
MEMORANDUM

TO: CLEAN AIR PARTNERS BOARD OF DIRECTORS

FROM: GARY ALLEN, BOARD MEMBER, CENTER FOR CHESAPEAKE COMMUNITIES AND MARYLAND FORESTRY FOUNDATION

SUBJECT: BUILDING ON THE NEW STRATEGIC PLAN – FUNDING AND EQUITY

DATE: 8/8/2022

As a strong advocate for the white paper and the development of a new strategic plan for the coming decade, I want to thank all of you for participating and adding your perspective to this timely and needed work.

As an organization, we have been largely static recently, building on a consistent set of air quality messaging, priorities, and a slow-growing budget. The Strategic Plan allows us to reassess each of these and look to strengthen the impact of Clean Air Partners (CAP) in the coming decade.

On the one hand, we can reflect on our successes:

- Air quality has improved.
- We have increased public awareness of our messaging.
- Our education program has broadened its engagement.

On the other Hand

- GHG emissions have increased.
- Health impacts are not stable.
- A growing number of voices cite the disparity of impact of both air quality and climate change and the specific actions to address it.

While we reflect and work to build on progress, I would like to propose several actions for your consideration that I think are needed and will provide CAP with a new capacity to address the challenges that lie ahead.

Any new priority must be based on newly available funding sources. Our base budget has grown slowly (see Table 1). Sponsorship and grant funding varies each year and is used to fund sponsor or special projects; it is not used for annual funding to sustain new programs. While grant applications must continue to be filed for specific projects the missing gap in our funding base is an annual funding contribution from the state air agencies.

The state transportation agencies have and continue to support CAP's essential work and budget. It is an anomaly that the air agencies do not. I firmly believe they should and suggest that we ask our air quality agency board members to champion an initial **annual** contribution of \$25,000 each. This should build to double that amount (at a minimum) in the coming decade.

They will ask what for? Why funding from my state agency?

Aside from the challenges cited earlier, here is my proposal for expanding CAP's work capacity in 2023 and beyond.

We need an “**air and climate equity**” contractor using the resources identified by the air agencies. CAP requires an equity expert to 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.

This should go beyond just messaging, but also focus on community engagement. We are at heart a media-oriented organization so let's reframe our work in this area to reach communities that are affected the most with information that can impact their behavior and protect their health. The Equity Consultant should look to support and make CAP part of projects that engage folks in activities that impact health outcomes and environmental equity activities.

I'll work with Jen and others to frame a position description. But such work is moot if the Board does not support the necessary increase in annual funding and the need to strengthen our work in environmental equity.

We must strengthen our impact. We must grow, and we must change to meet the dynamics of the regional changes in demographics and climate that shape our work. These proposals are modest, practical, and are needed steps to move us forward in the years ahead. I trust you will agree.

Table 1: Clean Air Partners Funding History

Fiscal Year	DDOT	MDOT	VDOT	COG	Annual Total
FY2010	\$54,000	\$250,000	\$108,000	\$56,000	\$468,000
FY2011	\$54,000	\$250,000	\$108,000	\$56,000	\$468,000
FY2012	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2013	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2014	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2015	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2016	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2017	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2018	\$54,000	\$250,000	\$150,000	\$56,000	\$510,000
FY2019	\$56,700	\$262,500	\$150,000	\$58,800	\$528,000
FY2020	\$56,700	\$262,500	\$198,000	\$58,800	\$576,000
FY2021	\$61,798	\$262,500	\$208,000	\$58,800	\$591,098
FY2022	\$64,887	\$262,500	\$218,000	\$58,800	\$604,187
FY2023	\$66,834	\$262,500	\$210,334	\$58,800	\$598,468

Note: This table only includes annual program funders. It does not include funding received from sponsors or grants, which is solely dedicated to sponsor campaigns and special projects.