



**Executive Committee Meeting  
July 13, 2006  
MWCOG Rooms 4&5  
12:00 pm – 2:00 pm**

***Present:***

Olivia Achuko, DC DOE  
Hon. Joy Austin-Lane, Takoma Park  
Maurice Keys, DDOT  
Randy Mosier, MDE  
Alfred Titus-Glover, Prince George’s County  
Reider White, MDE

***Staff:***

Jen Desimone, MWCOG  
Neil Markowitz, Environmental Education Exchange  
Joan Rohlfs, MWCOG  
Keri Shoemaker, PRR  
Russ Ulrich, BMC  
Denise Walz, PRR  
Harriet West, Clean Air Partners

***Call to Order:*** Maurice Keys called the meeting to order at 12:15 pm. The minutes of the April 6, 2006 meeting were approved as submitted.

***Managing Director’s Report:*** Harriet West

As of June 2006, revenues (\$991,005) were ahead of expenditures (\$627,905). The cash balance as of June 24, 2006 was \$363,100. Revenues include some payments received for the FY07 fiscal year. The final carry-over amount will be available the end of August.

Sponsor commitments for 2006 total \$192,500 and include the following:

<b>Received (\$97,500)</b>	<b>Pending (\$95,000)</b>
Mirant (\$50,000)	Washington Gas (\$15,000)
Lockheed Martin (\$2,500)	Montgomery County (\$15,000)*
Constellation Energy (\$15,000)	Prince George’s County (\$50,000)**
WMATA (\$15,000)	VA Dept. of Rail and Public Transportation (\$10,000)
Fairfax County (\$15,000)	Commuter Connections (\$5,000)

\*Includes \$5,000 for the radio buy and \$10,000 for a rebate program.

\*\*For Phase I implementation of the County’s Air Quality Strategic Plan.

***Recent Activities:***

- Planning the Baltimore media event in late July.
- Met with VADEQ, PRR and COG to review the printer survey responses and discuss the next steps which include interviews and an expanded survey.
- Developed two new radio ads.
- Coordinated the staffing and attended radio promotions.
- Conducted a conference call to review draft education curriculum activities.

- Conducted conference calls with VCU to discuss plans for the 2006 evaluation. An end-of-season survey will take place in mid-September.
- Gave presentation at the Montgomery County rideshare coordinators meeting. Review Code Orange newsletter article for the North Bethesda Transportation Center.
- Participated in a MWAQC workshop on voluntary episodic programs.
- Planning a new member orientation session in late August.

**2006 Ozone Season Summary:** Jen Desimone and Randy Mosier

The Baltimore/Washington Region experienced the first Code Orange day during the last week of May. As of June 30<sup>th</sup>, the Baltimore metropolitan region reported 8 Code Orange days and 1 Code Red. As of July 6, the Washington, DC metropolitan region reported 7 Code Orange days and 0 Code Red days. Air Quality in both regions is near normal when compared to historical data.

**Marketing and Outreach:** Denise Walz and Keri Shoemaker

Denise Walz updated the committee on recent marketing activities. The Clean Air Partners radio campaign is under way. Two 60 second ads were developed for the 2006 season and are being rotated during the campaign period. A brand platform was completed and approved by the Marketing committee. The logo is in the process of being re-designed. The new logo will be presented to the Board in September.

Sponsorship dollars raised for this year have exceeded the budgeted amount. There is currently \$32,000 that is unused. The Marketing committee will meet to discuss potential uses for this money; suggestions include developing cable spots, developing a B-roll, extending the current radio campaign, developing print ads, or purchasing an emissions tester.

Keri Shoemaker updated the committee of public relations activities. A media photo opp is planned for Baltimore in July. A family with asthma, the Breath Mobile, and emissions tests will be available to the media during this event.

The Washington, DC media event was held on May 17<sup>th</sup> and Lady Bird Johnson National Park. WAMU, USA Today, WTOP, WMAL, and News Channel 8 provided air quality interviews. There will be another media push during a Code Orange event for additional coverage.

Materials for local meteorologists have been developed and distributed to television stations in June. Each station received a revised Air Quality Action Guide, local facts about air quality, Clean Air Partners' logo, and sample web and TV screen shots. Over the next week, COG, MDE, and PRR will follow up with the meteorologists.

**Voluntary Business Emission Reduction Strategy:** Harriet West

Harriet West provided an update on the printer voluntary business emission reduction project. A survey instrument was sent to printers that are members of the Printing Industries of Virginia. The purpose of the survey was to determine the measures printers are willing to take on Code Orange and above days. Results, from 4 surveys, showed that printers were already performing most emission reduction measures. Harriet will schedule interviews with several printers in Northern Virginia to get additional input on the survey instrument before it is distributed to the larger list of printers provided by the Virginia Department of Environmental Quality.

Randy Mosier suggested that Harriet contact the MDE Pollution Prevention program to help expand the project into Maryland.

**Air Quality Curriculum:** Neil Markowitz

Neil Markowitz, EEE, presented the draft outline for the new curriculum. It includes six modules: an introduction to the six major air pollutants, air quality index, particulate matter and fine particle pollution,

ozone and us, the health effects of air pollution, and community pollution sources and solutions. EEE staff is in the process of writing the objectives and procedures for each activity. A complete draft of activities will be available for review in the July/August time frame. The curriculum will be piloted to Northern VA schools in October/November.

Reider White stated that he will be the curriculum contact for MDE.

***New Business***

Joan Rohlf's updated the committee on the Code Red – Ride Free program in Washington, DC. COG staff met with transit providers to discuss participation in the Ride Free program. Since there have been no forecasted Code Red days over the past couple of years, transit providers have not had the opportunity to offer free bus fares. The transit providers talked about using some money for a transit oriented advertising campaign that would run in August. A proposal is being circulated for review; the transit providers will have a call next week to discuss the proposal.

Russ Ulrich updated the committee on the MD Clean Car Clinics. The Clinics offer people the chance to have their cars inspected at no cost. Turnout has declined but people in attendance had a favorable response. It was determined that the Clinics are not a cost effective way to reach people and will be restructured over the next year.

***Adjournment:*** 1:45 pm