



Metropolitan Washington Air Quality Committee September 25, 2013

1. Community Outreach

- **Local Events** - Clean Air Partners has been active within the community, taking part in more than a dozen events through-out the Washington-Baltimore region. Metropolitan Washington events included Bike to Work Day, Celebrate Fairfax Festival, Arlington Green Living Expo, Loudoun County Earth Day Festival, Walter Reed Commuter Fair, National Sustainability Fair, and Aerospace Employee Fair. Thousands of pieces of collateral were distributed and visitors to the booth were signed up to receive AirAlerts.
- **Walk to School Day** – Clean Air Partners is partnering with Wood Acres Elementary School, located in Bethesda, MD, for Walk to School Day on October 9, 2013. Volunteers will be positioned through-out the community handing out materials and the Education Program Manager will be doing hands-on activities with the students.

2. Marketing and Public Relations

- **2013 Media Campaign** - Clean Air Partners completed its annual media campaign. The campaign included radio, online, and transit advertisements. The radio ads ran during the weeks of July 15th and 22nd on 4 radio stations in DC and Baltimore with a target audience of women 25-64 and adults 25-64. Online ads also ran during the same 2 weeks in both markets with ads appearing on the Washington Post and Baltimore Sun websites. Transit ads ran from May - September on the following transit systems: WMATA, Charm City Circulator, Fairfax County, and Prince George's County.
- **2013 Sponsors** – Commuter Connections, Washington Gas, Constellation, Fairfax County, Prince George's County, and PEPCO.
- **Car Free Days Twitter Chat** – Clean Air Partners and Commuter Connections partnered on a Twitter Chat for Car Free Days. The chat was held on September 18th to raise awareness and increase participation in the event and positioned Clean Air Partners as local experts.

3. Curriculum and Outreach

- **Summer Education Outreach** - Our education team completed its annual summer outreach within the community. They visited summer camps throughout the region and presenting the Clean Air Partners curriculum, *On the Air*. Outreach was conducted to nearly 2,000 students.
- **Contests** – We're pleased to announce our 3rd annual slogan contest for local middle and elementary students. Students in grades 4-8 are invited to submit a creative slogan that brings to light solutions to air pollution and climate change and inspire people to take actions to improve our region's air quality. The deadline for submissions is November 22, 2013.

4. 2013 Board Members

- **Leadership** - We would like to thank Hon. Leta Mach for her leadership as Chair during the past 2 years. 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 slate of Board Members:
 - Hon. Eileen Filer Corn, Virginia House of Delegates
 - William Ellis, PEPCO
 - Dr. Ravindra Gupta, INOVA Health
 - Glenna Tinney, Alexandria Citizen, member of the Air and Climate Public Advisory Committee

5. Changes in Management

- Jen Desimone, Principal Environmental Planner at COG, will serve as the Acting Managing Director. Jen has work with Clean Air Partners for the past 9 years. Contact info: 202-962-3360 or jdesimone@mwkog.org