

## 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 obligations for FY07</u>	
\$213,173	\$38,950	VCU contract for End of Season Survey
	\$15,000	PRR sponsorship recruitment and membership
	<u>2,500</u>	Clean Commute Month, Baltimore
	\$56,450	Total obligations
<u>- 56,450</u>		
\$156,723		"unprogrammed" carry over amount
<u>+ 2,000</u>		Awards program cancelled for FY07
\$158,723		Total amount 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 Anniversary	\$18,548
3. Marketing & Outreach	\$32,600
4. Web Site/Database Enhancements	\$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
	<b>\$20,220</b>

#### ***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*	<b>\$18,548</b>
----------------------	-----------------

\*Total is \$26,000. Amount shown is based on \$7,500 already FY 2007 budget.

#### ***3.0 Marketing and Outreach:***

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

Marketing and Outreach	<b>\$32,600</b>
------------------------	-----------------

#### ***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
	<b>\$61,000</b>

\*\*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	<b>\$9,000</b>
-------------------	----------------

**Total Amount for Recommended Programs: \$141,368**



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

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