



**Executive Committee Meeting
BMC
March 15, 2018**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Alexandra Catena, DOEE
Hon. Leta Mach, City of Greenbelt
John McKie, VDEQ
Randy Mosier, MDE
Kari Snyder, MDOT
Russ Ulrich, BMC
William Ellis, Exelon, Vice Chair

Staff:

Jen Desimone, MWCOG and Clean Air Partners
Adrienne Dealy, Sherry Matthews
Kenna Swift, Sherry Matthews
Rachel Werner, RBW Strategies

Guests:

Todd Lang, BMC
Brian Shepter, BMC

Call to Order: William Ellis called the meeting to order at 12:10 pm. The minutes were approved as submitted.

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

Local Events - Clean Air Partners is confirmed to attend the following events.

- Ft. Meade Earth Day Festival – April 14
- United States Geological Survey Earth Day Expo – April 17
- Food and Drug Administration Earth Day event – April 26
- Bike to Work Day – May 18 (Clean Air Partners is a sponsor for Baltimore's BTWD)

Sponsors – Sponsor meetings will take place next week with Washington Gas and Commuter Connections.

Member Recruitment - In preparation for the April Board meeting, the nominating committee met to discuss the Board slate. There are 4 vacancies (business/large area employer and elected official). The Nominating Committee will meet next week to review the applicants and prepare the slate for Board approval.

NSF Smart and Connected Communities Grant – Clean Air Partners was included as a partner in the NSF Smart and Connected Communities grant. Led by GWU, with partners Columbia University, Virginia Tech, Zev Ross

Spatial Analysis, WABA, and COG, the project aims to address air pollution exposure among bicyclists. Clean Air Partners will lead the community engagement component.

EV Projects – MWCOG submitted a letter on behalf of the regional partners for Electrify America’s cycle 2 funding from for the VW ZEV investment plan. Clean Air Partners included and EV lifestyle public awareness campaign as one of the projects.

GWU MPH Students – Staff is working with GWU to potentially host 2 MPH students for 6-8 weeks during the summer. The students will support the summer education program, doing outreach at summer camps and schools.

Draft FY 2019 Work Program and Budget: Jen Desimone

The FY19 work program and budget was presented to the Executive Committee.

The FY19 budget is \$671,271, which is a 1% increase over the previous year. The budget includes a 5% increase from the funding agencies, which is pending approval.

The work program is broken into 4 program areas including:

1. Education and Outreach – 47% of total expenditures
2. Marketing and Public Awareness – 33% of total expenditures
3. Special Projects – 9% of total expenditures
4. Program Administration – 11% of total expenditures

The work program includes a program survey to evaluate the program’s success in educating the public about air quality, the health effects of unhealthy air pollution, and actions residents can take to improve the air. The survey results will be used to inform the development of future work programs and marketing and fundraising strategies and provide a mechanism to report success to program funders and sponsors.

One priority project, curriculum redesign, is included in the work program and will be complete when funding is available. Staff is considering grant funding to develop the curriculum and may use additional carry-over to support the project.

A motion was made to approve the work program and budget for Board consideration. The Committee unanimously approved the motion.

Fundraising Update: Rachel Werner

Rachel provided an update on the fundraising initiative. An overview was provided to the committee that included results from the February Board questionnaire and considerations for fundraising. The committee reviewed a list of fundraising initiatives, for 2018 – 2020, and selected the ones deemed high priority. Priority initiatives include:

- Youth and School Education – 2018 - 2020
- #BreatheEasy Concert - 2018
- Ozone Season Campaign – 2018 - 2020
- Lawnmower Exchange Event – 2019 - 2020

Fatemeh Alladoust suggested to leverage the paid campaign with Commuter Connections. William Ellis stated that the utilities may be a good fit for funding the lawnmower exchange.

Marketing Update: Kenna Swift and Adrienne Dealy

The Committee was updated on the following 2018 activities.

Kickoff Event – Clean Air Partners will launch with a highly visible press conference/awards recognition event at Federal Hill in Baltimore on June 21 (first day of summer). Potential Speakers include:

- Mayor Catherine Pugh
- Delegate Luke Clippinger
- Health Professional/Advocate
- Scientist/Educator
- Business/Sponsor

Media Tour – The marketing firm will pitch Clean Air Partners for interviews to extend the coverage of the campaign through the summer. They will work with the Board to identify spokespeople.

Meteorologist Outreach - Dedicated meteorologist outreach with specific call-to-action messages for higher alert days.

Grassroots Outreach - Street teams with professionally trained Clean Air Ambassadors will be deployed to engage with people at targeted events or locations such as green living festivals, farmers markets, or transit centers throughout the region. The Clean Air Ambassadors will serve as “walking billboards” with backpack signage and educate the public on simple actions they can take to improve air quality in the Washington-Baltimore region. The team can motivate individuals to download the Clean Air Partners app on-site with a drawing for a preloaded transit pass, which further encourages clean air habits.

Donated Media – Clean Air Partners will continue to leverage partnerships with local jurisdictions, media companies and transit agencies to requested PSAs for the summer, with focus in late June/July.

Social Media - A digital resource toolkit will be created with assets such as customizable email copy, standard size web banners that can be displayed on any stakeholder or partner website or blog, and suggested campaign tweets and Facebook posts for partners to post on social media.

The tactics will be included in the 2018 – 2020 marketing and communications plan and presented to the Board for final approval in April. The Executive Committee supported the initiatives.

New Business: William Ellis

Todd Lang stated that BMC is adjusting the Clean Commute Month Initiative and would like to coordinate with Clean Air Partners’ marketing strategy. Staff will schedule a follow-up meeting.

Adjournment: 2:00 pm