

**Clean Air Partners  
Board of Directors Meeting  
MWCOG – Training Center  
July 14, 2005**

***Present:***

Martin Chandler, WSSC  
Tracye Funn, Washington Gas  
Sandra Handon, DC DOH  
Maurice Keys, DDOT  
Leann Landry, WMATA  
Joseph Lewis, Baltimore County  
Lizz Rogers, Northrop Grumman  
Kanti Srikanth, VDOT  
Jeff Steers, VA DEQ  
Didian Tsongwain, Prince George's County  
Don Wambsgans, DC DOH  
Hon. Patrice Winter, City of Fairfax

***Guests:***

Terry Hargrove, ALA-VA

***Staff:***

Jen Desimone, MWCOG  
Randy Mosier, MDE  
Joan Rohlfs, MWCOG  
Keri Shoemaker, PRR  
Denise Walz, PRR  
Reider White, MDE  
Harriet West, Clean Air Partners

***Call to Order:*** Hon. Patrice Winter called the meeting to order at 12:15 pm. Lizz Rogers requested that her organization be changed to Northrup Grumman in the minutes. The minutes of the April 14, 2005 meeting were approved.

***Managing Director's Report:*** Harriet West

Sixty-two people attended the Air Quality Action Days Conference, held on May 12<sup>th</sup> at the Hilton Alexandria Old Town. This included 26 participants from Maryland, 22 from the District of Columbia, 13 from Virginia, and 2 from outside the region.

Sponsorship commitments for 2005 are at \$85,000. Paid sponsors include Fairfax County, Lockheed Martin, Mirant, Montgomery County, Washington Gas, and WMATA. Invoices were sent to Constellation Energy and Prince George's County. An additional \$10,000 was received from Mirant, which can be used for website revisions, printing, or flags.

Membership invoices went out in July. Invoices total \$11,250; \$2,500 (22%) collected to date. Second invoices will be sent in August. Joan Rohlfs suggested that the second invoices should be mailed instead of emailed. The membership period will be consistent with the new fiscal year. Washington County is the newest jurisdiction to become a member.

***Technical Advisory Committee Report:*** Jeff Steers

Jeff Steers, with the Virginia Department of Environmental Quality (VDEQ), provided background information on various options which could be possible for the Clean Air Partners voluntary emission reduction program with area business and industry. A list of ideas was provided and reviewed to determine options that could be used. Louisville, KY has a similar program and the Winchester/Frederick County area has discussed a program as part of their Early Action Compact.

The Printing Industry of Virginia (PIVA) has expressed interest in working with VADEQ. PIVA feels the project would be good for the environment and also provide positive public relations. VADEQ has begun to identify best practices in the printing industry that would be used by participants for achieving reductions. Reider White expressed an interest in working with printers in Maryland. DC does not feel this industry would be a good fit for their jurisdiction.

Kanti Srikanth received positive internal response after circulating this proposal. VDOT's expectations of Clean Air Partners' involvement would be more of an outreach role. Harriet West stated that outreach would be the main focus of the Managing Director. Patrice Winter suggested approaching leaders through MWAQC to target organizations in individual jurisdictions.

***Clean Air Champions:*** Terry Hargrove

Clean Air Champions is a statewide campaign in Virginia to raise awareness of car maintenance and its' relation to air quality. The campaign will educate the public and new drivers about air pollution and explain why taking care of their cars is good for the air and their lungs. A variety of car care tips and benefits of keeping vehicles maintained are shared with the participants. The campaign includes high school education, media advertisements, events at NASCAR races, and local educational events. Clean Air Partners could play a stakeholder role in the program by providing promotional items, supporting the media plan, or volunteering to do presentations at local schools. Leann Landry suggested using stores like Pep Boys to provide materials to consumers.

***Marketing and Public Relations:*** Denise Walz

The total budget for the radio buy was \$85,000; \$20,000 for Baltimore and \$65,000 for DC.

Radio ads were run for 5 weeks on 4 stations in the DC market. Estimated total gross impressions is expected to be 17 million. The total package value is approximately \$200,000 (leveraged 252%).

Radio ads were run for 5 weeks on 3 stations in the Baltimore market. Estimated total gross impressions is expected to be 10 million. The total package value is approximately \$122,000 (leveraged 326%).

Value added promotions were negotiated in both markets and included events such as a lawn mower exchange, free or reduced gas, and an indoor activity event at Chuck E Cheese. Stations also produced additional 10 and 30 second radio spots, magnets and promoted Clean Air Partners on their websites.

Tracye Funn would like to see Clean Air Partners capitalize on future radio events. A short 3-question survey could be used to attract event participants to the website or sign up to become a member.

***Air-Watch Demonstration:*** Randy Mosier

Randy Mosier gave a brief demonstration on some of the new features of the Air-Watch website.

***Particle Pollution Curriculum and Training:*** Jen Desimone

Grant funding from Mirant to support this new initiative has been received. COG staff and the Managing Director will form a new committee to develop the particle pollution curriculum over the next several

months, with teacher training tentatively planned for spring 2006. Request for Qualifications for an Education Curriculum Developer will be prepared and posted by the end of the summer.

**2005 Awards Program:** Harriet West

Clean Air Partners will host a separate annual awards and business meeting. The awards program is tentatively scheduled at the National Press Club on November 2. The business meeting will be planned for spring 2006.

**2006 Electric Lawn Mower Exchange Program:** Harriet West

Ms. West gave a presentation on her research into gasoline lawn mower exchange programs in other parts of the country. This project was based on a suggestion from Board member Gary Allen. This would be a good way to engage residents and give them something “actionable” to do. Additional sponsorship funding will be required to offset project expenses, preliminary cost estimates are between \$150,000 and \$200,000. Lead time for project coordination is estimated at 3-4 months and could take place in the spring of 2006.

The Board approved the concept of the electric lawn mower exchange program. Didian Tsongwain stated that Prince George’s County would be interested in such a program.

**Next Steps:**

Form Planning committee (Aug 05)

Identify/Secure Sponsors (Aug- Nov 05)

Issue RFP (Dec 05)

Select Vendor (Jan 06)

Plan/Conduct event (Jan-Apr 06)

**New Business**

Reider White invited members to the AQ101 seminar, hosted by MDE, on Thursday, July 21. Presentation topics will include 8-hour ozone and fine particles.

**Adjournment:** 1:55 pm.