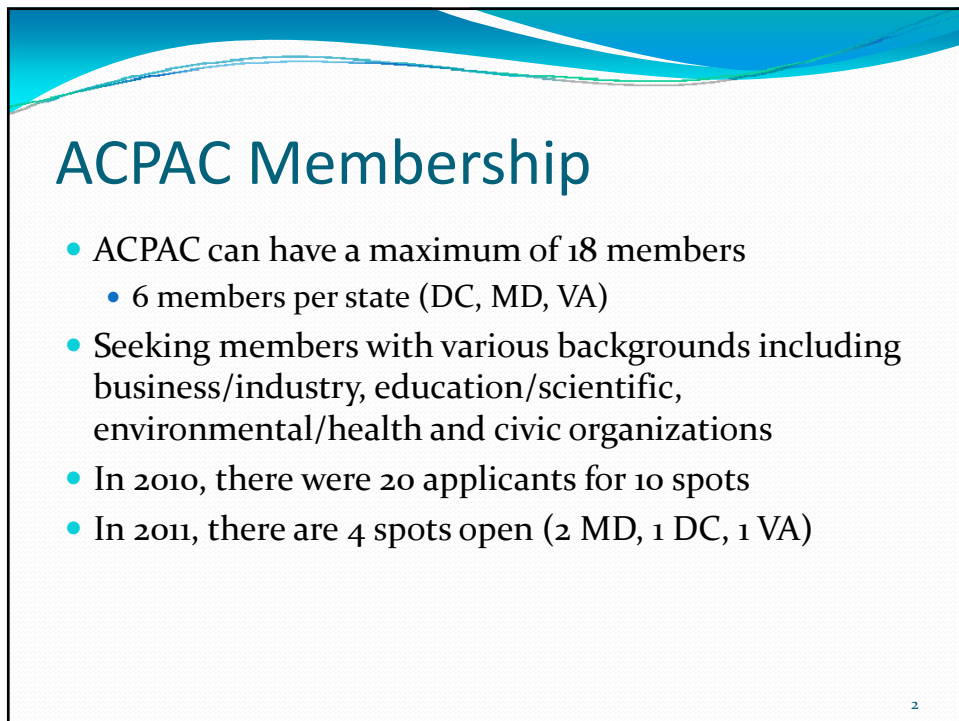
The slide features a dark blue background with a lighter blue wavy graphic at the top. The title "ACPAC Recruitment Strategy" is written in a large, light blue font. Below the title, the text "ACPAC Meeting" and "December 12, 2011" is displayed in a smaller, white font. A small number "1" is located in the bottom right corner.

ACPAC Recruitment Strategy

ACPAC Meeting
December 12, 2011

1

The slide features a white background with a light blue wavy graphic at the top. The title "ACPAC Membership" is written in a large, dark blue font. Below the title, a bulleted list of four items is presented in a dark blue font. A small number "2" is located in the bottom right corner.

ACPAC Membership

- ACPAC can have a maximum of 18 members
 - 6 members per state (DC, MD, VA)
- Seeking members with various backgrounds including business/industry, education/scientific, environmental/health and civic organizations
- In 2010, there were 20 applicants for 10 spots
- In 2011, there are 4 spots open (2 MD, 1 DC, 1 VA)

2

Questions for ACPAC

- Where did you hear about ACPAC? How did you get involved?
- What people or organizations should we invite to participate?

3

2011 Member Recruitment

- Updated recruitment form and web pages
- List of prospective organizations developed
- Interest e-card recruitment
- Social media recruitment
 - Most successful with Linked In
- Local government outreach
- Clean Air Partners outreach
- Region Forward blog
- COG newsletter
- Phone-based recruitment

4

NOW RECRUITING NEW MEMBERS for 2012!
Air & Climate Policy Advisory Committee

Greetings!

The Air and Climate Public Advisory Committee (ACPAC) advises on air quality, climate and energy issues to policy committees of the Metropolitan Washington Council of Governments. ACPAC advises the Metropolitan Washington Air Quality Committee (MWAQC) on air quality planning and the Climate, Energy and Environment Policy Committee (CEEPC) on climate and energy issues and initiatives.

ACPAC meets the third Monday of the month from 5:30pm - 7:30pm. ACPAC represents diverse community interests and opinions and is an opportunity to provide input to local elected officials on environmental policy issues. Interested in sharing your knowledge and experience with us? Fill out the interest form today at www.mwcoq.org/environment/air/form/acpac_form.asp.

Please do not hesitate to contact me with any questions and please forward this email to others who may be interested.

Thank you,

Maia A. Davis
 Metropolitan Washington Council of Governments
 202-962-3227
mdavis@mwcoq.org



Metropolitan Washington Council of Governments

5

2012 Member Recruitment

A more targeted approach to recruitment

- Ask last year's top applicants that did not make the ACPAC roster if they are still interested
- Reach out to leads suggested by ACPAC members
- Linked In outreach, if needed, to specific organizations and groups

6



Additional Ideas? Questions?