



**Metropolitan Washington Air Quality Committee
October 24, 2007**

1. Air Quality Action Days

- As a direct result of this summer's successful public awareness campaign (see #2 below), we received **2 million hits** to the new web site and the number of participants receiving the air quality forecast more than doubled, from 500 to 1,200.

2. Marketing and PR

The 2007 public awareness campaign included:

- **Radio Ads** (30 million impressions) – The two radio ads ran for 5 weeks (June-July) in the Baltimore-Washington markets. In addition, the radio stations conducted special events which focused on actions individuals can take to reduce air pollution, including refueling after dark, on-line contests promoting teleworking and biking, and Metro pass giveaways.
- **Print Ads** (10 million impressions) – Two new print ads, titled “Meet Generation Orange,” were developed and placed in 12 local newspapers in August.
- **Transit Ads** (40+ million impressions) - Through generous in-kind donations, new transit ads were developed and placed in 17 Metro stations and on 24 Frederick County TransIT buses, and on the back of 40 million Metro fare cards. The transit ads were mounted on walls inside the stations and buses during June through August.

3. Public Education

- The curriculum and outreach materials are being finalized by the contractor (Environmental Education Exchange) and will be completed in November.
- COG is in the process of awarding a contract for the part-time air quality curriculum/outreach coordinator and we expect to have the contractor on board by November as well. The curriculum/outreach coordinator will be responsible for expanding the use of the materials in DC, MD, and VA schools (sixth grade science classes) and conducting the outreach program, which is a condensed version of the curriculum.

4. Business Roundtable

- The Board approved the allocation of an additional \$15K for the auto parts washer rebate program, bringing to the total available for rebates to \$18,500.
- Staff will be completing the collateral materials in November and marketing the program to auto repair facilities in DC, MD, and VA by the end of the year. The program will be modeled after the rebate program developed by Montgomery County.



5. Prince Georges County Air Quality Strategic Outreach Plan

- Since July, Clean Air Partners has been working with the Prince George's County Department of Environmental Resources on developing an air quality awareness survey for County employees. The survey is scheduled to be conducted in late October/early November and the results will be used to develop specific air quality messaging for various County departments, encouraging employees to take voluntary actions on poor air quality days.

6. Clean Air Teleworking

- The Clean Air Teleworking initiative was approved in the FY 2008 Work Program and Budget, contingent on the availability of funding. The initiative includes two components – developing an on-line telework tool kit and conducting several pilots with employers to encourage employees to telework on poor air quality days (Code Orange and Code Red days). We recently received a \$10K grant from the Virginia Department of Environmental Quality and we are working with the Maryland Department of Transportation on additional funding to support this initiative.

7. Board Action

- At the September 2007 meeting, the Board approved modifying the by-laws to include greenhouse gases to our public awareness and outreach efforts. Staff will be integrating messaging related to the environmental effects of greenhouse gases and climate change into Clean Air Partners' materials and making the connection that many of the voluntary actions related to reducing ground-level ozone and particle pollution, also reduce CO₂ emissions.