



**Metropolitan Washington Air Quality Committee  
September 27, 2006**

**Public Education and Outreach Programs**

- The end-of-season survey was conducted by Virginia Commonwealth University in mid-September. The regional telephone household survey measures awareness of air quality issues (Code Orange and Code Red in particular) and Clean Air Partners. The final report will be available in October.
- The air quality curriculum consultant (Environmental Education Exchange) has completed the first two units of the six-unit curriculum. Unit 1 (“Wanted for Polluting Our Air”) provides an introduction to the six criteria pollutants. Unit 3 (“More Than Meets the Eye – Particulate Matter and Fine Particle Pollution”) focuses on the sources and health effects of particle pollution. The units are very interactive and include classroom demonstrations, technology connections, and air quality monitoring exercises. The consultant will be completing the other four units by early November and piloting the curriculum in Northern Virginia schools later this year.
- Clean Air Partners received \$142,500 in sponsorships for the 2006 public awareness campaign, exceeding the goal of \$100,000 by 42%. The additional funding was used to purchase an extra week of radio advertising in the Baltimore and Washington markets and design bus and rail ads for WMATA, which were run for a two-month period (Aug-Sep) at no charge as part of WMATA’s sponsorship package. This year’s radio campaign resulted in 44.6 million impressions (the number of times someone had the opportunity to hear the ads), an increase of more than 70% over 2005. The campaign also included a number of special events conducted by the radio stations including “after-dark” refueling promotions, transit promotions, and electric-lawn mower promotions. All events were attended by Clean Air Partners representatives.
- The Marketing Committee is working with the marketing consultant (PRR) on redesigning the Clean Air Partners logo. The new logo will be unveiled as part of the 10-Year Anniversary preparations in 2007.

**Voluntary Business Emissions Reduction Campaign**

- The Managing Director conducted five one-on-one interviews with local printers in August to discuss the pilot project concept and complete the “Voluntary Air Quality Action Survey for Printers.” Input will be used to modify the survey instrument and an expanded survey of nearly 1,000 printers will be conducted in September.
- In August 2006, EPA issued a proposed rule to limit VOC emissions by lithographic printers. Clean Air Partners is working with the Virginia Department of Environmental Quality to determine how this might affect voluntary efforts under consideration.

**Administration**

- Clean Air Partners Chairperson, Kim Greer of Washington Gas, hosted an orientation session for new Board members in August. The session provided an introduction to regional air quality issues, the health effects of ground-level ozone and particle pollution, and FY 2007 initiatives.