



Air Quality Index (AQI) Website Redesign

Division: EAO

Problem description

The AQI Website did not meet the technical performance and reliability needs of the program.

Background

The original AQI site was developed in 2003 and was unable to keep pace with updated program needs and goals.

Baseline measurement

Outdated AQI calculation methods:

- ▶ Data updates relatively slow and increasingly incorrect
- ▶ Website support limited to MPCA working hours
- ▶ Limited ability to update messaging during air alerts
- ▶ Website did not meet current MPCA web style guide
- ▶ Messaging too complex for average user
- ▶ Limited visibility and maintenance of social media linkages

Results

- ▶ Contractor (Sonoma Technology) hosts data content, providing 24/7 site support
- ▶ On-going contract allows for upgrades and maintenance, improving overall site reliability and longevity
- ▶ Website redesign provides improved visibility and usability for staff and general user
- ▶ Integrating remote content in i-frames within the agency website maintains MPCA style and allows for updated messaging during air alerts
- ▶ Newly developed AQI mobile application is a first for the MPCA
- ▶ More visible links on website to mobile application and other social media tools

Current conditions

Last Updated: 11/12/2013 8:00AM CST

	Fine particles
Brainerd	● 0
Detroit Lakes	● 1
Duluth	● 8
Ely	● 6
Grand Portage	● 13
Marshall	● 9
Rochester	● 0
St. Cloud	● 1
Twin Cities	● 10
Virginia	● 35

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Forecasts

Rochester

Today	Wed	Thu	Fri	Sat
29	38	46	50	38
PM2.5	PM2.5	PM2.5	PM2.5	PM2.5

Twin Cities

Today	Wed	Thu	Fri	Sat
33	42	50	53	42
PM2.5	PM2.5	PM2.5	PM2.5	PM2.5

Forecasts are done for Rochester and Twin Cities only.