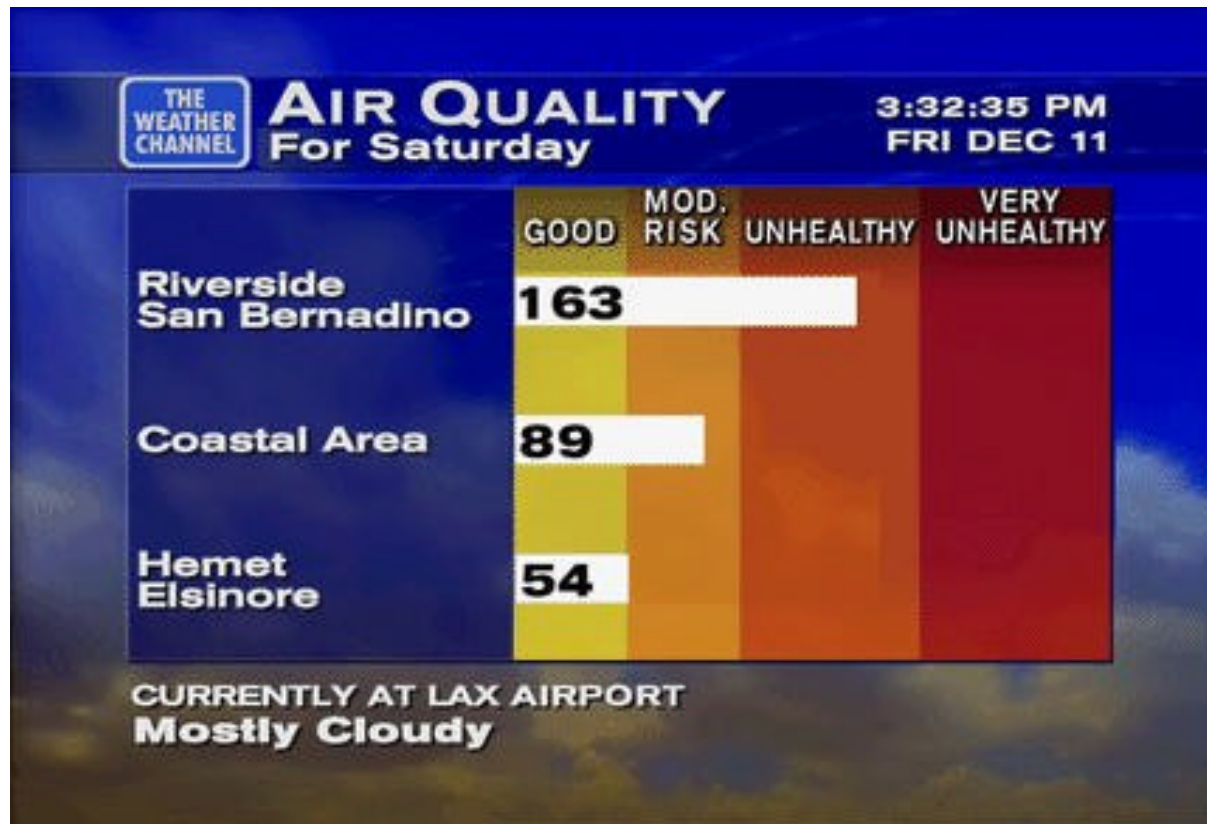
Sonoma/EPA compiled master list of locations with year-round programs



AQI Forecast carried year-round on TWC and [www.weather.com](http://www.weather.com)



## Current Air Quality Product



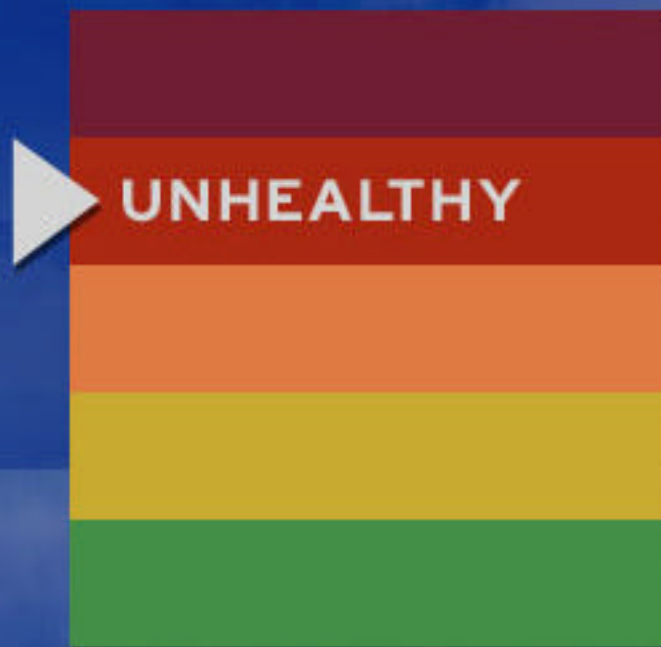
# air quality forecast

**WASHINGTON, DC**

**Friday:**

Primary pollutant:

**Ozone**



Ozone Action Day

SOURCE: EPA

**CURRENTLY**  
**Washington, DC**

HUMIDITY: **52%**

**59°**

**THE  
WEATHER  
CHANNEL**

weather.com



# air quality forecast

**WASHINGTON, DC**

Your forecast city

**Friday:**

Primary pollutant:

**Ozone**



**Ozone Action Day**

Your action day program

**SOURCE: EPA**

Your agency



CURRENTLY  
**Washington, DC**

HUMIDITY: **52%**

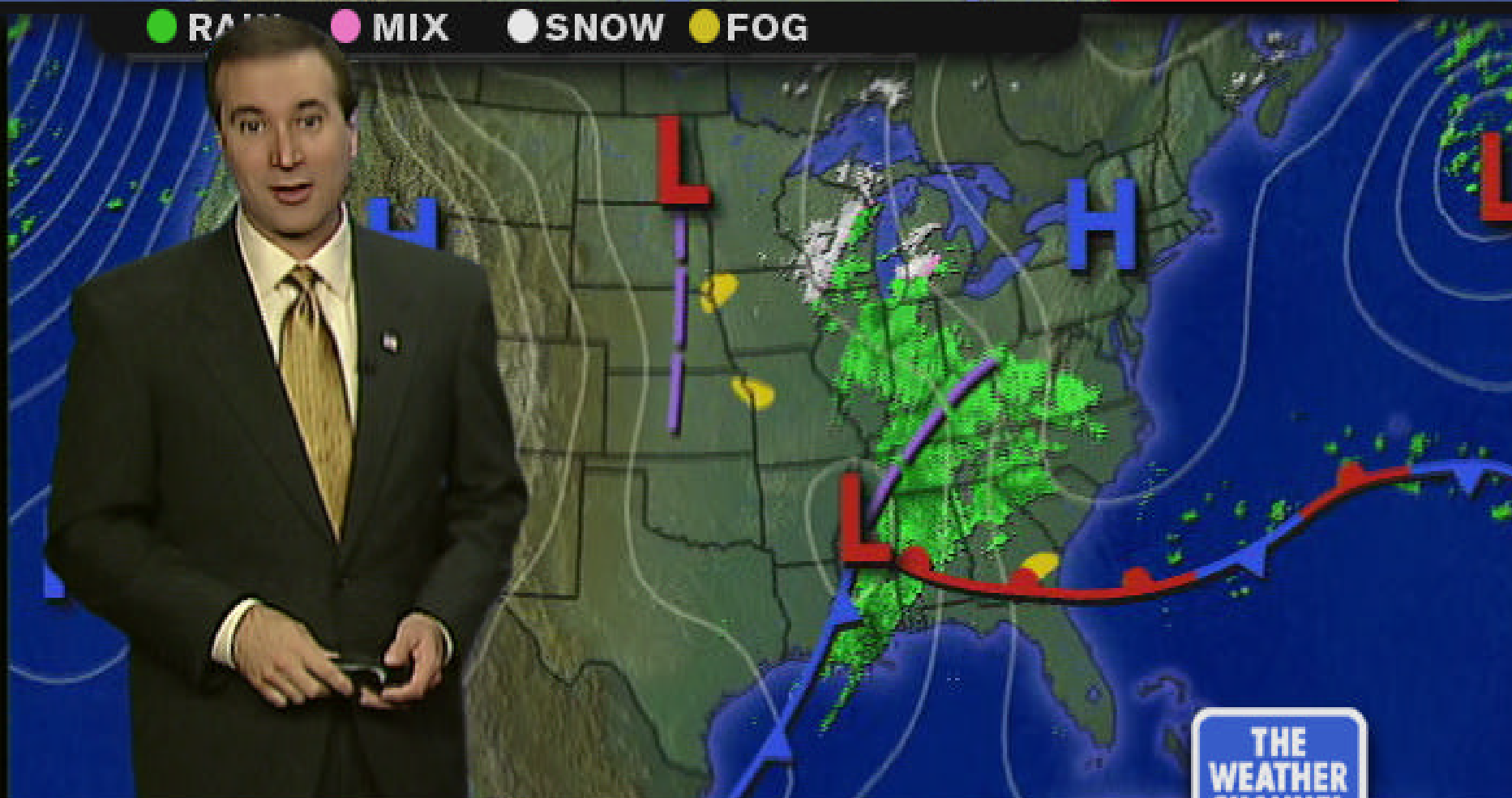
**59°**

weather.com

# Current Weather



● RAIN ● MIX ● SNOW ● FOG



TODAY'S AIR QUALITY FORECAST

**Atlanta**

**Unhealthy**

54°



weather.com

Currently 78°

## ▶ Air Quality Forecast

Orlando

Tuesday



Primary  
Contributing Pollutant

Ozone



Source: EPA

Up Next... Golf Forecast

Apr 20 12:30 pm  
weatherscan





# What We Need

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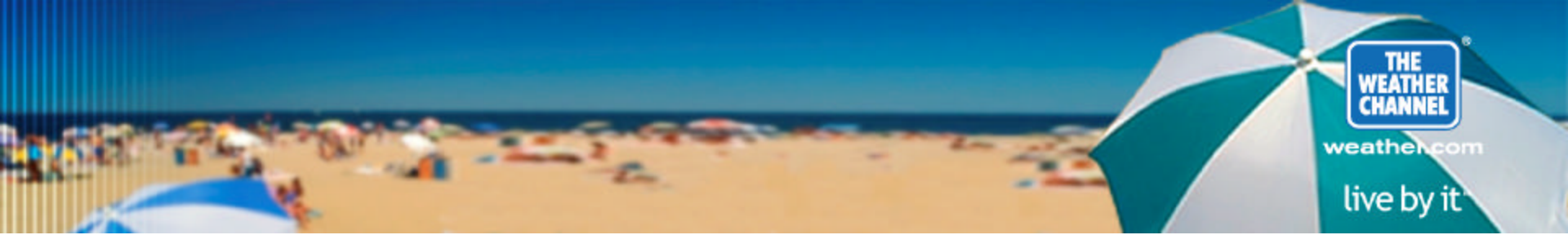
Continued consistent reporting of air quality forecasts



Action Day names for bad particle days



Year-round...we are looking forward to continuing coverage!



## Questions/Answers

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770-226-2086

[jcarfagno@weather.com](mailto:jcarfagno@weather.com)