



**Board Meeting
Webinar
January 21, 2021**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
Kelly Crawford, DOEE
William Ellis, Pepco
Sylvia Glass, Loudoun County
Dawn Hawkins-Nixon, Prince George's County
Mary Haberl, Virginia Green Initiative
Nicole Hebert, BMC
Leta Mach, City of Greenbelt
Anna McLaughlin, Commuter Connections
Randy Mosier, MDE
Brian O'Malley, CMTA
Jennifer Raley, Southern Maryland Electric Cooperative
Najib Salehi, Loudoun County
Mike Sowko, NWS
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Kudret Utebay, The Cadmus Group
Kristen Willard, COPD Foundation

Guest:

John Friedman, Washington Gas
Brittany Whited, DOEE

Staff:

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

Call to Order: Fatemeh Allahdoust called the meeting to order at 12:02 pm. The minutes were approved.

Nominating Committee: Fatemeh Allahdoust

In preparation for the April Board meeting, the nominating committee was appointed to prepare the Board slate.

The Nominating Committee includes:

- Brian O'Malley

- Gary Allen
- Olivia Achuko

Clean Air Partners Updates: Jen Desimone

Jen Desimone provided an update on program activities.

Montgomery County Go Electric Event – The Montgomery County Department of Environmental Protection is working with partner agencies, organizations, and businesses to bring residents the opportunity to go electric. They are planning an event for March 2022 that will feature vendors who sell landscape equipment, electric cars, LEDs and ENERGY STAR® appliances, as well as solar installers all who help residents switch to more energy efficient options. The event will provide residents with the opportunity to exchange landscape equipment, appliances, and light bulbs.

EV Campaign – Clean Air Partners Staff is exploring an opportunity with Electrify America to develop a campaign on electric vehicles. Electrify America may have funding available under the VW settlement program to sponsor outreach and education campaigns. A meeting is schedule next week to discuss the details.

New Members – Nicole Hebert will be providing support and representing BMC.

Subcommittee Volunteers – Kristen Willard and Glenna Tinney volunteered for the Marketing Committee.

Education Program Update: Rebecca Davis

- The slogan contest is complete - the winners were from Prince George’s and Anne Arundel counties.
- The poster contest is open for submissions. The deadline is March 26th.
- Clean Air Partners is sponsoring virtual local science fairs, including junior and senior. Judging will take place in March.
- Virtual teaching has been busy with outreach to 400 students in the month of January.
- Information on the new curriculum was sent to science supervisors in the region. Inventing Tomorrow will use the curriculum as a resource.
- Rebecca Davis and Dave Yarmchuck, curriculum developer, will be conducting a virtual curriculum workshop at the Maryland Association for Environmental and Outdoor Education (MAEOE) conference is February.

Marketing and Media Campaign: Kenna Swift and Adrienne Dealy, Sherry Matthews

Sherry Matthews provided a recap on the 2020 summer campaign and initial recommendations for 2021 initiatives.

Due to the COVID-19 pandemic, the 2020 campaign was shifted to primarily focus on virtual and broadcast media with a primary message on the public health impact of air pollution and the cost-saving benefits of simple steps people can take to improve the air.

The 2020 campaign resulted in more than 85 million impressions with a value of nearly \$4 million. Activities included:

- Virtual campaigns during Air Quality Awareness Week, Ozone Action Week, and Winter Eco-Driving.
- Campaign components included social media, digital ambassadors, partner outreach, meteorologist outreach, and a media tour.
- Received 153 news stories, a 311% increase over the previous year.

- Outreach to 64 meteorologists and weather reporters resulting in over 100 engagements and strengthened relationships with 18 meteorologists.
- Partnership outreach with 19 organizations.

Initial recommendations for 2021:

- Current conditions require a responsive plan, working with marketing committee.
- Continue focus on virtual channels, fine tuning successful tactics from 2020.
- Emphasize quality engagements on social media.
- Leverage media relations to expand reach expand partnership network in breadth and depth and approach fundraising prudently.
- Constantly monitor and assess public health, news, social media, political, economic, fundraising landscapes to gauge effectiveness, re-evaluate goals, check tone, identify opportunities, and adjust tactics.

Strategies include:

- Launch summer campaign with Air Quality Awareness Week May 3-7.
- Promote social media content inviting engagement and conversation.
- Equip digital ambassadors to reach engaged audiences.
- Partnership outreach for message distribution and participation.
- Execute media tour and pitching to amplify efforts.
- Expand Ozone Action Month – all of August.
- Continue meteorologist, traffic and news reporter outreach, both traditional and online.

Washington Gas Climate Business Plan: John Friedman, Washington Gas

As part of their DC merger commitment, AltaGas (Washington Gas is a subsidiary) committed to file with the Commission a long-term business plan on how it can evolve its business model to support and serve the District's 2050 climate goals.

The objectives of the plan are to develop an optimized strategy for reducing emissions associated with natural gas in support of the District's climate goals. The business plan demonstrates how and why public interest is best served by an energy portfolio that retains benefits of natural gas and its infrastructure. The business plan includes a combination of energy efficiency, low/no carbon gas, hybrid heating, and offsets/emerging technologies to reduce greenhouse gas reductions over time.

A public meeting will be held on January 26th to provide a progress update.

Adjournment of Meeting: 1:36 pm