



Metropolitan Washington
Council of Governments

REQUEST FOR PROPOSAL NO. 19-001

CLEAN AIR PARTNERS
PUBLIC AWARENESS AND PROGRAM SURVEY

Offerors shall submit one (1) original and five (5) copies of their proposal, and one “soft” copy on CD/DVD or thumb-drive to:

Alieu Turay
Contracts and Purchasing Specialist II
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, D.C. 20002-4290

Submission Deadline: Thursday, July 26, 2018

Time: 2:00 PM EST

**REQUEST FOR PROPOSAL
RFP# 19-001**

JULY 6, 2018

**CLEAN AIR PARTNERS
PUBLIC AWARENESS AND PROGRAM SURVEY**

I. METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

The Metropolitan Washington Council of Governments (“COG”) is the regional organization of the Washington area's 24 major local governments and their governing officials, plus area members of the Maryland and Virginia legislatures and the U.S. Senate and House of Representatives. COG provides a focus for action on issues of regional concern such as comprehensive transportation planning, air and water quality management, environmental monitoring, tracking economic development and population growth and their effects on the region, coordinating public safety programs, and promoting child care and housing for the region. COG is supported by financial contributions from its participating local governments, federal and state government grants and contracts, and through grants and contracts from foundations and the private sector.

II. PROJECT OVERVIEW

Clean Air Partners is a public-private partnership that educates the greater metropolitan Baltimore-Washington region about the health risks associated with poor air quality and the impacts everyday actions have on the environment. Clean Air Partners began informally in 1994 and was subsequently chartered as a semi-independent formal organization by COG and the Baltimore Metropolitan Council (“BMC”) in 1997. The organization serves the metropolitan Washington-Baltimore region.

For 20 years, Clean Air Partners has empowered individuals and organizations to take simple actions to protect public health, improve air quality, and reduce greenhouse gas emissions. By working with local businesses, schools, private and public organizations, sports and recreation, and media, Clean Air Partners implements a year-round campaign designed to empower individuals to take simple actions to reduce air pollution and protect public health.

Clean Air Partners provides forecasted and real-time air quality information to individuals and organizations through a free mobile application, website, and EPA EnviroFlash email notification system. Educating children is also an important part of the Clean Air Partners program. Clean Air Partners developed the “On the Air” interactive education curriculum to help students learn about the impact poor air quality has on their health and the environment. “On the Air” provides teachers with the tools and resources to lead hands-on activities, such as labs and investigations, to help students engage in the exploration of air pollution topics. “On the Air” has been presented to tens of thousands of students in the greater metropolitan Baltimore-Washington region during the regular school year and through summer camp programs. More information on Clean Air Partners can be found at www.cleanairpartners.net.

III. SCOPE OF WORK

To support Clean Air Partners, COG is seeking the services of an expert research firm to conduct a public awareness and program survey. Clean Air Partners has historically conducted surveys of residents and employers at the conclusion of the summer ozone season (September); the last survey

was conducted in 2015 (**Attachment E**). Clean Air Partners intends to use the results of the survey to evaluate the effectiveness of the campaign in encouraging behavior change, projecting estimates of the extent of current and future behavior change resulting from the campaign, and developing future public education/marketing campaigns.

The Contractor shall conduct a survey of residents in the Baltimore and Washington metropolitan regions regarding their attitudes about air pollution and their willingness to change behavior which contributes to air pollution. The survey should be developed in both English and Spanish. Surveys will not be conducted with residents while they are driving. The survey should be conducted in September 2018, at the conclusion of the ozone season. The Contractor shall present the survey results to the Board of Directors in mid-January. The analysis and final report should be completed by January 31, 2019.

The contractor shall address the following in their proposal:

- a) Option(s) to conduct the survey
- b) Survey methodology
- c) Sample size
- d) Length of survey
- e) Expected number of completions

The Contractor shall coordinate with the Managing Director, Marketing Committee, and marketing firm to develop the survey. The 2015 survey instrument and results will be provided as guidance. The Contractor shall report to the Clean Air Partners' Managing Director. The Managing Director will coordinate the Contractor's plans and actions with the Board of Directors.

IV. DEFINITIONS USED IN THIS DOCUMENT

COG	The Metropolitan Washington Council of Governments.
Contractor	The term used throughout this document to describe the individual or organization awarded the prime contract based on this solicitation.
Contracting Officer	The Executive Director of the Metropolitan Washington Council of Governments.
Technical Selection Committee	The Committee established to review the proposals received under this solicitation and recommend selection of contractors to the COG Contracting Officers.
Subcontractor	Any subcontractor hired by the contractor.
BMC	The Baltimore Metropolitan Council.

V. SPECIAL CONDITIONS

The following conditions apply to the Contractor selected:

- A. Federal, state or foreign taxes are not allowable.
- B. Legal fees of any type are not allowable without prior written approval from COG's Contracting Officer.

- C. In the event the project is terminated by administrative action, the Contractor shall be paid for work actually performed to the date of termination.
- D. Any work to be subcontracted to a Subcontractor shall be clearly identified and such Subcontractor shall be approved by COG prior to contract issuance.
- E. The Contractor, acting as an independent contractor, shall defend and hold COG harmless from and shall be solely responsible, where found liable, for the payment of any and all claims for loss, personal injury, death, property damage, or otherwise, arising out of any act of omission or negligence of its employees or agents in connection with the performance of this work.
- F. In case of failure by the Contractor and/or Subcontractor to perform the duties and obligations imposed by the resulting contract, COG may, upon written notice or verbal notice, to be confirmed in writing, procure the necessary services from other sources and hold the Contractor and/or Subcontractor responsible for any and all additional costs occasioned thereby.
- G. The Contractor covenants that it presently has no interest, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this contract. The Contractor further covenants that in the performance of this contract, no person having any such interest shall be employed.
- H. It is understood that funding for the ensuing contract is contingent upon COG receiving funds from the sponsoring agency. Should funding from the sponsoring agency be delayed, for any reason, COG shall make a concomitant delay in funding to the Contractor.
- I. Payment will be made to the Contractor within 30 days following the receipt of a correct invoice from the contractor and approval of the COG Project Manager. Contractor shall submit its final invoice within 30 days after expiration of the contract.
- J. In submitting a proposal in response to this RFP, and in performing services under any contract resulting from this RFP, the successful Contractor shall be bound by, and comply with, all the terms, conditions, and requirements contained within Attachments A, B and C.

VI. INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

- A. COG intends to award a single contract resulting from this solicitation to the responsible Contractor whose proposal conforms to the solicitation and will be most advantageous to COG and its members, including cost, technical and other requirements specified herein.
- B. COG may award a contract based on initial offers received without discussion. Therefore, each initial offer should contain the Offeror's best terms from a price and technical standpoint. COG may communicate with Offerors to clarify, verify or obtain additional information about its past performance or experience.

VII. PERIOD OF PERFORMANCE AND TYPE OF CONTRACT

- A. The period of performance shall begin once the Executive Director of COG has signed a contract and continue through January 31, 2019.
- B. COG anticipates awarding a time and materials contract in an amount not to exceed \$40,000.

VIII. CONTENT OF PROPOSAL

Respondents must submit their proposals following the prescribed format. Adherence to the proposal format by all Offerors will ensure a fair evaluation regarding the needs of COG. Offerors not following the prescribed format may be deemed non-responsive. The letter transmitting the proposal must be signed by an officer authorized to bind the Offeror. The proposal must include the following:

Section 1. Project Approach

Respondents shall describe in no more than eight (8) pages their understanding of the project and their approach for the completion of all of the tasks described herein.

Proposals should address personnel assignment and labor to meet the approximate level of effort.

Section 2. Qualifications of the firm and key personnel

This section shall provide the professional credentials and expertise of the firm(s) and key personnel assigned to this project. Relevant experience must be described. Resumes must be included.

Respondents shall provide an affirmative statement that the key personnel provided for this project shall be available for duration of the project. Local in-person availability and/or travel requirements of personnel shall also be discussed in this section.

Section 3. Cost proposals for the Offeror and any Subcontractor(s).

This section shall provide the hourly costs, all expenses, profits and fees, and any travel costs that may be incurred by COG for providing the services described above. The proposed staff and their costs should be compared to the anticipated work requirements in order to develop an annual total cost for the project.

Section 4. References of the Contractor and any Subcontractor(s)

The proposed Contractor and any Subcontractor shall provide at least three (3) references who COG may contact regarding similar work performed. Offerors may provide letters of reference from previous relevant clients. Names, titles, addresses and telephone numbers shall be included for each reference. All three of these references shall include work in which the key personnel proposed to COG have been assigned. **(See Attachment D).**

Proposal Document Organization

Respondents shall submit a cover letter to COG Contracts and Purchasing Manager, (address above) signed by an authorized principal or agent of the Offeror, which provides an overview of the proposal, as well as, the name, title and phone number of the person to whom questions may be directed to concerning the proposal. The letter should also include a statement by the Offeror accepting all terms and conditions contained in this RFP. The written proposal shall be organized to match the headings delineated below:

- A. Letter of Interest
- B. Table of Contents
- C. Executive Summary
- D. Project Approach
- E. Qualifications of the Firm and key Personnel
- F. Cost Proposal
- G. References (**See Attachment D**)

IX. PROPOSAL QUESTIONS

Technical and procedural or administrative questions concerning the RFP must be submitted in writing to Alieu Turay at aturay@mwcog.org no later than **2:00 p.m., Monday, July 16, 2018**. All technical and procedural questions will be answered and posted on COG's website as an amendment to this RFP within three (3) working days after the cut-off date. No questions will be accepted following the cut-off date.

X. SUBMISSION DATE AND CONTACT

Proposals shall be received by no later than 2:00 p.m., Thursday, July 26, 2018.

Please place the RFP number on the outside of your submission. Proposals may not be submitted through fax, email, or other electronic methods.

Offerors shall submit one (1) original and five (5) copies of their proposal, and one "soft" copy on CD/DVD or thumb-drive to:

Alieu Turay
Contracts and Purchasing Specialist II
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, D.C. 20002-4290

XI. METHOD OF PROPOSAL EVALUATION AND SELECTION

- A. The proposals will be evaluated by a technical selection committee.

- B. The selection committee may hold, at COG’s option, a pre-selection meeting with the top-ranked Offerors.
- C. The final recommendation for selection to the COG Contracting Officer may be made based upon interviews and/or a best and final offer submitted by the Offerors, if required by the selection committee.
- D. In evaluating the proposals, the following factors will be considered, with points awarded up to the maximum shown:

Factors	Points
Demonstrated direct relevant experience of the contractor, its key personnel, and any subcontractors	40
Survey methodology/soundness of approach	15
Familiarity with both the Baltimore and Washington regions	15
Cost & Price	15
DBE Participation	15
Total Points	100

XII. LATE PROPOSALS

Any proposal received at the address designated in this RFP after the exact time specified for receipt, will not be considered unless it is the only proposal received. Any modifications to a proposal will be subject to these same conditions.

XIII. DISADVANTAGED BUSINESS ENTERPRISE

Disadvantaged Business Enterprise (“DBE”) participation shall be an integral component of the Contractor selection process for this RFP. COG has established a DBE goal of 15%. COG’s DBE Policy may be viewed on its website www.mwcog.org. Responding firms shall submit with their proposals a DBE Participation Plan to meet this goal. The plan shall identify any DBE (defined in 49 CFR Part 26) that shall be participating in the project. The plan shall include the name and address of the firm, a copy of the firm’s current DBE Certification from any federal, state or local government agency that certifies DBE ownership (please note only **DBE** certifications will be accepted by COG for this purpose).

COG, in accordance with Title VI of the Civil Rights Act of 1964 and 78 Stat. 252, 42 USC 2000 d – 42 and Title 49, Code of Federal Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered pursuant to this advertisement will afford minority business enterprises full opportunity to submit bids in response to this invitation, and will not discriminate on the grounds of race, color, sex, or national origin in consideration for an award.

DBE Assurance – The Contractor or Subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of USDOT assisted contracts. Failure by the Contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

A total of 15 possible points (out of a maximum of 100 points) may be awarded for DBE participation, as measured in dollars, either as the Contractor or "Subcontractor". In the event of a tie score between two or more proposals, the proposal with the largest percentage of DBE participation, as measured in dollars, will be awarded the contract. DBE points are to be awarded as follows:

PARTICIPATION POINTS

10% to 14%	3
15% to 19%	6
20% to 24%	9
25% to 34%	12
35% or more	15

Federal Law – CFR Part 26.37 (Monitoring Performance) requires COG to include a monitoring and enforcement mechanism to ensure that work committed to DBEs at task order award is performed by DBE's.

To comply with this requirement, the Contractor is required to provide to Rick Konrad, COG Contracts and Purchasing Manager: (1), a monthly DBE payment schedule for the project within 10 days of being awarded a COG Contract/Task Order (consistent with the DBE dollar value included in the Proposal/Task Order), (2), monthly DBE payment documentation is required by the 20th day of the month following the month the work was performed, and (3), documents verifying that the DBE vendor was paid the amount specified in the Proposal/Task Order within 30 days after the contract ends. Contractors failing to provide COG required DBE documentation or meet DBE monthly payments will not be allowed to bid on any COG projects/task orders until any deficiency is corrected. Contractors who fail to meet the total DBE payment for any project will be suspended from bidding on any COG contracts/task orders for six (6) months.

All questions on the DBE requirements should be sent to Rick Konrad at rkonrad@mwkog.org or call 202.962.3332.

SAMPLE DBE PARTICIPATION PLAN

DBE SUBCONTRACTOR		PERCENTAGE OF CONTRACT
Subcontractor:		
Address:		
Certifying State:	DBE Certification #	
Subcontractor:		
Address:		
Certifying State:	DBE Certification #	
Subcontractor:		
Address:		
Certifying State:	DBE Certification #	

ATTACHMENT A
STANDARD TERMS AND CONDITIONS

1. Energy Conservation. 42 U.S.C. § 6321 *et seq.*

The SUBRECIPIENT agrees to comply with mandatory standards and policies relating to energy efficiency, which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

2. Clean Water Requirements. 33 U.S.C. § 1251 *et seq.*

a. The SUBRECIPIENT agrees to comply with all applicable standards, orders or regulations issued pursuant to the Federal Water Pollution Control Act, as amended. The SUBRECIPIENT agrees to report each violation to COG and understands and agrees that COG will, in turn, report each violation, as required, to assure notification to appropriate federal agencies including the appropriate EPA Regional Office.

b. The SUBRECIPIENT also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with federal assistance.

3. Lobbying. 31 U.S.C. § 1352 *et seq.*

(To be submitted with each bid or offer exceeding \$100,000)

The undersigned certifies, to the best of his or her knowledge and belief, that:

a. No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of and federal contract, grant, loan, or cooperative agreement.

b. If any funds other than federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form - LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96)]. [Note: Language in paragraph (b) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995. (P.L. 104-65, to be codified at 2 U.S.C. § 1601 *et seq.*)]

c. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction by 31 U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The SUBRECIPIENT, _____, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the SUBRECIPIENT understands and agrees that the provisions of 31 U.S.C. § 3801 *et seq.* apply to this certification and disclosure, if any.

_____ Signature of SUBRECIPIENT Authorized Official

_____ Name and Title of SUBRECIPIENT Authorized Official

_____ Date

4. Access to Records and Reports. 49 U.S.C. § 5325

a. The SUBRECIPIENT agrees to provide COG, and if applicable the state or federal funding agency, the Comptroller General of the United States or any of their authorized representatives access to any books, documents, papers and records of the SUBRECIPIENT which are directly pertinent to this Contract for the purposes of making audits, examinations, excerpts and transactions.

b. The SUBRECIPIENT agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.

c. The SUBRECIPIENT agrees to maintain all books, records, accounts and reports required under this Contract for a period of not less than three (3) years after the date of termination or expiration of this Contract, except in the event of litigation or settlement of claims arising from the performance of this Contract, in which case the SUBRECIPIENT agrees to maintain same until COG, the applicable state or federal funding agency, the Comptroller General, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto.

5. Funding Agency Changes.

The SUBRECIPIENT shall at all times comply with all applicable state and federal agency regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the funding agreement between such agency and COG, as they may be amended or promulgated from time to time during the term of this Contract. SUBRECIPIENT failure to comply shall constitute a material breach of this Contract.

6. Clean Air. 42 U.S.C. § 7401 *et seq.*

The Clean Air requirements apply to all contracts exceeding \$100,000, including indefinite quantities where the amount is expected to exceed \$100,000 in any year.

a. The SUBRECIPIENT agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. § 7401 *et seq.* The SUBRECIPIENT agrees to report each violation to COG and understands and agrees that COG will, in turn, report each violation as required to assure notification to the funding federal agency, if any, and the appropriate EPA regional office.

b. The SUBRECIPIENT also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with federal assistance.

7. Recycled Products. 42 U.S.C. § 6962

The Recycled Products requirements apply to all contracts for items designated by the EPA, when COG or the SUBRECIPIENT procures \$10,000 or more of one of these items during the fiscal year, or has procured \$10,000 or more of such items in the previous fiscal year, using federal funds.

The SUBRECIPIENT agrees to comply with all requirements of Section 6002 of the Resource Conservation and Recovery Act (RCRA), as amended (42 U.S.C. § 6962), including but not limited to regulatory provisions of 40 C.F.R. Part 247, and Executive Order 12873, as they apply to the procurement of the items designated in Subpart B of 40 C.F.R. Part 247.

8. No Government Obligation to Third Parties.

a. The SUBRECIPIENT acknowledges and agrees that, notwithstanding any concurrence by the Federal Government in or approval of the solicitation or award of the underlying contract, absent the express written consent by the Federal Government, the Federal Government is not a party to this Contract and shall not be subject to any obligations or liabilities of COG, the SUBRECIPIENT, or any other person (whether or not a party to that contract) pertaining to any matter resulting from the underlying contract.

b. The SUBRECIPIENT agrees to include the above clause in each subcontract financed in whole or in part with federal assistance. It is further agreed that the clause shall not be modified, except to identify the SUBRECIPIENT that will be subject to its provisions.

9. Program Fraud and False or Fraudulent Statements and Related Acts.

31 U.S.C. § 3801 *et seq.*

a. The SUBRECIPIENT acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. § 3801 *et seq.* and all appropriate federal agency regulations apply to its actions pertaining to this Project. Upon execution of the underlying contract, the SUBRECIPIENT certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to the underlying contract of the federally assisted project for which this contract work is being performed. In addition to other penalties that may be applicable, the SUBRECIPIENT further acknowledges that if it makes, or caused to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on the SUBRECIPIENT or to the extent the Federal Government deems appropriate.

b. The SUBRECIPIENT also acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with federal assistance, the Federal Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307(N)(1) on the SUBRECIPIENT, to the extent the Federal Government deems appropriate.

c. The SUBRECIPIENT agrees to include the above two clauses in each subcontract financed in whole or in part with federal assistance. It is further agreed that the clause shall not be modified, except to identify the SUBRECIPIENT who will be subject to the provisions.

10. Termination. 49 U.S.C. Part 18

Applicable to all contracts in excess of \$10,000

a. **Termination for Convenience.** COG, by written notice, may terminate this Contract, in whole or in part, at any time by written notice to the SUBRECIPIENT when it is in COG's best interest. If this Contract is terminated, COG shall be liable only for payment under the payment provisions of this Contract for services rendered before the effective date of termination.

b. **Termination for Default [Breach or Cause].** If the SUBRECIPIENT fails to perform in the manner called for in this Contract, or if the SUBRECIPIENT fails to comply with any other provisions of the Contract, COG may terminate this Contract for default. Termination shall be effected by serving a notice of termination on the SUBRECIPIENT setting forth the manner in which the Contract is in default. The SUBRECIPIENT will only be paid the contract price for services performed in accordance with the manner of performance set forth in the Contract. If it is later determined by COG that the SUBRECIPIENT had an excusable reason for not performing, such as strike, fire, or flood, events which are beyond the control of the SUBRECIPIENT, COG, after setting up a new delivery of performance schedule, may allow the SUBRECIPIENT to continue work, or treat the termination as a termination for convenience.

c. COG in its sole discretion may, in the case of termination for breach or default, allow the SUBRECIPIENT ten (10) working days in which to cure the defect. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions.

If the SUBRECIPIENT fails to remedy to COG's satisfaction the breach or default of any of the terms, covenants, or conditions of this Contract within the ten (10) working days after receipt by the SUBRECIPIENT of written notice from COG setting forth the nature of said breach or default, COG shall have the right to terminate the Contract without further obligation to the SUBRECIPIENT. Any such termination for default shall not in any way operate to preclude COG from also pursuing all available remedies against the SUBRECIPIENT and its sureties for said breach or default.

d. In the event COG elects to waive its remedies for any breach by the SUBRECIPIENT of any covenant, term or condition of this Contract, such waiver by COG shall not limit COG's remedies for any succeeding breach of that or any other term, covenant, or condition of this Contract.

11. Civil Rights Requirements. 29 U.S.C. § 62, 42 U.S.C. § 2000, 42 U.S.C. § 602, 42 U.S.C. § 12112, 42 U.S.C. § 12132, 49 U.S.C. § 5332

a. **Nondiscrimination.** In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and all other provisions of federal law, the SUBRECIPIENT agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age, or disability. In addition, the SUBRECIPIENT agrees to comply with applicable federal implementing regulations.

b. **Equal Employment Opportunity.** The following equal employment opportunity requirements apply to the underlying contract:

i. **Race, Color, Creed, National Origin, Sex.** In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, the SUBRECIPIENT agrees to comply with all applicable equal employment opportunity requirements of U.S. Department of Labor (U.S. DOL) regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," 41 C.F.R. Parts 60 *et seq.* (which implement Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No.

11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 U.S.C. § 2000e note), and with any applicable federal statutes, executive orders, regulations, and federal policies that may in the future affect activities undertaken in the course of this Project. The SUBRECIPIENT agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, creed, national origin, sex, or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, the SUBRECIPIENT agrees to comply with apprenticeship. In addition, the SUBRECIPIENT agrees to comply with any implementing requirements the funding federal agency may issue.

ii. **Age.** In accordance with section 4 of the Age Discrimination in Employment Act of 1967, as amended, 29 U.S.C. § 623 and other applicable law, the SUBRECIPIENT agrees to refrain from discrimination against present and prospective employees for reason of age. In addition, the SUBRECIPIENT agrees to comply with any implementing requirements the funding federal agency may issue.

iii. **Disabilities.** In accordance with section 102 of the Americans with Disabilities Act, as amended, 42 U.S.C. § 12112, the SUBRECIPIENT agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, the SUBRECIPIENT agrees to comply with any implementing requirements the funding federal agency may issue.

c. The SUBRECIPIENT also agrees to include these requirements in each subcontract financed in whole or in part with federal assistance, modified only if necessary to identify the affected parties.

12. Breaches and Dispute Resolution.

a. **Disputes.** Disputes arising in the performance of this Contract which are not resolved by agreement of the parties shall be decided in writing by the COG Executive Director or his/her designee. This decision shall be final and conclusive, unless within ten (10) working days from the date of receipt of its copy, the SUBRECIPIENT mails or otherwise furnishes a written appeal to the Executive Director or his/her designee. In connection with any such appeal, the SUBRECIPIENT shall be afforded an opportunity to be heard and to offer evidence in support of its position. The decision of the Executive Director or his/her designee shall be binding upon the SUBRECIPIENT, and the SUBRECIPIENT shall abide the decision.

b. **Performance During Dispute.** Unless otherwise directed by COG, the SUBRECIPIENT shall continue performance under this Contract while matters in dispute are being resolved.

c. **Claim for Damages.** Should either party to the Contract suffer injury or damage to person or property because of any act or omission of the party or of any of its employees, agents or others for acts it is legally liable, a claim for damages therefore shall be made in writing to such other party within a reasonable time after the first observance of such injury or damage.

d. **Remedies.** Unless this Contract provides otherwise, all claims, counterclaims, disputes and other matters in question between COG and the SUBRECIPIENT arising out of or relating to this agreement or its breach may be submitted by the parties for arbitration if the parties mutually agree, otherwise, such claims, counterclaims, disputes and other matters shall be decided by a court of competent jurisdiction within the District of Columbia.

e. **Rights and Remedies.** The duties and obligations imposed by the Contract and the rights and remedies available there under shall be in addition to and not a limitation of any duties, obligations, rights and remedies otherwise imposed or available by law. No action or failure to act by COG or the SUBRECIPIENT shall constitute a waiver or any right or duty afforded to them under the Contract, nor shall any such action or failure to act constitute an approval of or acquiescence in any breach there under, except as may be specifically agreed in writing.

13. Patent and Rights in Data.

a. **Rights in Data.** The following requirements apply to each contract involving experimental, developmental or research work:

i. The term "subject data" used in this clause means recorded information, whether or not copyrighted, that is delivered or specified to be delivered under the contract. The term includes graphic or pictorial delineation in media such as drawings or photographs; text in specifications or related performance or design-type documents; Microsoft Office files, including but not limited to Word documents and Excel spreadsheets; CDs or flash drives (thumbsticks/thumbdrives) containing data; and any other information retained in computer memory. Examples include, but are not limited to: computer software, engineering drawings and associated lists, specifications, standards, process sheets, manuals, technical reports, catalog item identifications, and related information. The term "subject data" does not include financial reports, cost analyses, and similar information incidental to contract administration.

ii. The following restrictions apply to all subject data first produced in the performance of the contract to which this Attachment has been added:

(a) In accordance with 49 C.F.R. § 18.34 and 49 C.F.R. § 19.36, the Federal Government reserves a royalty-free, non-exclusive and irrevocable license to reproduce, publish, or otherwise use, and to authorize others to use, for "Federal Government purposes," any subject data or copyright described in subsections (2)(b)1 and (2)(b)2 of this clause below. As used in the previous sentence, "for Federal Government purposes," means use only for the direct purposes of the Federal Government. Without the copyright owner's consent, the Federal Government may not extend its federal license to any other party.

(1) Any subject data developed under that contract, whether or not a copyright has been obtained; and

(2) Any rights of copyright purchased by the Purchaser or the SUBRECIPIENT using federal assistance.

b. **Patent Rights.** The following requirements apply to each contract involving experimental, developmental, or research work:

i. General - If any invention, improvement, or discovery is conceived or first actually reduced to practice in the course of or under the contract to which this Attachment has been added, and that invention, improvement, or discovery is patentable under the laws of the United States of America or any foreign country, the Purchaser and the SUBRECIPIENT agree to take actions necessary to provide immediate notice and a detailed report to the party at a higher tier until the federal funding agency is ultimately notified.

ii. Unless the Federal Government later makes a contrary determination in writing, irrespective of the SUBRECIPIENT status (a large business, small business, state

government or state instrumentality, local government, nonprofit organization, institution of higher education, individual), the Purchaser and the SUBRECIPIENT agree to take the necessary actions to provide, through the federal funding agency, those rights in that invention due the Federal Government as described in the U.S. Department of Commerce regulations, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," 37 C.F.R. Part 401.

iii. The SUBRECIPIENT also agrees to include the requirements of this clause in each subcontract for experimental, developmental, or research work financed in whole or in part with federal assistance.

14. Interest of Members of Congress.

No member of, or delegates to, the Congress of the United States shall be admitted to a share or part of this Contract or to any benefit arising there from.

15. Interest of Employees of COG.

No employee of COG who exercises any functions or responsibilities in review or approval of the undertaking or carrying out the Project during his or her tenure or one (1) year thereafter, shall have any personal interest, direct or indirect, apart from his or her official duties, in this Contract or the proceeds thereof.

16. Interest of the SUBRECIPIENT.

The SUBRECIPIENT covenants that it has presently no financial interest, shall not acquire any financial interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. The SUBRECIPIENT further covenants that, in the performance of this Contract, no person having any such interest shall be employed.

17. Allowable Costs.

Only those costs which are consistent with Title 2 Part 200 of the Code of Federal Regulations shall be reimbursed under this Contract.

18. Covenant Against Contingent Fees.

The SUBRECIPIENT warrants that it has not employed any person to solicit or secure this Contract upon any agreement for a commission, percentage, brokerage or contingent fee. Breach of warranty shall give the Contracts Officer the right to terminate this Contract or, in his discretion, to deduct from the Contract price or consideration the amount of such commission, percentage, brokerage or contingent fees. This warranty shall not apply to commissions payable by the SUBRECIPIENT upon contracts or sales secured or made through a bona fide established commercial or selling agency maintained by the SUBRECIPIENT for the purpose of securing business.

19. Indemnification.

The SUBRECIPIENT, acting as an independent SUBRECIPIENT, shall hold COG harmless from and shall be solely responsible, where found liable, for the payment of any and all claims for loss, personal injury, death, property damage, or otherwise, arising out of any act of omission or negligence of its employees or agents in connection with the performance of this work.

20. Severability.

It is understood and agreed by the parties that if any of these provisions shall contravene, or be invalid under, the laws of the particular state, county or jurisdiction where used, such contravention or invalidity shall not invalidate the whole agreement, but the Contract shall be construed as of not containing the particular provision or provisions held to be invalid in the said particular state, county or jurisdiction and the rights and obligations of the parties shall be construed and enforced accordingly.

21. Assignments.

This Contract shall not be assigned, sublet or transferred in whole or in part by the SUBRECIPIENT, except with the previous written consent of the COG Contracting Officer or his designee.

22. Entire Agreement.

This Contract sets forth the entire understanding of the parties and supersedes all previous agreements, whether oral or in writing, relating to the subject matter hereof. This Contract may only be altered, amended or modified in accordance with Changes Clause of this Contract.

23. Confidential or Personal Data.

a. COG respects the privacy or business interests involved in confidential or personal data. It is COG's policy to obtain confidential or personal data or store or allow storage of such data only (i) when necessary to fulfill COG's information-gathering and data collection responsibilities, or (ii) in conjunction with COG projects. COG intends to minimize risk of disclosure of such confidential or personal data.

b. Whenever feasible and the requirements of a project allow, the names of survey participants or users of a website or other data collection method shall not be accepted, recorded, stored or retained.

c. When COG engages in a project, which involves the collection or storage of confidential or personal information by or through use of surveys, websites or by other data collection, the following conditions shall be met:

i. The survey, website or other collection method shall contain a set of conditions for use and a disclaimer of any COG liability for use, in language approved by COG in writing.

ii. The party(ies) working with COG shall demonstrate adherence to a federal or applicable state standard for protecting confidential or personal information.

iii. The confidential or personal information collected or stored by or through the survey, website or other data collection shall be kept confidential. All necessary steps shall be taken to protect the privacy of the users of the website or other data collection. Any confidential or personal information provided by users of the website or other data collection, including but not limited to their names and addresses, shall be protected.

iv. COG shall retain control over and ownership of all surveys, web pages, control files and scripts, database schema, and database contents, in addition to all content which

is published on or stored by the website or other data collection, unless COG specifically agrees in writing otherwise.

v. No release of any announcements intended for public dissemination concerning the collection or storage of such information by or through the survey, website or other data collection shall occur until COG has given prior written authorization, unless COG specifically agrees in writing otherwise.

vi. In the event that information collected or stored by or through the survey, website or other data collection shall be stolen or handled incorrectly, the party(ies) working with COG on the project shall be responsible for any required notification to persons who have entered personal information in that system and all costs related thereto.

vii. The project documents shall provide that other parties working with COG on the survey, website or other data collection or storage shall indemnify COG with at least the following commitment:

The [SUBRECIPIENT or other party] shall indemnify and hold COG harmless from and shall be solely responsible, for the payment of any and all claims for loss, personal injury, death, property damage, infringement or misappropriation of any third party's intellectual property rights, violation of privacy, confidentiality or otherwise, arising out of any act of omission or negligence of its employees or agents in connection with the performance of the work under this [agreement or memorandum of understanding].

viii. At the end of the project or contract, any personal or confidential information shall be given to COG or destroyed and a certification of destruction provided to COG by the SUBRECIPIENT or other party.

24. COG's Policies and Procedures.

When federal law, or any grant conditions, certifications or assurances require COG to utilize competitive procurement procedures for selection of a SUBRECIPIENT, COG's policies and procedures shall govern every aspect of the SUBRECIPIENT selection process, e.g., the solicitation, evaluation, award, and post-award process (including, without limitation, any protest of an award, and the terms and conditions under which a contract may be approved, executed and administered). Any SUBRECIPIENT and potential SUBRECIPIENT will be provided with a copy of such policies and procedures, on request.

25. COG's Information Technology Policy.

Contractors that must access COG's Information Technology systems or require a COG login account to perform their duties must adhere to COG's Information Technology Policies and Procedures. Such contractors will receive a copy of the policies and procedures prior to receiving access to COG's IT systems.

26. COG's Facilities, Policies, and Procedures.

Contractors that must use any of COG's facilities or equipment must adhere to COG's Facilities, Policies and Procedures. Contractors that utilize any AV or IT equipment through the use of COG's facilities shall also comply with COG's IT Policy. Such contractors will receive a copy of all relevant procedures prior to receiving access to COG's IT systems.

27. Additional Requirements.

In addition to the terms and conditions expressly referenced in this Contract, the SUBRECIPIENT acknowledges and agrees that the terms and conditions of any federal or state grant that provides funding for this Contract, in whole or in part, shall apply to and shall govern the parties' rights and obligations under this Contract and shall be deemed additional terms, conditions and requirements of this Contract.

28. DBE Assurance.

The SUBRECIPIENT or _____ shall not discriminate on the basis of race, color, national origin, or sex in the performance of this Contract. The SUBRECIPIENT shall carry out applicable requirements of 49 C.F.R. Part 26 in the award and administration of USDOT-assisted contracts. Failure by the SUBRECIPIENT to carry out these requirements is a material breach of this Contract, which may result in the termination of this Contract or such other remedy as the COG deems appropriate.

29. Audits.

Per the Enhanced Mobility Circular, COG as the Designated Recipient for Enhanced Mobility funds will collect A-133 audit reports from the SUBRECIPIENT receiving more than \$750,000 in federal funds. At a minimum, the SUBRECIPIENT is required to bring to COG/TPB's attention any audit findings relevant to its use of FTA funds. The SUBRECIPIENT is not subject to A-133 audit requirements and may require additional monitoring, in a format elected by COG, to ensure compliance.

30. FFATA Reporting.

The Federal Funding Accountability and Transparency Act ("FFATA") requires prime recipients of federal grants and contracts to report sub-award and executive compensation data. COG is the prime recipient of federal awards for the purposes of this policy and is responsible for reporting sub-award data.

COG and first-tier sub-awardees are required to maintain current registration in the System for Awards Management ("SAM") as well as obtain a DUNS number. COG is responsible for filing the report in the FSRS system, not sub-awardees. However, sub-award recipients must provide the following information to COG before they will be eligible to receive the sub-award:

- The entity's information;
- Description and/or title of the sub-award (including NAICS code or CFDA number);
- Date and amount of award;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, state, congressional district, and country;
- Active and current SAM unique identifier;
- DUNS number;
- Names and total compensation of the five (5) highest paid officers/executives of the sub-recipient **if** all three criteria are met:

(1) Federal awards make up 80% or more of the SUBRECIPIENT's annual gross revenues; and

(2) the SUBRECIPIENT's annual gross revenue from federal awards is \$25 million or more; and

(3) the SUBRECIPIENT's officer names are not publicly available and the public does not have access to data on executive compensation of the entity through the Securities and Exchange Commission (SEC) as described in further detail in OMB Guidance on Sub-award and Executive Compensation Reporting (August 27, 2010).

(COG, as the prime recipient of the federal award, must also report its own executive compensation data by the end of the month following the award if the same criterion noted above is met.)

31. Priority of Requirements.

In the event of a conflict between or among any of the terms, conditions and requirements applicable to this Contract, the conflict shall be resolved by giving weight in accordance with the following priorities, in the order as stated below:

- a. Terms and conditions of any grant that provides funding for this Contract, in whole or in part;
- b. Terms and conditions set forth or referenced within this Contract;
- c. Terms and conditions and representations set forth or referenced within Attachments A and B to this Contract;
- d. Terms, conditions, specifications, and requirements set forth within any solicitation (e.g., RFP or IFB) pursuant to which this Contract was awarded;
- e. Offers, representations, promises, terms and conditions set forth with the bid or proposal submitted in response to any solicitation (e.g., RFP or IFB) pursuant to which this Contract was awarded.

**ATTACHMENT B
AUTHORIZED OFFER**

In submitting a bid in response to this RFP, the authorized signatory below acknowledges having read and understood the entire solicitation and agrees to accept the Terms and Conditions set forth in this RFP. The signatory below represents that he/she has the authority to bind the entity named below to the response submitted and any contract awarded as a result of this solicitation.

Offeror/Contractor Information & Signature:

Company Name:	
Signature:	Date:
Name (print):	
Title:	
Company Mailing Address:	
Entity Type: (<i>LLC, LP, etc.</i>):	
Phone/Fax:	
Email:	

**ATTACHMENT C
CERTIFICATION REGARDING
DEBARMENT, SUSPENSION, AND OTHER
RESPONSIBILITY MATTERS**

The prospective vendor certifies to the best of its knowledge and belief that it and its principals:

- Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
- Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any department or agency of the District of Columbia, State of Maryland or the Commonwealth of Virginia or any of the 24 jurisdictions comprising the membership of the Metropolitan Washington Council of Governments (COG);
- Have not within a three year period preceding this date been convicted of or had a civil judgment rendered against them for commission of fraud or criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated above of this certification; and
- Have not within a three-year period preceding this date had one or more public transactions (Federal, State or local) terminated for cause or default.

Vendor understands that a false statement on this certification may be grounds for rejection of any submitted proposal or quotation or termination of any award. In addition, under 18 U.S.C. § 1001, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years, or both if federal funds are being used to support the procurement.

Typed Name of Vendor

Typed Name & Title of Authorized Representative

Signature of Authorized Representative

Date

ATTACHMENT D

OFFEROR'S EXPERIENCE/REFERENCES

Name of Offeror _____

Each Offeror must submit below a minimum of three (3) references each, from current or past clients, for whom Offeror has similar experience and scope of work.

Complete contact information for each reference, including name, telephone number, mailing address and E-mail address, must be included with the RFP.

An Offeror, which, in the sole judgment of COG, lacks sufficient specific experience, may be deemed non-responsible, and may not be considered for award of subsequent contract(s) by the Agencies.

1) Company Name _____

Contact Name _____

Mail Address _____

Telephone Number _____ Email Address _____

2) Company Name _____

Contact Name _____

Mail Address _____

Telephone Number _____ Email Address _____

3) Company Name _____

Contact Name _____

Mail Address _____

Telephone Number _____ Email Address _____

ATTACHMENT E



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CLEAN AIR
PARTNERS
DC-MD-VA

Survey Purpose and Methods

Survey Purpose

Ground-level ozone and particle pollution poses health risks to more than 7.5 million people in the greater metropolitan Baltimore-Washington region. While air pollution is bad for everyone, those most at risk are sensitive groups:

- People with respiratory and/or pulmonary conditions
- Children
- Older adults
- People who are active outdoors

The same activities that create air pollution create greenhouse gases that contribute to climate change.

This survey measures residents' attitudes and opinions about air quality in the greater metropolitan Baltimore-Washington region. Topic areas covered in the survey include:

- Concerns about air pollution and climate change
- Behavior changes to reduce air pollution
- Awareness of the Air Quality Index, Clean Air Partners, and AirAlerts
- Motivating messages
- Trusted sources for air quality information
- Respondent demographics

Survey Methods

PRR conducted an address-based survey from September 8, through October 6, 2015, using the following methods:

- Mailed a paper copy of the questionnaire (see Appendix B) to a random sample of 10,000 households in the greater metropolitan Baltimore-Washington region. 323 were returned by the Post Office as undeliverable, resulting in a base of 9,677.
- The questionnaire could be completed using the paper version, online version, or call-in phone version (by calling a toll-free number). In addition, 25 call-out phone interviews were conducted in Spanish. The online version and call-in phone versions were available in both English and Spanish.
- A follow-up reminder postcard was mailed one week after the initial mailing.
- The survey was completed by 977 respondents:
 - 722 of the respondents completed the survey either with the paper questionnaire, online survey, or telephone interview.
 - Due to the lower than expected response rate and because the 722 completed questionnaires underrepresented those in the 18-34 year age category, African Americans, and males, an additional 240 questionnaires were completed with use of the ResearchNow™ online panel targeted to these underrepresented population segments.

The data was weighted by gender to compensate for the somewhat underrepresentation of male respondents. All other demographics were close enough to the demographics as measured in the 2013 American Community Survey as to not require data weighting.

The overall margin of error is +/- 3.14%.

All reported statistical relationships are correlations of 0.1 or stronger that are statistically significant at a 95% confidence interval ($p < .05$) or better.



CLEAN AIR
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Key Findings

Key findings

Public opinion and beliefs among both Washington and Baltimore metro residents are well aligned with Clean Air Partners' work.

73% reported that air pollution negatively affects their family's quality of life, and 69% believe that they personally can make a difference to improve air quality.

Similarly, most respondents indicated that climate change is a problem (48% see it as a big problem), and 87% think that human activities play a role in causing climate change.

However, when asked how much of a problem air pollution is, only 13% see it as a big problem.

Similarly, the percentage who think that air pollution has gotten worse decreased to 37% in 2015 from 47% in 2006.

The majority of residents are willing to make behavior changes to improve air quality and many have already done so.

At least two-thirds of respondents were willing to make each possible behavior change to reduce air pollution. The least appealing behavior change was to carpool, vanpool, take public transit, or bike instead of driving alone, but even here 67% of respondents said that they were willing to do this. The most appealing behavior change was turning off lights and electronics when not in use, and 91% of respondents were willing to do this.

There was far more variation among what people have done to reduce air pollution – only 28% had refueled their motor vehicles after dusk, while 82% have turned off their lights and electronics when not in use.

Key findings

Awareness of the Air Quality Index, Clean Air Partners, and AirAlerts is low.

66% reported that they had heard of the Air Quality Index. Yet only 31% knew that orange is the color that means the air quality is 'unhealthy for sensitive groups', and 48% knew that red is the color that means 'unhealthy'. Similarly, only half of the respondents had seen the color codes in the last few months.

Knowledge of Clean Air Partners was even lower – only 14% of respondents had heard of Clean Air Partners and only 9% had heard of AirAlerts.

Partner even more with TV meteorologists to educate the public about Clean Air Partners, the Air Quality Index, and AirAlerts.

Target messaging to those most likely to change their behavior

The survey results were used to perform a cluster analysis to indicate market segments. The cluster analysis revealed that 80% residents in the greater metro Washington-Baltimore region are 'ready and willing' (70%) or 'persuadable' (10%) to engage in personal behavior changes to improve the air quality.

Women, African Americans, and/or people who either have or live with someone who has asthma or breathing problems are all more likely to be willing to make changes.

Messaging should focus most on reducing energy use to save money and on healthier living. Messaging that refers to climate change should be secondary since there is high public concern about it, but such messaging was also the least motivating among the messages tested.



CLEAN AIR
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DC-MD-VA

Detailed Results

People aren't very concerned about air pollution

When you hear the phrase "Code Red" what is the first thing you think of?

- Most first think of an 'emergency'. This is followed by 'polluted air', except for the greater metro Washington area where 'polluted air' is what first comes to mind for two-fifths of the respondents.
- However, the percentage that think of 'polluted air' when they hear Code Red has increased significantly since 2006.

Greater Metropolitan Baltimore-Washington Region:

- | | |
|-----------------------|--------------|
| 1. Emergency (39%) | [23% - 2006] |
| 2. Polluted air (36%) | [29% - 2006] |
| 3. Hot weather (9%) | [9% - 2006] |

Greater Baltimore metro area:

- | | |
|-----------------------|--------------|
| 1. Emergency (44%) | [25% - 2006] |
| 2. Polluted air (29%) | [25% - 2006] |
| 3. Hot weather (13%) | [8% - 2006] |

Greater Washington metro area:

- | | |
|-----------------------|--------------|
| 1. Polluted air (40%) | [31% - 2006] |
| 2. Emergency (37%) | [22% - 2006] |
| 3. Hot weather (8%) | [9% - 2006] |

* The 2006 survey used a 1 to 10 scale. Results from 2006 have been adjusted to conform with the 1 to 5 scale used in 2015.

On a scale of 1 to 5*, how much of a problem do you believe air pollution is in the metropolitan area where you live? (1 = not at all a problem and 5 = a very big problem)

- Only 13% rated air pollution as a 5 – a very big problem.
- The average air pollution problem scores have not changed significantly since 2006, but are somewhat higher for the greater metro Baltimore area.

Average scores:

3.15 Greater Metropolitan Baltimore-Washington Region [3.16 – 2006]

3.31 Greater Baltimore metro area [3.24 – 2006]

3.06 Greater Washington metro area [3.00 – 2006]

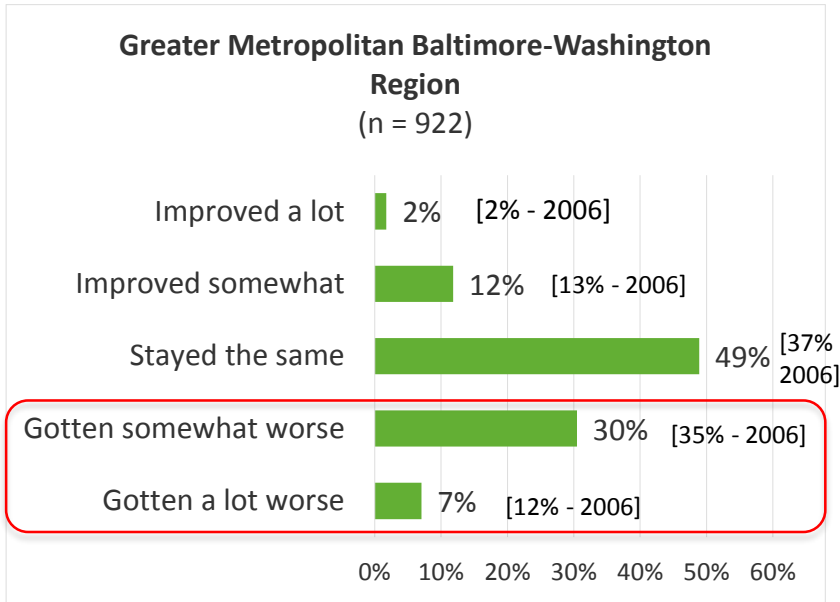
Respondents were more likely to believe air pollution is a big problem in their metro area if they are female, have lived in the area longer, they or someone in their household has asthma or a breathing problem, or if they have a lower household income.

Caucasian and Asian respondents were less likely to believe air pollution is a big problem.

Most say air pollution has stayed the same or gotten somewhat worse

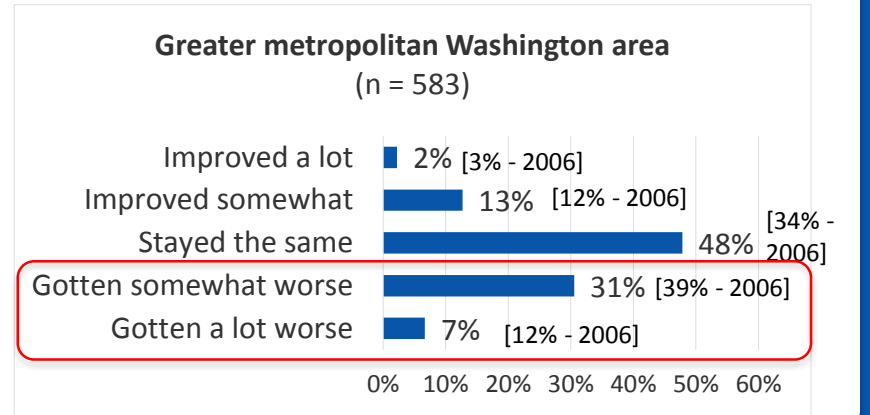
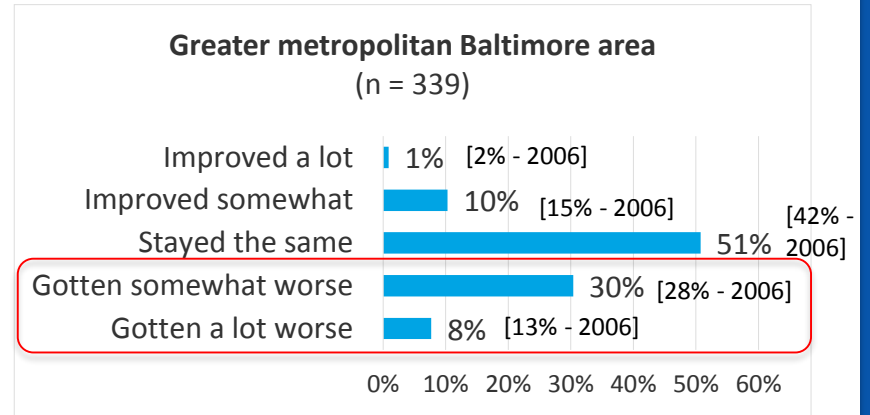
How would you say that air pollution in the metropolitan area where you live has changed over the last five years?

- About half believe that air pollution has stayed the same in their region and there is no significant difference in this belief between the two regions.
- Almost two-fifths (37%) think that air pollution has gotten worse, with 7% indicating it has gotten a lot worse.
- However, the percentage who think it has gotten worse has decreased significantly since 2006, although this is less the case in the metropolitan Baltimore region.



People who believe that air pollution is a big problem and females are more likely to say it's gotten worse.

Historical AQI levels have improved since 2010:
<http://www.cleanairpartners.net/aqitrends.cfm>



People are concerned about climate change and 87% think that human activity is a cause

On a scale of 1 to 5, how much of a problem do you believe climate change (also known as global warming) is? (1 = not at all a problem and 5 = a very big problem)

- Based on the average score, there is a fairly high level of concern regarding climate change (with 48% rating it as a very big problem).
- The differences between the metropolitan Baltimore and Washington areas are not statistically significant.
- It is also interesting to note that climate change is viewed as much more of a problem than air pollution (only 13% rated air pollution as a very big problem).

Average scores:

4.00 Greater Metropolitan Baltimore-Washington Region

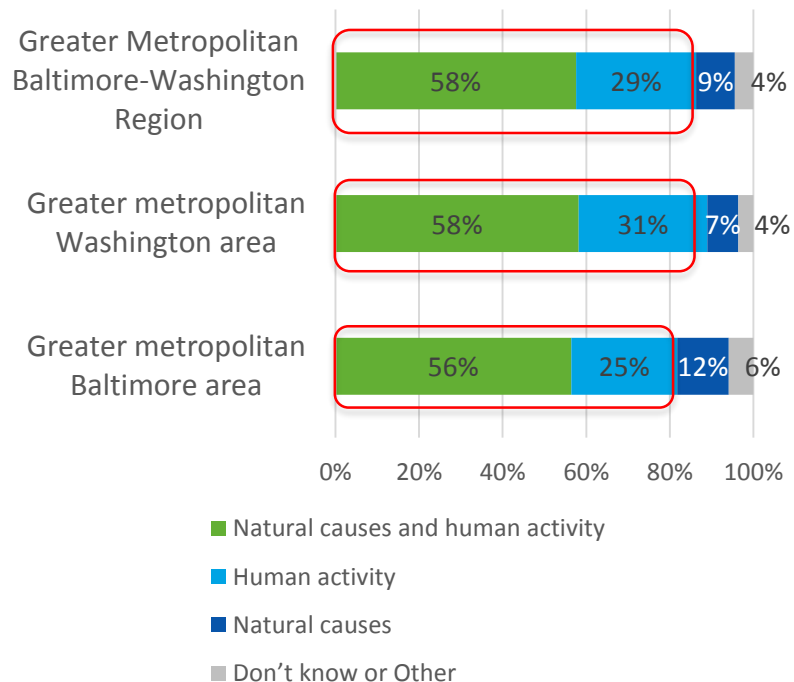
3.90 Greater metro Baltimore area

4.05 Greater metro Washington area

Respondents who think climate change is a big problem are more likely to think that air quality is a problem, think the air has gotten worse, or are female.

- The vast majority (87%) believe that human activity contributes to climate change, with 29% believing it is the sole cause.

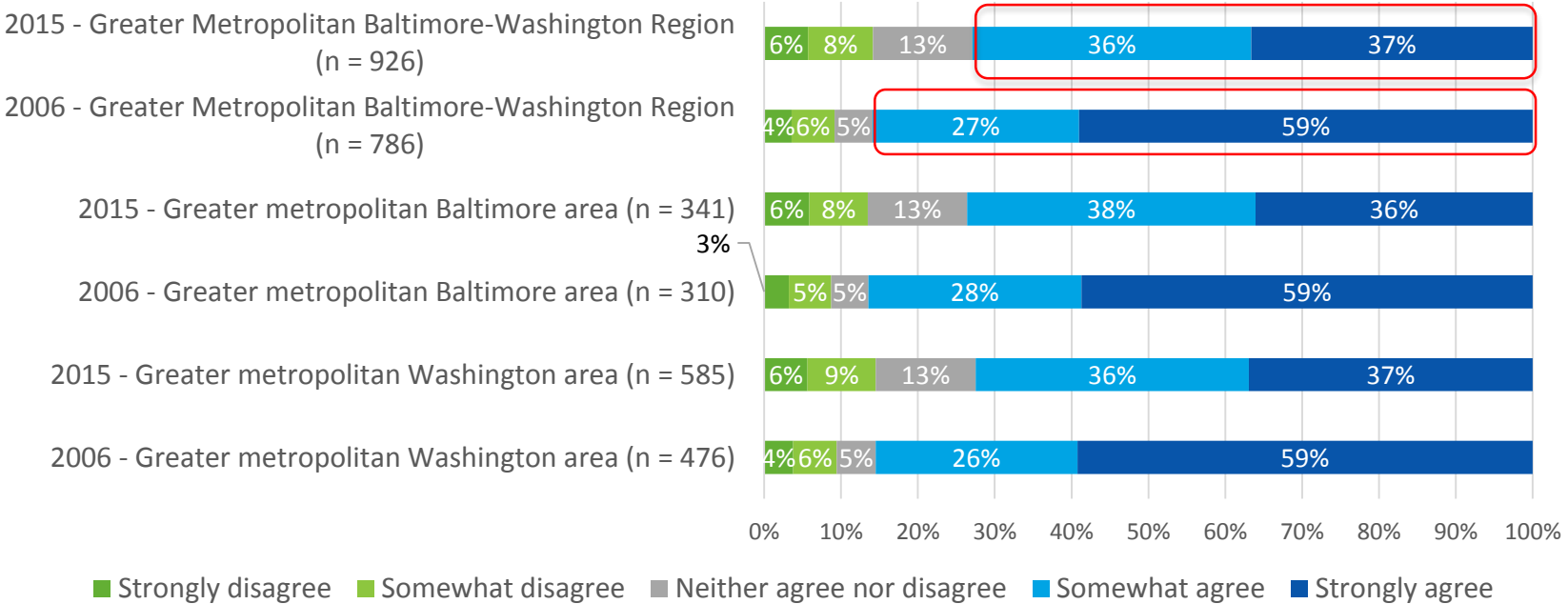
What do you think causes climate change? (n = 929)



Most say that air pollution negatively affects their quality of life

- Almost three-fourths (73%) believe that air pollution negatively affects their quality of life, with more than a third (37%) strongly agreeing.
- The change since 2006 is statistically significant, with 59% strongly agreeing in 2006 compared to 37% in 2015.

How strongly do you agree or disagree that air pollution negatively affects the quality of life of your family?



2015 respondents were more likely to believe that air pollution negatively affects their quality of life if they are female, believe air pollution is a problem, think air quality has gotten worse, or believe climate change is a problem.

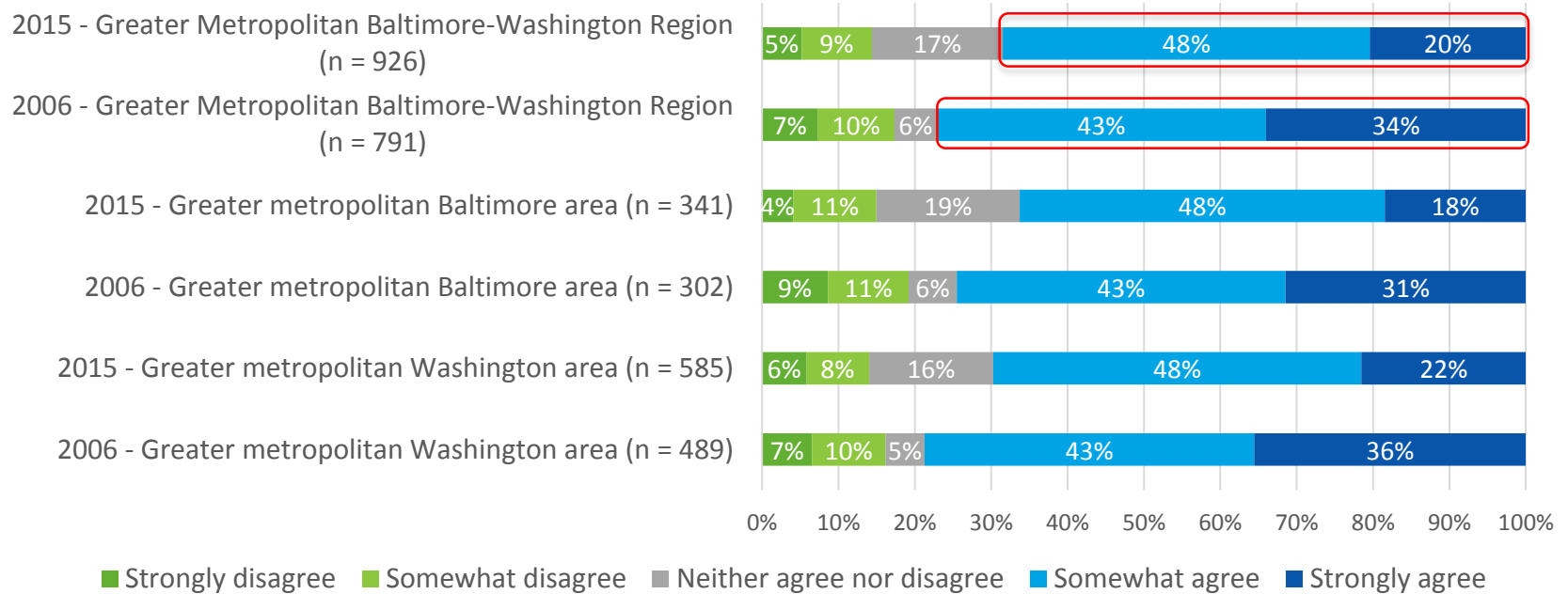


Do your share for cleaner air.

Most believe that they can make a difference in improving the air

- Two-thirds (68%) believe they can personally make a difference in improving the air, with a fifth (20%) strongly agreeing.
- However, the percentage who strongly agreed in 2006 was 34%, indicating a significant decrease by 2015.

How strongly do you agree or disagree that you, personally, can make a difference in improving the air?



Respondents were more likely to believe that they can make a difference if they believe air pollution is a problem, think air quality has gotten worse, believe climate change is a problem, or have heard of the Air Quality Alerts.

Most are willing to change behaviors to reduce air pollution

Which of the following behaviors are you **willing to do** to reduce air pollution?

Greater Metropolitan Baltimore-Washington Region:

1. Turn off lights and electronics when not in use (91%) (E)
2. Ensure regular maintenance of motor vehicles is performed (90%)
3. Replace incandescent light bulbs with energy efficient CFLs or LED bulbs (89%) (C, E)
4. Set your thermostat temperature up when cooling your home and down when heating your home (87%) (A, E)
5. Limit pesticide use (83%) (A, B, D, E)
6. Seek out household products that are safe for the environment (81%) (A, B, C, D, E, I, K)
7. Use a gas or electric grill instead of charcoal (77%) (D, F, L)
8. Use electric lawn/yard equipment or natural yard care instead of gas-powered equipment (74%) (A, C, D, E, F, G, J, L)
9. Refuel your motor vehicles after dusk (74%) (A, C, D, E, F)
10. Telecommute (work at home) (68%) (C, D, E, F, H, J, L)
11. Carpool, vanpool, take public transit, or bike instead of driving alone in your motor vehicle (67%) (A, C, D, F, J, L)

Three-fourths or more are willing to do these things to reduce air pollution.

Most of these behaviors are correlated with beliefs and demographic variables.

Respondents are **more likely to be willing** if they:

- A. Believe air pollution is a big problem
- B. Think air pollution has gotten worse
- C. Believe climate change is a big problem
- D. Think air quality affects family's quality of life
- E. Think that they personally can improve air quality
- F. Are younger
- G. Live in metro Baltimore area
- H. Live with children
- I. Someone in their household has breathing problems
- J. Moved to the greater metro region more recently
- K. Are Female
- L. Do NOT identify as Caucasian

Fewer have made changes to reduce air pollution

Which of the following behaviors **have you done** to reduce air pollution?

Greater Metropolitan Baltimore-Washington Region:

1. Turn off lights and electronics when not in use (82%) (a)
2. Ensure regular maintenance of motor vehicles is performed (79%) (a, b, e)
3. Replace incandescent light bulbs with energy efficient CFLs or LED bulbs (77%) (a, b, f)
4. Set your thermostat temperature up when cooling your home and down when heating your home (76%) (a)
5. Use a gas or electric grill instead of charcoal (49%) (a, b)
6. Seek out household products that are safe for the environment (45%) (i)
7. Carpool, vanpool, take public transit, or bike instead of driving alone in your motor vehicle (39%) (d, g, j)
8. Telecommute (work at home) (35%) (a)
9. Limit pesticide use (34%) (a, b, h, i)
10. Use electric lawn/yard equipment or natural yard care instead of gas-powered equipment (32%) (g)
11. Refuel your motor vehicles after dusk (28%) (c, h, i)

Three-fourths or more have already done these things to reduce air pollution.

Many of these behaviors are correlated with beliefs and demographic variables.

Respondents are **more likely to have done** if they:

- a. Have a higher income
- b. Identify as Caucasian or white
- c. Do NOT identify as Caucasian or white
- d. Identify as Hispanic
- e. Are older
- f. Someone in their household has breathing problems
- g. Believe climate change is a big problem
- h. Think air quality affects their family's quality of life
- i. Think that they personally can improve air quality
- j. Live in Washington

Most are aware of the AQI, but do not know what the colors mean

- Two-thirds (66%) have heard of the Air Quality Index.
- Understanding of Code Orange and Code Red has increased significantly since 2006.

I have heard of the 'Air Quality Index' also known as the 'AQI'.

66% Greater Metropolitan Baltimore-Washington Region

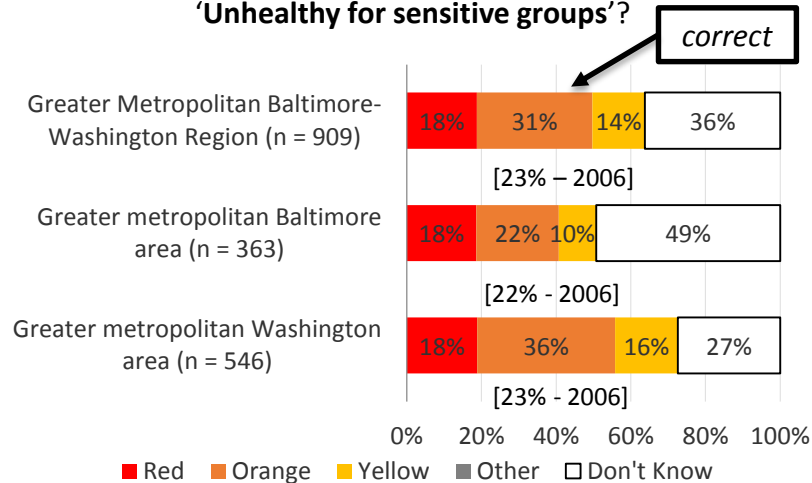
56% Greater metro Baltimore area

72% Greater metro Washington area

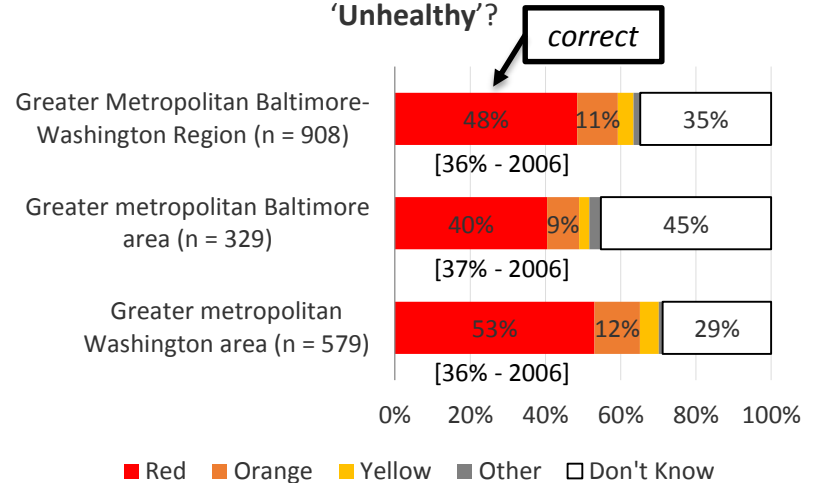
Respondents were more likely to have heard of the AQI if they identified as Caucasian or believe that they personally can improve air quality.

Washington metro residents were more likely to be familiar with the AQI and the AQI's color coding system.

What color means that the air quality is 'Unhealthy for sensitive groups'?



What color means that the air quality is 'Unhealthy'?



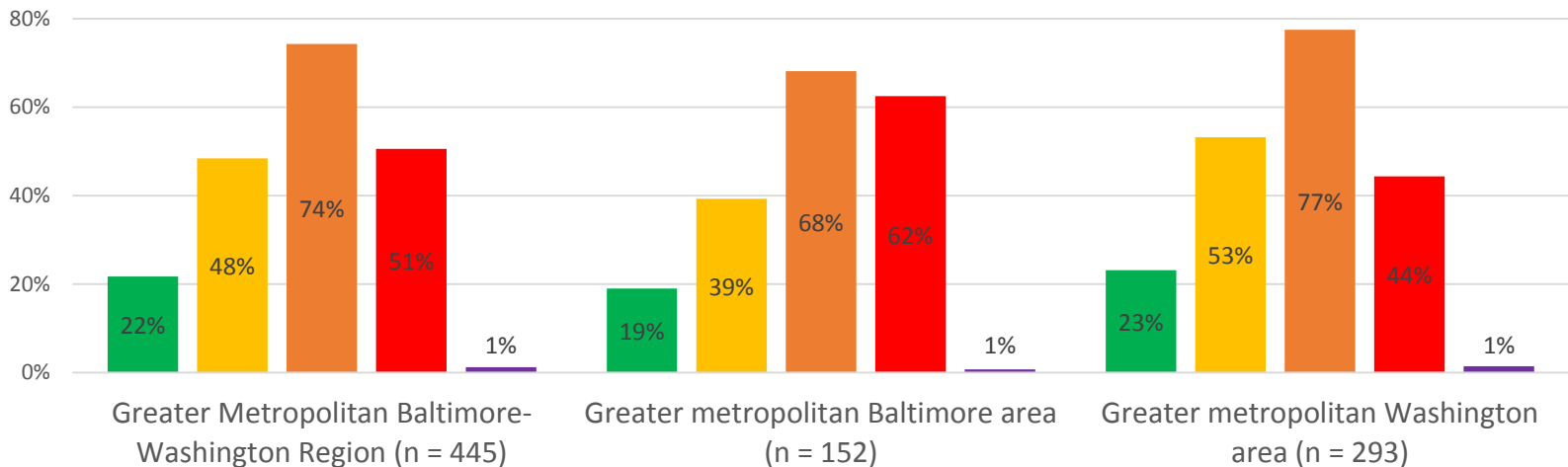
Half have heard or seen the color codes in the last few months

In the last few months, I have heard or seen color codes used to refer to the air quality.

- 50%** Greater Metropolitan Baltimore-Washington Region [57% - 2006]
- 45%** Greater metro Baltimore area [51% - 2006]
- 53%** Greater metro Washington area [61% - 2006]

Respondents were more likely to have heard or seen the color codes if they identified as Caucasian, had a higher household income, had lived in the metro area longer, or were older.

What air quality codes did you hear or see in the last few months? (check all that apply)
(percentages do not add up to 100% since respondents could select multiple colors)



Few have heard of Clean Air Partners

I have heard of Clean Air Partners.

if yes

Where do you recall seeing or hearing about Clean Air Partners?

14% Greater Metropolitan
Baltimore-Washington Region [13% - 2006]

14% Greater metro Baltimore area [15% - 2006]

13% Greater metro Washington area [13% - 2006]

- Most have not heard of Clean Air Partners.
- Of those who have heard of Clean Air Partners, all of the mediums have increased significantly since 2006, with the exception of newspapers in the metro Baltimore region (where newspaper decreased from 26% in 2006 to 19% in 2015).
- The medium with the biggest gain is the Internet (which went from 3% in 2006 to 31% in 2015).

Greater Metropolitan Baltimore-Washington Region:

1. TV (50%) [15% - 2006]
2. Internet (31%) [3% - 2006]
3. Newspaper (26%) [14% - 2006]
4. Radio (24%) [17% - 2006]
5. Flyer or Pamphlet (13%) [9% - 2006]

Greater metro Baltimore area:

1. TV (47%) [30% - 2006]
2. Internet (38%) [2% - 2006]
3. Newspaper (19%) [26% - 2006]
4. Social Media (16%) [NA - 2006]
5. Radio (14%) [10% - 2006]

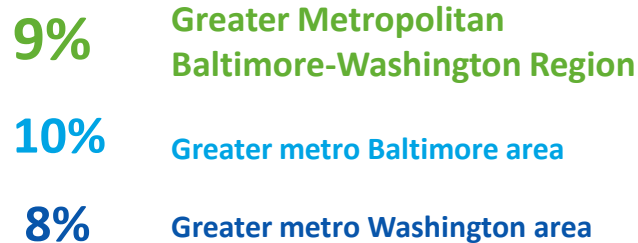
Greater metro Washington area:

1. TV (51%) [21% - 2006]
2. Radio (30%) [10% - 2006]
3. Newspaper (30%) [19% - 2006]
4. Internet (26%) [3% - 2006]
5. Community Event (15%) [NA - 2006]

Few have heard of Clean Air Partners AirAlerts

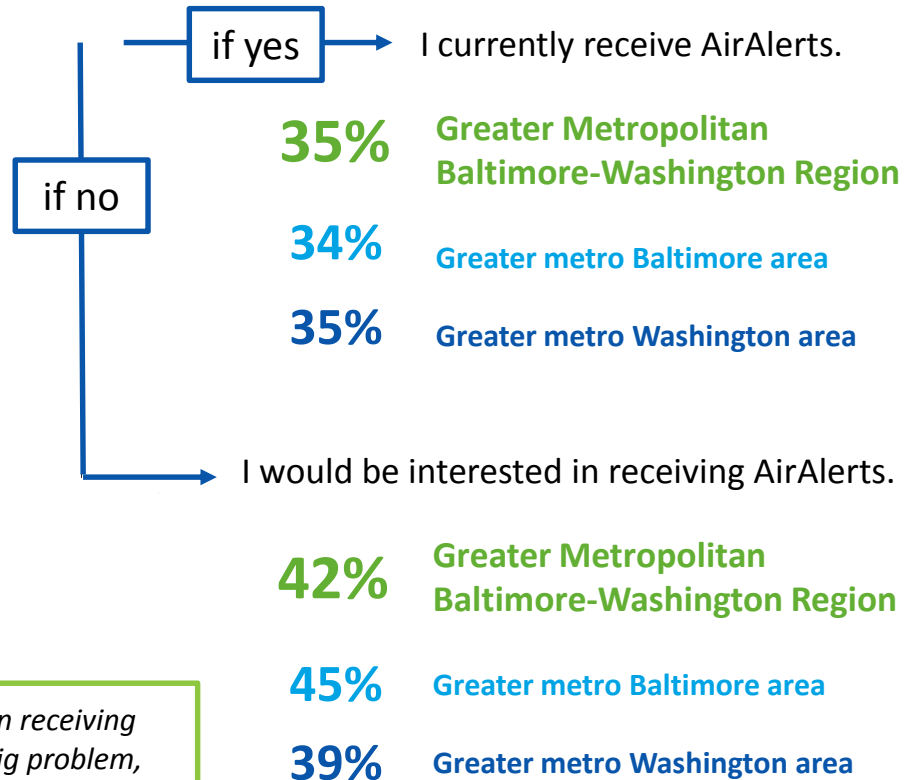
- About a tenth have heard of AirAlerts and of those, about a third receive them.
- Of those who have not heard of AirAlerts, about two-fifths are interested in receiving them.

I have heard of Clean Air Partners AirAlerts.



Respondents were more likely to have heard of the AirAlerts if they had a lower household income or believed that air pollution is a big problem.

Respondents were more likely to be interested in receiving AirAlerts if they believed that air pollution is a big problem, believed that climate change is a big problem, or thought that they personally can make a difference in improving air quality.



Most of the messages are motivating

- Reducing energy use to save money is most motivating, followed by healthier living. The message that mentions climate change was the least motivating.

Greater Metropolitan Baltimore-Washington Region:

- Reducing energy use at home and at work saves money and helps improve our region's air (81%)*
- For healthier living, help improve air quality (78%)
- Cleaner air makes good sense (77%)
- For a more livable earth for our children, we must work harder to reduce air pollution (76%)
- Climate change is a reality and I have to do my part to reduce air pollution (67%)

People with a higher household income or who identify as Caucasian or African American were **less** likely to be motivated by this message.

People who moved to the region recently were **less** likely to be motivated by this message.

Males and people who identified as Caucasian or African American were **less** likely to be motivated by this message.

Greater Baltimore metro area:

- Reducing energy use at home and at work saves money and helps improve our region's air (82%)
- For healthier living, help improve air quality (81%)
- Cleaner air makes good sense (80%)
- For a more livable earth for our children, we must work harder to reduce air pollution (76%)
- Climate change is a reality and I have to do my part to reduce air pollution (65%)

Respondents were more likely to be motivated by ALL of these messages if they believe that air pollution is a big problem, believe that climate change is a big problem, think that air pollution affects their family's quality of life, or think that they personally can make a difference in improving air quality.

Greater Washington metro area:

- Reducing energy use at home and at work saves money and helps improve our region's air (80%)
- For healthier living, help improve air quality (77%)
- For a more livable earth for our children, we must work harder to reduce air pollution (76%)
- Cleaner air makes good sense (75%)
- Climate change is a reality and I have to do my part to reduce air pollution (68%)

*The % indicates how many respondents rated the message as a 4 or higher on a scale of 1 to 5, where 1 = not at all motivating and 5 = very motivating.

Other Motivators

What else, if anything, would motivate you to change your behavior to improve air quality?

Greater Metropolitan Baltimore-Washington Region: (n=224)

1. Financial incentives (60 respondents)
2. More information about air quality (39 respondents)
3. Change in health (29 respondents)
4. Regulate large corporations (20 respondents)
5. Affordable renewable energy (17 respondents)
6. Improved public transportation (13 respondents)
7. Public/community involvement (10 respondents)

An incentive such as rebates for taking steps to improve air quality.

If I directly suffered from the effects of air pollution.

Data on the relative effect of different causes on the air, changes over time, and information on how specific changes in behavior would have an effect.

Maybe if we are provided with cheaper, convenient and good public transportation, I and many other drivers will use public transportation than contributing to the pollution.

Seeing the government take meaningful steps to reduce air pollution from big polluters like industrials and large commercial companies.

Local TV news meteorologists are the top source for air quality information

Greater Metropolitan Baltimore-Washington Region:

1. Local TV news meteorologists (72%)
2. Environmental Protection Agency (23%)
3. Federal Government (18%)
4. County Government (16%)
5. Department of Health (15%)

Almost three-quarters rely on TV news meteorologists for their air quality information..

Greater Baltimore metro area:

1. Local TV news meteorologists (68%)
2. Environmental Protection Agency (26%)
3. Department of Health (23%)
4. Federal Government (20%)
5. County Government (19%)

Greater Washington metro area:

1. Local TV news meteorologists (74%)
2. Environmental Protection Agency (21%)
3. Federal Government (17%)
4. Scientists (15%)
5. County Government (15%)



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Cluster Analysis

Market segments – most are ready and willing to change

Cluster analysis indicated three market segments. Cluster analysis is an exploratory data analysis technique designed to reveal natural groupings within a collection of data based on responses to survey questions. Cluster analysis results may reveal meaningful ways to group survey respondents and may help with tailoring outreach efforts.

Cluster 1: Ready and Willing - 70%

- Most likely to believe air pollution is a problem in their area
- Most likely to see air pollution as having gotten slightly worse in the last 5 years
- Most likely to see climate change as a bigger problem
- Most likely to believe that air pollution affects family's quality of life
- Most likely to believe they can personally make a difference in improving the air
- Most likely to be willing to do all of the behaviors related to improving air quality
- Most likely to have done all of the behaviors related to improving air quality
- Most likely to have heard of the Air Quality Index
- Most likely to have seen/heard color codes in the last few months
- Most likely to have heard of Clean Air Partners
- Somewhat likely to have heard of AirAlerts
- Most likely to receive AirAlerts
- Most likely to find all of the message statements very motivating

More likely to:

- Be female
- Have or live with someone who has asthma or other breathing problems
- Be African American

Market segments – 10% are persuadable

Cluster 2: Persuadables - 10%

- More likely to believe air pollution is not a problem in their area
- More likely to see air pollution as having gotten slightly better in the last 5 years
- More likely to see climate change as somewhat of a problem
- More likely to believe that air pollution somewhat affects their family's quality of life
- More likely to believe they can't personally make a difference in improving the air
- Less likely to be willing to do all of the behaviors related to improving air quality
- Less likely to have done most of the behaviors related to improving air quality (with the exceptions of seeking out household products that are safe for the environment and telecommuting)
- Least likely to have heard of the Air Quality Index
- Least likely to have seen/heard color codes in the last few months
- Less likely to have heard of Clean Air Partners
- Most likely to have heard of AirAlerts
- Less likely to receive AirAlerts
- Less likely to find all of the message statements very motivating

More likely to:

- Be female
- Have or live with someone who has asthma or other breathing problems
- Be African American

Market segments – 20% are not interested

Cluster 3: Lost Causes - 20%

- Most likely to believe air pollution is not a problem in their area
- Most likely to see air pollution as having gotten slightly worse in the last 5 years
- Least likely to see climate change as a big problem
- Least likely to believe that air pollution affects family's quality of life
- Least likely to believe they can personally make a difference in improving the air
- Less likely to be willing to do all of the behaviors related to improving air quality (with the exception of regular vehicle maintenance and turning off lights/electronics when not in use)
- Less likely to have done all of the behaviors related to improving air quality
- Less likely to have heard of the Air Quality Index
- Less likely to have seen/heard color codes in the last few months
- Least likely to have heard of Clean Air Partners
- Least likely to have heard of AirAlerts
- Least likely to receive AirAlerts
- Least likely to find all of the message statements very motivating

More likely to:

- Be male
- Not have nor live with someone who has asthma or other breathing problems
- Be Caucasian



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Appendices

Appendix A – Respondent Profile

- **Metro region live in**
 - Baltimore – 37%
 - Washington -- 63%
- **Years lived in Baltimore-DC metro region**
 - Less than 5 years – 12%
 - 5 to 10 years – 11%
 - 11 to 20 years – 20%
 - 21 or more years – 57%
- **Gender**
 - Male – 49%
 - Female – 51%
- **Age**
 - 18 to 24 – 7%
 - 25 to 34 – 14%
 - 35 to 44 – 16%
 - 45 to 54 – 17%
 - 55 to 64 – 22%
 - 65 to 74 – 15%
 - 75 and older – 10%
- **Children under 18 living at home – 26%**
- **Someone in household with asthma or trouble breathing – 28%**
- **Race**
 - African American – 33%
 - Caucasian – 54%
 - American Indian or Alaskan Native – 1%
 - Asian – 7%
 - Native Hawaiian or other Pacific Islander -- <1%
 - Other – 5%
- **Hispanic/Latino/Spanish background – 8%**
- **Household income**
 - Less than \$25,000 – 12%
 - \$25,000 to less than \$50,000 – 17%
 - \$50,000 to less than \$100,000 – 31%
 - \$100,000 to less than \$150,000 – 22%
 - \$150,000 or more – 18%

Appendix B - Survey Questions

GREATER METROPOLITAN BALTIMORE-WASHINGTON REGION – AIR QUALITY SURVEY

The Metropolitan Washington Council of Governments and Baltimore Metropolitan Council need your opinion about air quality. The survey results will be used to inform and improve air quality programs.

Your participation is very important to us. The questionnaire will take less than 10 minutes and your answers are completely confidential. After completing the questionnaire, simply fold it so that the return address to PRR, Inc. shows, secure with one small piece of tape, and drop in the mail. No postage is required. **Please mail by September 18, 2015.**

Alternatively, you can:

- Call this toll-free number (877-349-4529) to complete the survey by phone
- Go to <https://www.surveymonkey.com/r/MWCOG> to complete the survey online in English
- Para completar la encuesta en línea en español presiona <https://www.surveymonkey.com/r/MWCOGSpanish>

If you have any questions about the survey, please contact research@prrbiz.com. Thank you in advance for your participation!

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Appendix B - Survey Questions (continued)

Please indicate your choices like this:

1. When you hear the phrase 'Code Red' what is the first thing you think of?

2. Which of the following is the better description of where you live? (Check just one)

Greater Baltimore metropolitan area

Greater Washington metropolitan area

Air pollution occurs when the air contains gases, dust, fumes or odor in harmful amounts. That is, amounts which could be harmful to the health or comfort of humans and animals or which could cause damage to plants and materials.

3. On a scale of 1 to 5 (where 1 is *not at all a problem* and 5 is a *very big problem*), how much of a problem do you believe air pollution is in the metropolitan area where you live? 1 - Not at all a problem 2 3 4 5 - A very big problem

4. How would you say that air pollution in the metropolitan area where you live has changed over the last five years?

Gotten a lot worse Gotten somewhat worse Stayed the same Improved somewhat Improved a lot

Climate change (also known as global warming) refers to any significant change in the measures of climate lasting for an extended period of time. Climate change includes major changes in temperature, precipitation, or wind patterns, among other effects, that occur over several decades or longer.

5. On a scale of 1 to 5 (where 1 is *not at all a problem* and 5 is a *very big problem*), how much of a problem do you believe climate change (also known as global warming) is? 1 - Not at all a problem 2 3 4 5 - A very big problem

I do not believe in climate change/global warming

6. What do you think causes climate change? (Check just one)

Natural causes

Natural causes and human activity

Human activity

Don't know

Other (please specify) _____

7. How strongly do you agree or disagree that air pollution negatively affects the quality of life of your family?

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

Appendix B - Survey Questions (continued)

9. Which of the following behaviors are you WILLING TO DO to reduce air pollution? Please also indicate if you HAVE DONE IT to reduce air pollution.
- | | Willing to do | Have done |
|--|--------------------------|--------------------------|
| ❖ Use electric lawn/yard equipment or natural yard care instead of gas-powered equipment | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Replace incandescent light bulbs with energy efficient CFLs or LED bulbs | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Set your thermostat temperature up when cooling your home and down when heating your home | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Ensure regular maintenance of motor vehicles is performed | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Carpool, vanpool, take public transit, or bike instead of driving alone in your motor vehicle | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Use a gas or electric grill instead of charcoal | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Seek out household products such as low VOC paints, non-aerosol products, furniture polish, window cleaners and cleaning solutions that are safe for the environment | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Limit pesticide use | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Refuel your motor vehicles after dusk | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Telecommute (work at home) | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Turn off lights and electronics when not in use | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ What else are you willing to do or have done? (please specify) | <input type="checkbox"/> | <input type="checkbox"/> |

10. Have you heard of the 'Air Quality Index' also known as the 'AQI'? No Yes Not sure

The Air Quality Index uses a color code system.

11. What color means that the air quality is 'Unhealthy for sensitive groups'? _____ Don't know

12. What color means that the air quality is 'Unhealthy'? _____ Don't know

13. In the last few months, have you heard or seen any color codes used to refer to the air quality?
No Skip to Q15 Yes Don't know Skip to Q15

14. What air quality color codes did you hear or see in the last few months? (Check all that apply)
Green Yellow Orange Red Purple

Appendix B - Survey Questions (continued)

15. Have you heard of Clean Air Partners? No Skip to Q17 Yes Don't know Skip to Q17
16. Where do you recall seeing or hearing about Clean Air Partners? (Check all that apply)
- | | | |
|--|---|--|
| Newspaper <input type="checkbox"/> | Internet <input type="checkbox"/> | Work or school <input type="checkbox"/> |
| ▼ TV <input type="checkbox"/> | Social media (such as Facebook, Twitter, etc.) <input type="checkbox"/> | Friend/neighbor/co-worker <input type="checkbox"/> |
| Radio <input type="checkbox"/> | Flyer or pamphlet <input type="checkbox"/> | Don't know <input type="checkbox"/> |
| Bus board advertising <input type="checkbox"/> | Community event <input type="checkbox"/> | Other _____ <input type="checkbox"/> |
| | | Please specify |
17. Have you heard of Clean Air Partners AirAlerts, which are free, air quality forecasts available online or on a smart phone app? No Skip to Q19 Yes Don't know Skip to Q19
18. Do you currently receive AirAlerts? No Yes Skip to Q20 Don't know
- ▼
19. Would you be interested in receiving AirAlerts? No Yes Maybe
20. Please rate each of the following statements in regard to how much they motivate you to change your behavior to improve air quality. Please use a scale of 1 to 5 (where 1 is *not at all motivating* and 5 is *very motivating*).
- | | 1 - Not at all motivating | 2 | 3 | 4 | 5 - Very motivating |
|---|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| ❖ Climate change is a reality and I have to do my part to reduce air pollution. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ For a more livable earth for our children, we must work harder to reduce air pollution. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Cleaner air makes good sense. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ For healthier living, help improve air quality. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Reducing energy use at home and at work saves money and helps improve our region's air. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
21. What else, if anything, would motivate you to change your behavior to improve air quality?
-

Appendix B - Survey Questions (continued)

22. What are the top 3 sources you rely on for information about air quality? (CHECK UP TO 3)

- I never get air quality information Environmental Protection Agency Department of Health
 County government Clean Air Partners Local TV news meteorologists
 Federal government Scientists Family/friends
 Other (please specify) _____

23. What is your home zip code? _____

24. How many years have you lived in the greater metropolitan Baltimore-Washington region?

- Less than 5 years 5 to 10 years 11 to 20 years 21 or more years

25. What is your gender?

- Male Female Other

26. Which of the following includes your age?

- Under 18 25 to 34 45 to 54 65 to 74
 18 to 24 35 to 44 55 to 64 75 and older

27. Do you have any children under 18 living in your home?

- No Yes

28. Does anyone in your household have asthma or any other type of problems related to breathing?

- No Yes

29. What race would you classify yourself as? (Check just one)

- African American American Indian or Alaska Native Native Hawaiian or Pacific Islander
 Caucasian Asian Other (specify) _____

30. Are you of Hispanic / Latino / Spanish origin?

- No Yes

31. What was your total household income (before taxes) for 2014?

- Less than \$25,000 \$25,000 to less than \$50,000 \$100,000 to less than \$150,000
 \$50,000 to less than \$100,000 \$150,000 and over

Clean Air Partners offer AirAlerts, a free service that provides air quality forecasts and real-time health notifications via email.
 To sign up for AirAlerts, visit www.cleanairpartners.net.