



**Board Meeting
Virtual
September 15, 2022**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
Regina Aris, BMC
Matthew Chen, SemaConnect
Tracye Funn, Washington Gas
Matthew Gaskin, DDOT
Nathan Gillespie, Pepco
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
Elizabeth Spike, Breathe DC
Janiece Timmons, WMATA
Glenna Tinney, Citizen Representative
Kudret Utebay, The Cadmus Group

Guest:

Kayla Baum, DOEE

Staff:

Jen Desimone, Clean Air Partners/MWCOG
Adrienne Dealy, Sherry Matthews
Jami Hill, Sherry Matthews
Kenna Swift, Sherry Matthews

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

Board Nominations and Election of Members: Glenna Tinney, Nominating Committee

The following new members was nominated:

Sarah Bagley, Alexandria

The following renewing member was nominated:

Glenna Tinney, Citizen Representative

A motion was made to accept the slate of nominees. After a second motion, the Board approved the slate.

Glenna also noted that the Nominating Committee is trying to find new members that have expertise in environmental justice. This will remain a focus for the upcoming year.

Proposal to Address Equity and Funding: Gary Allen, Board member, Center for Chesapeake Communities
Gary Allen presented a proposal to the Board to address how Clean Air Partners can increase its capacity to address equity and funding challenges in the upcoming years. The proposal requested additional funding from the State Air Agencies to support an air and climate equity contractor. The contractor would work with members to address the disparity of the impacts of air and climate projects and define a series of projects CAP can develop and implement to impact this area of concern.

No action was taken at this time. It was noted that funding from the air agencies is a challenge, but the conversations should continue.

Strategic Planning – Year 1: Jen Desimone, Clean Air Partners

Jen provided a recap of the strategic planning initiative and reviewed the goals and objectives for year 1 of the plan. As part of this year's work program, the Board committed to the development of a new strategic plan the first since 2009. The planning process began with a kickoff meeting in February and followed with three sets of virtual planning sessions which allowed several opportunities for members to provide feedback.

Emerging themes from sessions:

- A commitment to environmental justice that requires the inclusion of voices from communities most impacted by poor air quality.
- A desire to establish new partnerships in underserved communities and in sectors that are aligned with the work of Clean Air Partners.
- A belief that messaging and calls to action can be data-driven and respond to shifting priorities.
- An opportunity to raise the profile of Clean Air Partners and, in time, connect its work to climate change.

The Strategic Plan, delivered to the Board in June, includes an aggressive set of goals and objectives prioritized over a 5-year timeline. The goals/objectives are organized in four program areas that correspond to the annual work program and budget. Year 1 includes 5 goals/objectives.

Staff will be working with members to assist in implementation and report on progress in September 2023.

Marketing Update: Kenna Swift, Sherry Matthews

Sherry Matthews provided a recap on the 2022 summer initiatives that included the following.

- Air Quality Awareness Week – included a social media campaign with digital ambassadors, with daily themes and a dedicated campaign hashtag. Generated nearly 290,000 impressions and 5,500 active engagements.
- Partner Outreach – Included ongoing partner cultivation and monthly social media toolkits. Nineteen partners posted Clean Air Partners content on their social channels.
- Meteorologist Outreach – Included outreach 32 local meteorologists.
- Ozone Action Month – Included pop-up events, eco-driving exhibit, expanded social media, and media pitching. The events generated over 20,000 impressions and 4,500 engagements. Media interviews were secured on WJLA, Telemundo 44, and WMAL.

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).
- Signature Event – Clean Air Partners and Washington Gas will bring the emission demo exhibit to the Washington Nationals game held on September 27th.

MDE Community Monitoring Projects: Kelsey Sisko, MDE

Kelsey Sisko briefed the Board on two community air monitoring projects – Curtis Bay and Cheverly. The projects focus on citizen science and building air monitoring networks using low-cost sensors that are spread throughout a given area.

The full presentation can be found at <https://cleanairpartners.net/node/336>.

Member Updates:

- Loudoun County is updating their energy strategy, which includes carbon reduction goals out to 2050.
- MDE has increased their EV purchases and installations.
- VDOT has opened part of the I-66 express lanes and work has begun on I-495.
- Breathe DC has partnered with Howard University on a Bezos Earth Fund grant to characterize indoor air quality in public versus private housing.

Discussion of Contracts (closed session):

Jen provided an update on the Education Program Manager. She reviewed feedback received from the previous manager. A discussion followed with members providing feedback on possible options for the new contract, including an updated scope of work/tasks or a community/education engagement consultant.

A work team, including the following members, were tasked with developing an option(s) for the new consultant.

- Randy Mosier, MDE
- Jennifer Raley, SMECO
- Gary Allen, Center for Chesapeake Communities
- Elizabeth Spike, Breathe DC
- Glenna Tinner, Citizen representative

Adjournment of Meeting: 2:05 pm