Imperial-Mexicali Air Quality Task Force

Agency	Project	Description	FY20 Funding Request
AQTF			
	Imperial County/Mexicali Task Force and Staff Support	Administration, Staff time, travel, and quarterly meetings in Imperial.	$150,000
	Year around (Annual) Media campaign in Mexicali - Ambientalizate Campaign (50,000) - Open Burn - Ag Burn - Outreach/Education - BiNational Summit - Facebook and Instagram - Design of an AQTF logo	Collaborating with City of Mexicali, SPA, and RedSpira to outreach, educate, and provide awareness of Open Burns (trash, tires, fireworks, and wood), Agricultural burns, and health effects. Will also collaborate to do a first annual Bi-national AQTF Summit in Mexicali. As well, as attend and have a booth tables at several Mexicali events to distribute educational material and provide awareness. This includes a Facebook page specifically for the Imperial/Mexicali Air Quality Task Force to promote the events, education, awareness, etc.	$200,000
	Air Quality Index (AQI) media advertisement – Entravision (Spanish)	Advertisement of the Imperial Valley Air AQI website link with Entravision/Univision, a local high rating and frequency television station (KAJB-TV, Ch. 54, and NVYE-TV (CABLE) and KVYE-TV Ch. 7). Viewers are informed of the air quality forecast and the current AQI after the weather segment, which transmits twice a day during the morning and evening news.	$20,000
	Marquee AQI info at Imperial's largest Mall	AQI Marquee at Imperial Valley Mall is an electronic billboard that one side displays south and the other side display to the North. Each side rotates an ad for every minute for 8 seconds long, 24 hour a day.	$22,000
	AQI Media Advertisement – KYMA (English)	One year advertisement of the Imperial Valley Air AQI website link with Channel 11 and 13. Viewers will be informed of the air quality forecast and the current AQI after the weather segment, which transmits twice a day during the morning and evening news.	$35,000
	Marquee at Calexico facing Hwy 111 South – AQI and Curtailment Days	AQI Electronic Billboard (Marquee) at the Walmart Shopping Center faces HWY 111 South. Aside from displaying the AQI, it will also display Curtailment information.	$18,000
	ICAPCD (2) Roundshot Cameras and yearly maintenance	Procure, install, maintain, and operate one Roundshot	$40,000

		LiveCam D2 gen 3 rotating wide angle camera to record images of windblown dust originating from sites within the Yuha Desert, Imperial County, California and other identified locations, and post these images on a publicly accessible website.	
	Asthma at the border through outreach and training with asthma service partners (County Public Health and Mexicali Public Health sector).	Collaborate with the Count Health Department and Mexicali Health sector to outreach for Asthma awareness and education.	$22,000
RedSpira			
	RedSpira – Expand Flag Program Implementation/Outreach/Education in Mexicali	Continuous outreach and education on the Mexicali Flag Program at schools and hospitals with printed material, more flags, banners, assigned person to carry out the program.	$25,000
	RedSpira – (4) Roundshot Cameras at strategic location in Mexicali	Implementation of video and photography cameras in strategic points of the city, 6 panoramic cameras would be installed in 3 points of the city that allow to visually capture the air quality from different areas, an internet portal would be designed so that the people better understand the relationship of sensor measurements to the visualization of contaminants on a daily basis. This information would be incorporated into the flag program materials.	$20,000
	RedSpira – Mexicali/Imperial Environmental Pollution Documentary	Production of an air quality 3-5 minute documentary where the material may be displayed at waiting rooms throughout the Mexicali Valley. Waiting rooms include but not limited to: hospitals, schools, clinics, dentist and doctors' office, at the movies infomercials (i.e. Cinepolis), etc.	$18,000
	RedSpira – Drone to measure inversions layer.	Design of an experimental drone for air quality monitoring at different heights, the objective is to generate information to explain to the population the effect of meteorological conditions on air quality, specifically the thermal inversion that is seen during the winter. It would make an internet portal, make it broadcast on social networks and join the training talks of the flag program.	$6,000

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City of Mexicali	Nocturnal Enforcement during the months of November through January.	The City of Mexicali only has daytime environmental police. Assistance for the Environmental police to enforcement from 4pm to 4am during the Holidays season (November through January).	$8,000