



**Managing Director's Report  
Clean Air Partners Board Meeting  
March 9, 2006**

**1. Financial Report**

- As of February 2006, revenues (\$677,569) were ahead of expenditures (\$474,342). The cash balance as of February 28, 2006 was \$203,227.

**2. Recent Activities**

**Task 1. Air Quality Actions Days**

- Worked with the Marketing Committee, the Air Quality Action Days (AQAD) Committee, and Dr. Cliff Fox at Virginia Commonwealth University on conducting two focus groups with AQAD participants to get input on: 1) their level of participation over the past few years; 2) how the new EPA standard may affect their participation in the future; and 3) the most effective ways of communicating changes about the program. The first focus group was conducted at COG on February 16, 2006 and the second focus group was conducted on February 23, 2006 at the Baltimore Metropolitan Council. The findings will be used to help develop recommendations for modifications to the program.

**Task 2. Marketing and Public Relations**

- Meeting with the Marketing Committee on March 22, 2006 to review PRR's draft FY 2007 Marketing Plan.

**Task 3. Voluntary Business Emission Reduction Strategy**

- Participated in the Printing Industries of Virginia Regional Conference in Northern Virginia on March 7, 2006 to introduce Clean Air Partners to the organization's members and discuss the Voluntary Air Quality Action Program for Printers.

**Task 4. Public Education**

- Conducted initial conference call with the curriculum development consultant, Environmental Education Exchange (EEE) to review the project objectives, tasks, and time line. We will be working with EEE to develop and pilot the air quality curriculum with Northern Virginia schools throughout the remainder of this year.

**Task 5. Performance Improvement/Measurement**

- Nothing to report.

**Task 6. Membership Services**

- Nothing to report.

**Task 7. Administration and Leadership**

- Attended the EPA National Air Quality Conferences in February. This was the first such conference I've attended and I was very impressed with the information and ideas presented in the Communicating Air Quality track. Relevant highlights include:



**National Scale Activity Survey** – EPA will be conducting a nationwide study on air quality issues (e.g., awareness and action) later this year. The study will include a web-based or telephone survey and diaries.

**Curriculum Development Programs** – The State of Michigan recently completed the development of a \$1 million environmental education curriculum for middle schools that includes modules on land, water, energy, ecosystems, and air quality. Funding comes from the state-wide Clean Michigan Initiative. EPA has developed an on-line air quality curriculum for grades 6-9. The primary focus is on ground-level ozone.

**Special Projects** – Several special projects were presented, including Seattle's "Anti-Idling Campaign" to reduce idling at schools, Kentucky's "Driving Towards Cleaner Air" (a competition among drivers' education classes to reduce VMT for a 6-week period), and Kentucky's "Low Maintenance Landscaping" competition.

### **3. Activities Planned for March-June 2006**

- Work with the Marketing Committee and PRR on the FY 2007 Marketing Plan and present to the Board for approval (Mar-May).
- Work with COG staff on the FY 2007 Work Program and Budget and present to the Board for approval (Mar-May).
- Work with PRR on 2006 sponsorships (Mar-Jun).
- Distribute printer survey and compile results (Mar-Apr).
- Send first membership renewal notice to current members and membership information to potential new members (Mar-May).