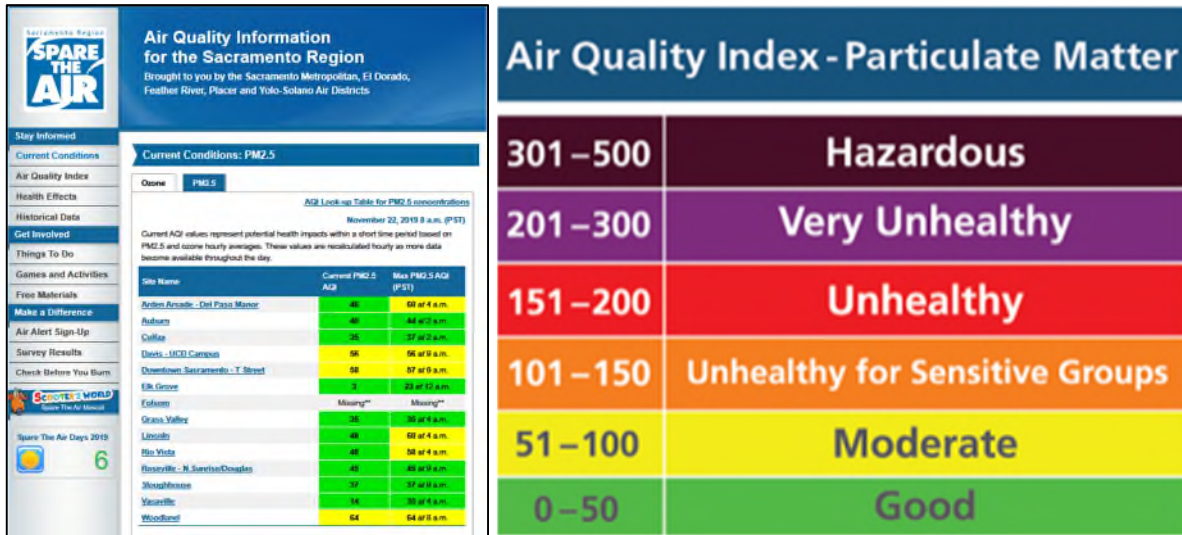


Questions to Help Guide Element 14 Discussion

The following questions may be used to help guide the discussion for Element 14:

- Who is the target audience?
- What is the best format (website, social media, reports, workshops etc.) for communicating the air quality data?
- What kind of data will be shared? What is the best way to communicate the data visually?
- How frequently would you prefer information be shared?
- What information should be included in the report?

Questions for Element 14 Discussion – Spare the Air Example



Who is the target audience?

- General public in the Sacramento region

What kind of formats are best for communicating the air quality data?

- Dedicated sparetheair.com website
- Social media (e.g. Twitter, Facebook)
- Distributable materials (pamphlets, magnets, etc.)
- Phone applications

What kind of data will be presented? What is the best way to communicate the data visually?

- Near real-time ozone and PM2.5 concentrations and air quality conditions as Air Quality Index and category
- Colored AQI indicators and brief descriptions of quality (e.g. good, moderate, unhealthy for sensitive groups)
- Where to find air quality information (website and social media information)

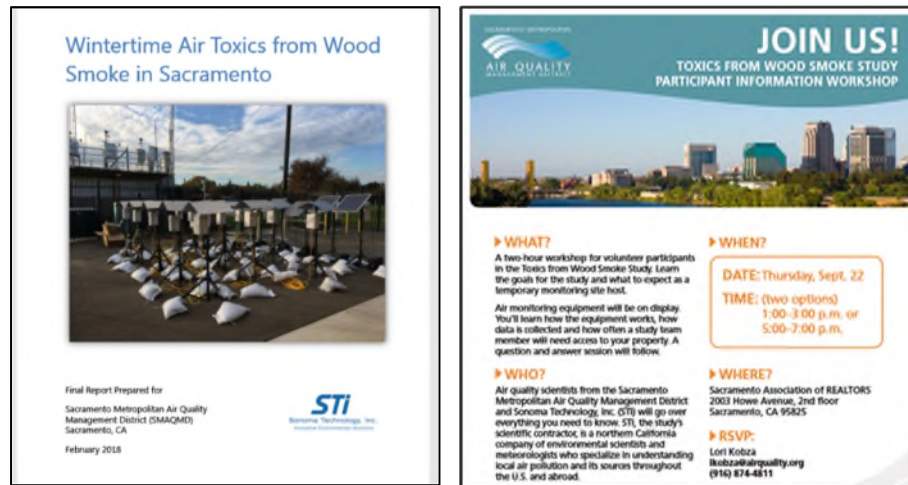
How frequently will the information be shared?

- Near real-time data and daily forecast updates

What information should be included in reports?

Not applicable.

Questions to Guide Element 14 Discussion – Wood Smoke Study Example



Who is the target audience?

- Regulators and academics
- General public, including the host of air monitoring equipment

What kind of formats are best for communicating the air quality data?

- Technical summary report and peer-reviewed academic articles with data summaries
- Public workshop and presentation of results in targeted areas

What kind of data was presented?

- Quality assurance/quality control (QA/QC) data and laboratory results
- Site summary data for PM_{2.5}, black carbon, and air toxic concentrations
- Wood smoke tracer concentrations
- Surface meteorology
- Signal to noise ratios and source attribution analysis
- Phone survey results and results by area
- Comparison of daytime/nighttime results

What is the best way to communicate the data visually?

- Summary tables, comparison grids, and various graphs
- Bar and line graphs for species concentrations by day

How frequently will the information be shared?

- One summary report, posted on the District website (at http://www.airquality.org/ProgramCoordination/Documents/Wintertime%20Air%20Toxics%20from%20Wood%20Smoke%20in%20Sacramento_Final%20Report.pdf)
- Multiple open access academic papers and publications

What information should be included in report?

- See report