



**Metropolitan Washington Air Quality Committee
June 28, 2012**

1. Air Quality and Climate Actions

- **Area Events** – Clean Air Partners has been active within the community, taking part in events at Aerospace, the BWI Business Partnership, Bike to Work Day, and the Cabot Community Tour. Clean Air Partners also presented Clean Commute Challenge Awards to GEICO and the Havre de Grace Seafood Festival at the Maryland Green Registry Awards. Combined, the challenge raised awareness for alternative commuting options and the participants presented implemented plans that will reduce the number of vehicle miles traveled by 7 million miles on a yearly basis.

2. Marketing and Public Relations

- **2012 Media Campaign** – Along with new images, Clean Air Partners is preparing for our annual media campaign. The Marketing Committee recently approved the plan for ads to run on radio and online, with additional ads running on Facebook and through our transportation partners. The radio ads will run the weeks of June 16th and 23rd on 4 radio stations in DC and Baltimore with a target audience of women 25-64 and adults 25-64. Our Marketing Partners weighed cost efficiency to leverage our investment and reach our critical audience. The content will be similar to last year. Online ads will also run in both markets with ads appearing on the Washington Post and Baltimore Sun websites. The Facebook ads will be targeted to drive people to our social media platform that includes a sign-up form for AirAlerts. Transportation ads can soon be spotted in the region. This year Clean Air Partners will have ads on the following Transit systems: WMATA, Charm City Circulator, City of Fairfax, Fairfax Connector, and Prince George’s County.

3. Curriculum and Outreach

- **Summer Education Outreach** – Our education team has begun their annual summer outreach within the community. They will be visiting summer camps throughout the region and presenting the Clean Air Partners curriculum, *On the Air*.
- **Education Champions** – During the Annual Celebration Clean Air Partners recognized the following teacher allies for their work in promoting our curriculum and education initiatives:

Suzanne Klein	Nysmith School	Loudoun, Virginia
Udean Mars	Maya Angelou High School	Washington, DC
Wendy Carlineo	Ridgley Middle School	Baltimore County, MD
Michelle Dress	Ridgley Middle School	Baltimore County, MD
Angela Rountree	Ridgley Middle School	Baltimore County, MD

- **Poster Contest** – The Clean Air Partners Poster Contest concluded with 250 entries, awards were presented to the following students at our Annual Celebration. Winners are noted below:

Pace Yeung	Old Mill Middle South School (MD)	<i>Honorable Mention</i>
Robert Ladabouche	Old Mill Middle South School (MD)	<i>Honorable Mention</i>
Julia Hofsass	Ridgley Middle School (MD)	<i>Honorable Mention</i>
Jasmine Lu	Blue Ridge Middle School (VA)	<i>Honorable Mention</i>
Minju Kim	Phelps Luck Elementary School (MD)	<i>Third Place – Grades (4-6)</i>
Eliana Mills	Old Mill Middle South School (MD)	<i>Second Place – Grades (4-6)</i>
Angelina Lim	Phelps Luck Elementary School (MD)	<i>First Place – Grades (4-6)</i>
Alexandra Franklin	Ridgley Middle School (MD)	<i>Third Place – Grades (7-8)</i>
Elizabeth Manero	Blue Ridge Middle School (VA)	<i>Second Place – Grades (7-8)</i>
Isis Betancourt	Argyle Middle School	<i>First Place – Grades (7-8)</i>

4. Meetings

- **2012 New Board Members** – The Nominating Committee nominated and the Board approved the following new slate of Board Members at our Annual Meeting:
 - **David Darling** *American Coatings Association*
 - **Brian O'Malley** *Central Maryland Transportation Alliance*
 - **Barbara Scott** *Children's National Medical Center*
 - **Kudret Utebay** *The Cadmus Group*
- **2012 Annual Meeting** – The Annual Celebration was held on May 8th, new Board Members were elected, the Annual Report was presented and our education program award winners were recognized.