



**Board Meeting  
MWCOG  
January 17, 2019**

**Present:**

Olivia Achuko, DOEE  
Fatemeh Allahdoust, VDOT  
Alexandra Catena, DOEE  
William Ellis, Pepco  
Tracye Funn, Washington Gas  
Brian O'Malley, CMTA  
Jennifer Raley, Southern Maryland Electric Cooperative  
Najib Salehi, Loudoun County  
Kari Snyder, MDTOT  
Glenna Tinney, Citizen Representative  
Russ Ulrich, BMC  
Kristen Willard, COPD Foundation

**Guests:**

Candice Guillaudeu, You and Your Business Your World  
Mary Haberl, SolarFour

**Staff:**

Jen Desimone, Clean Air Partners/MWCOG  
Adrienne Dealy, Sherry Matthews  
Steve Raabe, OpinionWorks  
Rachel Werner, RBW Strategy

**Call to Order:** William called the meeting to order at 12:05 pm. The minutes were approved.

**Fundraising Updates:** Rachel Werner and Jen Desimone  
Rachel and Jen provided an update on fundraising activities.

Performance measures included in the approved fundraising plan were met for 2018. Ten grant proposals were submitted in support of the education curriculum redesign. Two foundations declined funding while responses from eight foundations are outstanding. Staff met and had discussions with ten potential sponsorship for the 2020 lawnmower exchange event.

Fundraising activities for 2019 include:

- Update fundraising plan with new performance measures
- Research funding opportunities for Lawnmower Exchange
- Update sponsorship packages for 2019 Ozone Campaign
- Begin to submit applications for 2020 Lawnmower Exchange

**Nominating Committee:** William Ellis

In preparation for the April Board meeting, the nominating committee was formed to prepare the Board slate.

The Nominating Committee includes:

- Brian O'Malley
- Glenna Tinney
- Kari Snyder
- Russ Ulrich

**Public Awareness Survey:** Steve Raabe, OpinionWorks

OpinionWorks has selected to implement the 2018 public awareness survey. The survey was completed during the September through November and included 1,228 interviews through mixed modes (phone, online, and mail). Respondent were representative of the region's adult population.

Results include:

- Impression of significant worsening of air pollution since 2015.
- Climate change seen as a major problem.
- Lower awareness of AQI and color codes compared to 2015.
- Better awareness of Clean Air Partners.
- People feel personally impacted by air pollution.
- Residents believe they can make a difference.
- Marked increase in adoption of 5 behaviors since 2015.
- Big gap between willingness and adoption for 7 behaviors shows great potential.
- Legacy, saving money, health biggest motivators. Climate change concern intense.
- Positive messages must be in the mix.

**Marketing Discussion:** Adrienne Dealy, Sherry Matthews

Adrienne provided a recap of the 2018 campaign and presented recommendations for 2019.

The 2018 campaign resulted in more than 42 million impressions with a value of over \$2.1 million. Activities included:

- A highly visible kick-off event.
- More than 34 million impressions and \$1.75 million in value for earned media.
- Breathe Easy Concert which resulted in 8 million impressions, more than \$143,000 in value, and nearly 37% increase in contest entries.
- Car Free Day Facebook campaign that resulted in 93,000 impressions.
- Donated media including a value of \$238,000, 11 transit partners, and 436 placements.
- Nearly 1,000 app downloads.
- Grassroots outreach at 12 farmers markets
- Newly designed materials for the campaign, including a digital toolkit.
- Engagement with 27 meteorologists.

Recommendations for 2019:

- Earlier ramp up to summer campaign.
- PR mini-waves paired with amplified social engagement.
- Increased social/digital outreach.
- Highly visible summer press event in DC Metro Area.

- Enhanced Meteorologist engagement.
- Expanded on-the-ground grassroots outreach.
- Continued fundraising/corporate partnership outreach.

**Adjournment of Meeting:** 2:10 pm