

AQHI Lantern Sponsorship

PRAMP Board Meeting
September 5, 2024



pramp

PEACE RIVER AREA MONITORING PROGRAM

Background

- In May 2024, the Board reviewed options for a possible sponsorship program for AQHI lanterns
- Staff is now providing additional information and options for the Board's consideration
- Currently have 4 lanterns in the region and 6 more desk top lanterns ready to set up in new locations



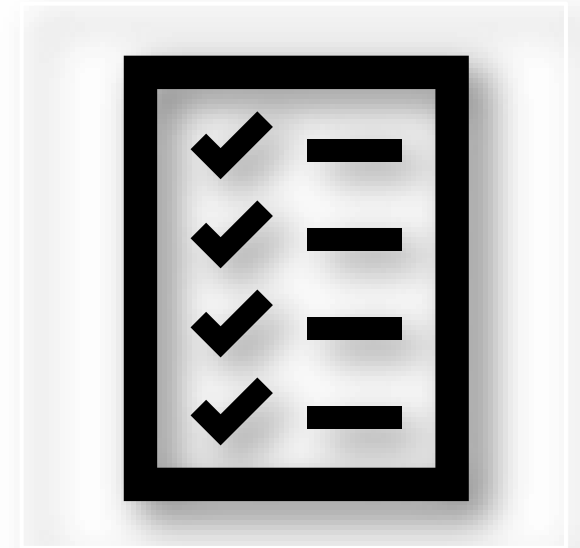
Criteria for Lantern Locations

- Access to reliable power and WiFi
- Visible to the public
- Set back or in a spot where they are not likely to be jostled
- A keen host organization
- Distributed throughout the PRAMP region (ideally)



Sponsorship Considerations

- *Maintaining AQHI lanterns will not be dependent on sponsorship*
- Sponsorship could be a small revenue stream for PRAMP; would facilitate increasing the number of lanterns and enhancing the program
- Custom table-top lanterns cost \cong \$400*
- Maintenance: occasional trouble-shooting; light bulb replacement



*If needed, internet connectivity may be enhanced for an annual fee of \$150-\$200 per year



Benefits for Sponsor

- Plaque or sign acknowledging the sponsor with each sponsored lantern
- Visible support for air quality and health awareness
- Option to request a location for the sponsored lantern



Sponsorship Cost Options

Option	Year 1	Year 2 and following years
1 a.	\$500 / year for 1 lantern	\$500 / year for 1 lantern
1 b.	\$500 / year for 1 lantern	\$300 / year for 1 lantern
2	\$750 / year for 1 lantern \$1800 / year for 3 lanterns	\$500 / year for 1 lantern \$1500 / year for 3 lanterns

One price for year 1 and following years would be the simplest approach to implement (easy to invoice and easy to explain to sponsors.)



Program Enhancement



- Staff has confirmed that AQHI lanterns can display information from the PurpleAir sensors
- To meet expectations from AEPA, lanterns will display PM2.5 data, rather than an estimated AQHI
- PM2.5 data will show a colour on the lanterns, similar to AQHI data from the Grimshaw station



Implementation

- Looking into options for an attractive sign next to the lantern with information about the sponsor, the lantern, PRAMP and a QR code.
- Will approach PRAMP members first, and then other local organizations
- New possible locations for the lanterns include:
 - Peace River Library (have requested a lantern)
 - Areas schools (public and Catholic)
 - Municipal offices
- Lantern sponsorship information will be added to the PRAMP website



Board Decision

What are the Board's views on:

- a) Establishing a sponsorship program for AQHI lanterns?
- b) Option 1a), 1b) or 2, or another option?

