



**Executive Committee
Webinar
November 18, 2021**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
William Ellis, Pepco
Matthew Gaskin, DDOT
Nicole Hebert, BMC
Randy Mosier, MDE
Kelsey Sisko, MDE
Janiece Timmons, WMATA
Brittany Whited, DOEE

Staff:

Jen Desimone, COG and Clean Air Partners
Kenna Swift, Sherry Matthews

Call to Order: Fatemeh Allahdoust called the meeting to order at 12:00 pm. The minutes were approved as submitted.

Clean Air Partners Updates: Jen Desimone
Jen reported on Clean Air Partners activities.

White Paper - Clean Air Partners is working with ICF to develop the air quality/climate white paper. The paper will discuss the challenges, opportunities, and co-benefits of improving regional air quality (ex. improving air quality also impacts climate change, improve public health, and equity).

The White Paper workgroup, with ICF, has identified goals and key messages to convey in the paper. ICF is currently developing a draft which will be complete by the end of November, with the final document ready by the end of the year for presentation to the Board at the Strategic Planning retreat.

Public Awareness Survey – The survey went out in the field in September – October. We have reached the initial goal of 2,000 respondents and are waiting for the final mail surveys to be received. Jen will be meeting with OpinionWorks in the next week to discuss the initial numbers and next steps. Final results will be presented to the Board during the Strategic Planning discussions.

Education Program Manager RFP - A request for proposal deadline for the Education Program Manager's contract is November 19th. The Selection Committee will be tasked with reviewing proposals over the next few weeks and selecting a vendor. The goal is to have a contract in place in January.

Strategic Planning Meeting – The Strategic Planning initiative will take place in early 2022. This will be a combination of virtual and in-person meetings to allow for participation from all Board members. Facilitator proposals have been reviewed; waiting for the contract to be approved by COG procurement office.

Education Program –

- The slogan contest closes for entries on November 19th. Winners will be announced by December 15th.
- Clean Air Partners will be sponsoring a climate change video challenge for high school students. The challenge was previously sponsored by DC OSSE with the DC Environmental Education Consortium. Rebecca is currently developing the challenge and supporting documentation.

Member Changes – Judy Galen is the new representative for Commuter Connections. Leta Mach has stepped down from the Board.

Marketing Update: Kenna Williams Swift, Sherry Matthews

Kenna provided an update on fall/winter activities.

- Car Free Day – Clean Air Partners joined Commuter Connections on a Car Free Day social campaign. The campaign utilized digital ambassadors to encourage followers to pledge to go car free. The campaign resulted in 124,000 impressions and 76,000 engagements.
- Winter Energy Efficiency – During October and November, Clean Air Partners and Washington Gas will run a joint social campaign that will focus on raising awareness on tips to be energy efficient.
- Emissions Demonstration Exhibit – This exhibit will focus on raising awareness on eco-driving tips. The exhibit will be installed at 2 locations – Manassas Mall (December 29) and Mall of Columbia (December 30).

Closed Session

Discussion and Approval of Contracts: Jen Desimone

Jen Desimone provided an update on the contract review for Sherry Matthews. The Finance Committee reviewed the contract and has recommended to extend the Sherry Matthews' contract for 1 year, with a contract period from January 1 – December 31, 2022.

The Executive Committee unanimously approved the Finance Committee recommendations.

Adjournment: 12:55 pm