

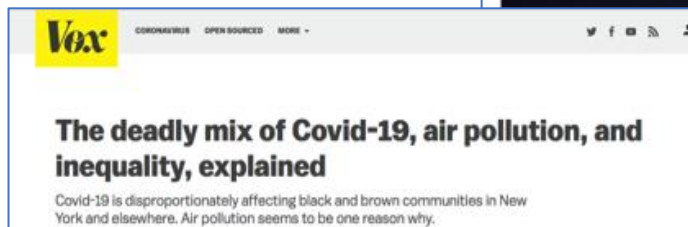
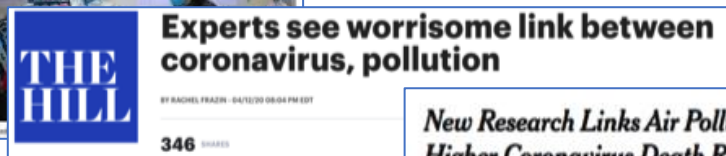
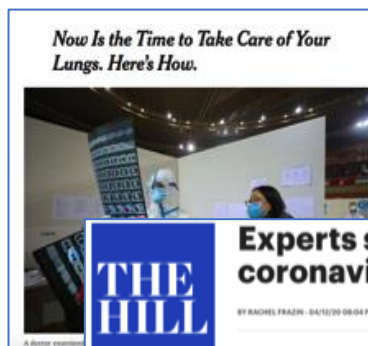


# WHO WE ARE

- Public-private partnership formed in 1995 and comprised of 30 organizations from:
  - Local governments (DC, MD, and VA)
  - State transportation and environmental agencies
  - Businesses and major employers
  - Advocacy groups (health, environmental, education, and transportation)
- Clean Air Partners was founded by COG and Baltimore Metropolitan Council (BMC) to
  - improve the Baltimore-Washington region's air quality and reduce greenhouse gas emissions through voluntary actions.
  - increase public awareness about the health effects of air quality.

# 2020 YEAR-IN-REVIEW: Pivoting in the Pandemic

As COVID-19 began to dominate our lives, lung health and air quality became increasingly relevant. COVID-19 is a respiratory ailment, and evidence indicates that long-term exposure to air pollution makes its effects more severe. **Clean Air Partners had the opportunity to be at the forefront of conversations about public health and air quality during this time – and we rose to the challenge.**



## 2020 YEAR-IN-REVIEW: Pivoting in the Pandemic

Social distancing and stay-at-home orders meant no in-person outreach events and reduced transit PSA opportunities. **We shifted focus to primarily virtual and broadcast news channels.**

With the contracting economy, sponsorship funding was unlikely. **We concentrated resources on communications and focused on growing partnerships** with like-minded organizations and individuals online.

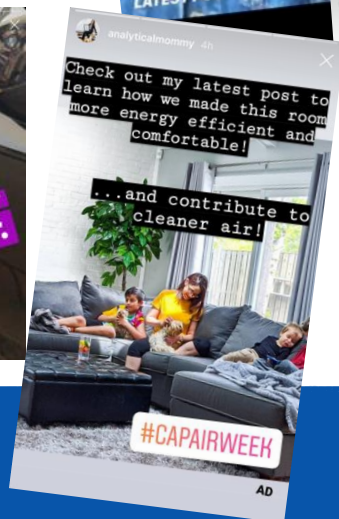
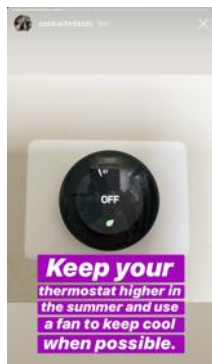
The 2018 survey said women and households with children are most likely to view air quality as a problem. With cancelled school, these parents have been even more engaged online and looking for ways to occupy their children. **We prioritized targeting parents on social media and offering easy and educational activities for their families.**

We shifted messaging to focus primarily on the **public health impact of air pollution and the cost-saving benefits of simple steps people can take.**

# AIR QUALITY AWARENESS WEEK

## COMPONENTS

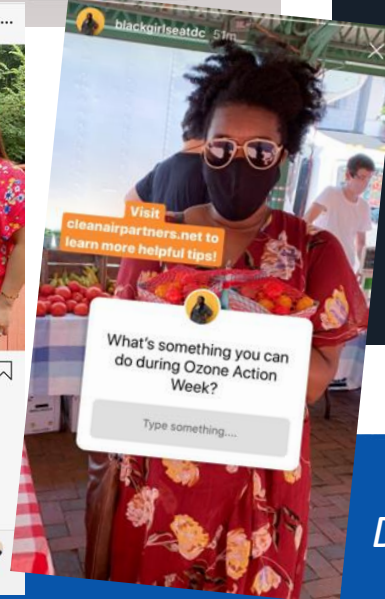
- Social Media
  - #CAPairweek daily challenges
  - Educational activities
  - Paid post amplification
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach
- Media Tour



# OZONE ACTION WEEK

## COMPONENTS

- Social Media
  - #CAPOzoneaction tips
  - Daily photo challenges
  - Paid post amplification
- Digital Ambassadors
- Partner Toolkit
- Meteorologist Outreach
- Media Tour



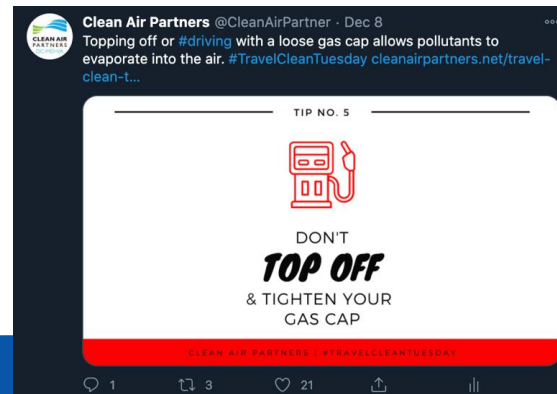
Do your share for cleaner air. #CAPOzoneAction

# WINTER ECO-DRIVING

*As the region continues to combat Coronavirus, many people are selecting cars for transportation, whether getting out of town for a socially distanced getaway, driving to outdoor activities like hiking, or running errands. Gas-powered vehicles are the #1-way individuals contribute to poor air quality, so Clean Air Partners promoted money-saving tips to reduce mobile source pollution every Tuesday throughout November and December.*

## COMPONENTS

- Social Media Content
  - #TravelCleanTuesday weekly tips
  - Paid Amplification
- Digital Ambassadors
- Partner Toolkit / Outreach
- Virtual Media Tour



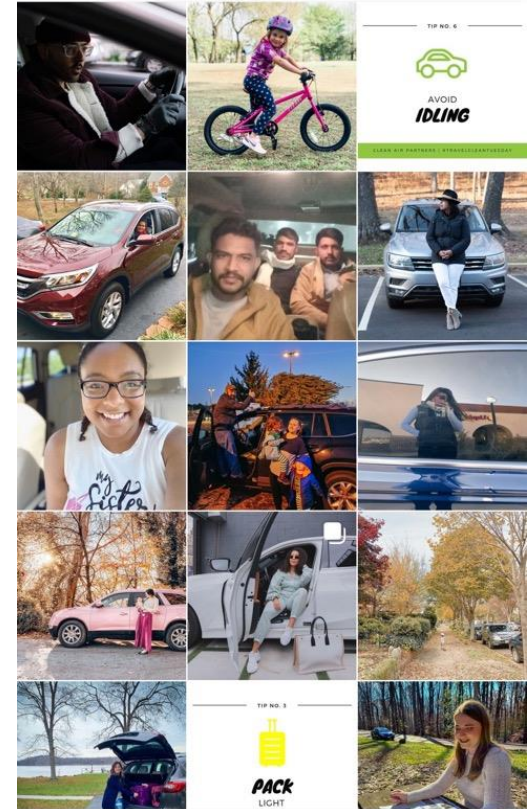
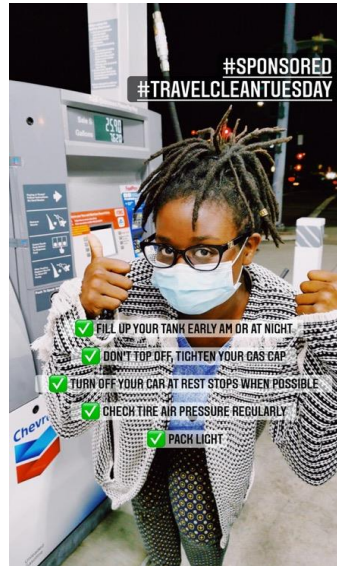
# WINTER ECO-DRIVING

myjewishmommylife • Follow  
Washington D. C.



351 likes

myjewishmommylife Teaching our children to be good stewards of our planet 🌍 is one of the most important values in #Judaism. ... more



jennythehenry • Follow  
Washington D. C.



58 likes

jennythehenry #ad Wondering how you can use your car in an eco-friendly way? I've partnered with Clean Air Partners to answer this question and... more



Do your share for cleaner air.



## PARTNER OUTREACH

These partners and board organizations participated in #CAPairweek & #CAPozoneaction and #TravelCleanTuesday activities:

- Alexandria T&ES
- Baltimore Metropolitan Council
- Casey Trees
- COPD Foundation
- Car Free Diet Arlington / Dieta Cero Auto
- DC Department of Energy & Environment
- Go DC Go (DDOT)
- Maryland Department of Environment
- Metro Forward/WMATA
- Montgomery County Department of Environmental Protection
- Moms Clean Air Force
- One Montgomery Green
- Pepco
- SMECO
- Virginia DEQ
- Virginia Green Initiative
- Virginia DOT NoVA
- Washington, D.C. Auto Show
- Washington Gas

**THANK YOU!!**

# METEOROLOGIST OUTREACH

- More than 20 meteorologists engaged with Clean Air Partners nearly 100 times, covering air quality content both online and in broadcast media.
- Meteorologists have given us direct positive feedback on our air quality forecasts, code orange/red warnings, and themed campaigns, especially Ozone Action Week.



# MEDIA OUTREACH

- Clean Air Partners conducted a virtual media tour to book interviews with campaign spokespeople.
- Media materials included news releases, fact sheets, and b-roll video footage distributed to 385+ news reporters and media outlets region wide during the campaign waves and in key moments throughout the year.



# 2021: MARKETING AND MEDIA CAMPAIGN

- Launch summer campaign with **Air Quality Awareness Week** May 3-7
  - Promote social media content inviting engagement and conversation
  - Equip digital ambassadors to reach engaged audiences
  - Partnership outreach for message distribution and participation
  - Execute Media tour and pitching to amplify efforts
- Expand **Ozone Action Month** – all of August
- Continue meteorologist, traffic and news reporter outreach, both traditional and online

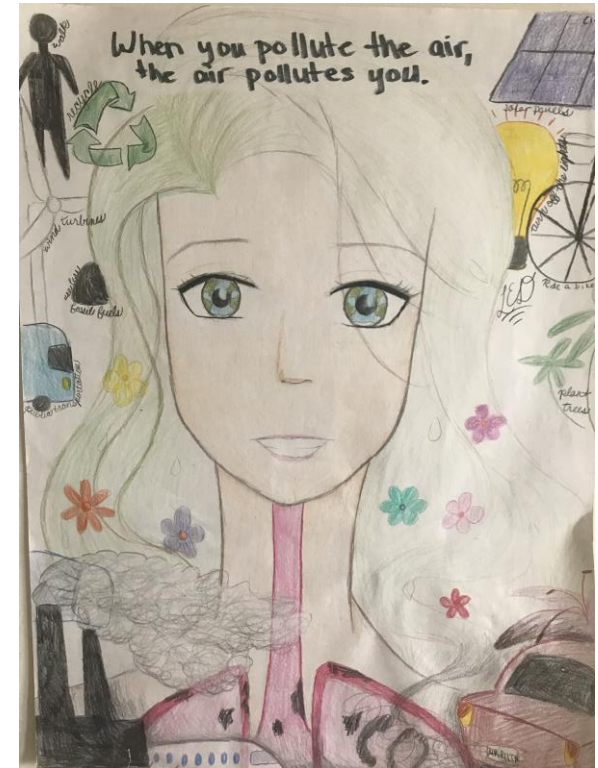
# ON THE AIR SCHOOL CURRICULUM

- Interactive online & printable ([ontheair.cleanairpartners.net](http://ontheair.cleanairpartners.net))
- 5 Modules
  - **Our Lungs, Our Air, Our Health:** The Effects of Ozone Pollution on Human Body Systems
  - **What's the Air Forecast?:** Human Impacts, Weather, and the Story of a Code Red Day
  - **Air Pollution in the Community:** Combustion, Particulate Matter, and Community Health
  - **Air & the Chesapeake Bay:** Dead Zones, Deposition, and Nitrogen Pollution
  - **Air & Climate Change :** Rising Temperatures, Rising Tides
- 8-13 activities per module



# EDUCATION PROGRAM ACTIVITIES

- 2020 Slogan Contest
  - Category 1 (Grades 4-6): Anne Arundel County, MD, Severna Park Middle School, "Small changes by many = Large changes for our future"
  - Category 2 (Grades 7-8): Prince George's County, Benjamin Tasker Middle School " Every extra step you take, a better world it will make."
- 2021 Poster Contest – deadline March 26
- 2021 Science Fairs





**CLEAN AIR**  
PARTNERS

Thank You