



**Managing Director's Report  
September 2006**

**1. Public Education and Outreach Programs**

A. Public Outreach (20 hours, 37% of Managing Director's time)

- Conducted conference call with Marketing Committee regarding logo redesign (9/12/06); followed-up with PRR.
- Followed-up with PRR and WMATA regarding placement of bus/rail ads.
- Conducted conference call with AQAD team regarding web site development (9/7/06), review web site proposal.
- Prepared draft FY 2007 master work plan.
- Conducted monthly conference call with AQAD team regarding project status (9/28/06), prepared and distributed meeting notes, followed-up with Jen and Russ regarding outreach in 2007.

B. Curriculum Development Project (9.5 hours, 18% of Managing Director's time)

- Reviewed Unit 1 and Unit 3 of the air quality curriculum.
- Discussed approach to conference calls/review process with Environmental Education Exchange (EEE).
- Conducted meeting/conference call with air quality curriculum review team and EEE to discuss Unit 1 and 3 (9/19/06).

**2. Voluntary Business Emissions Reduction Campaign**

A. Printer Initiative (4 hours, 7% of Managing Director's time)

- Prepared summary of printer interviews, prepared presentation for Printer Working Group.
- Conducted conference call with Printer Working Group.
- Updated printer presentation and presented at September Board meeting.

**3. Administrative Duties**

A. Boards & Committees (14 hours, 26% of Managing Director's time)

- Prepared agenda and Managing Director's report for September Board meeting.
- Briefed Board chair on September meeting agenda.
- Attended Board meeting (9/14/06).



- Prepare Clean Air Partners' report for MWAQC, coordinate presentation of report with Supervisor Smyth.

**B. Work Program and Budget (4 hours, 7% of Managing Director's time)**

- Obtained tasks and budget estimates from EEE for the expansion of pilot to DC and MD, and non-formal outreach development.
- Reviewed FY 2007 marketing budget/work plan based on Scope of Work; identified gaps based on FY 2007 Marketing/Communications Plan, provided comments to PRR and obtained budget estimates for unfunded initiatives.
- Prepared recommendations and budget estimates for use of FY 2007 carry over funds.

**4. Client Administration (2.5 hours, 5% of Managing Director's time)**

- Prepared client invoice for Jul and Aug 06.
- Prepared template to track hours against contract/scope of work on a monthly basis.

**Total Hours (September 2006): 54**

**-Clean Air Partners-  
FY 2007 Master Work Program**

<b>1.0</b>	<b>Air Quality Action Days</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
1.1	Conduct monthly AQAD team conference calls	MD			x	x	x	x	x	x	x	x	x	x
1.2	Revise Web site	AQAD												
a	Review contractor options	AQAD		x	x									
b	Select contractor	COG				x								
c	New web site completed	AQAD									x			
d	Implement changes/monitor progress	MD					x	x	x	x	x	x	x	x
1.3	Revise employer outreach strategy for 2007	AQAD				x	x	x						
<b>2.0</b>	<b>Marketing &amp; Public Relations</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
2.1	Materials: Prepare & Update	PRR					x	x	x					
2.2	Marketing Plan Development	PRR					x	x						
2.3	Produce and Place Media Elements	PRR								x	x	x		
2.4	Public Relations	PRR									x	x	x	x
2.5	Meteorologist Outreach	PRR							x	x	x	x	x	
2.6	Provide Media Clips and Tracking	PRR	x	x	x								x	x
<b>2.7</b>	<b>2007 Sponsor Commitments</b>	<b>PRR</b>												
a	Prepare recap binders	PRR			x	x								
b	Prepare 2007 sponsor package	PRR				x								
c	Order sponsor gifts	PRR				x								
d	Schedule sponsor meetings	MD				x	x							
e	Meet with sponsors	PRR/MD					x	x						
f	Distribute 2007 sponsor packages to Board members	PRR				x								
g	Follow-up calls to Board members	PRR				x								
h	Meet with Board members as needed	PRR/MD				x	x							
i	Prepare/submit Constellation Energy grant	COG									x	x		
2.7	Membership Recruitment	PRR						x	x	x				

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<b>3.0</b>	<b>Voluntary Business Emission Reduction Campaign</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
<b>3.1</b>	<b>Printer Initiative</b>													
a	Conduct printer interviews	MD		x										
b	Update survey	MD			x									
c	Conduct larger survey	COG				x	x							
d	Make recommendations regarding printer pilot	MD					x	x						
e	Develop materials	PRR					x	x						
f	Meet with businesses	MD							x	x	x	x		
g	Secure written commitments	MD									x	x		
h	Track results	COG											x	x
<b>3.2</b>	<b>Business Roundtable</b>													
a	Meet with state air agencies to obtain input	MD				x								
b	Develop approach for roundtables	MD					x	x						
c	Develop outreach materials	PRR							x	x				
d	Plan and conduct at least 3 roundtables								x	x	x			
<b>4.0</b>	<b>Air Quality Curriculum</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
4.1	Submission of curriculum sections for review*	EEE			x	x	x							
4.2	EEE to make school district & other contacts	EEE				x	x							
4.3	Complete draft of activities and list of kit box contents	EEE			x	x								
4.4	Revisions to activities and kit box list from COG	EEE			x	x								
4.5	Complete pilot draft of activities and kit box materials	EEE			x	x								
4.6	Pilot kits in schools and collect feedback	EEE					x	x						
4.7	Revise materials	EEE						x	x					
4.8	Final materials preparations/deliverables	EEE							x					
<b>5.0</b>	<b>Program Evaluation</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
5.1	Conduct End-of-Season Survey	VCU			x									
5.2	Prepare final report	VCU				x								
5.3	Determine needs/approach for 2007	AQAD						x						

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<b>7.0 Administration</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
<b>7.1 Meetings</b>													
a Executive Committee	MD	x			x			TBD	TBD	TBD	TBD	TBD	TBD
b Board of Directors	MD			x				TBD	TBD	TBD	TBD	TBD	TBD
c MWAQC	MD	x		x	x		x	TBD	TBD	TBD	TBD	TBD	TBD
<b>7.2 Annual Report &amp; Work Program</b>	MD												
a Prepare draft FY 2008 Work Program/Budget	MD							x					
b Meet with Finance Committee to review draft	MD							x					
c Present draft to Executive Committee	MD								x				
c Prepare final and submit to Board for approval	MD											x	
<b>8.0 Special Projects</b>	<b>Lead</b>	<b>Jul 06</b>	<b>Aug 06</b>	<b>Sep 06</b>	<b>Oct 06</b>	<b>Nov 06</b>	<b>Dec 06</b>	<b>Jan 07</b>	<b>Feb 07</b>	<b>Mar 07</b>	<b>Apr 07</b>	<b>May 07</b>	<b>Jun 07</b>
<b>8.1 10-Year Anniversary</b>													
a Conduct planning meetings	MD				x	x	x						
b Identify initiatives/recommendations	PC					x	x						
c Implement project elements	TBD							x	x	x	x	x	x