



**Board Meeting  
Webinar  
September 17, 2020**

**Present:**

Fatemeh Allahdoust, VDOT  
Gary Allen, Center for Chesapeake Communities  
Susan Anenberg, GWU  
John Bullock, City of Baltimore  
Austina Casey, DDOT  
Kelly Crawford, DOEE  
Phil Croskey, Maryland Energy Advisors  
William Ellis, Pepco  
Tracye Funn, Washington Gas  
Jim Gilchrist, MD House of Delegates  
Leta Mach, City of Greenbelt  
Randy Mosier, MDE  
Brian O'Malley, CMTA  
Janet Phoenix, Breathe DC  
Jennifer Raley, Southern Maryland Electric Cooperative  
Najib Salehi, Loudoun County  
Kari Snyder, MDOT  
Mike Sowko, NOAA/NWS  
Janiece Timmons, WMATA  
Glenna Tinney, Citizen Representative  
Kudret Utebay, The Cadmus Group

**Staff:**

Rebecca Davis, Clean Air Partners  
Adrienne Dealy, Sherry Matthews  
Jen Desimone, Clean Air Partners/MWCOG  
Kenna Swift, Sherry Matthews  
Dave Yarmchuck, DBY Education Services

**Call to Order:** Fatemeh Allahdoust called the meeting to order at 12:03 pm. The minutes were approved.

**Clean Air Partners Updates:** Jen Desimone  
Jen Desimone provided an update on program activities.

- Jen was invited to give a presentation at One Montgomery Green's summer webinar series. The presentation focused on Metropolitan Washington air quality and Clean Air Partners.
- Clean Air Partners will be an official partner of Children's Environmental Healthy Day – an event hosted by the Childrens Environmental Health Network. Clean Air Partners will provide virtual programming and participate in a Twitter Chat.

- An application was submitted to EPA’s Clean Air Excellence Award. Winners will be announced later in the year.
- Marina Budimir will remain as the Commuter Connections Board member.
- An RFP for Marketing firm was released. Deadline for proposals in September 30<sup>th</sup>.

**Education Program Update:** Rebecca Davis

- Rebecca worked with the curriculum developer on the curriculum redesign. This included reviewing/editing modules and participating in curriculum expert and teacher review panels.
- Outreach continued through the summer via Zoom at summer camps, conferences, and various meetings.
- Collaboration continued with Casey Trees on the Cleaner Air Tree by Tree activity.
- Fall activities will include teacher outreach and professional development, organizing a “NPR Science Friday,” promoting the new curriculum, and co-teaching through virtual learning.

**“On the Air” Redesign:** Dave Yarmchuck, DBY Education Services

Dave Yarmchuck, curriculum developer, updated the Board on the curriculum redesign project. The project launched in November 2019 to redesign the “On the Air” curriculum. “On the Air 2020” includes 5 modules with 51 activities, learning assessment, and additional components (glossary, how-to-use, teaching techniques).

Curriculum modules include “Our Lungs, Our Air, Our Health,” “What’s the Air Forecast,” “Air Pollution in the Community,” “Air and the Chesapeake Bay,” and “Air and Climate Change.” The modules are phenomenon based, inquiry based, student centered, and based in authentic science. A feedback and review process included 10 curriculum expert reviewers and 15 teachers.

Next steps include:

- Rollout to review teachers (and others) w/ additional feedback, adjustments, images from the classroom
- Professional development with teachers (online training, videos, etc.)
- Presentations at conferences (MAEOE 2021, etc.)
- Integration into school district-based online learning systems (ex. Canvas for DCPS)

Members suggested including a copyright on the curriculum and a survey to gather feedback from students and teachers.

**Marketing and Fundraising:** Kenna Swift, Sherry Matthews

Kenna provided a recap on the 2020 summer activities and plans for fall/winter outreach.

Due to COVID-19, marketing strategies shifted to primarily virtual and broadcast news channels. Resources were concentrated on communications and focused on growing partnerships. Messaging focused on the public health impact of air pollution and the cost-saving benefits of simple steps people can take.

The 2020 summer campaign components included:

- News pitching
- Virtual Media Tour
- Social Media (#CAPairweek and #CAPozoneaction)
- Digital Ambassadors

- Partner Outreach
- Meteorologist Outreach

Upcoming Fall/Winter Activities:

- Car Free Day – September 22 – in partnership with Commuter Connections
- Energy Efficiency Day – October 7
- Children’s Health Day – October 8
- Home Heating Guide social content
- Eco-driving Holiday Mini-Campaign – Nov 10 - Dec 15
- Continued Meteorologist Outreach

Brian O’Malley stated that messaging during the Eco-driving campaign should be careful not to scare people away from transit.

Randy Mosier suggested incorporating research around COVID-19 restrictions’ impacts on regional air quality.

**Member Updates:**

Gary Allen stated that the Maryland Municipal League’s upcoming September/October publication, *Municipal Maryland*, will be a special edition focused on building resilience against the impacts of climate change (BRACE).

Brian O’Malley noted that September 17<sup>th</sup> was a digital day of action (#savetransit) calling on congress to provide funds for transit.

Kelly Crawford announced that DOEE will have a comment process on the Multi-state MOU to accelerate electrification of medium- and heavy-duty vehicles (MDHVs).

Tracy Funn announced that she was accepted into Leadership Greater Washington’s 2021 cohort.

**Adjournment of Meeting:** 2:00 pm