

**Managing Director's Report
June 9, 2005**

Financial Report

- Revenues (\$161,308) are ahead of expenditures (\$105,272) as of May 2005. The cash balance as of May 31, 2005 was \$56,036.

Task 1. Air Quality Actions Days

- Sixty-two people attended the 2005 AQAD Kick-Off Conference on May 12th at the Hilton Alexandria Old Town, including 26 participants from Maryland, 22 from the District of Columbia, 13 from Virginia, and 2 from outside the region (speakers from Pennsylvania and North Carolina).

Task 2. Marketing and Public Relations

- Sponsor commitments for 2005 are at \$85K. Fairfax County is our newest sponsor (\$15K).

Paid (\$30K)

- Lockheed Martin (\$5K)
- Mirant (\$10K)
- Washington Gas (\$15K)

Invoices Sent (\$55K)

- Constellation Energy Group (\$15K)
- Fairfax County (\$15K)
- Montgomery County (\$5K)
- Prince George's County (\$10K)
- WMATA (\$10K)

- PRR sent sponsorship packages to five former sponsors (PEPCO, Port of Baltimore, Northrup Grumman, Children's National Medical Center, and Virginia Railway Express) and one new prospect (Wegmans). The Managing Director will follow-up with each organization.
- The Marketing Committee approved the media buy recommended by PRR. The media campaign will take place over a five-week period (June 13-July 11) and includes three radio stations in Baltimore and four stations in Washington, DC. The number of total gross impressions is more than 26 million (adults 18+). This is nearly double the number in 2004 with roughly 30 percent less funding.
- PRR is coordinating meetings with AQAD representatives and local meteorologists to discuss the upcoming AQAD season.

Task 3. Voluntary Business Emission Reduction Strategy

- The Technical Advisory Committee met on May 25th to begin planning the new voluntary business emission reduction strategy.
- Jeff Steers, with the Virginia Department of Environmental Quality (DEQ), provided background information on the Virginia's Environmental Excellence program, which provides administrative relief for entities that exceed regulatory requirements. DEQ is targeting three industries: auto body paint shops, dry cleaners, and printers. This may serve as a model for Clean Air Partners.
- Next steps include developing a list companies, emissions reduction measures, and related materials. Employer outreach is scheduled to begin in December 2005.

Task 4. Public Education

- Grant funding from Mirant to support this new initiative has been received.
- Implementation of this new initiative is scheduled to begin in June 2005. COG staff and the Managing Director are forming a new committee to develop the particle pollution curriculum over the next several months, with teacher training tentatively planned for March-June 2006.

Task 5. Performance Improvement/Measurement

- COG staff is handling the contract renewal with Virginia Commonwealth University for episodic and end-of-year surveys.

Task 6. Membership Services

- Membership renewal letters will go out in June. The membership period will be consistent with new fiscal year cycle, June-July.
- Special Projects: The Managing Director is researching gasoline lawn mower exchange programs in other parts of the country based on a suggestion from Board member Gary Allen. This would be a good way to engage residents and give them something “actionable” to do. Additional sponsorship funding will be required to offset project expenses and a Request For Proposals would have to be issued for the equipment vendor. Lead time for project coordination is estimated at 3-4 months; therefore, it is recommended that Clean Air Partners conduct a small-scale exchange a proposed by one of the radio stations (see below) and plan a larger-scale event in the spring of 2006.

Gas Lawnmower Exchange Proposed by WMMJ-FM: 2-hour remote appearance with 2+ live call-ins at local Home Depot. During the appearance, station will encourage listeners to bring in their old gas lawnmowers in exchange for a discount towards a new electric lawnmower. The discount is provided by Black & Decker and good at Home Depot that day. Additionally, Home Depot will provide proper discarding of the old gas lawnmowers. Station will distribute brochures for Clean Air Action Days at the remote and provide 25 promotional announcements, Monday-Saturday, to inform and encourage listeners to participate. Station coordinates all aspects of promotion. Station to coordinate with Home Depot to determine the date and time of remote appearance during campaign.