



**Metropolitan Washington Air Quality Committee  
September 22, 2010**

**1. Air Quality and Climate Actions**

- **Special Project** – Clean Air Partners and the Maryland Department of the Environment (MDE) conducting a gasoline-powered lawn mower exchange event on Saturday, August 14<sup>th</sup> at Camden Yards in Baltimore. Randy Mosier from MDE will give a more detailed report on this event.

**2. Web Site**

- **AirAlerts Sign Ups** – We have had more than 137,000 visitors to the Clean Air Partners website this year (through August) and more than 800 people have signed up to receive the daily air quality forecast this season, bringing our total number of AirAlerts participants to 3,691.

**3. Marketing and Public Relations**

- **2010 Public Awareness Campaign** – The 2010 public awareness campaign, which ended in August, generated 66 million media impressions. We are working with the marketing consultant and the marketing committee on the sponsorship packages for the 2011 season, which will most likely include a media mix of television, on-line, transit, and cable advertising.

**4. Curriculum and Outreach**

- **Summer Outreach** – The Education Program Manager and two summer interns presented air quality information to more than 1,000 young people over the summer at various locations including summer schools, camps, and green job initiatives. In addition, the Education Program Manager developed new activities and games to supplement *On the Air* including Code Green Light/Code Red Light, an Air Quality Scavenger Hunt, and Jeap-Air-Dy, a competitive game developed for the Patriots Technology Training Center based on Jeopardy.

**June Outreach**

June 3: Brookland Middle School, DC (35 youths)

June 9: Mayfield Science Night, VA (150 youths)

June 23: Loudoun Soil and Water Conservation District Retreat, VA (35 teachers)

June 24: Pilar Barbosa Fellows (selected teachers from Puerto Rico), DC Environmental Educators Consortium (40 teachers)

**July Outreach**

July 6: Bald Eagle Recreation Center, DC (60 youths)

July 7: Cashell Summer Fun Camp, MD (75 youths)

July 13: Common City Farms, DC (40 youths)

July 15: Damascus Recreation Center, MD (50 youth)

July 20: Bald Eagle Recreation Center, DC (50 youths)

July 21: Liberty Recreation Center, Baltimore City (50 youths)

July 22: Patriots Technology Training Center, MD (50 youths)

July 27: Liberty Recreation Center, Baltimore City (50 youths)  
July 28: Little Creek Dufief Elementary School, MD (150 youths)  
July 30: Nature Camp & Mini Sport Camp (150 youths)

**August Outreach**

August 3: Bald Eagle Recreation Center, DC (60 youths)  
August 4: Imagination Camp, Longwood Community Center, MD (60 youths)  
August 30: Cub Run Recreation Center, VA (25 youths)

**5. Meetings**

- **Upcoming Meetings** – The Executive Committee will meet on Thursday, November 18 at the Baltimore Metropolitan Council. The next Clean Air Partners Board meeting is scheduled for January 20, 2011 at the Metropolitan Washington Council of Governments.