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Clean Air Partners 18-Month Scope of Work
February 1, 2005 – June 30, 2006

Air Quality Action Day (AQAD) Voluntary Emission Reduction Strategy

Task	Description	Timeframe/Deadline	Responsible Party
Revise 2005 Work Program	Revise the work program to include the AQAD Voluntary Emission Reduction task.	February – March 2005	Staff, Managing Director
White Paper	Paper discussing the ability to forecast peak pollutant concentrations.	May 2005	MD Department of the Environment
Proposed Industries	Develop a list of proposed industries to target for AQAD emission reductions.	June 2005	Technical Committee
List of Emission Reduction Measures	Develop a list of emission reduction measures to be used on AQADs. Quantify emission reductions for each measure.	June - September 2005	Technical Committee
Develop a List of Companies for AQAD Voluntary Emission Reduction Concept	Contact list of businesses and employers in the Baltimore and Washington regions.	June - September 2005	Managing Director
Final List of Companies	Includes contact information for business that will be approached for the AQAD voluntary emission reduction concept.	September 2005	Technical Committee
Develop Materials	Material needs will be determined by the Marketing Committee.	October - December 2005	Marketing Committee
Pitch the AQAD Voluntary Emission Reduction Concept to Businesses	Meet with management to explain the AQAD Voluntary Emission Reduction concept.	December 2005 – June 2006	Managing Director
Business Commitments	Secure written commitments from management to adopt voluntary emission reduction policies on AQADs.	December 2005 – June 2006	Managing Director

Work Program and Annual Report

Task	Description	Timeframe/Deadline	Responsible Party
2005 Annual Report	Prepare the 2005 Annual Report. The annual report will include This report will be presented at the Annual Meeting.	November 2005	Managing Director
2006 Work Program	Develop work program for 2006. The work program will include all tasks and proposed budgets. The work program will be presented at the Annual Meeting.	November 2005	Staff, Managing Director

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Membership Services

Task	Description	Timeframe/Deadline	Responsible Party
Membership Relations	Re-assess current members, levels of activity, and quantify voluntary actions.	Ongoing	Managing Director
Revised proposed membership levels	Based on the results of the membership survey, develop a revised list of membership categories.	February 2005	Managing Director
Develop a List of Targeted Companies for Membership	Contact list of businesses and employers in the Baltimore and Washington regions.	February – March 2005	Managing Director
Final Membership Levels	Gain feedback and approval from the Executive Committee and Board.	March 2005	Managing Director
Develop Materials	Material needs will be determined by the Marketing Committee. Includes print, television, and radio materials for ozone and particles.	February – June 2005	Marketing Committee
Membership Recruitment	Recruit new businesses and existing Air Quality Action Day participants to join the Clean Air Partners program.	Ongoing	Managing Director
Local Government Recruitment	Recruit local governments to join the Clean Air Partners program.	Ongoing	Managing Director
Annual Meeting and Awards	Plan and coordinate the Annual Meeting and Awards to be held in November.	August – November 2005	Managing Director, Awards Committee

Marketing and Public Relations

Task	Description	Timeframe/Deadline	Responsible Party
Sponsorship Recruitment	Recruit sponsors and secure commitments for the 2005 and 2006 media campaign.	February – May 2005 February – May 2006	Managing Director
Media	Meet with the media to discuss the upcoming season.	April – May 2005 April – May 2006	Managing Director
Develop Materials	Material needs will be determined by the Marketing Committee. Includes print, television, and radio materials for ozone and particles.	As needed	Marketing Consultant, Marketing Committee
Media Buy	Secure air time for radio and television ads.	February – June 2005 February – June 2006	Marketing Consultant
Media Clips	Provide media clips throughout the season.	May – September 2005 May – June 2006	Marketing Consultant
Grant Funding	Secure grants for special projects as needed.	Ongoing	Managing Director

Performance Improvement and Measurement

Task	Description	Timeframe/Deadline	Responsible Party
VCU Contract	Renegotiate contract for episodic and end-of-season surveys.	March 2005	Staff
Episodic Surveys	Administer episodic surveys.	3 Code Red Days	VCU
End-of-Season Survey	Administer end-of-season survey	September – October 2005	VCU
Final Report	Prepare final report for episodic and end-of-season surveys.	November 2005	VCU

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Air Quality Action Days

Task	Description	Timeframe/Deadline	Responsible Party
Membership Database	The database for Air Quality Action Days participants will be updated and maintained to accurately track participation and help quantify voluntary action. This will include the development of the online database tool, which will be accessible to the AQAD team.	Ongoing	MD Department of the Environment, AQAD Team
Particle Pollution Messages	Develop health messages and actions for particle pollution.	February – May 2005	Marketing Committee, AQAD Team
Develop and Reprint Materials	Material needs will be determined in collaboration with the Marketing Committee. Materials will be available for the kickoff conference.	February – May 2005	Marketing Committee, AQAD Team
Revise the Website	Update the Clean Air Partners website with information on particle pollution. Revise as necessary.	May 2005	Marketing Committee
Redesign the Website	Redesign the Clean Air Partners website to make it more interactive and user-friendly.	June – December 2005	Marketing Committee, Web Design Contractor(?)
Kick-Off Conference	Plan and coordinate the FY 2005 season kickoff and conference, which will be held in May 2005.	February - May 2005	AQAD Team
Develop Quarterly Newsletters	Quarterly newsletters will be developed and mailed to all Air Quality Action Day participants.	March 2005 June 2005 September 2005 December 2005	AQAD Team

Public Education

Task	Description	Timeframe/Deadline	Responsible Party
Particle Pollution Messages	Develop health messages and actions for particle pollution.	February – May 2005	Marketing Committee, AQAD Team
Develop Curriculum	Develop particle pollution curriculum and print final version.	June 2005– January 2006	Marketing Committee
Schedule Training Sessions	Schedule teacher training sessions in the City of Alexandria and Arlington and Fairfax Counties.	August 2005	Staff, VA Department of Environmental Quality
Teacher Training Sessions	Hold teacher training sessions. (Time frame may change based on teacher's schedules)	March – June 2006	Staff, VA Department of Environmental Quality
Special Projects	If funds permit, partner with local governments to participate in mower and gas can exchange programs.	ongoing	Managing Director