



**Metropolitan Washington Air Quality Committee
July 27, 2005**

Managing Director's Report

Air Quality Actions Days

- Sixty-two people attended the 2005 AQAD Kick-Off Conference on May 12th at the Hilton Alexandria Old Town.
- Clean Air Partners recently completed a five-week radio buy in the Baltimore and Washington regions (June 13-July 11). The buy also included four radio station promotions including two after-dark refueling events at gas stations in Baltimore and Greenbelt, an electric lawnmower promotion at Lowe's in Upper Marlboro, and an in-door activities promotion at Chuck E. Cheese in Baltimore.

Voluntary Business Emission Reduction Strategy

- The Technical Advisory Committee has identified several potential industries for this initiative including dry cleaners, auto body paint shops, and printers.
- Next steps include identifying specific voluntary emissions strategies related to each proposed area, compiling industry best practices, working with each jurisdiction to determine which industry area they are interested in focusing on, and identifying specific businesses to target.
- Planning will continue through the fall of 2005 with implementation scheduled to begin in December 2005 and continue in 2006.
- The Virginia Department of Environmental Quality has been very helpful in shaping this new initiative based on their Environmental Excellence program.

Public Education

- The \$30K grant from Mirant has been received.
- COG staff will draft a Request for Proposals for the particle pollution curriculum development in September and form a committee to review. The committee will include representatives from northern Virginia (Fairfax, Arlington, and Alexandria), the District of Columbia, and Maryland.
- Consultant selection will take place in October/November, completion of the curriculum and related materials to be completed by mid-2006, and teacher training to occur in the fall of 2006.

Gasoline Lawn Mower Exchange

- The Clean Air Partners Board recently approved the concept of conducting a gasoline lawn mower exchange in 2006, contingent on the Managing Director being able to identify sponsors. Preliminary cost projections are \$150-\$200K.

2005 Awards Program

- The Awards Program will be held at the National Press Club in Washington, DC on Wednesday, November 2nd. The planning committee will begin meeting in mid-August.