



**Board Meeting
MWCOG
January 16, 2020**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Austina Casey, DDOT
Ciara Blue, BMC
John Bullock, City of Baltimore
Phil Croskey, Maryland Energy Advisors
William Ellis, Pepco
Tracye Funn, Washington Gas
Jim Gilchrist, MD House of Delegates
Leta Mach, City of Greenbelt
John O'Donnell, WANADA
Brian O'Malley, CMTA
Janet Phoenix, Breathe DC
Jennifer Raley, Southern Maryland Electric Cooperative
Najib Salehi, Loudoun County
Kari Snyder, MDOT
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Kudret Utebay, The Cadmus Group
Kristen Willard, COPD Foundation

Staff:

Rebecca Davis, Clean Air Partners
Adrienne Dealy, Sherry Matthews
Jen Desimone, Clean Air Partners/MWCOG
Kenna Swift, Sherry Matthews

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

Nominating Committee: William Ellis

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

The Nominating Committee includes:

- Brian O'Malley
- Glenna Tinney
- Kristen Willard

Clean Air Partners Updates: Jen Desimone

Jen Desimone provided an update on program activities.

Clean Air Film and Symposium – American University and the ALA are developing a film to celebrate the 50th anniversary of the Clean Air Act. The film will be screen at a symposium in March. Clean Air Partners will work with AU to help spread the word on the project.

New Members – Ciara Blue, BMC and Marina Budimir, Commuter Connections are new Board representatives.

Curriculum Redesign – DBY STEM Educational Services was selected as the vendor for the curriculum redesign. The project kicked off in November and is expected to be complete in July.

Eco-Comedy Video Competition – Clean Air Partners is working with American University to pilot a local Eco-Comedy Video Competition for grades k-12. The contest is part of AU's international competition. Winners will be recognized at a ceremony during the DC Environmental Film Festival in March. Board members can judge submissions.

Education Program Update: Rebecca Davis

- The slogan contest is complete, and the winners were announced in January.
- The poster contest is open for submissions. The deadline is March 20th. Staff is exploring a public voting option to be implemented as part of the 2021 contest. Details will be available in the upcoming months.
- Clean Air Partners is sponsoring local science fairs, including junior and senior awards for a total of 18. Judging will continue in March. Board volunteers are encouraged.
- Rebecca is working with the curriculum developer on the redesign project. Meetings have taken place with several board members, air quality, and education experts. The curriculum developer will begin drafting the new units this month and will go through review by the Education Committee. Members requested a presentation on the project at a future meeting.

Marketing and Fundraising: Kenna Swift and Adrienne Dealy, Sherry Matthews

Sherry Matthews provided a recap on the 2019 summer campaign and recommendations for 2020.

The 2019 campaign resulted in more than 41 million impressions with a value of over \$1.4 million. Activities included:

- Kickoff event held in May at The Wharf.
- Social and digital outreach that amplified partners, enhance meteorologist engagement, and increased social presence.
- Received 18 broadcast stories and more than 100 news articles.
- Meteorologist outreach.
- More than 550 donated ad placements with local transit agencies.
- Breathe Easy Concert promotion entries were the highest since inception.
- Paid campaign included traffic and weather sponsorships.
- Partnership outreach at 6 regional events.
- Clean Air Ambassador outreach at 10 locations across the region, including participation in events with partners.
- Email newsletters during the campaign.
- Received \$71,000 in sponsorships.

Recommendations for 2020:

Continuation of the following tactics.

- Continue year-round messaging, ramping up during summer.
- Host a media tour with Clean Air Partners spokespeople.
- Continue dedicated meteorologist outreach.
- Cultivate partners for sponsorship and donated media placements.
- Identify traffic and weather sponsorships during the summer.
- Leverage the Breathe Easy Concert Ticket Giveaway.

New strategies.

- Breathe Easy Emissions Challenge - Hands-on activation by developing Develop a unique educational activation that provides multiple communications opportunities, including linking partners, sponsors and consumers.
- Paid Social Media - Take social media success to the next level by continuing meteorologist and partner outreach and incorporating owned hashtags and paid amplification at key moments
- Updated Messaging - Reinvigorate our campaign messaging by incorporating a more accurate reflection of the current air quality status in the region, infusing urgency.

After discussion, the Board voted and unanimously approved the 2020 update to the marketing plan.

Member Updates:

None

Adjournment of Meeting: 2:00 pm