



**Metropolitan Washington Air Quality Committee  
March 27, 2013**

**1. Air Quality and Climate Actions**

- **Community Partnerships** – Clean Air Partners was able to secure partnerships with four new organizations. Northrop Grumman, AAA Mid-Atlantic, TapIT, and JBS International have all stepped-up to assist Clean Air Partners with resources designed to further engage the public and students.
- **Clean Commute Baltimore** – Again this year Clean Air Partners has been active in planning for Baltimore based activities surrounding their Clean Commute efforts. Clean Air Partners will have an active presence at local events and on their developing social media platforms.
- **Clean Air Partners Mobile App** – On February 14<sup>th</sup> Clean Air Partners launched a mobile application designed to provide easy access to air quality data throughout the region. The App is available on both Apple and Android platforms.

**2. Marketing and Public Relations**

- **Community Events** – Clean Air Partners will be taking to the streets again this year. Numerous community events and festivals are on the schedule and we are always considering new opportunities so if there is an event happening in your community and you feel Clean Air Partners could add to the festivities please let us know.
- **Summer Media Campaign** – Plans are underway for our annual summer media campaign. We anticipate having a similar mix of sponsors hitting the airwaves, transit systems, and online.

**3. Curriculum and Outreach**

- **Slogan Contest** – Our Slogan Contest, now in its second year, received a total of 617 entries from 31 schools. The winning slogan was used as the theme for the Poster Contest. This year's winners were: **Emma Kellenberger** from Ridgely Middle School with "Bike it. Like it. Walk it. Talk it. The Earth does not go green by itself" and **Julia Waldon** from Cooper Middle School with "It's the air we breathe, keep it clean."
- **Infographics Challenge** – Clean Air Partners held an InfoGraphics Challenge for area high school students. We received nearly a dozen collaborative entries. One component of judging is a popular vote on Facebook. The final judging session will be held on April 3<sup>rd</sup>.
- **Science Fair Reviews** – Again this year Clean Air Partners is active at area Science Fair competitions. This past weekend we completed our 10<sup>th</sup> Science Fair review of the year. A list of winners will be provided at the next MWAQC Meeting.
- **Poster Contest** – The Poster Contest deadline also just passed. This year there were more than 400 entries. Winners will be announced on April 12<sup>th</sup>.

**4. Meetings**

- **January Board Meeting** – The January Board Meeting was held via teleconference due to weather concerns and proved to be a tremendous success. Nearly every Board Member was represented on the call, a testament to the dedication of our Board.
- **Annual Celebration** – The Annual Celebration has been reconfigured this year to include a week of activities conveniently scheduled to coincide with Air Quality Awareness Week. The festivities will begin with a networking event in Baltimore on April 25<sup>th</sup> – Green Drinks Baltimore. A Twitter Party will engage the public via social media on April 29<sup>th</sup> and the Potomac River Marathon will now be a Clean Air Partners sponsored event on

May 5<sup>th</sup>. The highlight of the week will be our Annual Celebration, Thursday, May 2<sup>nd</sup> at the Koshland Science Museum, please mark your calendars for this wonderful event.