



**Metropolitan Washington Air Quality Committee
February 23, 2011**

1. Air Quality and Climate Actions

- **Green Initiatives** – Clean Air Partners is working with the Maryland Department of the Environment, Loudoun County, and Howard County to increase awareness of air quality issues through local green business initiatives and upcoming earth day events (e.g. Maryland Green Registry, Loudoun Green Business Challenge, EarthDay@Loudoun, and Howard County GreenFest).

2. Web Site

- **New Tools** – Jen Desimone will demonstrate the new AirAlerts Button and Air Quality Forecast Widget. These tools can be easily placed on an organization's Internet and/or Intranet sites to communicate air quality information to the public.

3. Marketing and Public Relations

- **2011 Sponsorships** – Preliminary sponsor commitments are estimated at \$80K and will be used to pay for a two-week radio campaign and online ad campaign. In-kind transit partnerships include WMATA (Metro), Frederick County (TransIT Services), Prince George's County (The Bus), and the City of Fairfax (CUE Bus). We are also working on new in-kind transit sponsorships with Howard (County) Transit and the Charm City Circulator in Baltimore.
- **New Materials** – Clean Air Partners has replaced its standard brochure with two new pieces designed to be more useful, a bookmark and magnet.

4. Curriculum and Outreach

- **2011 Poster Contest** – The Education Program Manager is actively promoting the 2011 Poster Contest. The theme for this year's contest is, ***The Air We Share: Working Together for Clean Air***. The deadline for entries is March 18th and winners will be announced April 22nd.
- **2011 Science Fairs** – Clean Air Partners will be sponsoring awards at 10 science fairs this year:
Northern Virginia Regional Science and Engineering Fair
Anne Arundel County Public Schools Regional Science and Engineering Fair
Loudoun County Public Schools Regional Science and Engineering Fair
Prince William-Manassas Regional Science Fair
Fairfax County Science Fair
Montgomery County Science Fair
Baltimore City Science Fair
Prince George's Area Science Fair
District of Columbia Science and Engineering Fair
Frederick County Science and Engineering Fair

5. Meetings

- **Annual Meeting** – The 2011 Annual Meeting will be held on the evening of Wednesday, May 18th at Nationals Park in the District of Columbia. There will be a brief Board Meeting, followed by the Awards Ceremony, a private reception, and behind-the-scenes tours of the stadium.