



**Board Meeting  
Webinar  
January 20, 2022**

**Present:**

Olivia Achuko, DOEE  
Fatemeh Allahdoust, VDOT  
Gary Allen, Center for Chesapeake Communities  
Matthew Chen, SemaConnect  
Phil Croskey, MD Energy Advisors  
William Ellis, Pepco  
Tracye Funn, Washington Gas  
Judy Galen, Commuter Connections  
Matthew Gaskin, DDOT  
Sylvia Glass, Loudoun County  
Nicole Hebert, BMC  
Randy Mosier, MDE  
Brian O'Malley, CMTA  
Jennifer Raley, Southern Maryland Electric Cooperative  
Sheila Ruth, MD House of Delegates  
Najib Salehi, Loudoun County  
Kelsey Sisko, MDE  
Kari Snyder, MDOT  
Mike Sowko, 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

**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
- Glenna Tinney

**Clean Air Partners Updates:** Jen Desimone

Jen Desimone provided an update on program activities.

*White Paper* - Clean Air Partners is working with ICF to develop the air quality/climate white paper. ICF has completed the paper and delivered the final version to the Member Workgroup. The paper will be provided to members in advance of the strategic planning kickoff meeting. ICF will be presenting the recommendation at the strategic planning kickoff.

*Public Awareness Survey* - Every 3 years, Clean Air Partners conducts a public awareness survey to evaluate the effectiveness of our public outreach and campaigns in encouraging behavior change with residents in the Baltimore-Washington region. At that time, the survey was getting ready to go out in the field.

The survey is now complete. OpinionWorks is wrapping up the final analysis. The Board will hear the survey results during the strategic planning kickoff. The results will help to inform the Board of the extent of individual behavior change that has resulted from the program's campaigns, to develop future initiative/public education/marketing campaigns and will also assist the Board in developing clear organizational strategies for the next few years.

*Education Program Manager RFP* - A request for proposal was issued in September for the Education Program Manager's contract. Unfortunately, it didn't result in any responses. With direction from COG's procurement office, the process was adjusted to be more friendly to individuals that may be interested, and it resulted in us receiving a number of applications.

The Technical Selection Committee is now in the process of reviewing resumes and scheduling interviews. If all goes well, a contractor should be selected by the end of the month, then the contract will be finalized.

*Strategic Planning Meeting* - Planning is well underway for the strategic planning initiative. Jean Synodinos, Synodinos Consulting, has been selected to facilitate. The original idea was to have a one day in-person meeting, however, in response to member comments, we take a hybrid approach to include a combination of virtual and in-person meetings.

A kick-off meeting will be held virtually on February 9<sup>th</sup>, 12 – 2 pm. This meeting will include presentations on air quality and equity, the survey results, and white paper recommendation. It will set the stage for following workshop discussions with Board members.

In March, there will be two workshops both virtual. Each workshop will have a different focus. Workshop 1 will be held in early March and be offered at two different times (morning and afternoon). Workshop 2 will be at the end of March – also offered as a morning and afternoon session.

All of this will culminate at a final meeting in-person meeting in early May. Calendar invites will go out next week.

**Education Program Update:** Rebecca Davis

- The slogan contest is complete - the winners were from Loudoun and Anne Arundel counties.
- The poster contest is open for submissions. The deadline is March 25<sup>th</sup>.
- Clean Air Partners is sponsoring virtual local science fairs, including junior and senior. Most will be virtual.

- Clean Air Partners will participate in DC Teacher's Night in February.
- Outreach is being done for the climate change video competition. To date, teacher's have not expressed interest. This may be due to latest surge in COVID cases.
- Rebecca Davis has offered support to schools that are interested in submitting an application to the MD Green Schools program.

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

Sherry Matthews provided a recap on the 2021 summer campaign and initial recommendations for 2022 initiatives.

The 2021 campaign resulted in more than 110 million impressions, a 29% increase over 2020. Activities included:

- Virtual campaigns during Air Quality Awareness Week, Ozone Action Week, Car Free Day, Winter Energy Efficiency, Eco-Driving, and Car Emissions Exhibit.
- Campaign components included social media, digital ambassadors, partner outreach, meteorologist outreach, media relations, and two in-person exhibits.
- Received 89 news stories, valued at over \$5 million.
- Outreach to meteorologists and weather reporters resulting in over 40 engagements. Developed new relationship with Telemundo.
- Partnership outreach including providing partner toolkits.
- Secured \$30,000 in sponsorships.

Recommendations for 2022:

- Integrate virtual channels with on-the-ground events as appropriate, fine tuning successful tactics from 2021.
- Emphasize quality engagements on social media.
- Leverage meteorologist and media relations to expand reach.
- Expand partnership network in breadth and depth and approach fundraising prudently.

Strategies include:

- Launch summer campaign with Air Quality Awareness Week May 2-6
  - 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
- Ozone Action Month – all of August
- Continue social media toolkits and partner outreach
- Conduct meteorologist, traffic, and news reporter outreach, both traditional and online
- On-the-Ground Events
  - Solicitating sponsorships for Emissions Demonstration Exhibit
  - Additional outreach events as appropriate

**Adjourn:** 1:00 pm