



**Board Meeting
MWCOG
September 19, 2019**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
John Bullock, City of Baltimore
Alexandra Catena, DOEE
Phil Croskey, Maryland Energy Advisors
Tracye Funn, Washington Gas
Mary Haberl, Virginia Green Initiative
Mike Heslin, Lyft
Leta Mach, City of Greenbelt
Randy Mosier, MDE
Brian O'Malley, CMTA
Janet Phoenix, Breathe DC
Jennifer Raley, Southern Maryland Electric Cooperative
Kari Snyder, MDOT
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Russ Ulrich, BMC
Kudret Utebay, The Cadmus Group

Guests:

Sunil Kumar, COG

Staff:

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

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

Ozone Season Summary: Sunil Kumar and Randy Mosier

A summary of the 2019 ozone season indicates that the Metropolitan Washington region experienced 10 days when air quality reached Code Orange levels. Baltimore data indicates that the region had 14 Code Orange days. Improvements in ozone have been observed over the past decade, however data shows that levels have remained steady for the past few years. Regional improvements have also occurred in fine particles levels.

Members requested the following:

- Data on sources of emissions to better determine where to allocate resources.
- Data on the impact that air quality emissions have on water quality.

- Date on the impacts that air quality has on local health.
- Urban heat island effect.

Clean Air Partners Updates: Jen Desimone

Jen Desimone provided an update on program activities.

Education Curriculum Redesign – The RFQ for the Education Curriculum Developer was released in August. The deadline has come to a close and the Selection Committee has reviewed the proposals.

COG Board presentation – Chair William Ellis gave a presentation at the September COG Board meeting. The presentation included the who, what, and how of Clean Air Partners.

WMATA Sustainability Campaign – Clean Air Partners partnered with WMATA on Metro’s sustainability campaign to incorporate messaging and logo in ads during September.

Eco-Comedy Video Competition – Clean Air Partners has the opportunity to partner with American University to pilot a local Eco-Comedy Video Competition for grades k-12. The contest will be part of AU’s international competition – winners will be recognized at the DC Environmental Film Festival.

AU requested a donation of \$5,000 to support the following:

- Hire two graduate students, who will be responsible for coordinating the competition with AU’s project manager oversight. The students will also be available for teacher consultations in person or by phone.
- Produce promotional materials and online messaging that will be sent to local, regional, national and global audiences.
- Host a reception prior to the awards presentation.
- Create special plaques and provide cash awards to competition winners.
- Transportation for local K-8 and high school winners, if needed.

After discussion, the Board voted and unanimously approved the \$5,000 investment to pilot the local video competition.

Fatemeh Allahdoust suggested the addition of a pilot partnership line item in next year’s budget.

Education Program Update: Rebecca Davis

- Two teacher fellows were hired to support the summer education program. Activities were completed with over 2,700 kids across the Baltimore- Washington region.
- The slogan contest will be announce in the fall.
- The education program continues to grow with an increase in requests for outreach.

Marketing and Sponsorship Update: Kenna Swift, Sherry Matthews

Kenna Swift provided an update on the 2019 summer campaign.

Campaign Highlights:

- 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.
- More than 550 donated ad placements with local transit agencies.
- Received more than \$80,000 in sponsorships.
- Breathe Easy Concert promotion entries were the highest since inception.
- Two week paid campaign included traffic and weather sponsorships.
- Clean Air Ambassador outreach at 10 locations across the region, including participation in events with partners.

Member Updates:

- MDOT/MTA – Car Free Days is September 20 – 22. Bikes will be allowed on trains.
- WMATA – Metro is back in business with all lines in operation.
- Virginia Green Initiative – VGI applied for non-profit status. They will host a gala in October to kick-off the new organization.
- Center for Chesapeake Communities –Organizations in Maryland are in the process of developing a MD Green New Deal. The group plans to introduce legislation next year.
- VDOT – Commuter Connections launched IncenTrip app in August. Users can receive incentives for non-sov trips.
- Breathe DC – Breathe DC is working with the Buzzards Point community to address local air quality issues. This includes providing air purifiers and enhancing the community’s ability to monitor air quality.

Adjournment of Meeting: 2:10 pm