



**Metropolitan Washington Air Quality Committee
June 22, 2011**

1. Air Quality and Climate Actions

- **2011 Loudoun Green Business Challenge** – Clean Air Partners is continuing to participate in the planning and promotion of the Loudoun County Green Business Challenge, a partnership between the Loudoun County Government and the Chamber of Commerce to encourage Loudoun businesses to adopt environmentally sound business practices. The Challenge is currently underway and the deadline to enter is August 30.

2. Web Site

- **Air Quality Tools** – The new air quality forecast widget has been added to several new partner websites including the City of Greenbelt, Fairfax County, and Frederick County. This is in addition to Breathe DC, Montgomery County, and Prince George’s County. COG staff recently sent information about the air quality forecast tools to all local public information officers.

3. Marketing and Public Relations

- **2011 Media Buy** – This year’s campaign will include a combination of paid radio and on-line advertising, and in-kind transit ads. The radio campaign will run for two-weeks (7/18/11-7/25/11) on four top radio stations in the Baltimore and Washington markets. The on-line ads will run during the same time frame on WashingtonPost.com and BaltimoreSun.com. In-kind transit partners include City of Fairfax, Prince George’s County, TransIT Services of Frederick County, and WMATA. The cost of this year’s paid campaign for the radio and on-line buy is approximately \$75,000 and is expected to generate 15 million media impressions.

4. Curriculum and Outreach

- **Summer Outreach** – The Education Program Manager is gearing up for the summer outreach program. She will be assisted by two part-time staff to deliver presentations in the Baltimore and Washington regions.
- **Poster Contest Winners** – This year’s poster contest winners were formally recognized at the Annual Meeting. Two of the winners (Destiny Oparaocha and Isis Bentacourt) appeared on air live with WUSA9’s meteorologist Howard Bernstein on June 3.

Category	Grades 4-6	Grades 7-8
1 st Place	Sophia Heitzig New Market Middle School Frederick, MD	Destiny Oparaocha Holy Redeemer School College Park, MD
2 nd Place	Shraeya Madhu Roberto Clemente Middle School Germantown, MD	Madeline Beaudry Anne Arundel Middle School Anne Arundel, MD
3 rd Place	Isis Betancourt Argyle Magnet Middle School Silver Spring, MD	Chentell Black General John Stricker Middle School Baltimore County, MD

5. Meetings

- **2011 Annual Meeting** – The 2011 Annual Meeting, held on May 18 at Nationals Park, was a huge success with a record attendance of nearly 100 people. The Honorable Leta Mach was confirmed as the new Chair and Lon Anderson, AAA Mid-Atlantic, will serve as Vice Chair. Three new Board members were confirmed – Beverly Fourier; Daniel Weisshaar; Breathe DC; and Najib Salehi, Loudoun County Government Energy Manager.