



**Metropolitan Washington Air Quality Committee
July 31, 2014**

1. Community Outreach

- **Employer Toolkit** – Clean Air Partners developed a tool kit which organizations can use in their outreach activities. The tool kit includes materials such as magnets, decals, rack cards, and web banners.

2. Marketing and Public Relations

- **2014 Media Campaign** - Clean Air Partners is in the middle of its annual media campaign. The campaign includes radio, online, and transit advertisements. The radio ads will run during the weeks of July 21st, July 29th, and August 4th on 4 radio stations in DC and Baltimore with a target audience of women 25-64 and adults 25-64. Online ads will run during the last 2 weeks in July on AOL and Huffingpost's websites. Transit ads run from May - September on the following transit systems: WMATA, Fairfax County, and Prince George's County.
- **2014 Sponsors** – Commuter Connections, Washington Gas, Constellation
- **Social Media** - Clean Air Partners held a Twitter Chat during National Air Quality Awareness week. The chat focused on air quality and health. Participants included local expert such as the American Lung Association, Mid-Atlantic Center for Children's Health and the Environment, mom bloggers, Go DC GO, and Bike Maryland.
- **Media Coverage** – Chair, Lon Anderson, was joined by Board member Dr. Janet Phoenix and MWAQC Chair, Dave Snyder for an interview on NBC4's Viewpoint. The interview focused on the region's air quality, tips to improve air quality, and health effects. The video can be found at www.cleanairpartners.net.

3. Curriculum and Outreach

- **Summer Education Outreach** - Our education team has begun their annual summer outreach within the community. They are visiting summer camps throughout the region and presenting the Clean Air Partners curriculum, *On the Air*. It is estimated that outreach will be conducted to more than 1,200 students.

4. 2014 Board Members

- **Leadership** - The Board approved the following members for officer positions:
 - Chair: Lon Anderson, AAA Mid-Atlantic
 - Vice Chair: Brian O'Malley, Central Maryland Transportation Alliance
- **New Board Members** - The Board approved the following new Board Members:
 - Katherine Mitchell, DC Council, representing Councilman Kenyan McDuffie