



**The Clean Air Partners/Air Quality Action Days  
Member Satisfaction Survey**

Prepared for

Clean Air Partners  
Metropolitan Washington Council of Governments

by

J. Clifford Fox, J.D., Ph.D.  
Mousumi Sarkar, M.S.

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**TABLE OF CONTENTS**

METHODOLOGY .....	3
DISCUSSION OF FINDINGS .....	4
Perception of Program and Satisfaction with It.....	4
Attitude Concerning Air Quality and Its Improvement.....	5
Actions Taken By Businesses and Organizations .....	5
Ratings of AQAD Program Products and Services.....	6
Willingness to Pay: Individual Memberships.....	9
Willingness to Pay: Program Packages .....	9
Willingness to Pay: Profile.....	10
RECOMMENDATIONS.....	10
APPENDIX A: QUESTIONNAIRE TEXT .....	11
APPENDIX B: DATA TABLES.....	29
APPENDIX C: OPEN ENDED RESPONSES.....	38

## INTRODUCTION

In an effort to enhance the value of its products and services to its members and the metropolitan Washington and Baltimore areas, the Clean Air Partners, through the Metropolitan Washington Council of Governments (COG), contracted with Virginia Commonwealth University's Center for Environmental Studies to conduct a web-based survey of member satisfaction. The survey, conducted during the month of November 2004, was designed to gauge the satisfaction of Clean Air Partners and Air Quality Action Days members with the services they received from program staff. This included overall member perceptions of the program, its component products and services, as well as potential program improvements and expansions.

## METHODOLOGY

The survey was conducted via the Internet from November 4 to December 1, 2004. A pre-survey notification letter was sent to members prior to the beginning of the survey. This was followed by an e-mail message explaining the survey and inviting the recipient to participate in the survey through a link included in the message. The pre-notification and e-mail invitation were sent to all the contact persons for all Clean Air Partners and Air Quality Action Days members for which e-mail addresses were available. Three more follow-up e-mails were sent to non-respondents. Of the entire universe of 508 businesses and organizations invited to participate, 124 could not be reached due to incorrect e-mails, change in contact person, or other difficulty. Eleven respondents suggested that we "try someone else" and that person was added as the contact for that organization. Of the remaining 384 organizational representatives, 135 responded to at least one of the survey questions – a completion rate of 35%. Between twenty and thirty percent of the population responded to each item.

For questions concerning the likelihood of each organization participating as revenue contributing members, the respondent pool was reduced according to job description. Only respondents who self-identified as holding positions with some policy-making responsibilities were asked these policy questions. While fifty respondents fell within this category, only thirty-five of these completed all of the questions concerning paid membership. The analysis also divided the population according to whether the organization or business represented by the respondent was a dues paying member — Clean Air Partners (CAP) — or a non-dues paying member — Air Quality Action Days (AQAD). Where responses demonstrate large differences between these groups they will be noted.

Readers are urged to be mindful of the limitations of the research method. The survey was conducted as a census of all identified members, and was not, therefore, subject to sampling error. However, a serious concern in all surveys of satisfaction is non-response bias. In the present survey, there was 63% non-response, over-all, while on individual items non-response exceeded 70%. While this level of non-response is not unusual, it presents challenges for interpretation. Where respondents self-select due to strong opinions either in favor of or against the program being judged, subtle responses may be lost. For this survey, self-selection is less of a problem. Strong responders for or against the program are usually the best source of information concerning performance and suggested improvements. Of more concern for this survey is the possibility that some members may have failed to respond because of business size or type. Clearly, small business responses (less than 100) are far below the percentage of small businesses in the target area. This phenomenon may be explained by the nature of the Clean Air Partners/Air Quality Action Days program membership demographics rather than self-selection by those surveyed. While it is reasonable to assume that the program is likely to have more large

organizations as members, reliable membership statistics are, unfortunately, unavailable for comparison.

## DISCUSSION OF FINDINGS

### Perception of Program and Satisfaction with It

All respondents were asked a series of questions to assess their understanding and perception of the AQAD program as well as their overall satisfaction with it. More than three-quarters of the respondents (77%) said they were either satisfied (51%) or very satisfied (26%) with the Air Quality Action Days Program (see Table 1).

<b>Awareness of Program</b>	<b>Percent Agreeing at Least Somewhat (% Agreeing Strongly)</b>
I am fully aware of the purpose of the Air Quality (Ozone) Action Days Program.	89% (53%)
The Air Quality (Ozone) Action Days Program is well known within our organization or business.	84% (29%)
My role in the Air Quality (Ozone) Action Days Program has been clearly communicated to me.	76% (36%)
I am aware that the Air Quality Action Days program now includes information on particle pollution.	74% (44%)
<b>Attitude Toward Program</b>	
The Air Quality (Ozone) Action Days Program creates an excessive burden on me.	3% (1%)
The Air Quality (Ozone) Action Days Program creates an excessive burden on our business or organization.	6% (2%)
The Air Quality (Ozone) Action Days Program is very important to our business or organization.	79% (36%)
Participation in the Air Quality (Ozone) Action Days Program contributes to our business or organization being seen by the public as environmentally "friendly."	79% (43%)
I would like more assistance in developing Air Quality (Ozone) Action Days at my workplace.	30% (6%)

A majority of respondents (53%) agreed strongly that they were "fully aware of the purpose of the AQAD program" with 89% agreeing with this statement at least somewhat. At a personal level, 76% agreed at least somewhat that "their role in the [program had] been clearly communicated to me" (36% agreeing strongly). Thirty percent of the respondents agreed at least somewhat that they "would like more assistance in developing [the program] at my workplace." However, the intensity of this opinion was very weak with only six percent agreeing with this statement strongly. Eight-four percent agreed at least somewhat that the program was "well-known within our organization or business" with 29% agreeing strongly with this statement. In addition, almost three-quarters (74%) of the respondents agreed somewhat that they were aware that the program now includes information on particle pollution, thus indicating that a large majority of respondents are aware of the expanding focus of the program.

When balancing the value of the program to the organization against its burden, the program was seen as very valuable to the business and organizational members by most respondents. Sixty percent disagreed strongly with the idea that the program created an “excessive burden on our business or organization,” with 85% disagreeing with that statement at least somewhat (only 6% agreeing at least somewhat). The program was seen as placing an excessive burden specifically on the contact person by even fewer respondents (3%). Eighty-seven percent of the respondents disagreed with the statement that the program created “an excessive burden on me” (67% disagreeing strongly). On the value side, almost 8 in 10 respondents (79%) agreed at least somewhat that the program is “very important to our business or organization” (36% agreeing strongly). The same percentage of respondents agreed that participation in the program “contributes to our business or organization being seen by the public as environmentally friendly” and the strength of that agreement was even stronger than in the previous question (43% agreeing strongly; see Table 1, above).

### Attitude Concerning Air Quality and Its Improvement

Only 14% of the respondents agreed strongly with the statement that “the air in our area is cleaner than it was five years ago” with around half agreeing at least somewhat with this statement (52%). Despite this somewhat pessimistic view of the trajectory of the air quality in the area, the respondents were very positive concerning the ability of their organization or business to affect air quality. Nearly half (47%) of the respondents agreed strongly that “my organization can play a role in cleaning up the air in our area.” Respondents also saw their organizations as responsive to the problem. Over three-fourths of the respondents (76%) agreed at least somewhat that their organizations have “done a lot to promote clean-air-friendly policies with employees.” Of some concern, however, is the agreement of two-thirds of respondents that “my company is doing everything it can to promote clean-air-friendly policies with employees.” This finding may be mediated by the fact that the intensity of this agreement is somewhat lower than in other questions (27%). A discussion of the actual activities reported by the respondents as occurring in their organizations, follows.

**Table 2: Attitude Toward Air Quality Issues**

	<b>Percent Agreeing at Least Somewhat (% Agreeing Strongly)</b>
My organization can play a role in cleaning up the air in our area.	87% (47%)
The air in our area is cleaner today than it was 5 years ago.	52% (14%)
My company has done a lot in promoting clean-air-friendly policies with employees.	76% (28%)
My company is doing everything it can to promote clean-air-friendly policies with employees.	67% (27%)

### Actions Taken By Businesses and Organizations

Respondents were next asked what actions their businesses took on Air Quality (Ozone) Action Days in support of pollution reduction (see Table 3, below). Almost all respondents reported that their organizations took the threshold program activity of notifying their employees. Over half reported that their organization postponed mowing and painting (56%). Fewer than half of the respondents reported that their organization postponed early morning fueling of fleet vehicles (46%), had lobby displays (35%), raised flags (26%) or encouraged on-site lunches (10%). Almost three-fourths of respondents

reporting activities reported their organizations as engaging in more than one activity (74%). Twenty-six percent of respondents reported that their organizations engaged in three activities; the same number that reported engaging in only one activity. Twenty percent reported engaging in two activities, while 10% reported engaging in five activities. One respondent reported that his organization engaged in six.

**Table 3: Actions Taken on Air Quality (Ozone) Action Days**

<b>Actions Taken</b>	
Notify employees	90%
Postpone mowing and painting	56%
Postpone early morning refueling of fleet vehicles	46%
Lobby displays	35%
Raise flags	21%
Encourage on-site lunches	10%

A similar question was asked concerning on-going air pollution-prevention (see Table 4). On being asked what pollution reducing activities were employed at their workplace throughout the year, the most common response was energy conservation (69%). A majority of respondents also reported their organization as offering flex-time (60%). Forty-eight percent reported that their organization offered the Rideshare and Telework options, while 39% reported giving public transit subsidies and 34% reported maintaining green areas. Eighty percent of those reporting year round activities reported more than one. Twenty-four percent reported two activities. Twenty percent reported three activities, the same percentage that only reported one. Sixteen percent reported engaging in four and five activities each, and five percent reported six activities.

**Table 4: Actions Taken Throughout The Year**

<b>Actions Taken</b>	
Energy conservation	69%
Flex time	60%
Rideshare	48%
Telework	48%
Public transit subsidies	39%
Green areas (formerly mowed areas left to go wild)	34%

### **Ratings of AQAD Program Products and Services**

Respondents were next asked to rate specific products and services provided by the AQAD program. Ratings were on a scale of 0 to 4, where 0 represented no value and 4 represented the highest value. The highest rated service was "Air quality forecast notifications" (3.54). After the forecasts, the next highest rated items were resource materials, such as the "Introductory program pack" (2.70), the "Electronic resource guide (CD)" (2.70), the Clean Air Partners Take One brochure (2.66), lobby signs (2.64), and the Quarterly Newsletter (2.56). These informational products were followed by services that center on exposure for the member organization (featuring logo in the annual report and in print

materials and featuring the organization in radio and cable television advertisements). The lowest rated products and services involved on-site training (general and telework) and perquisites (conferences, luncheons and gifts). These findings were consistent across both CAP and AQAD participants.

**Table 5: Rating of AQAD Program Products and Services**

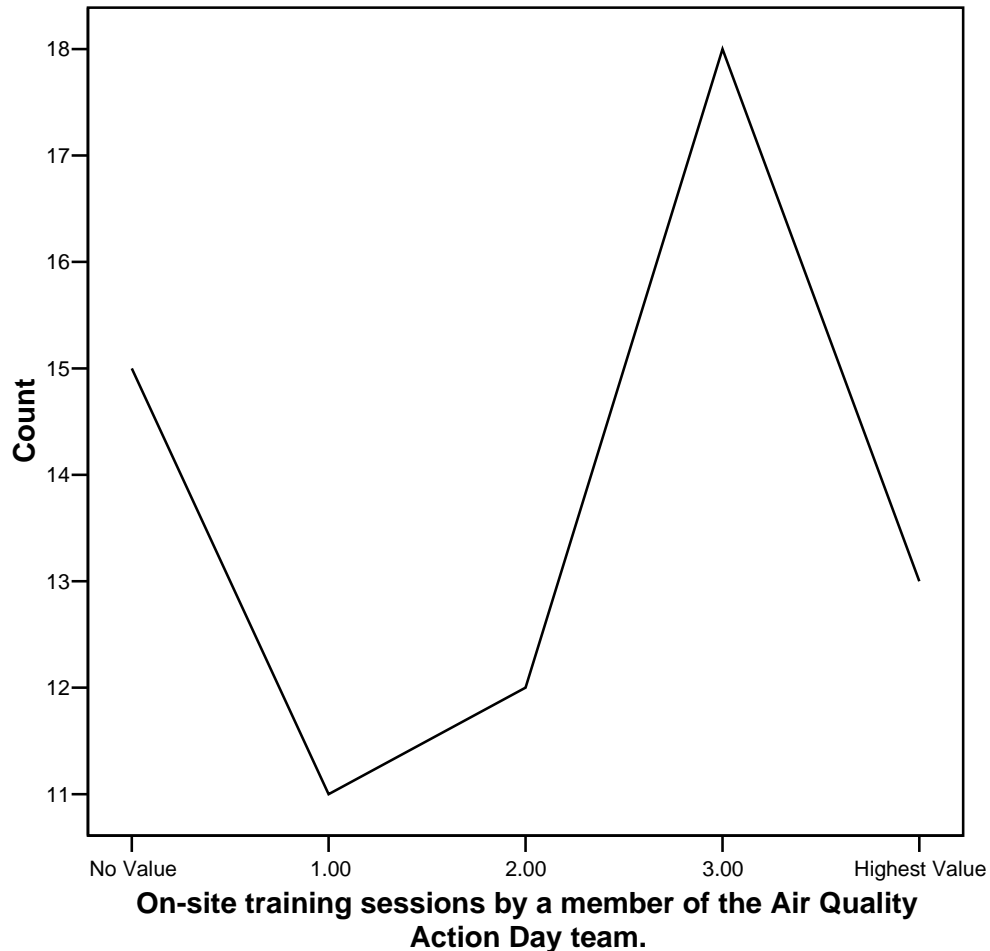
<b>Program Product or Service</b>	<b>Mean Overall Rating</b>
Air quality forecast notifications by fax or e-mail.	3.54
An introductory program packet.	2.70
An electronic resource guide (CD) that will contain press releases, news articles, presentations, and graphics, which you may adapt to your needs.	2.70
The Clean Air Partners Take One brochure.	2.66
Lobby signs for your employment site.	2.64
Quarterly newsletters.	2.56
Your company logo in the Clean Air Partners annual report.	2.49
Having your logo included on all Clean Air Partners print materials.	2.45
Air Quality Action Days flags.	2.42
Having your organization highlighted in a radio advertisement.	2.32
Having your organization and its Action Days activities highlighted in a cable television advertisement.	2.32
Access to the members only section of the Clean Air Partners website.	2.14
Annual Ozone Season Kickoff Conference.	2.14
On-site training sessions by a member of the Air Quality Action Day team.	2.04
\$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day.	2.00
An executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.	1.99
Complimentary Annual Awards luncheon.	1.91
Onsite consultation with a telework specialist	1.44

It must be noted that mean ratings have the potential to be misleading in some cases. The distribution of ratings should also be considered. Figure 1, below shows an item with bimodal distribution of ratings. The mean of this item does not indicate that respondents' ratings clustered at two points, one a favorable rating (3) and the other an unfavorable rating (0). This suggests that a subgroup of the member population may find the service valuable. The difficulty is in identifying that subgroup. In addition to the on-site training service, three other products or services demonstrated this bimodal pattern. They were: Air Quality Action Days flags, a \$200 contribution to an employer-sponsored lunch, and featuring the organization on cable television advertising. Featuring the organization on radio advertising also showed weak bimodal tendencies.

One way to investigate and possibly explain the bimodal distribution is to examine the population according to logical sub-groups. As noted above, there were no identifiable differences between CAP and AQAD respondents. However, when respondents are classified according to type of organization, several important patterns are discovered. While private sector respondents generally followed the pattern reported in Table 5 (although with lower overall ratings of products and services), one surprising difference arose. The electronic resource guide (CD) was rated far lower in value (14<sup>th</sup> of 18) than for any other segment of the member population. This may reflect less use of internally-produced literature in the private sector. All other print information resources were rated highly by this

group (introductory program packet = 2; Take One Brochure = 3; newsletter = 4). Another important difference among the types of organizations involved local governments. Generally, local government members rated the marketing exposure services higher than other segments of the member population. These respondents relative mean rating of inclusion of logo in the annual report, highlighting on radio advertising, logo on all materials, and highlighting on cable television advertisements were rated fourth through seventh among local government respondents compared to seventh and below by the over-all member population. State and federal government member-respondents rated these marketing-exposure services much lower than their local government counterparts.

**Figure 1: Bimodal Distribution of Ratings**



Respondents were also allowed to provide comments on improvements that could be made to the products and services offered through the program. These open-ended responses are included in Appendix C. Suggestions for improvement included wanting the flag ordering process to be made more efficient and responsive, more promotion of flyers, and enhanced outreach to the public. Other suggested products included more brochures and fact sheets, t-shirts, wallet-sized laminated information cards, more health based information, and information on transitioning to more environmentally friendly fleet vehicles.



### Willingness to Pay: Individual Memberships

Respondents were informed that the Clean Air Partners Board was considering individual memberships to be offered for a \$25 dues payment. The membership was described as providing forecast notifications, quarterly newsletters, and an annual raffle. The respondents were then asked how likely they, personally, would be to join at this level of membership. One-third of the respondents said they would be at least “somewhat” likely to join. However, the intensity of agreement was very low with only nine percent saying that they would be “very likely” to join. Respondents were more positive about the likelihood of their organizations promoting the individual packages. Almost half (46%) said that their business or organization would be at least somewhat likely to promote this package within the organization. Once again, the intensity of agreement was low, with only 11% saying that support was “very likely.”

### Willingness to Pay: Program Packages

Respondents, who reported having at least some policy level responsibilities were asked to report how likely their organization would be to participate as paying members at several different levels of benefits. Six Packages were offered at increasing levels of cost and benefits — Bronze (\$50), Silver (\$250), Gold (\$1,000), Platinum (\$5,000), Diamond (\$10,000) and Diamond Plus (\$15,000). Full descriptions of these packages are available in Appendix B. Table 6 summarizes the responses of the AQAD respondents. As could be predicted, the likelihood of participating at any level was directly correlated with price.

Over-all, a large number of respondents disclosed some likelihood that their organizations would participate at the lower levels of cost (see Table 6), with large majorities expressing at least some likelihood to participate at the Bronze (\$50) and Silver (\$250) levels. The strength of this opinion was also relatively high with 44% and 39%, respectively, saying that participation at these levels was “very likely.” At the Gold (\$1000) level, the percentage of organizations judged by respondents as at least somewhat likely to participate in the package dropped below one-half (45%), with only one in five judging participation to be “very likely.” At the highest levels of cost (\$5,000, \$10,000, and \$15,000), the reported likelihood of participation plummets. None of the respondents judged their organizations as “very likely” to participate at these levels. Only 21%, four percent, and four percent, respectively, judged participation at these levels even “somewhat likely.”

**Table 6: Willingness to Pay: Program Packages**

<b>Packages</b>	<b>Percent at least Somewhat Likely (% Very Likely)</b>
Bronze (\$50)	72% (44%)
Silver (\$250)	69% (39%)
Gold (\$1,000)	45% (21%)
Platinum (\$5,000)	21% (0%)
Diamond (\$10,000)	4% (0%)
Diamond Plus (\$15,000)	4% (0%)

### Willingness to Pay: Profile

The profile of those organizations that were identified as potentially willing to pay for memberships may be valuable for targeting membership activities. Table 7 summarizes the type of organizations that were identified by the respondents as being “very likely” to join at any one of the levels. Following each percentage is a number that represents the proportion of each type of business standardized by the proportion of each organization type in the over-all respondent organization population. As these results show, the two types of organizations that appear most likely to join at one of the paying levels are “Private for Profit” organizations and “County/Local Government” organizations. The standardized proportion shows that despite similar percentages of these types of organizations within the “very likely” to subscribe category, when the proportion of each type of organization in the membership population is taken into account, “Private for Profit” organizations appear to be much more heavily reported as likely to subscribe at some level. The least represented types of organizations in the “very likely” to participate group are state and federal government organizations. When size of organization was considered, no notable pattern was found. The standardized proportions for size all tended toward one.

**Table 7: Willingness to Pay: Profile of Organizations**

<b>Organization Type</b>	<b>Percent Very Likely to Subscribe (Standardized Proportion)</b>
Private for Profit	44% (2.42)
Non-governmental organization	13% (0.74)
Federal Government	0% (0)
State Government	6% (.5)
County/Local Government	38% (1.29)

### RECOMMENDATIONS

The survey findings, discussed above, provide the Clean Air Partners Board of Directors and staff a basis for improving and revising the program activities, products, services and membership categories. The following recommendations are provided to assist in that process:

- ❑ The core functions of the organization are being adequately communicated to members (i.e., role of contacts) and members appear satisfied with them, therefore emphasis may be given to additional educational and support functions, as well as revenue/membership development.
- ❑ While the perceived ability of member organizations to help improve air quality in the area is high, the perception that these organizations are doing all that they can do may be a barrier that must be confronted.
- ❑ Information based products are judged to be the most valuable to members and may be an area for expansion, remembering that finished products may be best for private sector members.
- ❑ County/local government members may be potential partners for marketing/branding activities, while other government organizational members appear to be poor targets for these partnerships.
- ❑ Ways should be developed to target products and services to those who will find them most valuable.
- ❑ Individual memberships may not be worthwhile as a revenue source.
- ❑ Moderately priced organizational membership packages may be a valuable source of expanded revenue.
- ❑ AQAD private sector and county/local government members may be the best target for additional revenue producing memberships.

**APPENDIX A**  
**QUESTIONNAIRE TEXT**

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**AIR QUALITY ACTION DAYS MEMBER AND CLEAN AIR PARTNERS SURVEY**

This survey is designed to allow your organization to provide the Clean Air Partners Board of Directors and Air Quality Action Days (formerly Ozone Action Days) staff with information concerning your level of satisfaction with their current program, products and services and to allow you to give them your suggestions on ways that they can better serve you. The survey should take less than **TEN MINUTES** of your time.

The survey is totally voluntary, so if you choose not to participate, click on the “Sorry, I choose not to participate” box below. If you prefer not to answer any individual question in the survey, simply click on the “Refused” box and move on. Moreover, if you feel that some other person in your organization can better provide the kind of information that we are seeking, please click on the “Try someone else” box. This will open a page that will allow you to enter this person’s name and e-mail and we will send the survey to them. If your organization is no longer a member of the Air Quality Action Days program, please check the appropriate box. Thank you in advance for your help in improving the air quality in our region.

- Try someone else
- Sorry, I choose not to participate
- My organization is no longer an Air Quality Action Days member.
  
- START THE SURVEY**

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## PARTICIPANT CLASSIFIER

The following classifier is designed to help us determine the questions that are most appropriate for you.

For the purposes of our survey,

- An **operational position** is one that involves running some of the day-to-day functions of your organization.
- A **policy-making position** is one that involves making business or strategy decisions for your organization.

Which of the following **BEST** describes your position in your organization?

- I hold what is predominately an operational position.
- I hold what is predominately a policy-making position.
- My position involves both operational and policy-making duties.
- Refused

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**PLEASE NOTE: The Ozone Action Days Program has been renamed the “Air Quality Action Days Program.” For this survey, we identify the program both ways for clarity.**

In the space provided below, please identify the greatest value provided by the Air Quality (Ozone) Action Days Program, if any.

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- NO VALUE
- DON'T KNOW
- REFUSED

**Read each of the following statements and decide whether you agree with it strongly, agree with it somewhat, disagree with it somewhat, or disagree with it strongly. Then click on the space that matches your opinion. You may also click on the space provided if you have no opinion or if you choose not to answer the question (Refused).**

	<b>Agree Strongly</b>	<b>Agree Somewhat</b>	<b>Disagree Somewhat</b>	<b>Disagree Strongly</b>	<b>No Opinion</b>	<b>Refused</b>
1. I am fully aware of the purpose of the Air Quality (Ozone) Action Days Program.						
2. The Air Quality (Ozone) Action Days Program is well known within our organization or business.						
3. My role in the Air Quality (Ozone) Action Days Program has been clearly communicated to me.						
4. The Air Quality (Ozone) Action Days Program creates an excessive burden on me.						
5. The Air Quality (Ozone) Action Days Program creates an excessive burden on our business or organization.						
6. The Air Quality (Ozone) Action Days Program is very important to our business or organization.						
7. Participation in the Air Quality (Ozone) Action Days Program contributes to our business or organization being seen by the public as environmentally "friendly."						

	<b>Agree Strongly</b>	<b>Agree Somewhat</b>	<b>Disagree Somewhat</b>	<b>Disagree Strongly</b>	<b>No Opinion</b>	<b>Refused</b>
8. My organization can play a role in cleaning up the air in our area.						
9. The air in our area is cleaner today than it was 5 years ago.						
10. My company has done a lot in promoting clean-air-friendly policies with employees.						
11. My company is doing everything it can to promote clean-air-friendly policies with employees.						
12. I would like more assistance in developing Air Quality (Ozone) Action Days at my workplace.						

**How satisfied are you with the Air Quality (Ozone) Action Days Program?**

- Very Satisfied
- Satisfied
- Neither Satisfied nor Dissatisfied
- Dissatisfied
- Very Dissatisfied
- Refused



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**What actions does your business employ on Air Quality (Ozone) Action Days? (Click on all that apply)**

- Notify employees
- Postpone mowing and painting
- Postpone early morning refueling of fleet vehicles
- Encourage on-site lunches
- Raise flags
- Lobby displays
- Other...

**Throughout the year what pollution reducing activities do you employ at your worksite? (Click on all that apply)**

- Energy conservation
- Green areas (formerly mowed areas left to go wild)
- Telework
- Rideshare
- Public transit subsidies
- Other

**The Clean Air Partners Board of Directors is proposing new products and services to better serve the Clean Air Partners and Air Quality Actions Days participants. Listed below are all of the present products and services provided, as well as the proposed new ones. Please rate the value of each of these services to your business or organization on a scale of 0 to 4, with zero meaning absolutely no value and 4 meaning the highest value. If you choose not to answer the question, click in the Refused space.**

	<b>0 No Value</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4 Highest Value</b>	<b>Refused</b>
1. Air Quality Forecast notifications by fax or email.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The Clean Air Partners Take One brochure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Lobby signs for your employment site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. An introductory program packet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. On-site training sessions by a member of the Air Quality Action Day team.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Quarterly newsletters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Your company logo in the Clean Air Partners annual report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. An electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which you may adapt to your needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	<b>0 No Value</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4 Highest Value</b>	<b>Refused</b>
9. Access to the members only section of the Clean Air Partners website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. An executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Complimentary Annual Awards luncheon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Air Quality Action Days flags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Onsite consultation with a telework specialist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Having your organization and its Action Days activities highlighted in a cable television advertisement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Having your organization highlighted in a radio advertisement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Having your logo included on all Clean Air Partners print materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SUGGESTED SERVICES**

**In the space provided below, please list up to three new products or services that you would like to see the Air Quality (Ozone) Action Days Program offer.**

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**What current products or services would you like the Air Quality (Ozone) Action Days program to enhance?**

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**The Clean Air Partners Board of Directors is considering offering individual/family memberships in the Clean Air Partners organization. Please review the following package of benefits and its cost and provide us your feedback on it. Your responses will not be used to target you or your organization for solicitation.**

Individual/Family Membership (\$25):

- Air Quality Forecast notifications by email.
- Quarterly Newsletters.
- Annual raffle. Members will be entered in an annual raffle for a chance to win a prize such as an electric lawnmower or bicycle.

**How likely would you, personally, be to join at this level?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

**How likely would your business or organization be to promote these memberships within your organization?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

**The following packages of benefits are being considered by the Clean Air Partners Board of Directors. Please look over each of them and provide us the feedback requested.**

**Bronze Introductory Membership (\$50):**

- Air Quality Forecast notifications by fax or email.
- Two hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Days team.
- Quarterly Newsletter.

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

**Silver Membership (\$250):**

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Air Quality Forecast notifications by fax or email.</li><li>• Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).</li><li>• Five lobby signs for the employment site.</li><li>• Introductory program packet.</li><li>• One on-site training session by a member of the Air Quality Action Day team.</li><li>• Quarterly newsletters.</li></ul> | <ul style="list-style-type: none"><li>• <b>Company logo in annual report.</b></li><li>• <b>Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.</b></li><li>• <b>Access to members only section of the Clean Air Partners website.</b></li></ul> |
|--|---|

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

**Gold Membership (\$1,000):**

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• Air Quality Forecast notifications by fax or email.</li><li>• Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).</li><li>• Five lobby signs for the employment site.</li><li>• Introductory program packet.</li><li>• One on-site training session by a member of the Air Quality Action Day team.</li><li>• Quarterly newsletters.</li></ul> | <ul style="list-style-type: none"><li>• Company logo in annual report.</li><li>• Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.</li><li>• Access to members only section of the Clean Air Partners website.</li></ul> | <ul style="list-style-type: none"><li>• <b>Feature story on the Member's Air Quality Action Day program on the Clean Air Partners website.</b></li><li>• <b>Complimentary Annual Awards luncheon for two.</b></li></ul> |
|--|--|---|

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused



## Platinum Membership (\$5,000):

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>● Air Quality Forecast notifications by fax or email.</li> <li>● Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).</li> <li>● Five lobby signs for the employment site.</li> <li>● Introductory program packet.</li> <li>● One on-site training session by a member of the Air Quality Action Day team.</li> <li>● Quarterly newsletters.</li> </ul> | <ul style="list-style-type: none"> <li>● Company logo in annual report.</li> <li>● Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.</li> <li>● Access to members only section of the Clean Air Partners website.</li> <li>● Feature story on the Member's Air Quality Action Day program on the Clean Air Partners website.</li> <li>● Complimentary Annual Awards luncheon for two.</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Two Air Quality Action Days flags.</b></li> <li>● <b>Print ad that will include the member's logo.</b></li> <li>● <b>\$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).</b></li> </ul> |
|---|--|--|

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

## Diamond Membership (\$10,000):

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"><li>● Air Quality Forecast notifications by fax or email.</li><li>● Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).</li><li>● Five lobby signs for the employment site.</li><li>● Introductory program packet.</li><li>● One on-site training session by a member of the Air Quality Action Day team.</li><li>● Quarterly newsletters.</li><li>● Company logo in annual report.</li></ul> | <ul style="list-style-type: none"><li>● Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.</li><li>● Access to members only section of the Clean Air Partners website.</li><li>● Executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.</li><li>● Complimentary Annual Awards luncheon for two.</li><li>● Five Air Quality Action Days flags.</li><li>● \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).</li></ul> | <ul style="list-style-type: none"><li>● <b>Onsite consultation with a telework specialist.</b></li><li>● <b>Organization and their Action Days activities highlighted in a cable television advertisement.</b></li><li>● <b>Logo included on all Clean Air Partners print materials.</b></li></ul> |
|---|--|--|

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

**Diamond Plus Membership (\$15,000):**

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>● Air Quality Forecast notifications by fax or email.</li> <li>● Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).</li> <li>● Five lobby signs for the employment site.</li> <li>● Introductory program packet.</li> <li>● One on-site training session by a member of the Air Quality Action Day team.</li> <li>● Quarterly newsletters.</li> <li>● Company logo in annual report.</li> <li>● Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.</li> </ul> | <ul style="list-style-type: none"> <li>● Complimentary Annual Awards luncheon for two.</li> <li>● Five Air Quality Action Days flags.</li> <li>● \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).</li> <li>● Access to members only section of the Clean Air Partners website.</li> <li>● Executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.</li> <li>● Onsite consultation with a telework specialist.</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Organization and their Action Days activities highlighted in a cable television advertisement.</b></li> <li>● <b>Organization highlighted in a radio advertisement.</b></li> <li>● <b>Logo included on all Clean Air Partners print materials.</b></li> </ul> |
|--|---|---|

**How likely would you judge your business or organization to be to subscribe to this package of benefits at the stated subscription rate?**

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not Likely At All
- Refused

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## COMPANY DEMOGRAPHICS

**How many people are employed by your business or organization at the address where you work?**

- 1 to 100
- 101 to 500
- 501 to 1000
- 1001 to 5000
- Greater than 5000
- Refused

**Which of the following best describes your business or organization?**

- Private For Profit
- Non-Governmental Organization (Non Profit)
- Federal Government
- State Government
- County/Local Government
- Other (specify) \_\_\_\_\_
- Refused

**What is your business or organization's zip code? \_\_\_\_\_**

**The Clean Air Partners Board of Directors and Air Quality Action Days staff will be holding focus groups to discuss the organization's programs. If you were provided an incentive to compensate you for your time in participating, would you be interested in participating?**

- YES
- NO

Thank you for your participation in the Air Quality Action Days Member Survey. Your participation will help the Air Quality Action Days staff to better serve their members and the Washington and Baltimore metropolitan areas.

**APPENDIX B  
DATA TABLES**

<b>COG Survey -- Frequencies</b>			
		<b>Total</b>	
		<b>N</b>	<b>%</b>
<b>Sample Group</b>	<b>AQAD</b>	121	85%
	<b>CAP</b>	22	15%
<b>Total</b>		143	100%
<b>Please select one of the following</b>	<b>Try someone else</b>	11	8%
	<b>Choose not to participate</b>	8	6%
	<b>Organization no longer CAP or AQAD</b>	3	2%
	<b>Start Survey</b>	120	85%
<b>Total</b>		142	100%
<b>I am fully aware of the purpose of the Air Quality (Ozone) Action Days Program.</b>	<b>Agree Strongly</b>	49	53%
	<b>Agree Somewhat</b>	33	36%
	<b>Disagree Somewhat</b>	8	9%
	<b>No Opinion</b>	2	2%
<b>Total</b>		92	100%
<b>The Air Quality (Ozone) Action Days Program is well known within our organization or business.</b>	<b>Agree Strongly</b>	26	29%
	<b>Agree Somewhat</b>	50	55%
	<b>Disagree Somewhat</b>	8	9%
	<b>Disagree Strongly</b>	5	5%
	<b>No Opinion</b>	2	2%
<b>Total</b>		91	100%
<b>My role in the Air Quality (Ozone) Action Days Program has been clearly communicated to me.</b>	<b>Agree Strongly</b>	33	36%
	<b>Agree Somewhat</b>	36	40%
	<b>Disagree Somewhat</b>	11	12%
	<b>Disagree Strongly</b>	3	3%
	<b>No Opinion</b>	8	9%
<b>Total</b>		91	100%
<b>The Air Quality (Ozone) Action Days Program creates an excessive burden on me.</b>	<b>Agree Strongly</b>	1	1%
	<b>Agree Somewhat</b>	2	2%
	<b>Disagree Somewhat</b>	18	20%
	<b>Disagree Strongly</b>	60	67%
	<b>No Opinion</b>	8	9%
<b>Total</b>		89	100%
<b>The Air Quality (Ozone) Action Days Program creates an excessive burden on our business or organization.</b>	<b>Agree Strongly</b>	2	2%
	<b>Agree Somewhat</b>	4	4%
	<b>Disagree Somewhat</b>	23	25%
	<b>Disagree Strongly</b>	55	60%
	<b>No Opinion</b>	8	9%

COG Survey -- Frequencies			
		Total	
		N	%
<b>Total</b>		92	100%
<b>The Air Quality (Ozone) Action Days Program is very important to our business or organization.</b>	<b>Agree Strongly</b>	33	36%
	<b>Agree Somewhat</b>	39	43%
	<b>Disagree Somewhat</b>	7	8%
	<b>Disagree Strongly</b>	2	2%
	<b>No Opinion</b>	10	11%
<b>Total</b>		91	100%
<b>Participation in the Air Quality (Ozone) Action Days Program contributes to our business or organization being seen by the public as environmentally</b>	<b>Agree Strongly</b>	39	43%
	<b>Agree Somewhat</b>	33	36%
	<b>Disagree Somewhat</b>	7	8%
	<b>Disagree Strongly</b>	4	4%
	<b>No Opinion</b>	8	9%
<b>Total</b>		91	100%
<b>My organization can play a role in cleaning up the air in our area.</b>	<b>Agree Strongly</b>	43	47%
	<b>Agree Somewhat</b>	37	40%
	<b>Disagree Somewhat</b>	5	5%
	<b>Disagree Strongly</b>	3	3%
	<b>No Opinion</b>	4	4%
<b>Total</b>		92	100%
<b>The air in our area is cleaner today than it was 5 years ago.</b>	<b>Agree Strongly</b>	13	14%
	<b>Agree Somewhat</b>	35	38%
	<b>Disagree Somewhat</b>	19	21%
	<b>Disagree Strongly</b>	8	9%
	<b>No Opinion</b>	17	18%
<b>Total</b>		92	100%
<b>My company has done a lot in promoting clean-air-friendly policies with employees.</b>	<b>Agree Strongly</b>	25	28%
	<b>Agree Somewhat</b>	43	48%
	<b>Disagree Somewhat</b>	14	16%
	<b>Disagree Strongly</b>	4	4%
	<b>No Opinion</b>	4	4%
<b>Total</b>		90	100%
<b>My company is doing everything it can to promote clean-air-friendly policies</b>	<b>Agree Strongly</b>	25	27%
	<b>Agree Somewhat</b>	36	40%
	<b>Disagree Somewhat</b>	17	19%
	<b>Disagree Strongly</b>	4	4%

<b>COG Survey -- Frequencies</b>			
		<b>Total</b>	
		<b>N</b>	<b>%</b>
<b>with employees.</b>	<b>No Opinion</b>	9	10%
<b>Total</b>		91	100%
<b>I would like more assistance in developing Air Quality (Ozone) Action Days at my workplace.</b>	<b>Agree Strongly</b>	5	6%
	<b>Agree Somewhat</b>	20	24%
	<b>Disagree Somewhat</b>	23	27%
	<b>Disagree Strongly</b>	14	17%
	<b>No Opinion</b>	22	26%
<b>Total</b>		84	100%
<b>I am aware that the Air Quality Action Days program now includes information on particle pollution.</b>	<b>Agree Strongly</b>	40	44%
	<b>Agree Somewhat</b>	27	30%
	<b>Disagree Somewhat</b>	11	12%
	<b>Disagree Strongly</b>	5	5%
	<b>No Opinion</b>	8	9%
<b>Total</b>		91	100%
<b>How satisfied are you with the Air Quality (Ozone) Action Days Program?</b>	<b>Very Satisfied</b>	24	26%
	<b>Satisfied</b>	46	51%
	<b>Neither Satisfied Nor Dissatisfied</b>	19	21%
	<b>Dissatisfied</b>	1	1%
	<b>Very Dissatisfied</b>	1	1%
<b>Total</b>		91	100%
<b>What actions does your business employ on Air Quality (Ozone) Action Days?*</b>	<b>Notify employees</b>	73	90%
	<b>Postpone mowing and painting</b>	45	56%
	<b>Postpone early morning refueling of fleet vehicles</b>	37	46%
	<b>Encourage on-site lunches</b>	8	10%
	<b>Raise flags</b>	21	26%
	<b>Lobby displays</b>	28	35%
	<b>Other (please specify)</b>	27	30%
<b>Total</b>		89	
<b>Throughout the year what pollution reducing activities do you employ at your worksite?*</b>	<b>Energy conservation</b>	55	69%
	<b>Green areas (formerly mowed areas left to go wild)</b>	27	34%
	<b>Telework</b>	38	48%
	<b>Rideshare</b>	38	48%
	<b>Public transit subsidies</b>	31	39%
	<b>Flex time</b>	48	60%
	<b>Other (please specify)</b>	12	14%



<b>COG Survey -- Frequencies</b>			
		<b>Total</b>	
		<b>N</b>	<b>%</b>
<b>Total</b>		84	
<b>Mean = 3.54</b>	<b>No Value</b>	0	0%
<b>Air Quality Forecast notifications by fax or email.</b>	<b>1.00</b>	4	5%
	<b>2.00</b>	6	8%
	<b>3.00</b>	13	16%
	<b>Highest Value</b>	57	71%
<b>Total</b>		80	100%
<b>Mean = 2.66</b>	<b>No Value</b>	6	8%
<b>The Clean Air Partners Take One brochure.</b>	<b>1.00</b>	5	7%
	<b>2.00</b>	17	23%
	<b>3.00</b>	25	34%
	<b>Highest Value</b>	20	27%
<b>Total</b>		73	100%
<b>Mean = 2.64</b>	<b>No Value</b>	7	9%
<b>Lobby signs for your employment site.</b>	<b>1.00</b>	5	7%
	<b>2.00</b>	18	23%
	<b>3.00</b>	26	34%
	<b>Highest Value</b>	21	27%
<b>Total</b>		77	100%
<b>Mean = 2.70</b>	<b>No Value</b>	8	11%
<b>An introductory program packet.</b>	<b>1.00</b>	4	5%
	<b>2.00</b>	17	23%
	<b>3.00</b>	18	24%
	<b>Highest Value</b>	27	37%
<b>Total</b>		74	100%
<b>Mean = 2.04</b>	<b>No Value</b>	15	22%
<b>On-site training sessions by a member of the Air Quality Action Day team.</b>	<b>1.00</b>	11	16%
	<b>2.00</b>	12	17%
	<b>3.00</b>	18	27%
	<b>Highest Value</b>	13	19%
<b>Total</b>		69	100%
<b>Mean = 2.56</b>	<b>No Value</b>	5	6%
<b>Quarterly newsletters.</b>	<b>1.00</b>	13	16%
	<b>2.00</b>	17	21%
	<b>3.00</b>	25	31%
	<b>Highest Value</b>	22	27%

<b>COG Survey -- Frequencies</b>			
		<b>Total</b>	
		<b>N</b>	<b>%</b>
<b>Total</b>		82	100%
<b>Mean = 2.49</b>	<b>No Value</b>	6	8%
<b>Your company logo in the Clean Air Partners annual report.</b>	<b>1.00</b>	12	17%
	<b>2.00</b>	16	22%
	<b>3.00</b>	17	24%
	<b>Highest Value</b>	21	29%
<b>Total</b>		72	100%
<b>Mean = 2.70</b>	<b>No Value</b>	9	12%
<b>An electronic resource guide (CD), which you may adapt to your needs.</b>	<b>1.00</b>	5	7%
	<b>2.00</b>	14	18%
	<b>3.00</b>	21	27%
	<b>Highest Value</b>	28	36%
<b>Total</b>		77	100%
<b>Mean = 2.14</b>	<b>No Value</b>	14	20%
<b>Access to the Members Only section of the Clean Air Partners website.</b>	<b>1.00</b>	6	9%
	<b>2.00</b>	20	28%
	<b>3.00</b>	18	25%
	<b>Highest Value</b>	13	18%
<b>Total</b>		71	100%
<b>Mean = 1.99</b>	<b>No Value</b>	18	23%
<b>An executive package.</b>	<b>1.00</b>	13	17%
	<b>2.00</b>	14	18%
	<b>3.00</b>	16	21%
	<b>Highest Value</b>	16	21%
<b>Total</b>		77	100%
<b>Mean = 1.91</b>	<b>No Value</b>	16	20%
<b>Complimentary Annual Awards luncheon.</b>	<b>1.00</b>	16	20%
	<b>2.00</b>	15	19%
	<b>3.00</b>	23	29%
	<b>Highest Value</b>	9	11%
<b>Total</b>		79	100%

<b>Mean = 2.42</b>	<b>No Value</b>	16	20%
<b>Air Quality Action Days flags.</b>	<b>1.00</b>	4	5%
	<b>2.00</b>	14	18%
	<b>3.00</b>	21	27%
	<b>Highest Value</b>	24	30%
<b>Total</b>		79	100%
<b>Mean = 2.00</b>	<b>No Value</b>	21	29%
<b>\$200/year toward an employer sponsored lunch at the work site.</b>	<b>1.00</b>	9	13%
	<b>2.00</b>	10	14%
	<b>3.00</b>	13	18%
	<b>Highest Value</b>	19	26%
<b>Total</b>		72	100%
<b>Mean = 1.44</b>	<b>No Value</b>	23	32%
<b>Onsite consultation with a telework specialist</b>	<b>1.00</b>	19	26%
	<b>2.00</b>	11	15%
	<b>3.00</b>	13	18%
	<b>Highest Value</b>	6	8%
<b>Total</b>		72	100%
<b>Mean = 2.34</b>	<b>No Value</b>	7	10%
<b>Organization highlighted in a cable television advertisement.</b>	<b>1.00</b>	16	22%
	<b>2.00</b>	14	19%
	<b>3.00</b>	20	27%
	<b>Highest Value</b>	17	23%
<b>Total</b>		74	100%
<b>Mean = 2.32</b>	<b>No Value</b>	12	16%
<b>Having your organization highlighted in a radio advertisement.</b>	<b>1.00</b>	12	16%
	<b>2.00</b>	12	16%
	<b>3.00</b>	21	27%
	<b>Highest Value</b>	20	26%
<b>Total</b>		77	100%
<b>Mean = 2.45</b>	<b>No Value</b>	8	11%
<b>Having your logo included on all Clean Air Partners print materials.</b>	<b>1.00</b>	10	14%
	<b>2.00</b>	13	18%
	<b>3.00</b>	22	31%
	<b>Highest Value</b>	18	25%
<b>Total</b>		71	100%

<b>Mean = 2.14</b>	<b>No Value</b>	14	18%
<b>Annual Ozone Season Kickoff Conference</b>	<b>1.00</b>	13	17%
	<b>2.00</b>	16	20%
	<b>3.00</b>	20	25%
	<b>Highest Value</b>	16	20%
<b>Total</b>		79	100%
<b>How likely would you, personally, be to join at this level?</b>	<b>Very Likely</b>	7	9%
	<b>Somewhat Likely</b>	18	24%
	<b>Somewhat Unlikely</b>	17	23%
	<b>Not Likely At All</b>	32	43%
<b>Total</b>		74	100%
<b>How likely would your business or organization be to promote these memberships within your organization?</b>	<b>Very Likely</b>	8	11%
	<b>Somewhat Likely</b>	27	36%
	<b>Somewhat Unlikely</b>	15	20%
	<b>Not Likely At All</b>	25	33%
<b>Total</b>		75	100%
<b>Which of the following BEST describes your position in your organization?</b>	<b>Predominantly Operational</b>	29	34%
	<b>Predominantly Policy-Making</b>	6	7%
	<b>Involves Both</b>	44	51%
	<b>Refused</b>	7	8%
<b>Total</b>		86	100%
<b>BRONZE (\$50)</b>	<b>Very Likely</b>	19	54%
	<b>Somewhat Likely</b>	7	20%
	<b>Somewhat Unlikely</b>	3	9%
	<b>Not Likely At All</b>	6	17%
<b>Total</b>		35	100%
<b>SILVER (\$250)</b>	<b>Very Likely</b>	14	40%
	<b>Somewhat Likely</b>	10	29%
	<b>Somewhat Unlikely</b>	2	6%
	<b>Not Likely At All</b>	9	26%
<b>Total</b>		35	100%
<b>GOLD (\$1,000)</b>	<b>Very Likely</b>	8	21%
	<b>Somewhat Likely</b>	6	16%
	<b>Somewhat Unlikely</b>	6	16%
	<b>Not Likely At All</b>	18	47%
<b>Total</b>		38	100%
<b>PLATINUM (\$5,000)</b>	<b>Somewhat Likely</b>	7	19%
	<b>Somewhat Unlikely</b>	4	11%

	<b>Not Likely At All</b>	25	69%
<b>Total</b>		36	100%
<b>DIAMOND (\$10,000)</b>	<b>Somewhat Likely</b>	1	3%
	<b>Somewhat Unlikely</b>	5	15%
	<b>Not Likely At All</b>	28	82%
<b>Total</b>		34	100%
<b>DIAMOND PLUS (\$15,000)</b>	<b>Somewhat Unlikely</b>	2	6%
	<b>Not Likely At All</b>	32	94%
<b>Total</b>		34	100%
<b>How many people are employed by your business or organization at the address where you work?</b>	<b>1 to 100</b>	22	27%
	<b>101 to 500</b>	21	25%
	<b>501 to 1000</b>	13	16%
	<b>1001 to 5000</b>	17	20%
	<b>Greater than 5000</b>	10	12%
<b>Total</b>		83	100%
<b>Which of the following best describes your business or organization? Please select ONE response.</b>	<b>Private For Profit</b>	13	17%
	<b>Non-Governmental Organization (Non Profit)</b>	12	16%
	<b>Federal Government</b>	17	23%
	<b>State Government</b>	9	12%
	<b>County/Local Government</b>	21	28%
	<b>Other</b>	3	4%
<b>Total</b>		75	100%
<b>Willing to participate in focus group.</b>	<b>Yes</b>	41	48%
	<b>No</b>	31	36%
	<b>Refused</b>	14	16%
<b>Total</b>		86	100%
<b>Membership Dues</b>	<b>250.00</b>	18	82%
	<b>1000.00</b>	4	18%
<b>Total</b>		22	100%

**APPENDIX C**  
**OPEN ENDED RESPONSES**

respid	SAMP	Identify the greatest value provided by the Air Quality (Ozone) Action Days Program.
6571172 5	AQAD	* Prompts local governments to do their share * Increases awareness of the air quality issues. * help seniors/day care centers etc. to appropriately plan activities
6497989 1	AQAD	A centralized organization to share ideas and improve communication.
6498528 9	AQAD	Ability to inform personnel of situation.
6499565 9	AQAD	Ability to notify employees of problem we face and ways that they can reduce ozone emissions. Additionally, way to communicate what the corporation does to assist with program.
6498734 2	AQAD	Air Quality Index for each work day.
6682137 7	AQAD	Alerting individuals in the organization as to conditions that may affect individuals with medical conditions that might be affected by the poor air quality.
6678619 1	AQAD	Alerts us to Ozone Action Days (Code Red) so that we can inform our mass transit passengers that they pay no fare on those days
6533571 2	AQAD	Awareness - making the people more knowledgeable about the air they breath. The concept of 'some days are worse than others, so on bad days take some small actions' seems to be a message that people can internalize.
6546798 5	AQAD	Awareness about the Air Quality
6498060 5	AQAD	Being able to use the messages to inform employees so they could plan their driving, and other tasks accordingly.
6679387 9	AQAD	being informed
6529995 3	AQAD	Can take action at work to prevent excessive use of 2 and 4 cycle engines (lawnmowers/weedeater etc.) to lower pollution loading on High ozone alert days.
6498486 9	AQAD	changes in AQ during the day/week, w/health warnings.
6680455 8	AQAD	Civilian and Soldiers in the Maryland Army National Guard understanding the program.
6565716 4	AQAD	Clear and easy to read for parents and staff at our childcare center.
6499184 5	AQAD	Code Red Day alerts, which means buses are free
6509763 8	AQAD	Daily notification of air quality
6678078 9	AQAD	During a red ozone action day, we try to limit prescribe burning by government, private industry, and individuals in the counties surrounding the affected.
6682301 3	AQAD	Education and awareness
6752735 6	AQAD	education for public and forecasts
6696117 7	AQAD	Email notification of the air quality for the day for allows for easy distribution.
6724708 3	AQAD	Episodic role that CAP plays in public awareness of the unhealthy air in code red days.
6498518 0	AQAD	Excellent source of accurate and timely information.
6534163 8	AQAD	Forecasting program
6499263 6	AQAD	General Public Education re: air quality information
6509019	AQAD	Greater employee awarness and actions that can be taken.

1		
67788317	AQAD	Health advisory for employees that described vulnerble persons and work that they should not perform
66790860	AQAD	Helps in planning daily activities
64994432	AQAD	hhh
68305857	AQAD	How to plan my automobile errands and activities for my children.
66796483	AQAD	I am new in this position, so my responses are brief, as I have not been directly involved in the activities. However, I am aware that last year's programs produced public awareness of the issue.
65325160	AQAD	I guess it would be notification, but I am not sure how welkl that worked since we didn't have any action days .
64988323	AQAD	I post these action notices for all employee's to know the air quality
64978839	AQAD	I think one of the main values is public education. The promotion of alternative methods has many effects.
65019856	AQAD	Information resource - networking opportunities
66812465	AQAD	It allows us to alert public about bad air days.
64982098	AQAD	It does alert the public that unhealthful air condidtions exist and precautions should be taken.
64979704	AQAD	It ensures that we are in compliance with the Governor of Virginia's mandate concerning the dispensing of fuel and other actions during periods of high ozone levels.
68109173	AQAD	It helps us plan our work for the next day.
64987360	AQAD	It keeps me abreast of the current air quality conditions.
65356330	AQAD	It provides resource materials and information to assist companies with OAD programs and policies.
64990419	AQAD	It provides the 'push' for me to keep my organization involved in our internal programs for the improvement of air quality.
65708981	AQAD	Keeping tabs on how the summer is going. Having data for each county is greatly helpful.
65924975	AQAD	Keeping the message about clean air and ozone in the public's mind
64984509	AQAD	Not a lot this year. We still utilize the old flag system on alert days and we cannot get any more flags. The majority of our workers drive heavy equipment out doors and all of our customers drive trucks - the flags were the best way to notify them
64979560	AQAD	Notification of 'bad air' days.
65518053	AQAD	Notification of Code red days
65159277	AQAD	Notifies VDOT if an ozone action alert is forecast for the next day. The agency takes some voluntary steps to reduce ozone emissions on Red forecast days.
65850674	AQAD	Notifying employees of bad ozone days and what they can do to help.
64986584	AQAD	Notifying employees of free transportation on Action days.
64981109	AQAD	Notifying members with the forecast for the following day for Code Red or Orange days.
65113751	AQAD	Notifying the public of the air quality.



6669509 4	AQAD	Outreach and Educational Materials Ideas on ways to improve program Networking at meetings
6571450 3	AQAD	Ozone Action Days Alerts are emailed throughout organization
6499567 8	AQAD	Provides daily guidance to child care centers in Baltimore City and County (250-300 children total) ages four months through school-age on whether children should play outside for a normal period of time, or whether keeping certain children in (such as as
6534465 7	AQAD	Provides public awareness about the issue of air quality.
6498120 1	AQAD	public awareness
6635473 6	AQAD	Public awareness
6680979 0	AQAD	Public awareness.
6715324 1	AQAD	Raises air quality and ozone health impact awareness.
6570236 7	AQAD	Raises awareness about local air quality problems, personal protective steps and mitigating actions.
6678612 9	AQAD	Raising awareness of Ozone pollution and health issues related to it.
6682656 1	AQAD	Raising awareness of the clean air issue and getting people to think about what they as individuals can do to remedy it.
6630006 7	AQAD	RAISING THE CONSCIOUSNESS OF THE EMPLOYEES AND THE CITIZENS OF THE SENSITIVITY OF OUR HEALTH AND THE ENVIRONMENT.
6532766 5	AQAD	Regular notices on the Ozone status.
6678655 4	AQAD	The daily alerts.
6756696 5	AQAD	The early notice by email of the forecast for the next day was the greatest value to me.
6755536 3	AQAD	The e-mail sent advising staff of OZONE days.
6570428 5	AQAD	the emails during the summer to let us know of ozone action ratings each day.
6578211 7	AQAD	The feedback I have received from employees is that there is a better awareness regarding the risk days.
6860871 1	AQAD	The notices we receive allow us to tailor our outside work to reduce the environmental impact on our employees.
6678013 4	AQAD	This program helps to inform the general public [esp. people with Lung Disease]about how clean the air is outside BEFORE they leave the house. This is of great aid to them in planning their day.
6551522 4	AQAD	To advise the military community on poor air quality days in order to reduce operations including personal physical activities to prevent increased pollution and promote/sustain health among the community members.
6498301 4	AQAD	To indentify days that we should not be using gas powered equipment in the park system.
6577589 0	AQAD	To notify the public about hazards to their health
6848484 4	AQAD	Unclear. But I think it puts citizens and govts. on notice to gas vehilces and use power equipment conservatively
6498163 3	AQAD	VERY ACCURATE INFORMATION TO ALLOW FOR US TO TAKE APPROPRIATE ACTIONS AND LIMITATIONS AT OUR FUEL POINTS.
6510552	AQAD	Very valuable

2		
6859907	AQAD	We are responsible for grass cutting and this allow us to hold off on using gas power equipment during red days
6497970	AQAD	We use the index to schedule lawn maintenance activites.
6678956	AQAD	We use this information to determine the afternoon outdoor playground time for children ages 4 months thru 10 years. Outdoor play time for children with breathing issues would be restricted based on the air quality.
6852535	CAP	Advising people of actions they can take to reduce emissions, particularly on high ozone days, publishing the code days.
6762838	CAP	Code Red Forecast
6629686	CAP	Creating awareness of Air Qyuality issues
6537734	CAP	Effective input to the MWAQC
6685471	CAP	Improved awareness and warning of bad air days from in-house communications (in addition to broadcast media).
6678419	CAP	Outreach and Educational Materials Information and ideas on ways to improve our program Networking opportunities with others in program
6760682	CAP	Provides forecast of a potential health risk for our employees.
6570728	CAP	public awareness ,education and information
6761896	CAP	shave ozone peaks through reminders to avoid unecessary activities on certain days
6501694	CAP	The five color brochure was most beneficial to us - we placed them on our display in the lobby of the building.
6570891	CAP	The program has allowed us to gain entry into employer sites throught the Washington DC metropolitan area to encourage the implementation of commute benefit programs that have in tunr helped reduce congestion and improved ari quality in the region.

respid	SAMP	What actions does your business employ on Air Quality (Ozone) Action Days?
6509019	AQAD	Banners
6498734	AQAD	Car Pooling
6515927	AQAD	Encourage car pooling
6669509	AQAD	Free connector bus rides, encourage car pooling and limited trips
6592497	AQAD	free rides on buses for code red days
6678956	AQAD	Keep children indoors
6551522	AQAD	limit outdoor physical activities
6498736	AQAD	N/A
6678619	AQAD	no fare on Code Red days
6533571	AQAD	no flags in 2004, but they were used in previous four years
6724708	AQAD	none

3		
65341638	AQAD	none
66780789	AQAD	notify industry in area of ozone problem and advise against outdoor burning
64995678	AQAD	notify teachers to modify outdoor play periods for young children
65714503	AQAD	notify via email of ozone alerts
65105522	AQAD	Post signs for the teachers informing them of the air quality. This tell the teachers what action to take concerning taking the children outside to stay within the Childcare Administration guidelines
65097638	AQAD	promote use of public transit
66686423	AQAD	Request that operators and managers of State registered air emission sources (e.g., paint spray booths) postpone or limit their operations.
65356330	AQAD	Routine updates in employee newsletter
64979891	AQAD	Stress to employees to take action at home too
64978839	AQAD	Support public messages
66780134	AQAD	We cancel our outpatient Pulmonary clinic on Code Red Days.
65711725	AQAD	x
66854716	CAP	Allow liberal sick leave for chronically affected employees
66784195	CAP	Free Connector Bus Rides, encourage car/van pools
68525355	CAP	Reduce emissions
65016942	CAP	we ask for voluntary actions like delay refueling and mowing, but it is not mandatory at this time.

respid	SAMP	Please use the space below to give us additional comments.
64995678	AQAD	At times the email action alerts were in formats that we were unable to open last year. At other times, the alerts stopped coming at all. All my people had to email the sender individually to get re-attached to getting the daily updates.
66789561	AQAD	Childcare directors rely on this daily information in the summer to protect young children.
65344657	AQAD	Feel free to contact me. Perhaps provide free bus rides on Code red days throughout the region--we do this for NoVA. Negotiate with governments to provide reduced bus fares all summer long like other cities.
66695094	AQAD	I have been very pleased with the support I've received from the Clean Air Partners staff.
65704285	AQAD	I would like to receive more information.
67527356	AQAD	Most of these ideas have not been discussed by the membership
64979705	AQAD	N/A
6498163	AQAD	NA

3		
6497989	AQAD	none
1		
6533571	AQAD	Since its beginning, I have supports the Clean Air Partners / Ozone Action Days concept and program. For most of that time, the management philosophy was 'you are the enviromental program manager, do what you think is right'. There were several of us th
2		
6497883	AQAD	We look forward to working with any partners on this worthwhile program.
9		
6678419	CAP	I have been very pleased by the support of the Clean Air Partners staff
5		
6570891	CAP	Please note tht I am with Commuter Connections and we promote the program to the business community, so many of the questions above really are more focused towards those employers than Commuter Connections.
0		

respid	SAMP	Which of the following best describes your business or organization?
6532516	AQAD	a multi-state authority
0		
6570428	AQAD	College
5		
6535697	AQAD	Electric Utility
2		
6680455	AQAD	Federal and State Government
8		
6535633	AQAD	For profit utility
0		
6532766	AQAD	Governmental, non-profit
5		
6678655	AQAD	Manufacturing
4		
6534465	AQAD	Nortehr Virginia Transportation Commission quasi-state government
7		
6497970	AQAD	Nuclear Power
5		
6498658	AQAD	Private university
4		
6592497	AQAD	transportation commission - non-profit
5		

respid	SAMP	What current products or services would you like the Air Quality (Ozone) Action Days program to enhance?
6511375	AQAD	A better tool kit as to what employers can do.
1		
6669509	AQAD	ability to get more brochures/ color code chart
4		
6497883	AQAD	Action days notifcations.
9		
6565716	AQAD	Advertisement Public awareness
4		
6570236	AQAD	Air Watch site is great. Keep up the good work. Need more public health info about fine particulate exposure (particulate is likely a much more serious concern than ozone, but very little is known about it).
7		
6830585	AQAD	beef up the brochures
7		
6499263	AQAD	Better communication throughout season
6		

6498486 9	AQAD	Charts
6630006 7	AQAD	CURRENT PRODUCTS & SERVICES ARE GOOD; PARTICULAR ONES, CAN'T SAY.
6498209 8	AQAD	Distribution of gas cans
6682301 3	AQAD	Don't know
6778831 7	AQAD	e mail forecasts
6532516 0	AQAD	hand-outs
6678619 1	AQAD	have to think about it
6497989 1	AQAD	I am satisfied with the program
6680455 8	AQAD	I did not know there were current products.
6534465 7	AQAD	Lobby signs to alert employees of ozone action day.
6678956 1	AQAD	Monday through Friday summer air quality alerts.
6678013 4	AQAD	More lectures given on Air Quality to the Senior Centers throughout the State of Maryland.
6497970 5	AQAD	N/A
6497956 0	AQAD	No comment
6498734 2	AQAD	No comment.
6509763 8	AQAD	No opinion
6497970 4	AQAD	None
6533571 2	AQAD	None
6592497 5	AQAD	None
6860871 1	AQAD	None at this time. Our involvement in the program is somewhat limited due to lack of staff. However, we remain interested in the program and alert our employees when we receive your notices.
6515927 7	AQAD	None.
6679648 3	AQAD	not aware of what is offered.
6682137 7	AQAD	Notification on air quality issues
6498060 5	AQAD	Outreach to corporate customers
6529995 3	AQAD	Promotion of flyers (request for flyers by order form)
6680979 0	AQAD	Provide earlier forecasts of ozone action days, since many of our field staff and shift workers end their workday at 3:00 p.m. The current forecasts come out too late in the day to reach these workers effectively.

6498528 9	AQAD	Provide earlier forecasts or predictions for the next day. Too often our employees have left for the day when we get e-mails or faxes. You could state tomorrow will be code orange with a (high, low, no probability of being upgraded to code red) This wo
6715324 1	AQAD	Public notification and news alerts
6752735 6	AQAD	public outreach and recruitment of sponsors
6532766 5	AQAD	quarterly email to be in acrobat.
6551805 3	AQAD	Rideshare
6498736 0	AQAD	See Above.
6498450 9	AQAD	The flags -- I requested them for three years and can't get them .
6848484 4	AQAD	tv radio ads
6678419 5	CAP	Additional copies of outreach/educational materials
6570891 0	CAP	Better updated brochure -- Employer Kit. Needs to be updated and distributed.
6501694 2	CAP	Notification
6570728 5	CAP	sponsor lawn mower exchange

respid	SAMP	List up to three new products or services that you would like to see the Air Quality (Ozone) Action Days Program offer.
6755536 3	AQAD	1) Introductory packet for new employees 2) wallet size laminated card that outlines ways to help (employees could keep them in their glovebox) 3) Flags with specific colors on them.
6497883 9	AQAD	1. Additional communications such as email or other electronic notifications. 2. Perhaps additional outreach programs (ads or other media) promoting mass transit. 3. Additional business public recognition which would lead to better public involvement.
6532766 5	AQAD	1. free lunch for staff 2. free program logo promotional items for staff
6533571 2	AQAD	A brochure or fact sheet that clearly shows the increased regulatory burden that will be placed on this area, if our air quality decreases. The target audience would be the first and second line management that sees no 'business specific' benefit (th
6715324 1	AQAD	Action Day Flags Employee giveaway items as reminders Neighborhood, small municipality programs
6499041 9	AQAD	Air Quality Action Day Shirts (I'd pay for my own and others in my company who are interested.) Pamphlets for employees To hand out at the start and during the ozone season
6678956 1	AQAD	Air quality flags and signs to post for children families and staff. Air quality alert information everyday. Charts or posters defining the levels and related information

6498486 9	AQAD	analysis of traffic changes and improvements in public transit, and its measureable effect on local ambient air quality. Statistical presentations of different AQ effects due to changes in fuel use in vehicles, new laws (i.e. diesel idling for 5 minutes)
6669509 4	AQAD	Basic factsheet or guide to give to public besides the color code chart Ability to get large posters with information Educational materials for children
6752735 6	AQAD	better access to clen air strategies and products lawn mowers, vehicles, services
6678013 4	AQAD	Code Red T-Shirts VHS Tape for Seniors Large Print Code Red/Orange/Yellow Handouts
6498120 1	AQAD	Display booth at annual energy day. small handout items at expositions during the season.
6778831 7	AQAD	electronic resource guide newsletters informaiton publication for executive management
6679648 3	AQAD	electronic resource kit for our use in promoting Air Quality days information/facts to disseminate
6529995 3	AQAD	Employee related flyers (mailed upon request) Employer related flyers (mailed upon request)
6499263 6	AQAD	Employer Incentives Positive 'slick' posters displays
6498110 9	AQAD	Executive packages Flags
6565716 4	AQAD	Free signs Free training Conference
6680455 8	AQAD	generic brochures, stickers and web
6501985 6	AQAD	golf outings to raise awareness and fundraiser
6678619 1	AQAD	have to think about it
6860871 1	AQAD	I believe those listed in the previous question cover the range of products and services that are helpful to the park.
6498736 0	AQAD	I would like to see more air quality programs offer the following: air quality flags for individuals, brochures for individuals, technical assistance
6498658 4	AQAD	Less paper products - the excessive use of of paper communication does not seem environmentally friendly.
6682656 1	AQAD	More cost benefit information on alternative fuel vehicles for fleet use; assistance (perhaps a consortium) to bid the purchase of alternative fueled vehicles; a political pust to clean up the Ohio River valley polluters that contribute to our problems.
6570236 7	AQAD	More health based information on the effects of fine particulate exposure. JHU is doing a tremendous amount of research, and yet the medical science has not yet made it to public awareness.
6534465 7	AQAD	More local advertisements that get the message across as to how dangerous bad air days can be. Partnership with media to highlight the increased number of asthma cases that come to emergency rooms on bad air days. Bring the message closer to home.
6497970 5	AQAD	N/A
6682137	AQAD	News letter would be helpful

7		
6515927	AQAD	No additional services required.
7		
6497956	AQAD	No comment
0		
6498734	AQAD	No comment.
2		
6509763	AQAD	No opinion
8		
6532516	AQAD	no opinion
0		
6497970	AQAD	None
4		
6592497	AQAD	None
5		
6546798	AQAD	Ozone Action day flag distribution for locations in an area
5		
6497989	AQAD	Perhaps hard hat decals to remind employees of the program and show they belong Small magnetic decals for fleet vehicles
1		
6830585	AQAD	perhaps pop up reminder advertisements?
7		
6498209	AQAD	Proper gas cans
8		
6498450	AQAD	Reinstitute the flags Access to additional handouts for employees and customers -- in one case neighbors. Media explanations of codes -- not just the code.
9		
6630006	AQAD	TBA
7		
6511375	AQAD	The previously proposed items look good.
1		
6682301	AQAD	We are a very small non-profit and our impact is minimal.
3		
6501694	CAP	flags and lobby posters for employers
2		
6570728	CAP	id products and businesses that help ie participating service stations
5		
6570891	CAP	None. I feel all are adequate.
0		
6678419	CAP	Sample logos that can be put on promotional items Ability to purchase the same large posters used by Clean Air Partners Sample e-mails, articles, factsheets, brochures
5		

respid	SAMP	Throughout the year what pollution reducing activities do you employ at your worksite?
6498528	AQAD	alternative fuel vehicles
9		
6551522	AQAD	compressed work schedules
4		
6668642	AQAD	Compressed work schedules, pollution prevention program, hazardous material 'pharmacy'
3		
6498736	AQAD	N/A
0		



6669509 4	AQAD	no mow on Code Red, low VOC paint, hybrid vehicles, retrofit school buses and county transit buses, gas can replacement
6724708 3	AQAD	none
6510552 2	AQAD	None
6682137 7	AQAD	off peak hour manufacturing
6509763 8	AQAD	promote transit and carpooling
6715324 1	AQAD	VOC release controls
6571172 5	AQAD	x
6678419 5	CAP	Use Low VOC paint, replace gas cans, purchase hybrid vehicles for fleet, diesel retrofit for school buses, more is being planned such as purchase of wind energy, diesel retrofit transit buses