



Metropolitan Washington Air Quality Committee
February 22, 2012

1. **Air Quality and Climate Actions**

- **Maryland Clean Commute Challenge** – In conjunction with the Maryland Green Registry, Clean Air Partners is sponsoring a challenge to Green Registry members to reduce commuting miles. The contest runs until May 16th and all employers registered with the Registry can participate.
- **Business Outreach**– Aggressive outreach to local area businesses continues as we look to expand our impact during key summer months.

2. **Web Site**

- **Social Media Task Force** – The Social Media Task Force, made up of various Board Members, continues to drive positive air quality messages through various social media platforms.

3. **Marketing and Public Relations**

- **New Materials Update** – Refreshing our AirAlerts and other communications with fresh images and a new look is close to completion. Look for the new images and tag lines as we move into ozone season.
- **Slogan and Poster Contest in the News** – Various news outlets have recently mentioned Clean Air Partners - winners of the Slogan Contest and information about the Poster Contest were featured in stories on five different platforms including WUSA and local publications in Virginia and Maryland.

4. **Curriculum and Outreach**

- **Poster Contest** – The official notice for the Clean Air Partners Poster Contest was sent to area schools and is available on our website. The theme this year comes from our Slogan Contest, *Fresh Air is the Start to Living Life Smart*. Posters need to be submitted by March 16, 2012 and the contest is open to area students in grades four through eight.
- **Science Fair** – This year Clean Air Partners will again be involved in ten local science fairs throughout the region. Projects relating to air quality will be evaluated with awards presented at our Annual Meeting.

5. **Meetings**

- **2012 Board Visioning Meeting** – The Board participated in a Visioning Meeting on January 24th to help further define the future path of the organization. Developing quantitative metrics, which can be used to evaluate our success, was deemed critical. Increasing the number of AirAlert subscribers and local business participation were viewed as significant areas of potential growth.
- **2012 Executive Committee Meeting** – The Executive Committee will meet on March 15th with an eye towards the fiscal year 2013 work program and budget.
- **2012 Annual Meeting** – The Clean Air Partners Annual Meeting / Celebration will be May 8th at the Baltimore Museum of Industry.