



**Board of Directors Meeting
MWCOG
Rooms 4 & 5
September 14, 2006**

Present:

Gary Allen, Center for Chesapeake Communities
Misty Allen, Mirant
Tracye Funn, Washington Gas
Kim Greer, Washington Gas
Barbara Hardy, Fairfax County Division of Environmental Health
Maurice Keys, DDOT
Heather McColl, Annapolis Regional Transportation Management Association (ARTMA)
Randy Mosier, MDE
Lizz Rogers, Northrop Grumman
Hon. Linda Smyth, Fairfax County
Linda Stewart-Byrd, MDOT
Justin Vick, PEPCO

Staff:

Jen Desimone, MWCOG
Joan Rohlfs, MWCOG
Keri Shoemaker, PRR
Russ Ulrich, BMC
Denise Walz, PRR
Harriet West, Clean Air Partners

Call to Order: Kim Greer called the meeting to order at 12:10 pm. The minutes were approved as submitted.

Managing Director's Report: Harriet West

Ms. West reported on the Managing Director activities for the month of August

Public Outreach:

- Provided input to PRR on logos, AAA article, and AQAD brochure.
- Participated in conference call with Marketing Committee to discuss new logo concepts (8/31/06).
- Followed up on outstanding sponsorship invoices.
- Reviewed revised end-of-season survey prepared by Cliff Fox, Virginia Commonwealth University (VCU). VCU will conduct the survey in September and prepare a report in October.
- Met with BMC staff to discuss approach to outreach in 2007 (8/23/06).
- Responded to request for speaker at Fairfax County Green Breakfast to be held on Saturday, October 7, 2006.

Curriculum Development:

Reviewed EPA/Weather Channel web video recommended by EEE and forwarded to PRR and COG, MDE, and BMC for comment.

Voluntary Business Emissions Reductions:

- Scheduled and conducted five one-on-one interviews with local printers to discuss pilot project concept and complete Voluntary Air Quality Action Survey for Printers.
- Researched and reviewed other federal voluntary business programs including EPA's Climate Leaders and DOE's Climate VISION (Voluntary Innovative Sector Initiatives Opportunities Now) programs, and GAO's report, EPA and DOE Should Do More to Encourage Progress Under Two Voluntary Programs (April 2006).
- Discussed printer initiative with Gary Jones, Director of Environmental, Health & Safety programs at Printing Industries of America/Graphic Arts Technical Foundation.

Administrative Duties:

Prepared for and conducted orientation session for new Board members, hosted by Washington Gas on August 29th.

Marketing and Outreach: Denise Walz and Keri Shoemaker, PRR

Denise Walz updated the committee on recent marketing activities. The Clean Air Partners radio campaign ran through the beginning of August. Two 60 second ads were developed for the 2006 season and were rotated during the campaign period. Preliminary results show that Clean Air Partners received a value of \$400,000 for a \$100,000 investment. The radio campaign reached 5 million people and ran 1798 spots. Bus and rail ads were created as part of the WMATA sponsorship. These ads resulted in \$57,000 value to sponsors. PRR will be meeting with sponsors and plan to have commitment for the 2007 season by the end of the year. Ms. Walz suggested that part of next year's media campaign be allocated to television.

Keri Shoemaker updated the committee of public relations activities. A media photo opp occurred in Baltimore in July. A family with asthma, the Breath Mobile, and emissions tests were available to the media during this event. WJZ ran a 2-minute story that covered the event. Additional stories were covered in The Baltimore Examiner and the African American Newspaper.

The Washington, DC media event was held on May 17th and Lady Bird Johnson National Park. This event was held as part of National Air Quality Awareness week and had representatives from EPA and NOAA in attendance. USA Today, Washington Post, Washington Examiner, and News Channel 8 provided media coverage.

Materials for local meteorologists were 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.

Additional PRR activities include brochure revisions, logo redesign, preparing recap binders, and developed an AQAD magnet as part of the radio campaign. Preliminary discussions are underway for the planning of the 10-Year Anniversary.

FY07 Budget Update: Joan Rohlf

The FY07 budget was adopted in May 2006. Since that time, negotiations lead to changes in the Clifton Gunderson and PRR contracts. There is a larger than expected carry-over amount due to late grant payments, which were received in May. Many activities in FY06 were unfunded due to the uncertainty of

payments to the program. The Finance Committee will meet during the next month to prioritize programs, review the budget, and revise accordingly.

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. Preliminary data shows that the Baltimore metropolitan region reported 16 Code Orange days and 2 Code Red days. The Washington, DC metropolitan region reported 17 Code Orange days, 1 Code Red day, and 1 Code Purple day. The number of moderate and above days and the regional extent of exceedances have decreased in both regions. There is also evidence of reduced transport due to additional upwind emission controls.

Voluntary Business Emission Reduction Strategy: Harriet West

Ms. West presented the results from the Northern Virginia printer survey and one-on-one meetings she attended with printers.

The purpose of the printer survey was to gather data related to voluntary actions that printers would likely take on Code Orange and Red days. The survey identified 16 voluntary measures and was distributed in April to 20 members of the Printing Industries of Virginia. Four surveys were complete; responses showed that printers were already doing many of the proposed voluntary measures.

Five one-on-one interviews were conducted in August to gain additional input before completing a larger survey mailing. Interviews were conducted with the Washington Post, Stephenson Printing, Gannett Offset, United Litho, and ColorNet Printing. Results from the interviews showed that printers were already doing most of the voluntary measures proposed and several printers indicated that the measures were part of their permit. Of the actions they were not currently doing, they indicated that they would not likely implement them due to the nature of their business.

In August 2006, EPA proposed a rule covering lithographic printing. The rule limits VOC emissions and will require printers to purchase additional emission reduction equipment. This rule is expected to go into effect by September and affect upwards of 80% of the printer located in Northern Virginia.

Next Steps:

- Revise the survey instruments
- Distribute the survey to approximately 1000 printers in Northern Virginia
- Compile and evaluate the results
- Monitor the EPA rule
- Determine course of action for implementation of the printer pilot project

Tracye Funn suggested looking into the printing that is done by governments and schools. These agencies may have a number of general print jobs that could be rescheduled to run on days when the air quality is good.

Air Quality Curriculum: Trica Hawkins, EEE

Ms. Hawkins updated the committee on the status of the air curriculum. Six units are in the process of being developed and correlated to the Virginia 6th grade science standards of learning. Curriculum activities are being developed in a way that can be completed in a variety of settings as long as there is someone to conduct the activities. Unit 1 (general air pollution) and Unit 3 (particle pollution) are complete and were distributed to the Curriculum Committee for review. The committee will meet in September to review comments. The next two units are expected to be complete in October.

EEE has a staff person in Washington, DC and will begin making contacts with the schools. The school pilot will begin in November.

Gary Allen requested that the Board review the curriculum after the Curriculum Committee has commented and made changes.

Board members suggested that the curriculum be developed in a way that can be used in a variety of summer education programs; such as camps or child care programs. The current contract does not cover developing a curriculum to be used outside of the schools, but there is nothing in the design to limit the use outside of a school setting. Staff will look into the costs for adding a non-formal outreach approach.

New Business

No new business

Adjournment: 1:40 p.m.