



**Metropolitan Washington Air Quality Committee**  
**September 29, 2015**

**1. Community and Business Outreach**

**Local Events** – Clean Air Partners will be attending the following events:

- Fairfax County Transportation Expo, Fairfax, VA – September 22
- DATA's Live More Block Party, Reston, VA – September 24
- TSA Employer Event, Pentagon City, VA – October 7
- 2016 USA Science and Engineering Festival – April 15-17, Washington Convention Center, expected to draw 350,000 attendees (families/kids/teachers, 80% metro region) and include 3,000+ hands on activities.

**2. Marketing and Public Relations**

- **Media Campaign** - This year's campaign included online, social media, and transit advertisements. The goal is to raise awareness of Clean Air Partners, actions to improve air quality, AirAlerts, and the mobile app. Through an in-kind partnership with AOL, online ads ran on their website during the first 2 weeks of August. Transit ads ran May - September on WMATA, Fairfax County, MTA, and Prince George's County transit systems. Clean Air Partners also placed geo-targeted ads on Facebook and YouTube using the "Larry & Lola Lung" video series. As part of the Clean Air Deeds concert promotion, television ads, web banners, and interviews ran on WJLA and NewsChannel 8.
  - Funding included \$45,000 in cash contributions and nearly \$276,000 in in-kind transit and online advertising.
  - Overall media impressions and value – 208 million media impressions valued at \$1.2 million. This is an increase of 47% in value and 186 percent in impressions from last year.
  - Website had more than 87,000 page views, double from the 2014 calendar year.
  - Mobile app downloads doubled, more than 4,000 downloads.
  - Social media network grew by 22%.
  - Distributed more than 4,000 pieces of materials through events, sponsors, and partners.
  - Thanks to our sponsors and partners – WGL, Commuter Connections, AOL, WMATA, Fairfax Connector, MTA, and Prince George's County The Bus
- **Car Free Day** – Car Free Day was September 22<sup>nd</sup>. As part of this initiative, Clean Air Partners launched a new video promoting alternative forms of transportation. The video can be found on Clean Air Partners social media channels – Facebook, Twitter, and YouTube.
- **2015 Communicator Award** – Clean Air Partners was awarded the Communicators Award for the "Keeping Your Lungs Happy Infographic." The Communicator Awards is an international awards program that recognizes marketing and communications work. The Communicator Awards is sanctioned and judged by the [Academy of Interactive & Visual Arts](#).

**3. Curriculum and Outreach**

The education team completed the annual summer outreach program. They visiting camps throughout the region, presenting activities from the *On the Air* curriculum. The team, which included the Education Program Manager and 3 teachers, did outreach to nearly 4,000 kids.

#### **4. Program Survey**

This fall we conducted a program survey with residents in the Metropolitan Baltimore-Washington region. The survey was intended to gauge resident's awareness and attitudes about air pollution and their willingness to change behavior. Results will be available in November and will be used to evaluate the effectiveness of the program and inform future public education/marketing campaigns.