



**CLEAN AIR PARTNERS UPDATE**

**Item #5**

Commuter  
Connections  
SubCommittee  
Meeting

July 16, 2013



## COMMUNITY OUTREACH – LOCAL EVENTS

- Bike to Work Day
- Celebrate Fairfax Festival
- Arlington Green Living Expo
- Loudon County Earth Day Festival
- Walter Reed Commuter Fair
- National Sustainability Fair
- Aerospace Employee Fair
- Collateral distributed and visitors to the event booth were signed up to receive Air Alerts.



# FAIRFAX FESTIVAL





# MARKETING AND PUBLIC RELATIONS

- 2013 Media Campaign
  - Annual Media Campaign going on now
  - Radio ads running during the weeks of July 15<sup>th</sup> and July 22<sup>nd</sup> on four DC/Baltimore radio stations
    - Target audience: women/adults - 25-64
  - Online ad campaign during the same two week period
    - Washington Post and Baltimore Sun websites
  - Transit ads running on the following transit systems: WMATA, Charm City Circulator, Fairfax County and Prince George's County
  - Thanks to 2013 sponsors: Commuter Connections, Washington Gas, Constellation, Fairfax County, Prince George's County and PEPCO





# CURRICULUM AND OUTREACH

- Summer Education/Outreach Team Activities
  - Presenting Clean Air Partners “On the Air”  
Curriculum at summer camps through-out the region to more than 1,000 students
  - Contests: Announcements regarding the Slogan and Infographics contests will be made this fall



## RECOGNITION

- Leadership: Thanks go out to Leta Mach for her leadership for the past two years
- The Board has approved the following members for officer positions:
  - Chair: Lon Anderson, AAA Mid-Atlantic
  - Vice Chair: Brian O'Malley, Central Maryland Transportation Alliance
- New Board Members:
  - Hon. Eileen Filer Corn, Virginia House of Delegates
  - William Ellis, PEPCO
  - Dr. Ravindra Gupta, INOVA Health
  - Glenna Tinney, Alexandria Citizen, member of the Air and Climate Public Advisory Committee





## CHANGES IN MANAGEMENT

- Jen Desimone, Principal Environmental Planner at COG will serve as the Acting Managing Director for Clean Air Partners for one year.
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