



**Executive Committee
Virtual
March 21, 2024**

Present:

Olivia Achuko, DOEE
Angela Conroy, VDEQ
Halie Mitchell, VDOT
Randy Mosier, MDE
Jennifer Raley, SMECO
Kelsey Sisko, MDE
Meredith Soniat, DDOT

Guest:

Justin Smith, MDE

Staff:

Jen Desimone, COG and Clean Air Partners
Lauren Karasek, Sherry Matthews
Anna Marshall, BMC
Kenna Swift, Sherry Matthews

Call to Order: Randy Mosier called the meeting to order at 12:00 pm.

Marketing Updates: Kenna Swift

The 2023 summer campaign will launch during Air Quality Awareness Week with a lawn equipment exchange and Backyard Bubble events. The campaign will include a partnership with a few Cool Ace Hardware stores across the Baltimore-Washington region. The equipment exchange will include battery powered mowers, weed trimmers, and leaf blowers. Backyard bubble events will take place at:

- Saturday, May 18 at Waverly Ace Hardware in Baltimore
- Sunday, May 19 at Fairfax Ace Hardware in Fairfax City
- Saturday, June 1 at Frager's Ace Hardware in DC

The month of August will be designated as Ozone Action Month and include on-the-ground outreach with the Car Bubble exhibit and pop-up events. Additional campaign efforts will include meteorologist outreach, partner outreach, and media relations.

Environmental Justice: Jen Desimone

Jen provided a status update on the environmental justice consultant and recommendations for next steps. The Board completed two rounds of solicitation for an environmental justice consultant with no results. After discussions with the Finance Committee and Technical Selection Committee, recommendations for next steps included shifting funds to do outreach in EJ communities and inviting EJ experts to upcoming Board meetings to discuss how Clean Air Partners can play a role.

After discussion, the Executive Committee approved the recommendation to move forward with outreach in EJ communities.

Education Program Updates: Elizabeth Spike

Elizabeth provided an update on the upcoming Education Program Activities

Activities include:

- Co-presenting with EVADC
- Recruiting lead teachers for winter/spring cohort
- Presented at MAEOE and VAAE conferences in February
- Confirmed Leidos and Attune as a corporate sponsor.
- Judging science fairs (APS, FCPS, LCPS, and FCPS, MD)
- Planning a lead teacher summer luncheon
- Restructuring the lead teacher payment model, utilizing corporate sponsorship to adjust payment structure.

Draft FY 2025 Work Program and Budget: Jen Desimone

The FY25 work program and budget were presented to the Executive Committee.

The work program was developed with feedback gained from the strategic planning plan.

FY25 work program priorities include:

- Communicating the health effects of air pollution and related “calls-to-action” to individuals, organizations, media, meteorologists, and school children.
- Communicating unhealthy air quality days to enable residents to change behaviors to protect health and improve the air and impacts related to climate change.
- Using the most recent survey data to develop and conduct initiatives to encourage behavior change.
- Identifying and doing outreach to environmental justice communities.

The FY25 budget is \$938,672, which is a 6% decrease compared to the FY24 budget.

The work program is broken into 4 program areas including:

1. Education and Outreach – 39% of total expenditures
2. Marketing and Public Awareness – 35% of total expenditures
3. Special Projects – 19% of total expenditures
4. Program Administration – 7% of total expenditures

A motion was made to approve the work program and budget for Board consideration. The Committee unanimously approved the motion.

Closed Session:

The Executive Committee approved a 1-year contract extension for the Education Program Manager.

Adjournment: 1:30 pm