



**Metropolitan Washington Air Quality Committee
September 27, 2012**

1. Air Quality and Climate Actions

- **Social Media Task Force** – Clean Air Partners has retooled our Social Media Team with a few of our newer board Members adding their voice to the core group. Look for interesting messaging coming from our social media platforms in the months ahead.
- **National Weather Service Comment Letter** – A comment letter was sent to the National Weather Service over the summer highlighting the need for Code Orange Alerts on their regional warnings page.
- **Community Partnerships** – Clean Air Partners has been actively promoting partner activities on our website and social media platforms. The Telework in Government Conference is in November, DC SUN has been mentioned as well as a few topical short courses at George Washington University.
- **Spotlight on Business** – The website will now be highlighting work being done by local businesses on a regular basis. Short articles are being developed to help elaborate on the good work being done by businesses in our community.

2. Marketing and Public Relations

- **Media Roundtable** – A media roundtable was recently on “NewsTalk with Bruce Depuyt”. The roundtable included Board Members Lon Anderson and Dr. Janet Phoenix. Kathy Kinsey from the Maryland Department of the Environment also joined the conversation about our regions air quality and simple actions people can take. The basic theme was the status of our air given the recent record heat, highlighting our progress but understanding that more needs to be done. A press release that was sent out with a similar theme also attracted media coverage.

3. Curriculum and Outreach

- **Summer Education Outreach** – Our education team completed their summer efforts by visiting 28 camps and schools. *On the Air* was presented to 1,520 youth during these visits.
- **Education Contests** – This year Clean Air Partners will likely continue the Slogan Contest which was piloted last year. An Infographics contest geared towards high school students is also being considered.

4. Meetings

- **September Board Meeting** – The annual September Board Meeting was held last week. A strong number of Board Members were able to attend the proceedings with general program updates and future planning major topics of conversation.
- **Bylaw Amendments** – After nearly a year of review, the Clean Air Partners Bylaws were officially amended during our last Board Meeting. The changes were made to help more effectively represent the operations of Clean Air Partners.