

**Clean Air Partners  
 Managing Director's Report  
 January 13, 2005**

**Finance**

- 2005 Sponsorship Status

PENDING REQUEST	PAID
<ul style="list-style-type: none"> <li>• Prince Georges County \$10K</li> <li>• Montgomery County \$5K</li> <li>• PEPCO \$5K</li> <li>• Constellation Energy \$15K</li> <li>• Freed Foundation \$10K</li> <li>• Toyota??</li> </ul>	<ul style="list-style-type: none"> <li>• Washington Gas \$15K</li> <li>• Mirant \$10K</li> <li>• Budget Carry Over?\$54K</li> </ul>

- The District paid the 2003 contribution. 2004 is still outstanding.
- Spending was on target for 2004 – no overspending occurred.

**Measurement**

The Clean Air Partners/Air Quality Action Days Member Satisfaction Survey was conducted in November and December of 2004 and the report completed the first week in January 2005. Some of the results are as follows:

- Overall AQAD program satisfaction – 51% satisfied and 26% very satisfied
- 47% of respondents agree strongly that “my organization can play a role in cleaning up the air in our area.”
- 76% agreed at least somewhat that their organizations have “done a lot to promote clean air friendly policies with employees.”
- Willingness to pay \$25 individual membership – 9% very likely; 46% somewhat likely
- Willingness to pay at a higher program level – (very likely) 44% for \$50; 39% for \$250; somewhat likely 45% for \$1,000; somewhat likely 21% for \$5,000; 4% for \$10,000; 4% for \$15,000

## **RECOMMENDATIONS**

- ❑ The core functions of the organization are being adequately communicated to members (i.e., role of contacts) and members appear satisfied with them, therefore emphasis may be given to additional educational and support functions, as well as revenue/membership development.
- ❑ While the perceived ability of member organizations to help improve air quality in the area is high, the perception that these organizations are doing all that they can do may be a barrier that must be confronted.
- ❑ Information based products are judged to be the most valuable to members and may be an area for expansion, remembering that finished products may be best for private sector members.
- ❑ County/local government members may be potential partners for marketing/branding activities, while other government organizational members appear to be poor targets for these partnerships.
- ❑ Ways should be developed to target products and services to those who will find them most valuable.
- ❑ Individual memberships may not be worthwhile as a revenue source.
- ❑ Moderately priced organizational membership packages may be a valuable source of expanded revenue.
- ❑ AQAD private sector and county/local government members may be the best target for additional revenue producing memberships.

### **AQAD Conference**

I am suggesting that the group consider Northern Virginia for the next Conference. The Hilton (which is across the street from the Metro and the Amtrak) has availability May 2, 2005 or the Holiday Inn which is on the Dash Bus route from the Metro has availability May 2 and 5, 2005. These dates will not interfere with Bike to Work Day and provide an opportunity to promote the event.

### **EPA Conference**

The next EPA Conference is going to be held in San Francisco. They are almost full with more than 200+ registered participants.