



Metropolitan Washington Air Quality Committee
December 14, 2011

1. **Air Quality and Climate Actions**

- **Smart and Sustainable Conference** – Clean Air Partners has connected with the University of Maryland and is looking to present at their annual Smart and Sustainable Campuses Conference next April.

2. **Web Site**

- **Social Media Task Force** – A task force was established to help promote Clean Air Partners throughout various social media platforms. A group of staff and Board Members were trained and have begun posting positive air quality messages on both Facebook and Twitter. The program has been well received and the overall goal is to increase our audience on those platforms as well as provide useful information.

3. **Marketing and Public Relations**

- **New Materials** – Looking ahead to next years campaign we have begun the process of refreshing our materials and taglines. Two days were spent throughout the area taking photos of citizens enjoying clean air and utilizing positive means (using public transportation and cycling) to go about their daily business.

4. **Curriculum and Outreach**

- **Slogan Contest** – The first ever Clean Air Partners Slogan Contest concluded last month and we had over 60 entries. Our winners were as follows:

Go Green and Keep the Air Clean!

Submitted by: **Rida Ali** 6th Grade
Farmwell Station Middle School Loudoun County
Teachers: Mrs. Rossi and Mr. Jonathan Radow

Fresh Air is the Start to Living Life Smart

Submitted by: **Samuel Yosef** 7th Grade
Cabin John Middle School Montgomery County
Teacher: Mrs. Hinkle

- **Poster Contest** – The official notice for the Clean Air Partners Poster Contest was just sent out to area schools and is available on our website. The theme this year comes from our Slogan Contest, *Fresh Air is the Start to Living Life Smart*. Posters need to be submitted by March 16, 2012 and the contest is open to area students in grades four through eight.

5. **Meetings**

- **2011 Executive Committee Meeting** – In November our Executive Committee met to discuss the current program. Action was taken to approve a new finance / fundraising plan aimed at increasing support within the local business community.
- **2012 Annual Meeting** – Planning has begun for our 2012 Annual Meeting / Celebration which will take place in Baltimore some time in May.