

Clean Air Partners Kickoff



*Education Session:
Air Quality Action Days*

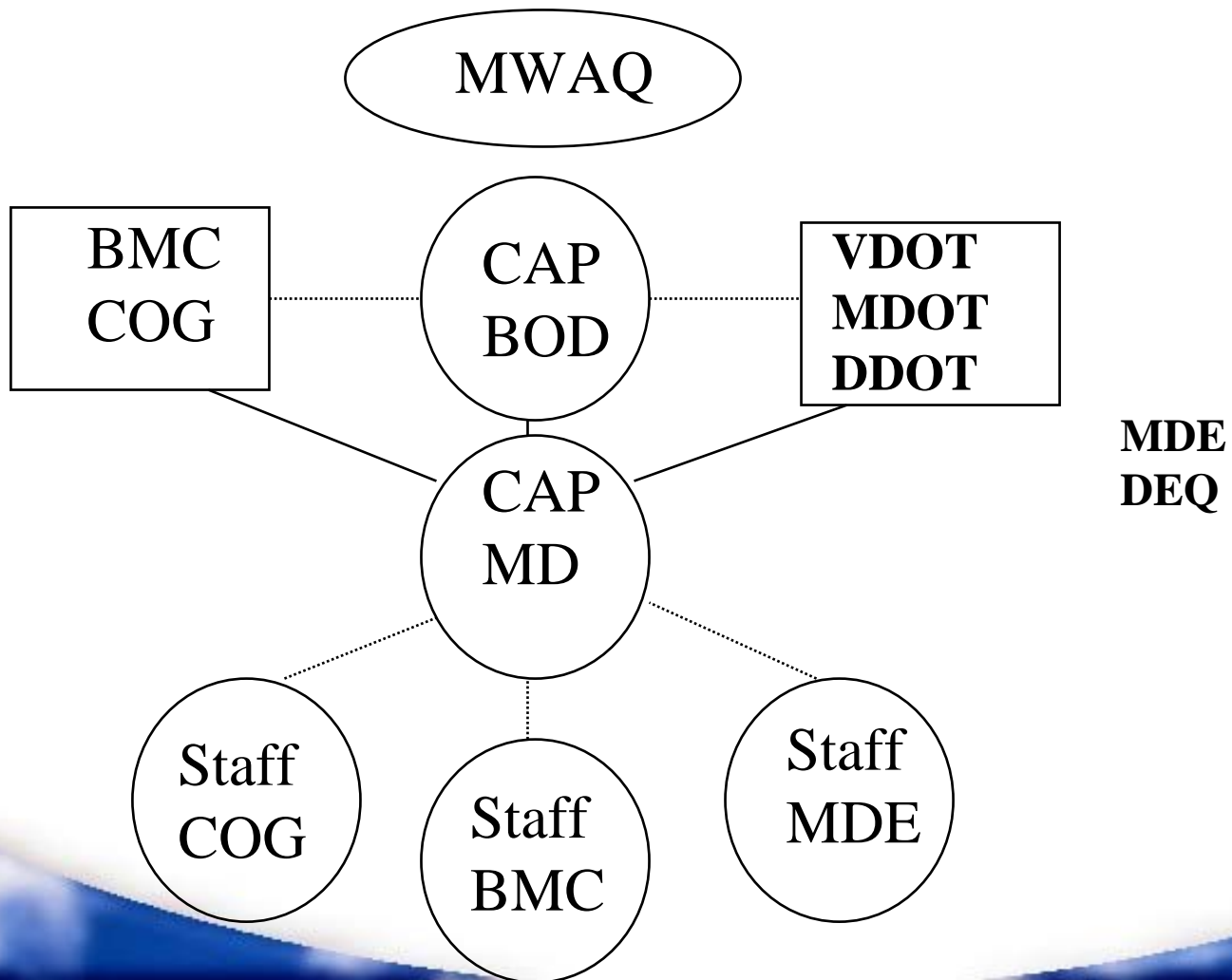
Session Overview

- Summary of 2003 season
- Changes for 2004
- Voluntary actions by individuals and employers
- Commuter Alternatives
- Q&A

Purpose

- Clean Air Partners was developed to improve the region's air quality through voluntary actions.
- The partnership seeks to improve health and the quality of life in this region by educating the public to take voluntary action to reduce ground-level ozone.

Current Organizational Structure



Program Components

- Ozone Action Days
- Marketing and Public Relations
- Public Education
- Measurement
- Administration and Leadership

Overview of Public Outreach

- Promote easy and effective voluntary actions that individuals can take to reduce production of and exposure to ground level ozone
- Projected to deliver the Clean Air Partners' message as early in the season as possible to a broader audience with emphasis on specifically targeted segments of the population
- The development of more formalized education, training, and outreach

Measurement System

- Evaluate success in educating the public about Code Red days and the health effects of high ozone levels
- Multiple episodic surveys will be administered on the evening of a Code Red Day

Marketing and Public Relations

- Investing approx. \$140,000 in advertising spots
- Six weeks over eight radio stations and a variety of cable stations
- Ongoing interviews and radio announcements

2004 Sponsors

- **MDOT**
- **VDOT**
- **DDOT**
- **MWCOG**
- **Baltimore
Metropolitan
Council**
- **Jiffy Lube**
- **Comcast**
- **DC Lottery**
- **Montgomery County**
- **MTA**
- **Lockheed Martin**
- **WMATA**
- **Prince Georges
County**
- **Commuter
Connections**