



**Metropolitan Washington Air Quality Committee  
October 25, 2006**

**Public Education and Outreach Programs**

- The air quality curriculum committee met by conference call on October 24<sup>th</sup> to review the next two units of the curriculum (“Air Quality Index” and “Our Lungs, Our Air, Our Health – The Health Effects of Air Pollution”). The final two units will be completed in November with piloting in Northern Virginia schools scheduled to begin in Nov-Dec 2006.

**Voluntary Business Emissions Reduction Campaign**

- The first meeting of the Business Roundtable planning group was held on October 20<sup>th</sup>. There seems to be a good opportunity for Clean Air Partners to partner with the Montgomery County Department of Environmental Protection on an aqueous parts washer rebate program for vehicle repair facilities. Clean Air Partners will assist with developing a survey and conducting meetings with shop owners to further evaluate the feasibility of this project. If successful, this initiative could be replicated throughout the region.
- The Managing Director is working with COG staff on distributing the printer survey to nearly 1,000 printers in Northern Virginia. The results will be used to determine the future direction of this initiative. Staff is also monitoring a proposed EPA rule to reduce VOC emissions in lithographic printing facilities to determine how this might affect proposed voluntary measures.

**Administration**

- At the recommendation of the Finance Committee, the Executive Committee approved reprogramming \$141,368 in carry over funds from FY 06 for the following FY 07 initiatives:
  1. ***Air Quality Curriculum (\$20,220)*** – This includes costs for the consultant to develop kit boxes for the Virginia pilot, expand the pilot to Maryland and the District, and develop a non-formal outreach component (a condensed version of the curriculum which can be used for summer schools, camps, etc.).
  2. ***10-Year Anniversary Planning (\$18,548)*** – This includes additional hours for the Managing Director and marketing consultant to plan and conduct a series of air quality events in connection with the 10-Year Anniversary of Clean Air Partners in 2007. Specific recommendations will be developed by the 10-Year Anniversary Planning Committee.
  3. ***Marketing and Outreach (\$32,600)*** – This includes additional hours for the marketing consultant to fully implement marketing, outreach, and promotional initiatives contained in the FY 07 Marketing and Communications Plan.



4. ***Web Site/Database Enhancement (\$61,000)*** – This includes cost for a consultant to completely redesign the Clean Air Partners web site, including the development of an automatic and manual email and fax notification system, a real-time email alert notification system, and content management functionality. Funding is also included for the marketing consultant to conduct outreach with meteorologists to demonstrate the web site and real-time tools that can be used during weather segments.
  
5. ***Business Roundtable/Voluntary Emissions Program (\$9,000)*** – This includes additional hours for the marketing consultant to provide support to the Business Roundtable initiative and recruit new members for the Air Quality Action Days program.