



**Board Meeting
Webinar
September 16, 2021**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
Marina Budimir, Commuter Connections
Matthew Chen, SemaConnect
Phil Croskey, MD Energy Advisors
William Ellis, Pepco
Tracye Funn, Washington Gas
Matthew Gaskin, DDOT
Sylvia Glass, Loudoun County
Nicole Hebert, BMC
Randy Mosier, MDE
Brian O'Malley, CMTA
Janet Phoenix, Breathe DC
Jennifer Raley, Southern Maryland Electric Cooperative
Sheila Ruth, MD House of Delegates
Najib Salehi, Loudoun County
Kari Snyder, MDOT
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Kudret Utebay, The Cadmus Group

Guest:

Brittany Whited, DOEE

Staff:

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

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

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. The paper will discuss the challenges, opportunities, and co-benefits of improving regional air quality (ex. improving air quality also impacts climate change, improve public health, and equity).

There is a separate workgroup leading this effort, in consultation with ICF. The workgroup has identified goals and key messages to convey in the paper and currently working to finalize the paper's outline by the end of the month, then ICF will begin to develop the paper. A draft will be complete by the end of November, with the final document ready for presentation to the Board at the Strategic Planning retreat.

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. The survey for this year will be in the field at the end of the ozone season (September/October).

This summer, the Technical Selection Committee, with support from COG's contract and procurement staff, released a solicitation for vendors to support us in this work. OpinionWorks, was selected for the. The Marketing Committee kicked-off the project in August. Members reviewed the survey methodology and finalized the questionnaire. Results will be presented to the Board at the Strategic Planning meeting.

Education Program Manager RFP - A request for proposal will be issued next month for the Education Program Manager's contract. Clean Air Partners will be selecting a vendor to begin work in January - to provide a 6 month overlap with Rebecca Davis. This will ensure a smooth transition of the school program to the new manager.

Strategic Planning Meeting - We will begin planning for the Board's Strategic Planning retreat, which will be held early 2022. This will be a full day in-person meeting to hold in depth conversations regarding the long-term directions of the organization.

Education Program Update: Rebecca Davis

- Summer outreach was busy particularly in Loudoun Co, Frederick Co, and DC.
- Coordinated professional development sessions for DCPS teachers. Developed a professional development training for YouTube channel.
- Fall outreach will include a mix of in-person and virtual outreach.
- Developing a program for Children's Environmental Health day.
- Training will be held this fall for the 1-minutes climate change video challenge.

Marketing and Media Campaign: Kenna Swift, Sherry Matthews

Sherry Matthews provided a recap on the 2021 summer initiatives that included the following.

- Air Quality Awareness Week – included a social media campaign with digital ambassadors, partners outreach, meteorologist outreach, and media pitching. Generated over 400,000 impressions and 39,000 engagements.
- Ozone Action Month – included a social media campaign with digital ambassadors, partner outreach, and meteorologist outreach. Generated over 245,000 impressions and 50,000 engagements.

Upcoming Initiatives:

- Car Free Day – Clean Air Partners and Commuter Connections will partner for a social media campaign to promote Car Free Day (September 22).
- Ongoing Partner Outreach – Monthly toolkits will be developed and shared with partners to promote messaging.
- Emissions Demonstration Exhibit – Marketing Committee approved moving forward with planning and development for future implementation.

EVs in the Baltimore Washington Region: Matthew Chen, SemaConnect

Matthew Chen provided an update to members on the electric vehicle landscape across the Baltimore-Washington region. Information on provided on the basics of EVs and EV charging, fuel cost comparison, types of charging levels, locations of charging stations, federal and DMV legislation and policies, and potential obstacles for EV adoption.

The full presentation can be found at <http://cleanairpartners.net/node/301>.

Member Updates:

CMTA is accepting applications for their fall Transportation 101 workshop. This is a free workshop program designed to educate all residents on the critical role that transportation plays in quality of life for neighborhoods and to empower them to implement their own action plans around transportation.

Adjournment of Meeting: 1:15 pm