



**Board of Directors Meeting
MWCOG – Room 1
November 17, 2005**

Present:

Sandra Handon, DC DOH
Maurice Keys, DDOT
Joseph Lewis, Baltimore County
Ned Moore, Lockheed Martin
John Quinn, Constellation Energy
Jeff Steers, VA DEQ
Didian Tsongwain, Prince George's County
Hon. Patrice Winter, City of Fairfax

Staff:

Jen Desimone, MWCOG
Bob Maddox, MDE
Randy Mosier, MDE
Joan Rohlfs, MWCOG
Keri Shoemaker, PRR
Russ Ulrich, BMC
Denise Walz, PRR
Harriet West, Clean Air Partners

Call to Order: Harriet West called the meeting to order at 12:30 pm. The minutes were approved as submitted.

Managing Director's Report: Harriet West

As of October, 2005, revenues (\$652,791) were ahead of expenditures (\$383,146). The cash balance as of October 31 was \$269,645.

Sponsorship payments of \$75,000 have been received. Paid sponsors include Constellation Energy, Fairfax County, Lockheed Martin, Mirant, Montgomery County, Washington Gas, and WMATA. Prince George's County has an outstanding invoice of \$10,000.

Nineteen of the 37 members have renewed their membership. Membership information and materials were sent to nine local jurisdictions in October. The jurisdictions include Frederick County, Charles County, City of Gaithersburg, City of Bowie, City of Manassas, City of College Park, City of Greenbelt, City of Takoma Park, and Manassas Park. Follow-up will be conducted in November. The City of Bowie and Clifton Gunderson are the newest members of Clean Air Partners.

Harriet also reviewed the 2006 meeting schedule, which includes 5-6 business meetings and two special events, the annual kick off meeting in May and the Awards Program in November.

Technical Advisory Committee Report: Jeff Steers

Jeff Steers, with the Virginia Department of Environmental Quality (VADEQ), provided an update on the voluntary business emission reductions project with the Printing Industry. The pilot project will ask printers in Northern Virginia to take voluntary actions to reduce emissions on Code Orange and Red days. A working group consisting of two printers, the president of PIVA (Printing Industries of Virginia), VADEQ staff, and

Clean Air Partners staff has met twice to discuss a list best practices for the industry. A “Top 10 list for Action Days” was developed and is currently under review by the working group and PIVA. The initiative will kick-off at a Print Summit held in March 2006.

Maurice Keys asked if there were quantifiable estimates on the amount of emission reductions. VADEQ staff is currently working to develop emission reduction factors.

Harriet West stated that she was contacted by Jill Engle-Cox, instructor at Johns Hopkins University, who expressed an opportunity for students to work on environmental projects. Students may be able to work with Clean Air Partners, depending on the timing between the printing industry initiative and student field work.

Marketing and Public Relations: Denise Walz

PRR distributed the 2005 season recap binders and individual sponsor binders. The larger recap binder includes all of the collateral materials, details on the radio, TV, and public relations campaign, and news clippings. The sponsor binders include results specific to each individual sponsor’s level of support.

The 2005 radio campaign leveraged the initial \$80,000 budget by 289%, with a buy value at \$330,875. The TV public service announcement, delivered to Clean Air Partners as an “in-kind” contribution from Comcast, ran 8 weeks for a total of 400 times. The TV campaign was valued at \$164,344.

The media relations campaign included developing a media relations plan, pitching stories to local print and broadcast media outlets, and securing Bike to Work Day event coverage. In addition, the media relations campaign included visits with the local TV meteorologists, and a 10 minute segment on Baltimore’s CBS affiliates public affairs show “On-Time.” The overall media relations campaign received 7,800,000 impressions and has an estimated value of \$436,338.

The total overall value for the 2005 campaign is:

Radio Buy	\$330,875
TV PSA	\$164,344
<u>Public Relations</u>	<u>\$436,338</u>
Total	\$931,557

John Quinn expressed that the recap binders are exactly what sponsors need to show their return on investment. He also stated that Constellation Energy also advertises Air Quality Action Days in their newsletters, which are supplied to all customers with their monthly bill. PRR will revise Constellation Energy’s sponsor binder to reflect this value.

The marketing committee will meet for a day long strategic planning meeting on December 6th to plan for the 2006 and 2007 seasons.

****Particle Pollution Curriculum and Training:*** Jen Desimone

Request for Qualifications for an Education Curriculum Developer were released in October. The role of the Education Curriculum Developer is to revise the AirSmart curriculum to target upper elementary science students and incorporate the particle pollution message. The Education Curriculum Selection Committee met prior to the Board meeting to review proposals. Interviews and contractor selection will take place during the beginning of December. The contract is expected to be finalized by the end of the year with work commencing in January 2006.

****PRR Contract Extension:*** Joan Rohlf

Joan Rohlf presented the budget for a six-month extension for PRR’s marketing contract, which is due to expire in December 2005. The extension will synchronize the contract to the Clean Air Partners fiscal year and will not impact the approved budget and workplan. The Board unanimously voted to approve the extension.

2005 Ozone Season Summary: Jen Desimone

The region experienced typical summertime weather condition this summer, which lead to 19 8-hr ozone exceedance days in the Washington, DC region. Exceedances were recorded in June (3 days), July (6 days), August (8 days), and September (2 days). Highest ozone concentrations were observed during multi-day episodes in July and August. The Washington, DC region did not have a Code Red day for either 8-hour or 1-hour ozone standards. Code Orange particle pollution concentrations were measured on two August days and corresponded to a Code Orange ozone episode.

Randy Mosier stated that the Baltimore region exceeded the 8-hour ozone standard a total of 21 times and exceeded the 1-hour standard once. Baltimore missed the 1-hour attainment goal by one monitor hour. One monitor measured unhealthy condition for one more hour than allowed by EPA's standard. Although the Baltimore/Washington region experienced a typical hot summer, ozone concentrations were lower than previous years.

2006 AQAD Season: Joan Rohlfis and Randy Mosier

Due to the lack of Code Red Air Quality Actions Days over the past three summers, Clean Air Partners has not called on its membership to take voluntary actions to reduce pollution. In the past, Action Days were called at the Code Red level, which was set at the 1-hour ozone standard. Since the Baltimore/Washington region is now under the 8-hour standard, which is set at the Code Orange level, the Action Day cut-points need to be revised to reflect the health warnings associated with this category. This will more than likely increase the number of Action Days called during the ozone season. Regional forecasters are reviewing the cut-points for calling Action Days. A two-tiered approach may be possible in order to ask our membership to take different actions at the Code Orange and Red levels. This topic will be presented and discussed at the MWAQC Technical Advisory Committee meeting on December 9th. The Marketing Committee will discuss this potential change during the strategic planning meeting in order to incorporate new messages in the 2006 season.

2005 Sponsor Recognition: Harriet West

Sponsors will be formally recognized at the MWAQC meeting held on December 14th at the National Press Club.

Ms. West announced that Joe Lewis would be leaving Clean Air Partners at the end of the year. Ms. West thanked Mr. Lewis for his years of dedication, serving as Secretary to Clean Air Partners, and leadership in improving air quality in the Baltimore/Washington region.

Board members who terms expire in 2005 will be contacted to see if they would be willing to serve until June 2006, consistent with the new fiscal year cycle.

New Business

No new business.

Adjournment: 2:15 pm.

The next meeting will be on Thursday, January 12, 2006 from 12:00 pm to 2:00 pm at the Metropolitan Washington Council of Governments, Rooms 4&5.

*Representatives from PRR left the meeting prior to the discussion of these agenda items.