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**To:** Harold Burnley **Date:** Oct. 24, 1997

**From:** Gregory H. Ray

**Subject:** Scope of Technical Activities for "Places" Program

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- Support Program Strategy Development

**Objective:** Provide guidance on the technical feasibility of certain components of the "Places" strategy. This includes scope and timing of program, technical resources required, and advice on how to enlist these resources.

**Status:** This phase of the project is complete. The scope and timing of the "Places program has been approved by Ellen Merlo. Venues have been chosen and prioritized, roll-out states have been chosen and prioritized, responsibility for the development of the technical network has been given to WRA. A list of potential technologies that should be pursued in this program has been given to CA by R&D. Currently technologies recommended by R&D: Displacement Ventilation, Demand Control Ventilation, Increased Filtration (HEPA - Activated Carbon), Energy Recovery, IAQ Responsive Control, Pressure Management, Airflow Management.

**Plans:** CA, probably through Burson, will conduct a market assessment survey to determine how best to leverage the Owner/Operator "pull" and Contractor/Engineer "push" for IAQ technology solutions. After the market assessment has been performed R&D will review the results and modify the technology recommendations as required.

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- Support in Defining the Content for the Market Assessment Survey

Objective: Define the required technical information required for the market assessment. This will include information such as current IAQ practices used by the HVAC industry with their hospitality clientele; definition of hospitality problems; willingness to invest, etc. This information will be used in development of case studies, seminars, literature, and education programs.

Status: This activity has not begun. CA is currently defining resource needs including resources required for performing the market assessment.

Plans: R&D's role in this portion of the program will be to participate in several meetings during the definition of the market assessment. In particular, a information needs list will have to be developed and communicated to the chosen resources for the market assessment. After the market assessment is completed a review of the information will need to be made by R&D to refine the recommended technology list to individual venues (possibly subdivided within venue due to cost) and to define case study and education program technical content. This work represents approximately 1 man-week of effort and is expected to be complete by the end of the fourth quarter.

- Support Development of Case Studies.

Objective: Case studies will be developed from existing Accommodation Program participants. Technologies will be highlighted based on R&D recommendations and learning's from the market assessment survey. Case studies will be chosen based on available information, technology utilized, climate, priority of venue, priority of state, etc. Case studies will be developed for venue Operator/Owners and Contractors/Engineers. Current expectations are that four case studies will be developed for each venue.

Status: The Chelsea Group is currently developing the case study outlines and a questionnaire for Accommodation Program participants. R&D has been involved in discussions with The Chelsea Group on the content of each of these items. It is not clear at this time whether The Chelsea Group will continue working on the case studies after this step or a new consultant will be used.

Plans: R&D will review the outlines an questionnaire submitted by The Chelsea Group for technical inclusion. R&D will also help decide from the market assessment and the case study questionnaire which establishments to chose. R&D will also be expected to review the final forms of the case studies. This work represents approximately 1 man-month of effort and will begin in the middle of the first quarter of 1998.

- Support for Educational Initiatives

**Objective:** Develop a national training program for HVAC service providers that imparts knowledge on the specific IAQ issues confronting the hospitality industry. Use this forum to create the incentive to enlist service providers as supporters against smoking bans.

**Status:** A proposal has been solicited from Dan Thayer of Thayer Corp. for the structure and management of this program. R&D has been involved in reviewing and discussing this proposal. Current plans are to finish developing the structure of the program and then shelving it until it is needed by the Places program (next year?).

**Plans:** R&D has been asked to help define the technical content of the educational initiative. This would require reviewing subsequent proposals from consultants and reviewing the market assessment for information that should be included. This work represents approximately one man-month of effort from R&D. The timing for the initiation of this component of the "Places" plan has not yet been decided.

- Support Airport Initiatives

**Objective:** To create demonstration projects in high visibility airports to provide an alternative to smoking bans in these venues. These venues are also opportunities for exclusive PM branding.

**Status:** Currently R&D has provided assistance on three airports; BWI, Atlanta, and Richmond. For BWI and Atlanta, R&D has provided technical review of The Chelsea Group's assessments of hospitality spaces in these airports. For Richmond, R&D has been involved in reviewing the selection of technologies for the HVAC system and working with the mechanical engineering and architectural firms in the design of the space.

**Plans:** R&D's role in BWI and Atlanta is finished. R&D will continue to review the design and commissioning of the Richmond lounge until it's completion in late January 1998. This will include reviewing designs, checking calculations, meeting with engineers/contractors, and approving of the commissioning activities. This work represents approximately two man-weeks of effort by R&D.