



### Clean Air Partners Activities Report For Commuter Connections July 20, 2021

**Breathe Easy Summer Campaign:**

Clean Air Partners launched their summer campaign to educate residents on actions they can take to improve the region’s air and protect their health. The campaign will be mostly digital and include mini-campaigns through-out the summer.

**Air Quality Awareness Week (May 4-8):**

The campaign kicked-off during Air Quality Awareness Week with a different air quality related theme each day during the week. Daily themes included:

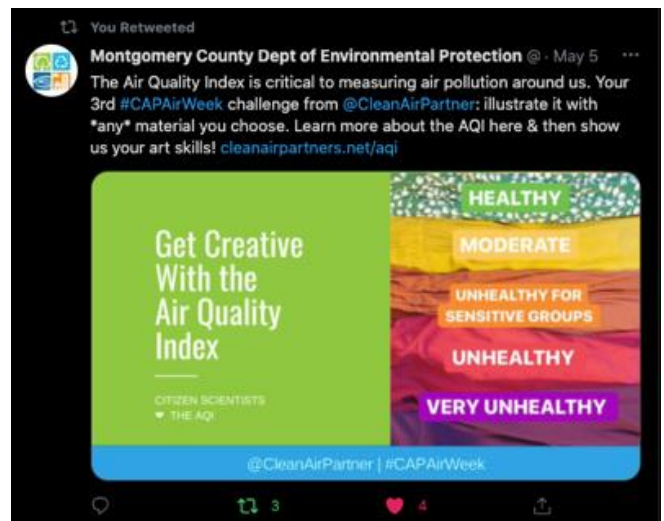
- Plants and Trees
- Health
- The Air Quality Index
- Active Transportation – Hiking and Biking
- Food and its impact on air and climate

Activities included:

- Digital Ambassadors (“social media street teams”) – partnered with 11 local social media influencers, English and Spanish, to promote content through Instagram and Facebook. Generated over 42,000 impressions and 38,000 engagements.



- Owned Social Media Content– Content posted on Clean Air Partners social media – Twitter and Facebook. Utilized #CAPairweek and boosted posts.



**Ozone Action Month (August 2021):**

To heighten awareness during the hottest time of the summer, Clean Air Partners will designate the month of August as Ozone Action Month. This digital campaign will focus on concrete steps to take to reduce behaviors that contribute to the formation of ground level ozone. Activities will be promoted through Digital Ambassadors (7-10 posting on Instagram), partner outreach and toolkit, and engaging with meteorologists during the month.

**Car Free Day 2021:**

Clean Air Partners and Commuter Connections will partner to leverage Clean Air Partners network of partners, followers, and local digital ambassadors to build engagement around Car Free Day and promote Commuter Connections pledge.

The campaign will include working with 5-10 digital influencers with a following of 10,000-15,000 people on Instagram, with expected cumulative reach 50,000-100,000. All content will include some active link - either link in bio or Instagram Story with "swipe up" to the Commuter Connections pledge.

Clean Air Partners will also post on their Facebook and Twitter pages promoting participation in Car Free Day and do an email Blast to Clean Air Partners 8,000+ email list, driving traffic to Commuter Connections Car Free Day pledge.

Contact Jen Desimone, [idesimone@mwkog.org](mailto:idesimone@mwkog.org), for more information