

MKE FreshAir Collective & Walnut Way Environmental Justice
Scope of Work: 12-Month Plan - DRAFT

Month 1-4: Air Monitoring Procurement and Deployment

- Month 1-4: Procurement and Setup
 - Identify suitable air quality sensor locations.
 - Establish partnerships for sensor placement and secure necessary tool and permits (if needed)
 - Deploy air quality sensors in 10 targeted neighborhoods.
 - Ensure proper calibration and functionality of sensors.
 - 1st Town Hall Virtual - 1.5 hrs – Overview of the Air Quality Issues in Milwaukee and objective of the project.
- Month 3-4: Testing and Data Collection Initiation
 - Conduct initial testing to ensure accurate data collection.
 - Initiate data collection procedures and set up monitoring protocols.

Month 2-9: Community Engagement

- Month 2-9: Online Campaigns and Outreach
 - Launch social media campaigns to increase AirVisual app followers.
- Month 3-4: Workshop Planning and Execution
 - Develop educational materials and workshop content.
 - Collaborate with community partners for outreach events and engagements.
 - Plan Spring Summer engagement strategies with Walnut Way
- Month 5-9: Workshop Execution
 - Host community workshops in identified neighborhoods on air quality safety and response strategies.
 - 2nd Town Hall Virtual - 1.5 hrs – Overview of the Air Quality Issues in Milwaukee and objective of the project.

Month 9-12: Data Analysis and Reporting

- Month 9-10: Data Aggregation and Initial Analysis
 - Gather collected air quality data from deployed sensors.
 - Perform preliminary analysis and data verification for accuracy.

- Advance at least 2 – 3 funding proposal to sustain and scale the partnership in 2025
- Month 11-12: Comprehensive Reporting
 - Compile comprehensive reports highlighting air quality disparities and key findings.
 - (Re)Develop educational materials based on analyzed data for community distribution.