

**CLEAN AIR PARTNERS**  
**Strategic Planning Retreat**  
**June 17, 2004**  
**Facilitator: Beverly Silverberg**

**Attending:**

Tracye Funn, Washington Gas  
Martin Chandler, WSSC  
Sherry Conway Appel, Prince George's DER  
Beverly Silverberg, BRSCI  
Donna Wilson, Prince George's DER  
Barbara Herron, Baltimore Metropolitan Council  
Randy Mosier, MDE  
Gary Allen, Chesapeake Communities  
Joseph Lewis, Baltimore County  
Jeff Steers, VADEQ  
Kanti Srikanth, VDOT  
Cecilia Davoli, Kennedy Krieger Institute  
Matthew Jalali, DDOT  
Steve Arabia, Mirant  
Linda Stewart-Byrd, MDOT  
Bob Maddox, MDE  
Charlene Robey, VDRPT  
Heidi Adams, Clean Air Partners  
Joan Rohlfs, MWCOG  
Jen Desimone, MWCOG

**Discussion Items:**

- ◆ One-hour and eight-hour standards
- ◆ Particle pollution
- ◆ Year-round air quality program
- ◆ Budget

**Consensus Issues:**

The discussion led to consensus on key points.

- ◆ The last ten years of the program have resulted in heightened awareness of ground level ozone and the actions that individuals can take to improve air quality, as proven by surveys.

- ◆ The group acknowledged a fundamental shift in the goal of Clean Air Partners (CAP) from educating the public about ground level ozone to educating the public about air quality issues, including ground level ozone in the May to September framework, and particle pollution year-round.
- ◆ Information on one-hour and eight-hour standards are available via website for those who are interested, but the messages to the general public should be kept simple and avoid confusing people with too much detail.
- ◆ Review how dollars are currently being spent and look for partnerships to stretch the available dollars.

### **Messages:**

The discussion of messages was sprinkled throughout the strategy session. It was agreed that news departments and meteorologists now regularly use the color codes and tips.

- ◆ While the existing messages are still important, they need to be expanded to include particle pollution and have year-round relevance.
- ◆ Continue to stress individual responsibility for changing behaviors to help clean the air.
- ◆ Keep messages short and simple.
- ◆ Care should be given that the messages are positive and not preachy.
- ◆ Provide seasonal messages as an extension of current known messages such as use public transit, avoid gas-powered equipment, avoid fireplace use, etc.
- ◆ Remember to look at the issue from the point of view of the consumer, customer or public that is being addressed and their personal health.

### **Audiences:**

A brief amount of time was spent identifying audiences. It was pointed out that exhaustive lists have been made in the past of who needed Clean Air Partner information. The group identified:

- ◆ Business Community
- ◆ Employers in the Ozone Action Day and Clean Air Partners Programs
- ◆ Governments and Elected Officials
- ◆ Students
- ◆ Academicians

- ◆ General public
- ◆ Media (as a conduit to all groups)

### **Tools:**

This issue was not given a great deal of thought. The communication tools currently in use are good ones and can be expanded if funds are available to do so.

CAP was encouraged to use every public speaking opportunity to coordinate outreach on air quality issues.

Representatives were encouraged to identify themselves, not only with their organizations, but to let people know that they are Clean Air Partners.

A Speakers' Bureau was suggested with a prepared presentation that could be sent to members for their use in explaining CAP and its mission.

A reminder that bill inserts and customer newsletters was another tried and true communication tool for use by member organizations.

### **Budget:**

A look at the annual budget fostered discussions on a range of related issues.

- ◆ Where was the money coming from and how was it being spent?
- ◆ Should money be used for functions such as forecasting?
- ◆ Could programs such as the Commuter Connection's advertising be merged with CAP's advertising effort to realize a saving in media buys?
- ◆ Could Section 185 funds be used for the CAP program?
- ◆ Could an environmental settlement earmark funds for the program?
- ◆ What were CAP and OAD participants contributing and what were they getting for their dollars?

### **Outcomes:**

- ◆ Move to a full-year program.

- ◆ Assess what the full-year program will require in terms of framework, messages, and cost.
- ◆ Form a working group to investigate how to coordinate the existing Ozone Action Days, now Air Quality Action Days, program with Clean Air Partners and any other programs that are aimed at air quality improvements. With the understanding that CAP has one staff person, the Executive Director, who has no authority to make any requirements or requests of the OAD members.
- ◆ Review budget with an eye to cost-sharing and consolidation of programs.
- ◆ Assess membership and identify recruitment opportunities.

Draft by BRS 6/18/04