



FY 2013 Annual Report

Prepared for MWAQC



May 22, 2013

Major Accomplishments in 2012-2013

Engaging the Public

2012 Campaign Highlights

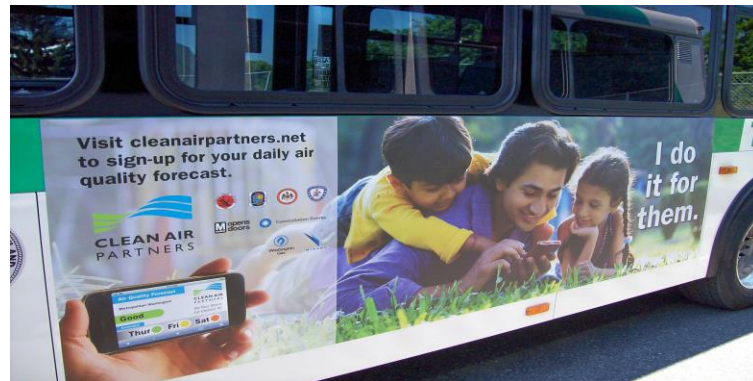
- \$82,500 cash sponsorships and nearly \$39,000 worth of in-kind support for a total of \$121,500.
- Campaign included unique mix of radio, online, and in-kind transit advertising.
- 35 million media impressions and estimated advertising value of \$456,892.
- 53,000 annual page views on website.
- 5,000 AirAlerts subscribers – **10% Increase** (approximate)
- Social media platforms enriched (1770 Facebook and Twitter Fans) - **40% Increase**
- Widget Placement expanded to include new media partners and local organizations



Do your share for cleaner air.

Thanks to Our 2012 Campaign Sponsors!

- Charm City Circulator (in-kind)
- Commuter Connections (\$5K)
- Constellation Energy (\$20K)
- Fairfax Connector (in-kind)
- Fairfax County (\$10K)
- Prince Georges County (\$25K and in-kind)
- PEPCO (\$2.5K)
- Washington Gas (\$20K)
- Washington Metropolitan Area Transit Authority (in-kind)



Do your share for cleaner air.

2012-2013 Transit Ads



CLEAN AIR PARTNERS

My daughter depends on me, I depend on **AirAlerts.**

Scan here with your smartphone to sign up for AirAlerts

Visit CleanAirPartners.net for your FREE air quality forecast.

partner logos



OPERATED BY **VEOLIA**

1208

cleanergreenerbaltimore

My grandson depends on me, I depend on **AirAlerts.**

CLEAN AIR PARTNERS

Visit CleanAirPartners.net for your FREE air quality forecast.

www.CharmCityCirculator.com



My son depends on me, I depend on **AirAlerts.**

Visit CleanAirPartners.net

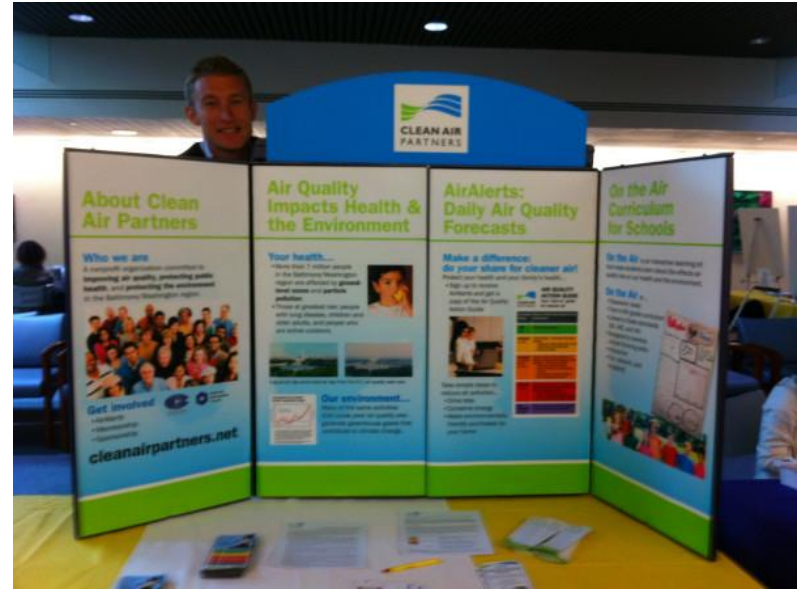
CLEAN AIR PARTNERS

Scan here with your smartphone to sign up for AirAlerts



Local Events & Fairs

- Walter Reed Commuter Fair
- DATA Sustainability Summit
- Howard County Green Festival
- Ft. Meade Earth Day
- National Sustainability Fair
- Aberdeen Earth Day Celebration
- Green Living Expo
- Green Drinks Baltimore
- Loudoun Earth Day Festival
- Towson TownFest
- Potomac River Run
- Bike to Work Day



Do your share for cleaner air.

Major Accomplishments in 2012-2013

Educating Youth

- Fifth-year of implementing *On the Air: Exploring Air Pollution Sources and Solutions*.
- “One the Air” was presented to over 2,700 students in 2012 alone.
- Integrated contests and had dramatic increases in participation.
- Engaged educators throughout the area with regular updates and notices of opportunities.



Do your share for cleaner air.

Major Accomplishments in 2012-2013

- **Slogan Contest – 688 entries (1000% Increase)**
- **Poster Contest – 450 entries (67% Increase)**
- **Science Fairs – 10 Fairs but more Awards**
- **InfoGraphics Challenge – 19 Entries for new contest**



Do your share for cleaner air.

Science Fair Award Winners

- **Brennan Winer** – Silver Spring, MD
- **Shubham Chattopadhyay** – Rockville, MD
- **Ezira Yimer Wolle** - Annandale, VA
- **Natalie Wolfe** – California, MD
- **Samantha Krumbhaar** – Glen Burnie, MD
- **Harry Holt III** – Baltimore, MD
- **Matthew Katz** – Columbia, MD
- **Nautica Gant** – Washington, DC
- **Fauziah Rahma Zakaria** - College Park, MD
- **Brian Sweeney, Jr.** – Thurmont, MD
- **Nathan Davis** - Frederick County, MD
- **Ariel Bobbett** – Arlington, VA
- **Myles A. Crawley** – Dumfries, VA
- **Clifton Dillard** – Washington, DC
- **Elizabeth Moar** – Arlington, VA
- **Kendrick Umstattd** – Leesburg, VA
- **Samuel Debrow** – Washington, DC

On the Air – Teacher Allies

Maryland

Joyce Bailey

Head of House

Global Ecology House

Poolesville High School

Virginia

Jeanne Harrison

Creative Resource Programmer

Parks & Recreation

Arlington County

Washington, DC

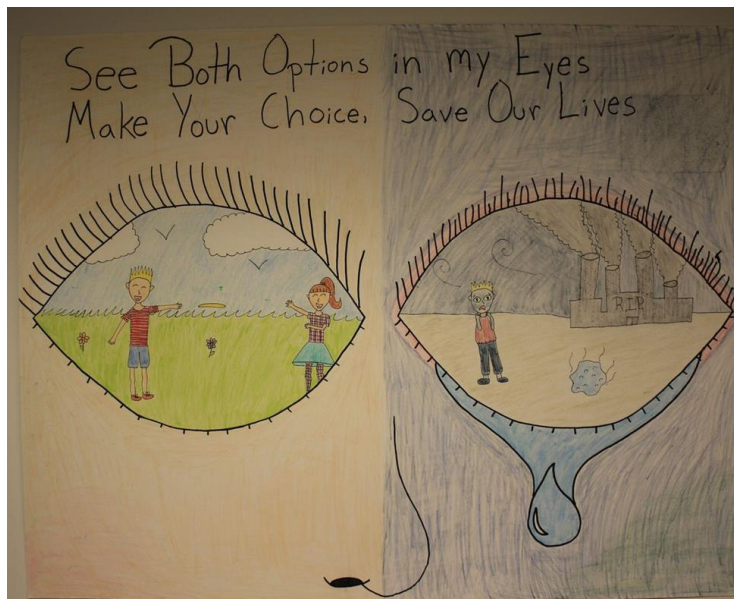
Hannah Clements

Kramer Middle School



Alison Ransom - Honorable Mention

Category 1 - 6th Grade
Teacher: Diane McManus
John Poole Middle School



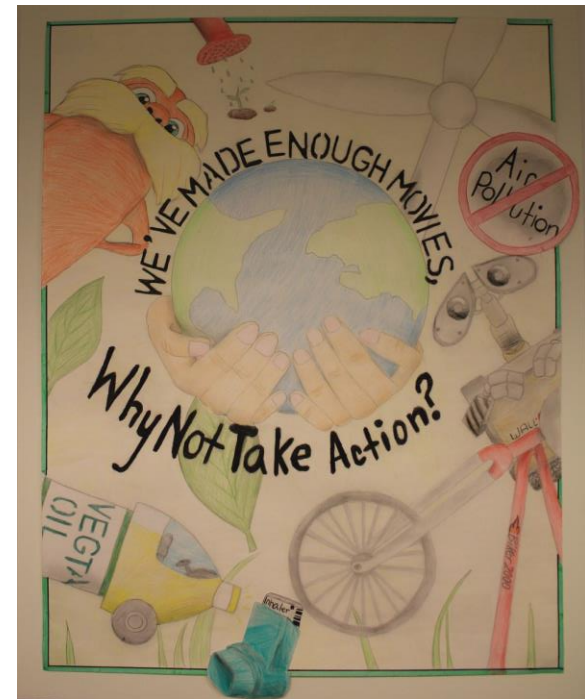
Hirschel Nambiar - Honorable Mention

Category 1 - 6th Grade
Argyle Magnet Middle School

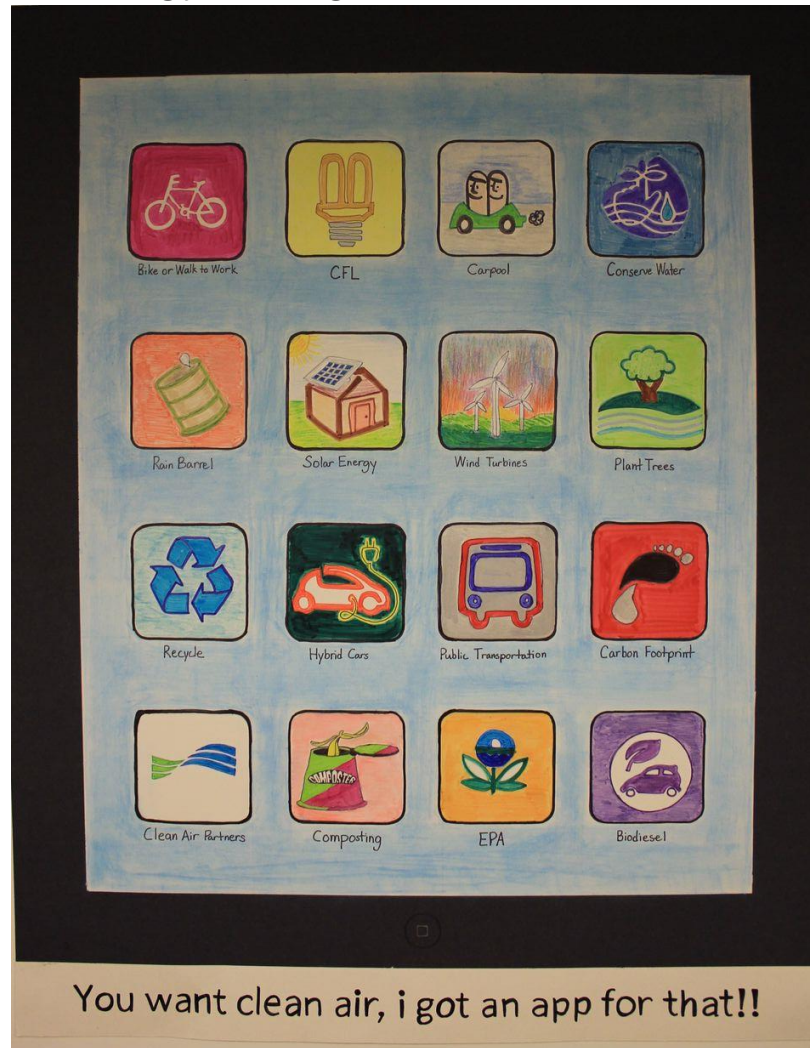


James Obusam - 3rd Place Winner
Category 1 - 6th Grade
 Teacher: Kathryn Smolarek
 Mary Ellen Henderson Middle School

Paravi Das - 2nd Place Winner
Category 1 - 6th Grade
 Teacher: Maria Crawford
 Eagle Ridge Middle School



Kobe Borda - 1st Place Winner
Category 1 - 6th Grade, Teacher: Mr. Donovan
Argyle Magnet Middle School



**Aaron Salenga - Honorable
Mention**

Category 2 - 8th Grade
Teacher: Valerie Hammer
Robinson Secondary School



**Yulong Jones - Honorable
Mention**

Category 2 - 7th Grade
Teacher: Isabella Grimann
Kingsview Middle School



Michelle Hunter - 3rd Place Winner

Category 2 - 7th Grade

Teacher: Tracy Rossi

Farmwell Station Middle School



Mika Hayashi - 2nd Place Winner

Category 2 - 8th Grade

Teacher: Valerie Hammer

Robinson Secondary School



Maiah Khin - 1st Place Winner
Category 2 - 8th Grade, Teacher: Valerie Hammer
Robinson Secondary School



Cleaning our Air



2,243,413 cars on the road
+ Avg Vehicle 11,489 mi/yr

25,774,571,957 mi/yr

Solutions

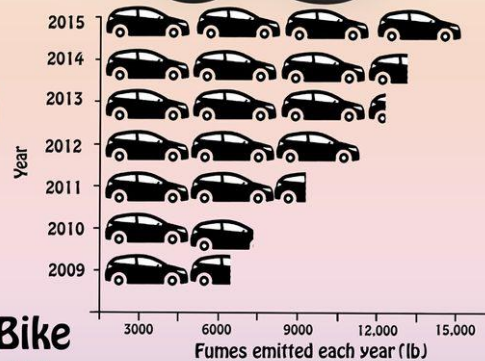
Carpool walking
Bus ride
Correct tire pressure

Ride a Bike
Save a Life

A single tree
can absorb
10lbs of air
pollutants per year

Effects on People
Lung Cancer
Asthma
Respiratory issues

Walk to Work Don't be a Jerk



3rd Place
Infographic

“Cleaning Our Air”

Gwynn Park High School

Jessica Jones
Africa Stoddard
Adeana Griffin
Kieya Simpson
Brandi Chisolm

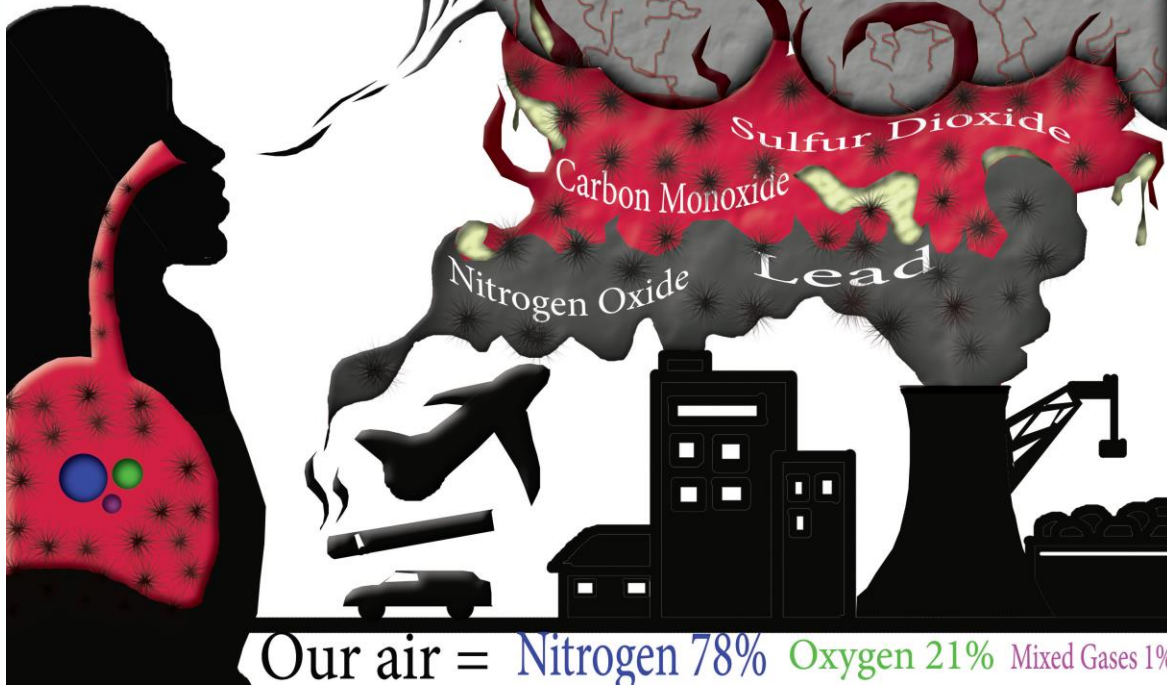
Daily Respiration

Average Breathe Rate

Each day- 15,000- 20,000 breaths

25- 35 lbs of air

3,000 gallons



Our air = Nitrogen 78% Oxygen 21% Mixed Gases 1%

2nd Place Infographic

“Daily Respiration”

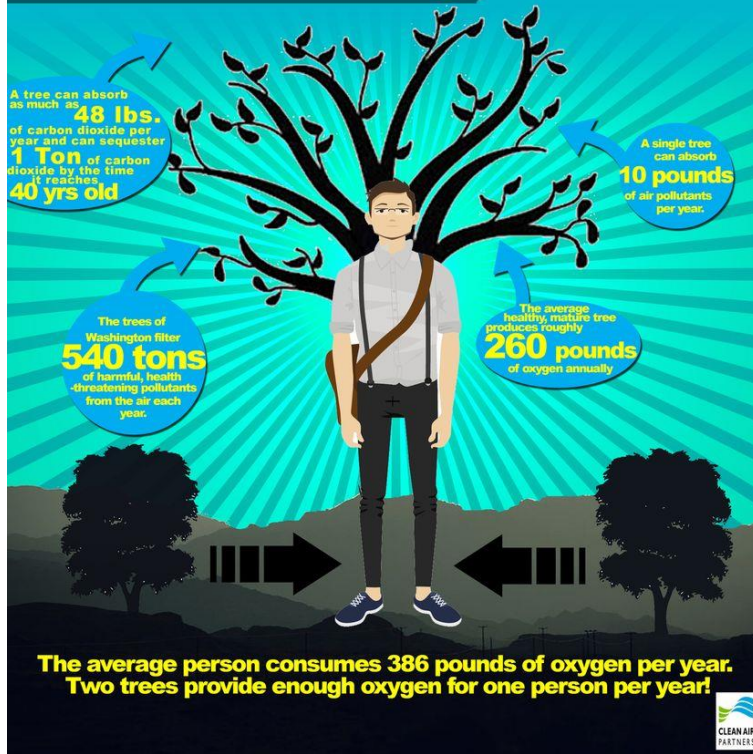
Gwynn Park
High School

Ahmad Stancle



{ ECOSYSTEM SERVICES & URBAN TREES }

City residents depend on many services, or benefits, from urban ecosystems, including those provided by trees. Trees improve air quality by filtering some gaseous pollutants and small particles in the air people breathe. Trees remove gaseous air pollution primarily by uptake via leaf stomata, though some gases are removed by the plant surface. Trees absorb pollutants and store carbon, reducing the amount of carbon dioxide in the atmosphere. While trees only remove a small percent of the total amount of pollutants, they can serve as a barrier, redirecting pollutants away from their canopies. Trees and other vegetation reduce water runoff by enhancing water absorption by soil, and transpiring water from their leaves, they may also help dampen or reduce noise.



1st Place Infographic “Ecosystems vs. Urban Trees”

Richard Wright Public Charter
School

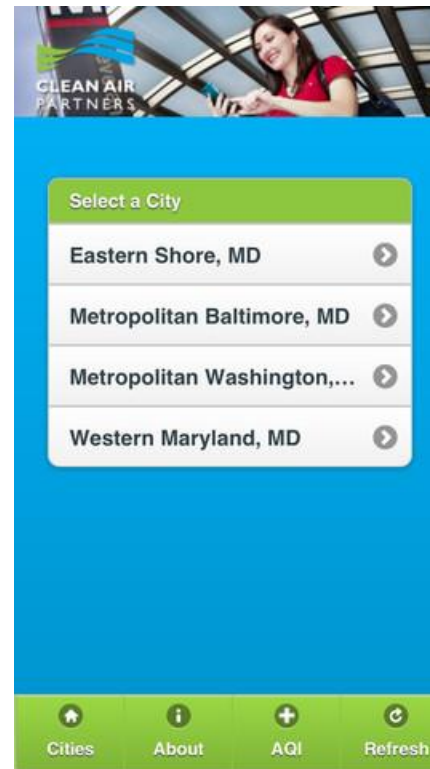
Alexis Hawkins
Dion Coleman
Anthony Richardson
Shaela More
Daece Wilson



Major Accomplishments in 2012-2013

Celebrating Success

- Bylaw Update Completed in September 2012
- Annual Celebration expanded
 - Baltimore Green Drinks
 - Twitter Party
 - Awards Celebration
 - Potomac River Run
- Mobile Application



Do your share for cleaner air.

Media Roundtable

- Board initiated and driven project developed from idea at March Meeting
- Highlighted key elements of air quality issues
 - Clean Air Partners
 - Environmental Impact
 - Health Effects



Theme of the segment was the relative improvement of air quality despite record temperatures over the summer.



Do your share for cleaner air.

Major Accomplishments in 2012-2013

- Expanded Partnership Opportunities
- Utilized “Spotlight” and “Newsletter”
- Thank You to new Partners
 - AAA Mid-Atlantic (\$1,000)
 - JBS International (\$2,000)
 - Northrop Grumman (\$1,000)
 - TapIT Water (\$1,000)
- Additional In-Kind Supporters
 - Havre de Grace Seafood Festival
 - Amicus Green Building Center
 - AAA Mid-Atlantic



Do your share for cleaner air.