



Metropolitan Washington Air Quality Committee July 29, 2015

1. Community and Business Outreach

- **Employer Toolkit** - Clean Air Partners developed a new tool kit which organizations can use in their outreach activities. The tool kit includes materials such as magnets, rack cards, infographics, and web and social media banners.

2. Marketing and Public Relations

- **Media Campaign** - This year's campaign includes online and transit advertisements. The goal is to raise awareness of Clean Air Partners, AirAlerts, and the mobile app. Through an in-kind partnership with AOL, online ads will run on their website during the first 2 weeks of August. Transit ads run May - September on WMATA, Fairfax County, and Prince George's County transit systems. Beginning in July, we will also run geo-targeted ads on Facebook and YouTube using the "Larry & Lola Lung" video series.
- **Clean Air Deeds Concert Promotion** - A big thank you to WGL and Commuter Connections for sponsoring the Clean Air Deeds Concert. The promotional event will include a concert ticket give-away targeting consumers within the greater metropolitan Washington, D.C. region. The promotion will ask residents to perform and post/share clean air "good deeds" for a chance to win a pair of tickets to see Chicago and Earth, Wind & Fire at Jiffy Lube Live on August 14. The event includes a significant amount of promotion and exposure through WJLA and News Channel 8 from July 20 – August 2.
- **Social Media** – Clean Air Partners continues to be active through social media, pushing content through Facebook and Twitter, coordinating with partners and Board members, and pitching to the media. Clean Air Partners developed new messaging for athletes and first responders, which was used during the World Police and Fire Games.
- **Media Coverage** – Clean Air Partners secured a number of interviews and articles on the following WJLA, FOX 45, Frederick News Post, The Baltimore Sun, Arlington Transportation Partners, Green Living Guy, and Eco Friendly Link. The interviews focused on the ozone season, tips to improve air quality, World Asthma Day, biking, and health effects.

3. Curriculum and Outreach

- **Summer Education Outreach** – The education team is in the middle of the annual summer outreach program. They are visiting camps throughout the region, presenting activities from the *On the Air* curriculum. Initial numbers show a substantial increase over last year, with outreach to nearly 4,000 kids.

4. 2015 Board Members

- **Leadership** – The Board approved the following members for officer positions:
 - Chair: Lon Anderson, AAA Mid-Atlantic
 - Vice Chair: Brian O'Malley, Central Maryland Transportation Alliance
- **New Board Members** - The Board approved the following new Board Members:
 - Ben Cohen, BWI Business Partnership
 - Bob Hellauer, Greater Baltimore Committee
 - Dr. Cindy Parker, Johns Hopkins Bloomberg School of Public Health
 - Molly Plautz, Dominion