



**Board of Directors Meeting
Conference Call
January 12, 2006**

Present:

Gary Allen, Center for Chesapeake Communities
Maurice Keys, DDOT
Leann Landry, WMATA
Ned Moore, Lockheed Martin
Lizz Rogers, Northrop Grumman
Kanti Srikanth, VDOT
Jeff Steers, VA DEQ
Justin Vick, PEPCO
Hon. Patrice Winters, City of Fairfax

Staff:

Jen Desimone, MWCOG
Bob Maddox, MDE
Randy Mosier, MDE
Joan Rohlf, MWCOG
Keri Shoemaker, PRR
Harriet West, Clean Air Partners

Call to Order: Kanti Srikanth called the meeting to order at 12:10 pm. The minutes were approved as submitted.

Managing Director's Report: Harriet West

As of December, 2005, revenues (\$663,791) were ahead of expenditures (\$414,280). The cash balance as of December 31 was \$249,511.

Managing Director Activities (November 2005 – January 2006)

- Worked with COG, DEQ, and MDE staff on proposed recommendations for the 2006 season based on the new EPA eight-hour standard.
- Participated in the 2006 marketing planning meeting conducted by PRR on December 6, 2005.
- Contacted Prince George's County about 2005 sponsorship payments (\$10K). Payment since received in early January 2006. All 2005 sponsor commitments have been fulfilled.
- Helped prepare \$50K grant application (Innovations Grants for State/Local/Tribal Innovative Approaches to Reducing Air Pollution), which was submitted by COG to the Environmental Protection Agency on January 6, 2006. This request will help support outreach efforts related to the Print Industry Air Quality Action Days Demonstration Project in FY 2007.
- Drafted Print Industry Air Quality Action Day Survey with input from the Technical Advisory Committee and Cliff Fox, Virginia Commonwealth University.
- Participated on the Technical Selection Committee for the Education Curriculum Development consultant.
- Distributed sponsor recognition materials to 2005 sponsors, meteorologists, and media partners.

Activities Planned for Jan-Mar 2006

- Complete 2006 AQAD recommendations and present to Board for approval (Jan-Feb).
- Work with PRR on 2006 sponsorship materials and targets (Jan-Mar).
- Distribute printer survey and compile results (Jan-Feb).
- Prepare for and participate in the PIVA Regional Printer Conference (Mar).
- Conduct kick-off meeting with the Education Curriculum Development consultant (Feb).
- Follow-up on membership renewals, identify and contact new membership targets (Jan-Mar).

Marketing and Public Outreach: Keri Shoemaker and Harriet West

PRR conducted a social marketing workshop in December, 2005. The purpose of this meeting was to plan for the 2006 marketing and public outreach campaign.

Meeting notes will be compiled and presented to the Marketing Committee during the next few weeks, followed by the development of the 2006 Strategic Outreach Plan.

Initial recommendations include:

- Preparing a media buy similar to the 2005 campaign.
- Approaching key organizations in order to get interest in media outreach.
- Preparing a formal media announcement around the new standard and Code Orange messages.
- Pitch health related stories to the media.

Jeff Steers stated that creating new partnerships with health organizations was discussed at the workshop and would be incorporated into the 2006 marketing campaign.

Technical Advisory Committee Report: Jeff Steers

Jeff Steers, with the Virginia Department of Environmental Quality (VADEQ), provided an update on the voluntary business emission reductions project with the Printing Industry. A brainstorming session took place between two Northern Virginia printers, PIVA (Printing Industries of Virginia), VADEQ staff, and Clean Air Partners staff in order to develop a list “best practices” for the industry. The ten or so best practices are easy to implement and not capital intensive.

This input was used to develop a survey, which will be sent to Northern Virginia printers (through PIVA). The survey will gather baseline data and aid in the design and implementation of the program. The survey results will be announced at the March 2006 PIVA Regional Conference in Northern Virginia.

VADEQ estimated potential VOC reductions as part of the printer initiative. Their estimates show that if most of the “best practices” measures were implemented during Code Red days, VOC emissions could be reduced by 70% or instead of emitting 763.2 lbs the printing businesses would only contribute 228.96 lbs.

An EPA grant application for the printing industry project was submitted on January 6, 2006. The application requested \$50,000, which would be used for the implementation of the printing industry program (marketing, outreach, and materials). EPA plans to award two \$50,000 grants in early March 2006, with work to commence in May 2006. Kanti Srikanth asked about potential funding if the grant did not come through. Joan Rohlf's stated that we would account for costs and place it under a separate item when developing the next year's budget. In response to a question from Maurice Keys, Harriet indicated that if funding is requested through the Clean Air Partners budget, the amount will be less than the EPA grant request of \$50,000.

Particle Pollution Curriculum and Training: Jen Desimone

The Education Curriculum Selection Committee held interviews in December for the Education Curriculum Developer contractor. The role of the Education Curriculum Developer is to revise the

AirSmart curriculum to target upper elementary science students and incorporate the particle pollution message.

The Committee selected Environmental Education Exchange (EEE) for this project. EEE has 15 years of experience developing K - 12 environmental curriculum materials for public and private organizations. In addition, they have considerable experience with the development and adaptation of materials to meet school district, state, and national standards. EEE has developed over 50 curriculum packages in various forms, such as activity and text books, interactive CD-ROMS, web based learning tools, and teacher's guides. A dissemination plan will also be developed as part of this project. EEE's contract has been signed and a planning meeting will be scheduled in February.

The existing Clean Air Partners curriculum is not currently being used in the schools. Patrice Winter inquired as to the reasons why it was not used and, if possible, determine those reasons. Kanti Srikanth followed by stating that these "lessons learned" should be incorporated into the dissemination plan. Ms. Winter further suggested piloting the new curriculum in Fairfax City, which has two grammar schools.

2006 AQAD Program: Joan Rohlfs and Randy Mosier

Joan Rohlfs and Randy Mosier briefed the committee on the possible changes to the AQAD program. In the past, the criteria for calling AQADs locally was tied to Code Red Days. The new 8-hour standard is set at a lower level, Code Orange. This could potentially result in more AQAD's, but fewer Code Red Days due to averaging pollution levels over an eight-hour period instead of using the one-hour highest level of the day. Furthermore, there has been less attention and interest in air-quality issues as a result of fewer Code Red Days over the past several years.

At this time, staff is not ready to make an official recommendation. Ideas being discussed with the states include limiting the AQAD distinction (focus on Code Red and Orange messages and actions) or issuing AQAD on multi-day pollution episodes.

Kanti Srikanth suggested answering the following questions in order to prepare a formal recommendation:

- Will public health be served by retaining the current AQAD criteria?
- Will existing AQAD criteria help the region meet the new standard?
- What are the budget implications?
- How will the public respond to new AQAD criteria?

Randy Mosier indicated that the forecasting process fully embraces the new standard. The concern is whether or not AQAD participants will continue to take voluntary actions if there is a significant increase in the number of AQADs,

Gary Allen stated that with the shift to the 8-hour standard, this would be an appropriate time to redefine the AQAD criteria. A new policy should be developed and presented to the Board during the first quarter in 2006.

Board members requested that a formal presentation on the recommended changes be presented to the Board, MWAQC, key stakeholders, and current AQAD participants. The March 9 Clean Air Partners meeting will be changed to a Board meeting and include this topic on the agenda. The appropriate meeting forum for the AQAD participants will be determined by staff and Board members will be notified in early February.

New Business

Gary Allen requested that staff look into any new public outreach initiatives that Clean Air Partners could explore. Board members suggested anti-idling and the boating industry as possible outreach efforts.

Adjournment: 1:30 p.m.

The next meeting will be on Thursday, March 9, 2006 from 12:00 pm to 2:00 pm at the Metropolitan Washington Council of Governments, Rooms 4&5. As noted previously, this will be a Board meeting (rather than an Executive Committee meeting) to discuss options and recommendations for the 2006 AQAD season based on the new 8-hour standard.