



**Executive Committee
Webinar
March 18, 2021**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Austina Casey, DDOT
Kelly Crawford, DOEE
Matthew Gaskin, DDOT
Nicole Hebert, BMC
Kari Snyder, MDOT
Janiece Timmons, WMATA
Brittany Whited, DOEE

Staff:

Jen Desimone, COG and Clean Air Partners

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

Clean Air Partners Updates: Jen Desimone
Jen reported on Clean Air Partners activities.

Member Recruitment - In preparation for the April Board meeting, the nominating committee met to discuss the Board slate. There is 1 vacancy. The Nominating Committee will meet in the upcoming week to review the applicants and prepare the slate for Board approval.

Education Program –

- Science fairs have been moved to a virtual platform. Clean Air Partners will participate in 9 fairs including Prince Williams, Fairfax County, Loudoun County, Frederick County, NOVA, Montgomery (includes DC), Prince George County, and Anne Arundel County. The Baltimore fair has been canceled.
- The poster contest closes for entries on March 26th. Winners will be announced on Earth Day (April 22). We will be issuing a press release.
- Clean Air Partners will be participating in a Nature Connections Livestream on May 11. Staff is working with DOEE to hold the livestream at a DC monitoring location and feature an air quality monitoring expert.

Marketing Program – The Marketing Committee met to review plans for the summer campaign, included the kick-off during Air Quality Awareness Week. A different theme will be featured each day and include a challenge. Other plans include a campaign during Ozone Action Month (August), meteorologist outreach, and media relations.

Sponsorships are under development for Washington Gas, Commuter Connections, and Electrify America.

Draft FY 2022 Work Program and Budget: Jen Desimone

The FY22 work program and budget were presented to the Executive Committee.

The work program was developed with the ability to be flexible to respond the restrictions due to COVID-19, build partnerships and being prudent securing new sponsors, addresses the transition to a new Education Program Manager, and considers long-range planning.

FY22 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 daily forecasts and real-time air quality to enable residents to change behaviors to protect health and improve the air.
- Promote the use of the “On the Air” air quality curriculum in DC, Maryland, and northern Virginia schools and conducting outreach at summer schools and camps.
- Conducting initiatives, such as the summer campaign, to promote actions to improve the air and protect public health.
- Evaluate the program’s success in educating the public about air quality, the health effects of unhealthy air pollution, and actions residents take to improve the air.

The FY22 budget is \$848,204, which is a 20% increase from the previous year. The increase is mainly due to carry-over funds.

The work program is broken into 4 program areas including:

1. Education and Outreach – 36% of total expenditures
2. Marketing and Public Awareness – 35% of total expenditures
3. Special Projects – 19% of total expenditures
4. Program Administration – 10% of total expenditures

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

New Business: Fatemeh Allahdoust

None

Adjournment: 12:40 pm