



Metropolitan Washington Air Quality Committee
September 28, 2011

1. Air Quality and Climate Actions

- **Sponsorship of the Metropolitan Washington Weather Line** – Clean Air Partners is planning to become a named sponsor during the recorded introduction of the Weather Line. Co-Sponsored with MWCOG this opportunity will offer further exposure of Clean Air Partners while reaching 10,000 to 40,000 callers per day (Based on historical data). Verizon discontinued the time and weather service on June 30th.
- **World Car Free Day** – The DC World Car Free Day was promoted on our website and social media platforms.
- **Air Alerts Survey** – In August we sent out a survey to our Air Alert subscribers to learn more about their preferences and how they utilize the Air Alerts. Early analysis suggests that respondents continue to make behavioral changes primarily when the Air Quality reached Orange and two-thirds of the respondents say air pollution has a noticeable effect on them or a member of their family, with 84% limiting their personal exposure when the air quality is poor.

2. Web Site

- **Air Quality Tools** – The new air quality forecast widget has been added on WUSA's Weather page.
- **Blog / Social Media** – An initiative is underway to help develop further content on the website and utilize personal stories to further drive traffic to the website. Select Board members will be taking part in a tutorial on effective presence online and will be asked to submit content on a regular basis.

3. Marketing and Public Relations

- **2011 Media Campaign** – This year's campaign included a combination of paid radio and on-line advertising, and in-kind transit ads. The radio campaign ran for two-weeks (7/18/11-7/25/11) on four top radio stations in the Baltimore and Washington markets. The on-line ads ran during the same time frame on WashingtonPost.com and BaltimoreSun.com. In-kind transit partners included 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 was approximately \$75,000 and generated about 16 million media impressions. The estimated value of earned media coverage was nearly \$52,000 this year, up from an estimated \$32,000 in 2010. Announcements surrounding poster contest winners and new leadership as well as Ozone season press opportunities help make this possible.

4. Curriculum and Outreach

- **Summer Outreach** – The Education Program Manager and her team concluded their summer outreach program visiting 28 camps in the area and reaching a total of 1,510 students. The presentations reached 160 students in the District, 740 in Maryland and 610 in Virginia.
- **EPA Clean Air Excellence Award Entry** – This year Clean Air Partners submitted an entry for the Clean Air Excellence Awards, highlighting the growing educational outreach component within the area. After developing the curriculum in 2007 the program has expanded to include a poster contest, science fair awards and soon a slogan contest. The awards annually recognize individuals and organizations that have undertaken the risks of innovation, served as pioneers in their fields and have helped to improve air quality.
- **Pilot Slogan Contest** – Clean Air Partners is implementing a Slogan Contest to help spur further interest in air quality. The slogan may be used as the theme for this years poster contest and will allow for further integration of English and Science curriculum.

- ***Comprehensive Environment Literacy*** – Clean Air Partners has been monitoring the adoption of the comprehensive, multi-disciplinary environmental education standards in Maryland and is uniquely situated to adapt the education curriculum to meet those standards with our Education Manager being an active member within the Environmental Education community. A review of *On the Air: Exploring Air Pollution Sources and Solutions* is already underway.

5. Meetings

- ***2011 Fall Board Meeting*** – The 2011 Fall Board Meeting was held on September 15th with a focus on the Education Program and summer outreach. Committees were created to review the Bylaws, plan for the up-coming Annual Meeting in Maryland and develop a social media team. Additionally, Board member recruitment and activity was stressed.
- ***2011 Executive Committee Meeting*** – In July the Executive Committee met to outline strategies and initiatives Clean Air Partners will be looking to pursue in the coming months.