



**Board Meeting
BMC
September 20, 2018**

Present:

Fatemeh Allahdoust, VDOT
Susan Anenberg, GWU
Gary Allen, Center for Chesapeake Communities
George Clark, Tri-County Council for Southern MD (representing Commuter Connections)
William Ellis, Pepco
Tracye Funn, Washington Gas
Mike Heslin, Lyft
Hon. Leta Mach, City of Greenbelt
Randy Mosier, MDE
John O'Donnell, WANADA
Brian O'Malley, CMTA
Janet Phoenix, Breathe DC
Jennifer Raley, SMECO
Kari Snyder, MDOT
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Russ Ulrich, BMC
Kudret Utebay, The Cadmus Group

Staff:

Rebecca Davis, Clean Air Partners
Adrienne Dealy, Sherry Matthews
Jen Desimone, Clean Air Partners/MWCOG
Kenna Williams Swift, Sherry Matthews
Rachel Werner, RBW Strategy

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

Clean Air Partners Updates: Jen Desimone, Rebecca Davis, and Kenna Williams Swift
Staff provided an update on program activities.

Public Awareness Survey: Opinionworks was selected to assist Clean Air Partners with the public awareness survey. This will be a random survey of residents in the Baltimore-Washington metro region and be multi-mode (phone, mail, and online). The survey will drop the week of September 24th. Results will be presented to the Board in January.

Summer Education Program: This summer, the education team did outreach to more than 3,000 students in local summer camps. Outreach was conducted throughout the Baltimore-Washington region. Fall outreach is underway with school programming scheduled this week.

Summer Outreach Campaign: The summer outreach campaign kicked off in June with a press event in Baltimore. A number of activities occurred through the summer including a media tour, donated media (transit ads), grassroots outreach, and a paid media campaign. Campaign sponsors were WGL and Commuter Connections. A full recap will be presented to the Board in January.

Curriculum Research: Rebecca Davis

At the request of the Board, a literature research was completed to determine what types of curriculum currently exist across the country. Rebecca provided an overview of the Next Generation Science Standards (NGSS) and how they are used in DC, MD, and VA. There are a limited number of curriculum currently being used in elementary, middle and high schools. Clean Air Partners "On the Air" curriculum should have a local focus, incorporate the Chesapeake Bay, and address green schools.

The following recommendations were made to move forward with the education program and curriculum redesign:

- Develop a resource page for the Clean Air Partners website
- Redesign the "On the Air" curriculum to align with the NGSS and target middle school students
- Provide teacher professional development

A motion was made to accept the recommendations and was unanimously approved by the Board.

Lawnmower Exchange Event: Adrienne Dealy, Sherry Matthews

One gas mower can pollute as much in one hour as 11 cars. An exchange event would provide a mechanism for residents to exchange their gas mowers for electric models, reducing emissions in the region. Concepts for a lawnmower exchange event were presented to the Board. Recommendations include: 1) single event with multiple manufacturers (\$180,000), 2) two events with multiple manufacturers (\$230,000), and 3) an add-on mail-in extension (\$105,000). Sponsor commitments are needed by November 2018 or November 2019 for a spring 2019 and 2020 event, respectively.

A motion was made to approve the lawnmower event as a program initiative in 2019 or 2020 (depending on sponsor commitments). The Board unanimously approved the motion.

Board Partnership Cultivation: Rachel Werner, RBW Strategy

Due to limited time, Rachel provided an updated on fundraising activities. The discussion on partnership cultivation will be schedule in the fall via webinar.

Items completed between April-September 2018:

- Prospect research on potential grant funders
- Developed grant proposal master template
- Developed cultivation email template to potential funding sponsors
- Cultivation with funders with whom Clean Air Partners has a prior relationship
- Drafted partner sponsorship pitchbook template
- Developed grants and sponsorship dashboard
- Held board training on cultivating sponsors (July 23rd)
- Drafted 4 grant proposals to different funders

Immediate next steps:

- Update sponsorship pitchbook template to include Signature Event information

- Finalize content for grant proposals based on Education program curriculum updates
- Coordinate a joint meeting with Education and Fundraising Committees to review Education program grant proposals
- Prepare and submit proposals to funders
- Cultivate relationships with funders and sponsors
- Track board cultivation with different potential partners

Gary Allen suggested considering health related organizations as potential sponsors.

Adjournment of Meeting: 2:04 pm