



Metropolitan Washington Air Quality Committee May 28, 2008

1. **Air Quality Action Days**
 - Technical staff and the marketing consultant recently completed a series of one-on-one meetings with television meteorologists in the Baltimore-Washington region to discuss the upcoming air quality season and changes in the EPA standard for ground-level ozone.
 - Staff attended meetings with employer outreach/rideshare coordinators to update them on Clean Air Partners' programs and services, including the new EPA standard for ground-level ozone, business initiatives, and the curriculum/outreach program.
2. **Marketing and Public Relations**
 - Preparations are underway for this year's public awareness campaign which will include radio ads on major stations in the Baltimore-Washington region over a five-week period (June 30-July 28) and special promotional events, as well as transit ads with WMATA, Frederick County TransIT, and MTA. Sponsorship commitments for this year's campaign are currently \$140,000.
3. **Public Education**
 - The Environmental Education coordinator continues to disseminate the curriculum and outreach materials to schools throughout the region. She will give a more detailed report as part of today's MWAQC agenda.
4. **Business Roundtable**
 - **Parts Washer Rebate Program** – Marketing efforts for the rebate program continue and include direct mail, presentations at meetings, and outreach to trade associations and equipment vendors. One application has been received and approved to date.
 - **EPA "Crash Course" Workshops** – Clean Air Partners is working with EPA and others to conduct two best practices workshops for auto body facilities. The workshops will be held at COG and the Maryland Department of the Environment on June 4th and June 5th respectively.
5. **Prince Georges County Air Quality Strategic Outreach Plan**
 - The County is in the process of recruiting employees to participate in focus groups scheduled for mid-June. The purpose of the focus groups is to identify specific messages that will inspire behaviors to reduce air pollution among County employees from five key departments - Public Works & Transportation, Health, Office of Central Services, Fire/EMS, and Environmental Services. Messages are intended to resonate with individuals, inspire behavior change, and meet specific agency needs. Once the focus groups have been completed, the draft messages will be modified to reflect the guidance provided by Prince George's County employees.
6. **Clean Air Teleworking**
 - The Managing Director is developing the on-line Telework Tool Kit and recruiting Maryland and Virginia employers for the Clean Air Teleworking pilot.