MEMORANDUM

DATE: October 12, 2006

TO: Clean Air Partners Executive Committee FROM: Kim Greer, Chair, Clean Air Partners

SUBJECT: FY 2007 Clean Air Partners Budget Revision

The Clean Air Partners Work Program and Budget, adopted in May 2006, needs to be revised to include changes resulting from two contract amendments, which were approved by the Board of Directors in May, and a larger than anticipated carryover amount at the end of the FY 06 fiscal year.

Contract Changes

The Board of Directors approved changes to two Clean Air Partners' contracts that were renewed starting July 1, 2006. The contracts are the Clifton Gunderson contract for managing director services and the PRR contract for marketing and public relations support. The effect of the contract changes on the budget is a net increase of \$15,000 for marketing support.

Carry-Over Amount

In August, COG Administrative Services staff reported the carry-over amount for Clean Air Partners from FY 06 to FY 07 fiscal years was \$213,173, much larger than anticipated. The large carry-over amount from FY 06 is due to grant payments received close to the end of the fiscal year, the period for which they were intended to be spent. The carry over amount also includes some funds obligated in FY06 but not yet spent, such as the VCU survey.

The total carry over amount is \$213,173. The amount includes obligated money for two contracts, Virginia Commonwealth University and PRR. After adjusting for these obligations and two other changes (Clean Commute Month, Baltimore, and dropping the awards program), the total carry over amount available for reprogramming is \$158,723.

Carry Over Amount

<u>Total</u>	<u>Includes for</u>	<u>r obligations for FY07</u>
\$213,173	\$38,950	VCU contract for End of Season Survey
	\$15,000	PRR sponsorship recruitment and membership
	2.500	Clean Commute Month, Baltimore
	\$56,450	Total obligations
<u>- 56,450</u>		
\$156,723	"unprogram	nmed" carry over amount
+ 2.000	Awards pro	gram cancelled for FY07
\$158,723	Total amou	nt available for new programs

Spending Recommendations

The Finance Committee met on October 5 to consider programming the carry-over amount for new programs this year. After considering various options, the Finance Committee's recommends spending the amount as follows:

1. Air quality curriculum		\$20,220
2. CAP 10-Year Annivers	ary	\$18,548
3. Marketing & Outreach	1	\$32,600
4. Web Site/Database El	\$61,000	
5. Business Roundtable	(VBER) &	
Member recruitment		<u>\$ 9,000</u>
	Total	\$141,368

Details about each program are given on Attachment A. Additionally, note that the Managing Director's contract amount was decreased this year, but the first two recommendations include funding for the Managing Director's time. The total additional time in these programs is 102 hours for the Managing Director.

Conclusion

The Finance Committee recommends spending \$141,368 of the \$158,723 on five programs, some of which already exist and will be expanded in the current year. If the Executive Committee adopts these recommended programs and budget revisions, the new Clean Air Partners Budget for FY 07 will be revised accordingly (see Attachment B).

Attachments:

- A. FY07 Carry-Over Recommendations (detail for each program)
- B. Proposed FY 07 Budget Revisions

Attachment A:

FY07 Carry-Over Recommendations

1.0 Air Quality Curriculum:

This project includes developing kit boxes for the Virginia pilot, expanding the air quality curriculum to the District of Columbia and Maryland, and developing a non-formal outreach component.

Virginia Pilot Kit Box Development	\$1,700
Expand Pilot to DC and MD	\$12,180
Non-formal Outreach Development	\$6,340
_	\$20,220

2.0 10-Year Anniversary:

Plan and conduct a series of air quality events in commemoration of the 10-Year Anniversary of Clean Air Partners. Specific recommendations to be developed by the 10-Year Anniversary Planning Committee.

10-Year Anniversary*	\$18,548
*Total is \$26,000. Amount shown is based on \$7,500 already FY 20	07 budget.

3.0 Marketing and Outreach:

This recommendation will support additional FY07 marketing, outreach, and promotional initiatives.

Marketing and Outreach	\$32,600
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4.0 Web Site/Database Enhancements:

This recommendation includes web site redesign, developing an automatic and manual e-mail and fax notification system, developing a real-time e-mail alert notification system, and content management functionality. Real-time and historical data displays will be developed in a fashion that can be used on Partner and media web sites. Outreach to meteorologists will be conducted to demonstrate the web site and real-time tools that can be used during weather segments.

Redesign, development, and operation**	\$18,000
Real-time and historical displays, alerts	\$28,000
Web site & real-time tools demonstration to meteorologists	\$15,000
	\$61,000

^{**}Total is \$48,000. Amount shown is based on \$30K already FY 2007 budget.

5.0 Business Roundtable (Voluntary Emissions Program):

Plan and implement a business roundtable covering various industries in the Washington and Baltimore regions. Recruit new businesses as "Partners" and members of the Air Quality Action Days employer program.

Marketing support	\$9,000
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Total Amount for Recommended Programs: \$141,368

Task/Activities		CG		PRR		EEE		Other		TOTAL
		Hrs	Cost	Hrs	Cost	Hrs	Cost	Hrs	Cost	IOIAL
1.0	Air Quality Curriculum									
1.1	Virgina Pilot - Kit Box Development									
а	Researching, Developing, Purchasing, Organizing Kit Box for Pilot					20	\$1,200			\$1,200
b	Kit Box Supplies & Contents for Pilot						\$500			\$500
	Virginia Pilot Kit Box Subtotal					20	\$1,700			\$1,700
1.2	Expand Pilot to DC and MD									
а	Research state educational standards in DC & MD					20	\$1,200			\$1,200
b	Revise materials evaluation for DC & MD					5	\$300			\$300
С	Locate and contact school teachers in DC & MD for piloting					25	\$1,500			\$1,500
d	Pilot content with schools in DC & MD					70	\$4,200			\$4,200
е	Collect and integrate feedback from additional schools					20	\$1,200			\$1,200
	Travel (to schools for meetings with teachers and curriculum coord.)						\$600			\$600
	Purchase materials for expansion (DC & MD)						\$1,500			\$1,500
	Project coordination	20	\$1,680							\$1,680
	Pilot Expansion Subtotal	20	\$1,680			140	\$10,500			\$12,180
1.3	Non-Formal Outreach Development									
	Design Non-Formal Outreach Presentation & Prepare Kitbox					60	\$3,600			\$3,600
b	Develop Training for Non-Formal Outreach Presenter(s)					20	\$1,200			\$1,200
	Purchase Materials for Non-Formal Outreach Kitbox						\$700			\$700
	Project coordination	10	\$840				, , , ,			\$840
	Non-Formal Outreach Subtotal	10				80	\$5,500			\$6,340
	Air Quality Curriculum Subtotal	30					\$17,700			\$20,220
2.0	10-Year Anniversary									
	Planning and coordination (~8 hours/month)	72	\$6,048							\$6,048
b	Event implementation and follow-up			112	\$10,000					\$10,000
	Site location, catering, materials*								\$2,500	\$2,500
	10-Year Anniversary Subtotal	72	\$6,048	112	\$10,000				\$2,500	\$18,548
3.0	Marketing & Outreach									
	Additional FY07 marketing, outreach, and promotional initiatives			160	\$32,600					\$32,600
	Marketing & Outreach Subtotal			160						\$32,600
4.0	Web Site/Database Enhancements									
	Redesign, Development, and Operation									
	Web site design									
b	Create Home Page (dynamic and static elements)									
	Secondary Web pages									
	E-mail notification system									
	Events calendar									
f	Content management functionality									
	Redesign, Development, and Operation Subtotal**								\$18,000	\$18,000
4.2	Real-Time and Historical Dynamic Data Display & Notification								1	
	Real-time air quality data displays									
	Historical air quality data displays									
	Air quality maps and animations								1 1	
	Real-time data and email notifications								1 1	
di		,		,						
d	Real-Time Subtotal								\$28,000	\$28,000

a Outreach and demonstration to television meteorologists			171	\$15,000			\$15,000
Demonstration to Meteorologist Subtotal			171	\$15,000			\$15,000
Web Site/Database Enhancements Subtotal			171	\$15,000		\$46,000	\$61,000
5.0 Business Roundtable (Voluntary Emissions Program)							
a Support for Voluntary Business Emission Reduction Campaign			65	\$9,000			\$9,000
Business Roundtable Subtotal			65	\$9,000		\$0	\$9,000
TOTAL	102	\$8,568	508	\$66,600	240 \$17,700	0 \$48,500	\$141,368

^{*} Total is \$10,000. Amount shown is based on \$7,500 already budgeted in FY 2007 for AQAD Conference.

** Total is \$48,000. Amount shown is based on \$30,000 already budgeted in FY 2007 for web site enhancements.

Attachment B: Clean Air Partners -- Proposed FY07 Budget Revisions

REVENUE		Approved FY 2007 7/1/06-6/30/07 Budgeted	Proposed FY 2007 Budget	Difference
	VDOT	\$108,000	\$108,000	\$0
	MDOT	\$250,000	\$250,000	\$0
	DDOT	\$54,000	\$54,000	\$0
	COG Membership Dues	\$50,000 \$10,000	\$50,000 \$7,000	\$0 -\$3,000
	Carry Over:	ψ10,000	Ψ1,000	-φ3,000
	Cash Carry Over	\$38,950	\$213,173	\$174,223
	Grant Carry Over Conference	\$20,000 \$1,000	\$20,000 \$0	\$0 -\$1,000
	Sponsorship	\$1,000	\$142,500	\$42,500
	Grants	\$0	\$40,000	\$40,000
	TOTAL REVENUE	\$631,950	\$884,673	\$252,723
EXPENSES				
Air Quality Action Days				
	Washington Air Quality Action Days Program	\$103,000	\$103,000	\$0 \$0
	Educational Materials Air Quality Action Days Conference	\$25,000 \$7,500	\$25,000 \$0	\$0 -\$7,500
	Web Site Redesign	\$30,000	\$30,000	\$0
	Redesign, Development, & Operation		\$18,000	\$18,000
	Real-time & Historical Data Displays Outreach & Web Demonstration to Meteorologists		\$28,000 \$15,000	\$28,000 \$15,000
Total	Cultural A Web Demonstration to Meteorologists	\$165,500	\$219,000	\$53,500
Business Roundtable (Voluntary E	missions Program)			
	Survey and Tracking	\$8,500	\$8,500	\$0
Total	Marketing Support	\$0 \$8,500	\$9,000 \$17,500	\$9,000 \$9,000
Total		φ0,500	\$17,500	φ9,000
Marketing and Public Relations			*	
	Marketing Support Additional FY07 Marketing, Outreach, & Promo	\$132,000	\$157,000 \$32,600	\$25,000 \$32,600
	Media Campaign	\$100,000	\$142,500	\$42,500
Total	. •	\$232,000	\$332,100	\$100,100
Public Education				
rubiic Education	Education Curriculum and Teacher Training-VA	\$20,000	\$20,000	\$0
	VA Kit Box	, ,,,,,	\$1,700	\$1,700
	Expand Curiculum to MD and DC		\$12,180	\$12,180
	Non-Formal Education Outreach Presenter Training	\$5,000	\$6,340 \$5,000	\$6,340 \$0
Total		\$25,000	\$45,220	\$20,220
Danfarrana - Iran				
Performance Improvement & Meas	Episodic Surveys	\$38,950	\$38,950	\$0
Total	1	\$38,950	\$38,950	\$0
Mambarahin Sarrissa				
Membership Services	Membership Mailings & Communication	5,000	5,000	\$0
	Awards Program	\$2,000	\$0	-\$2,000
Total		\$7,000	\$5,000	-\$2,000
Special Projects				
,	Clean Commute Month - Baltimore	\$0	\$2,500	\$2,500
	Prince George's County Air Quality Strategic Plan	\$0	\$40,000	\$40,000
	10-Year Anniversary Planning and Events 10-Year Anniversary (location, catering)	\$0	\$18,548 \$7,500	\$18,548 \$7,500
Total	3,	\$0	\$68,548	\$68,548
Administration and Leadership				
	COG Program Support and Administration	\$75,000	\$75,000	\$0
Total	Managing Director	\$80,000 \$155,000	\$70,000 \$145,000	-\$10,000 -\$10,000
i Olal		\$100,000	\$145,000	-\$10,000
	TOTAL EXPENDITURES	\$631,950	\$871,318	\$239,368
	Total (Revenues - Expenditures)	\$0	\$13,355	