
MEMORANDUM

TO: CLEAN AIR PARTNERS EXECUTIVE COMMITTEE
FROM: CLEAN AIR PARTNERS FINANCE COMMITTEE
SUBJECT: FY 2008 DRAFT BUDGET
DATE: 3/8/2007

The Finance Committee recommends the following proposed FY 2008 work program and budget. The Executive Committee's budget recommendation will be presented to the Clean Air Partners Board of Directors at the April meeting. The Membership will vote to adopt the annual work program and budget at the May Annual Membership Meeting.

FY 2008 Draft Budget:

Projected FY 2008 revenues are \$684,000, a decrease of 25% compared to the previous year. Carry-over funds are projected to return to normal levels; anticipated \$20,000 compared to \$213,000 in FY 2007. The decrease in revenues is due to the anticipated reduction in carry-over funds.

- The majority of the funding is provided by the state transportation departments. Collectively, the states contribute \$412,000 or 61% of the total budget. COG provides an additional \$50,000 (7%).
- Contributions from sponsors are projected to reach \$155,000 and are earmarked for the media campaign.
- Estimated carry-over amount includes \$20,000 in unused cash funds. The carryover amount is estimated and will change at the end of the fiscal year in July 2007.
- Membership dues are expected to bring in \$7,000, an increase of \$1,500.
- Prince George's County will provide a grant of \$40,000 to implement the county's air quality strategic plan.

Revenue Source	Funding Source			Total	Percent of Total Revenues
	Grants	Sponsorship	Cash Contributions		
VDOT			\$108,000	\$108,000	16%
MDOT			\$250,000	\$250,000	37%
DDOT			\$54,000	\$54,000	8%
MWCOG			\$50,000	\$50,000	7%
Membership Dues			\$7,000	\$7,000	1%
Carry Over			\$20,000	\$20,000	2%
Sponsorship		\$155,000		\$155,000	23%
Grants	\$40,000			\$40,000	6%
Total	\$40,000	\$155,000	\$489,000	\$684,000	100%

Expenditures:

Since revenues are expected to be lower for the upcoming fiscal year, funds will not be available to continue the support of all of the current projects. We propose to fund basic Clean Air Partners programs and commitments and to prioritize programs as additional funding becomes available. Priorities for additional programs should be established during the budget process to give a realistic picture of needs for FY 2008.

Program Area	Funding Source			Total	Percent of Total Expenditures
	Grants	Sponsorship	Cash Contributions		
Air Quality Action Days			\$124,500	\$124,500	18%
Marketing and Public Relations		\$155,000	\$142,000	\$297,000	43%
Public Education			\$11,000	\$11,000	2%
Business Roundtable			\$7,500	\$7,500	1%
Performance Improvement and Measurement			\$40,000	\$40,000	6%
Membership Services			\$15,000	\$15,000	2%
Special Projects	\$40,000		\$4,000	\$44,000	6%
Administration and Leadership			\$145,000	\$145,000	21%
Total	\$40,000	\$155,000	\$489,000	\$684,000	100%

Program Area Detail:

Air Quality Action Days:

Expenditures cover COG staff to provide overall program and administrative support for the AQAD program, printing and reproducing collateral materials, and yearly web site maintenance (June 2008 – May 2009). The web site maintenance fee includes contractor costs for the maintenance of the web and database servers, daily backups, automated and manual monitoring, virus protection, and monitoring and performing quality-control checks of air quality data being presented to the public.

Washington Action Days Program	\$112,000	Funding Source	cash
Program Materials	\$6,500		cash
Web Site Maintenance Fee	\$6,000		cash
	<u>\$124,500</u>		

Marketing and Public Relations:

This includes implementation of the marketing and communications plan by the marketing consultant and the paid media campaign which will include radio, print, and transit advertising.

Marketing Support	\$142,000	Funding Source	cash
Media Campaign	\$155,000		sponsors
	<u>\$297,000</u>		

Public Education:

The air quality curriculum is in the process of being finalized and piloted in VA, MD, and DC schools. Funds will be used to restock the kit boxes provided to the schools.

Curriculum Kit Box Materials	\$3,500	Funding Source	cash
Expand Pilot and Conduct Presentations	\$7,500		cash
	<u>\$11,000</u>		

Business Roundtable (Voluntary Emissions Program):

Provide for the expansion and ongoing marketing support for the voluntary business emission reduction initiative.

Aqueous Parts Washer Rebate Program	\$3,500	Funding Source	cash
Marketing Support	\$4,000		cash
	<u>\$7,500</u>		

Performance Improvement and Measurement:

Surveys are an important tool to determine the effectiveness of the marketing program. We propose continuing episodic and/or end-of-season surveys for FY 2008. This includes costs for the contractor to conduct up to three surveys or one end-of-season survey, compile results, and prepare and present reports.

Episodic/End of Season Surveys*	\$40,000	Funding Source	cash
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* Funds will be reallocated if surveys are not needed.

Membership Services:

PRR, marketing consultant to Clean Air Partners, is currently developing a membership recruitment strategy. This budget item includes costs for the marketing consultant to implement the membership strategy.

Membership Recruitment	\$15,000	Funding Source	cash
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Special Projects:

Implementation of the Prince George's County Air Quality Strategic Outreach Plan: Tasks include developing a survey to assess county employee awareness on air quality issues, develop customized messages, propose a county employee voluntary participation program, and prepare an evaluation report. Prince George's County will fund this project to support the managing director and marketing consultant.

10-Year Anniversary: This includes the costs for additional materials, promotional items, or other expenses for Clean Air Partners 10-Year Anniversary events conducted between July and December 2007.

Prince George's County Air Quality Plan	\$40,000	Funding Source	grant
10-Year Anniversary	\$4,000		cash
	<u>\$44,000</u>		

Administration and Leadership:

Funds are proposed to continue financing the Managing Director and COG program support and administration. Managing Director includes coordination of air quality action days, oversight of the Marketing Committee and the Education Curriculum project, and support of the Business Emissions Reduction Roundtable. COG program support and administration includes support of some tasks, financial administration and reporting, management of grants and contracts, budgeting, and work program oversight. Level of funding is expected to remain unchanged compared to the previous year. Allocation of COG Staff hours for program support and administration can be found in Attachment B.

Managing Director	\$70,000	Funding Source	cash
COG Program Support and Administration	\$75,000		cash
	<u>\$145,000</u>		

Unfunded Projects:

Due to the reduced revenues for FY 2008, a number of initiatives were cut from the budget. Due to uncertainty about the amount of carry-over funds, recommended priorities to be implemented if funds become available are presented in Attachment C.

Attachments:

- A. FY 2008 Draft Budget
- B. Allocation of COG Staff Hours
- C. Recommended Priorities Conditional on Available Resources

Attachment A:

**Clean Air Partners -- 2008 Fiscal Year Budget
July 1, 2007 - June 30, 2008**

REVENUE	12-Month 7/1/07-6/30/08 Budgeted
VDOT	\$108,000
MDOT	\$250,000
DDOT	\$54,000
COG	\$50,000
Membership Dues	\$7,000
Carry Over	\$20,000
Sponsorship	\$155,000
Grants	\$40,000
TOTAL REVENUE	\$684,000
EXPENSES	
Air Quality Action Days	
Washington Air Quality Action Days Program	\$112,000
Program Materials	\$6,500
Website:	\$6,000
<i>Maintenance \$6,000</i>	
Total	\$124,500
Marketing and Public Relations	
Marketing Support	\$142,000
Media Campaign	\$155,000
<i>Radio \$100,000</i>	
<i>Print \$50,000</i>	
<i>Transit Ads \$5,000</i>	
Total	\$297,000
Public Education	
Curriculum Kit Box Materials	\$3,500
Expand Pilot and Conduct Presentations	\$7,500
Total	\$11,000
Business Roundtable (Voluntary Emissions Program)	
Aqueous Parts Washer Rebate Program	\$3,500
Marketing Support	\$4,000
Total	\$7,500
Performance Improvement & Measurement System	
Episodic/End of Season Surveys	\$40,000
Total	\$40,000
Membership Services	
Membership Recruitment	\$15,000
Total	\$15,000
Special Projects	
Prince George's County Air Quality Strategic Plan:	\$40,000
<i>PRR \$37,646</i>	
<i>CG \$2,352</i>	
10-Year Anniversary Planning and Events	\$4,000
Total	\$44,000
Administration and Leadership	
Managing Director and Clean Air Partners Office	\$70,000
COG Program Support and Administration	\$75,000
Total	\$145,000
TOTAL EXPENDITURES	\$684,000

Attachment B:

Allocation of COG Staff Hours

Task/Activities	Director of DEP	DEP Air Planning Chief	Air Planner II	Financial & Grant Manager	Admin Aides	TOTAL
	Hrs	Hrs	Hrs	Hrs	Hrs	
1.0 Air Quality Action Days						
a Washington AQAD Program Administration	10	20	660			690
Air Quality Action Days Subtotal	10	20	660	0	0	690
2.0 Marketing and Public Relations						
a Coordination of Marketing and Public Relations Activities		20	250			270
Marketing and Public Relations Subtotal	0	20	250	0	0	270
3.0 Public Education						
a Coordination of Education Curriculum Activities and Events		10	60			70
b Presenter Training			30			30
Public Education Subtotal	0	10	90	0	0	100
4.0 Business Roundtable						
a Coordination of the Aqueous Parts Washer Rebate Program		10	20			30
Performance Improvement and Measurement Subtotal	0	10	20	0	0	30
5.0 Performance Improvement and Measurement						
a Survey Preparation and Coordination		20	10			30
Performance Improvement and Measurement Subtotal	0	20	10	0	0	30
6.0 Membership Services						
a Membership Coordination and Customer Service			100			100
Membership Services Subtotal	0	0	100	0	0	100
7.0 Special Projects						
a Prince George's County Air Quality Strategic Plan		10	20			30
b 10-Year Anniversary Events	10	10	40			60
Special Projects Subtotal	10	20	60	0	0	90
8.0 Administration and Leadership						
a Finance, Budget, and Work Program Management	25	57	140	90		312
b Contract and Grant Management	3	123	80	78		284
c Meeting Administration			40		240	280
Administration and Leadership Subtotal	28	180	260	168	240	876
TOTAL	48	280	1450	168	240	2186

Attachment C:

Recommended Priorities Conditional on Available Resources

1. Public Education

- **Expand Pilot and Conduct Presentations:**
Consultant cost to expand the use of the curriculum throughout the region, conduct teacher training, and hire paid presenters to give air quality presentations to children at summer schools, camps, etc.

Estimated Costs: \$32,500 for consultant and presenter costs and any associated materials.

2. Business Roundtable

- **Program Expansion and Ongoing Marketing Support:**
Provide for the expansion and ongoing marketing support for the voluntary business emission reduction initiative (e.g., printer initiative and aqueous parts washer rebate program).

Estimated Cost: \$7,500 for marketing contractor support and rebates.

Additional Projects

1. Public Education:

- **Meteorologist School Visits:**
Bob Swanson “The Singing Weatherman” will implement 2 visits per month to a local school. During the visits, a unit of the curriculum will be introduced. The visit will address the impacts of air quality and address action steps.

Estimated Costs: \$15,000 for marketing consultant and Bob Swanson’s time.

- **Day Care Center Outreach:**
Conduct outreach to local day care centers in DC, MD, and VA. Outreach would target sensitive groups affected by air pollution through direct mailing and seminars.

Estimated Cost: \$15,000 for materials, mailing, and marketing/consultant support.

2. Web Site Enhancements:

- **Develop a member’s only section on the website to supplement the membership recruitment strategy.** This will be used as a tool to recruit new members and renew existing membership. Members will be able log-in and to download resources and order materials. Access to resources will depend on the membership level. Build automatic notification features for renewals and payments.

Develop a “clean air” challenge or contest to engage the public about air quality issues and voluntary actions. Develop a tracking mechanism and estimated benefits to the region. This can be tied to a season long contest.

Estimated Costs: \$15,000 for contractor support.

3. Program Materials:

- **Increase the program materials budget to allow for additional printing of materials and promotional items such as brochures and membership materials.**

Estimated Costs: \$8,500 to print educational and promotional materials

4. *Special Projects:*

- *Clean Air Teleworking:*
Pilot an episodic telework program to encourage employees to telework on bad air days, Code Orange and above.

Estimated Costs: \$5,000 for printing materials and consultant and marketing support.

- *Clean Commute Month:*
Provide monetary support for the Baltimore Clean Commute Month.

Estimated Costs: \$2,500 to support BMC

Summary of Estimated Costs:

Recommendation	FY 2008
Priorities:	
1. Public Education	
Expand Pilot and Conduct Presentations	\$32,500
<i>Subtotal</i>	\$32,500
2. Business Roundtable	
Program and Marketing Support	\$4,000
Rebates	\$3,500
<i>Subtotal</i>	\$7,500
<i>Priorities Subtotal</i>	\$40,000
Additional Projects:	
1. Public Education	
Meteorologist School Visits	\$15,000
Day Care Center Outreach	\$15,000
<i>Subtotal</i>	\$30,000
2. Web Site Enhancements	
	\$15,000
<i>Subtotal</i>	\$15,000
3. Program Materials	
	\$8,500
<i>Subtotal</i>	\$8,500
4. Special Projects	
Clean Air Teleworking	\$5,000
Clean Commute Month	\$2,500
<i>Subtotal</i>	\$7,500
<i>Additional Projects Subtotal</i>	\$61,000
Total Additional Funding Required	\$101,000