



10-Year Anniversary Recommendations

1. Recognition of Founding Members

- **Signature Event**

Conduct a joint meeting of COG and BMC to reaffirm the original commitment between the two organizations that established Clean Air Partners and recognize the organization's founding members. The recognition ceremony would be followed by a reception. The proposed time frame is July 2007 to coincide with the anniversary date of the initial COG/BMC meeting. The Belair Mansion in Bowie, MD (site of the original joint meeting) is the venue of first choice.

Estimated Cost: \$4,000 for venue, catering, and commemorative item for founders (FY 2008).

- **Hall of Fame**

Tree planting with a commemorative plaque to recognize Clean Air Partners' founding members and the 10-year anniversary of the organization. Location(s) to be determined.

Estimated Cost: \$1,300 for tree and commemorative plaque mounted on a pedestal at one location (FY 2007).

- **Media Recognition**

Prominently feature founding members in the 2007 media campaign, including print, radio, and promotional events.

Estimated Costs: \$3,000 for additional creative to recognize founders (FY 2007).

2. National Leadership

- **Proclamations**

Obtain proclamations from the Governors (Virginia and Maryland) and Mayor.

Estimated Costs: No additional direct costs anticipated based on estimated 30 hours of COG staff time to prepare and obtain proclamations (FY 2008).

- **Awards**

Identify and apply for awards such as EPA's Clean Air Excellence Award.

Estimated Costs: No additional direct costs anticipated based on estimated 20 hours of COG staff time to prepare and obtain proclamations (FY 2008).

3. Alignment with Others

- **Recruit New Partner(s)**

Seek to engage one or more new, prominent partners/sponsors in 2007 (e.g., Precision Tune, Jiffy Lube, Toyota).

Estimated Cost: No additional costs anticipated (already included in FY 2007 marketing work plan).



4. Marketing & Outreach

- **Clean Air Partners' Timeline**

Create a historical timeline showing major milestones and accomplishments over the past 10 years and produce multiple versions (print, banner, and electronic). The timeline could be used at events throughout the year and as a focal point for pitching media.

Estimated Costs: \$15,000 for researching, developing, and producing the timeline (FY 2007).

- **“Faces of Clean Air” Web Clip**

Produce short video segment(s) for the web site featuring accomplishments and founding members.

Estimated Costs: \$25,000 to develop and produce the web clip (FY 2007).

- **Engaging the Public**

Market the new web site and engage the public through pledges or a competition.

Estimated Cost: \$15,000 for marketing the new site and developing a pledge/competition (FY 2008).

Summary of Estimated Costs:

Recommendation	FY 2007	FY 2008	Total
1. Recognition of Founding Members			
Signature Event	-	\$4,000	\$4,000
Hall of Fame	\$1,300	-	\$1,300
Media Recognition	\$3,000	-	\$3,000
Subtotal	\$4,300	\$4,000	\$8,300
2. National Leadership			
Proclamations	-	-	-
Awards	-	-	-
Subtotal	-	-	-
3. Alignment with Others			
Recruit New Partner(s)	-	-	-
Subtotal	-	-	-
4. Marketing & Outreach			
Clean Air Partners' Timeline	\$15,000	-	\$15,000
“Faces of Clean Air” Web Clip	\$25,000	-	\$25,000
Engaging the Public	-	\$15,000	\$15,000
Subtotal	\$40,000	\$15,000	\$55,000
TOTAL	\$44,300	\$19,000	\$63,300
Available Funding for 10-Year Anniversary Event (\$10K) and Marketing (\$28K)	\$38,000		
Additional Funding Required	\$6,300	\$19,000	\$25,300

Recommendation:

Approve 10-Year Anniversary recommendations, contingent of the availability of funding.



10-Year Anniversary Planning Committee Members

Tracye Funn, Washington Gas (Honorary Chairperson, 10-Year Anniversary Planning Committee)

Gary Allen, Center for Chesapeake Communities

Misty Allen, Mirant

Joy Austin-Lane, Takoma Park City Council

Jen Desimone, Metropolitan Washington Council of Governments

Kim Greer, Washington Gas

Barbara Hardy, Fairfax County Government

Barbara Herron, Baltimore Metropolitan Council

Elizabeth (Lizz) Rogers, Northrop Grumman Corporation

Heather McColl, Annapolis Regional Transportation Association

Randy Mosier, Maryland Department of the Environment

Joan Rohlfs, Metropolitan Washington Council of Governments

Keri Shoemaker, PRR

Kanti Shrikanth, Virginia Department of Transportation

Russ Ulrich, Baltimore Metropolitan Council

Denise Walz, PRR

Harriet West, Clean Air Partners

Reider White, Maryland Department of the Environment