

**Clean Air Partners Activities Report  
For Commuter Connections  
July 21, 2020**

**Breathe Easy Summer Campaign:**

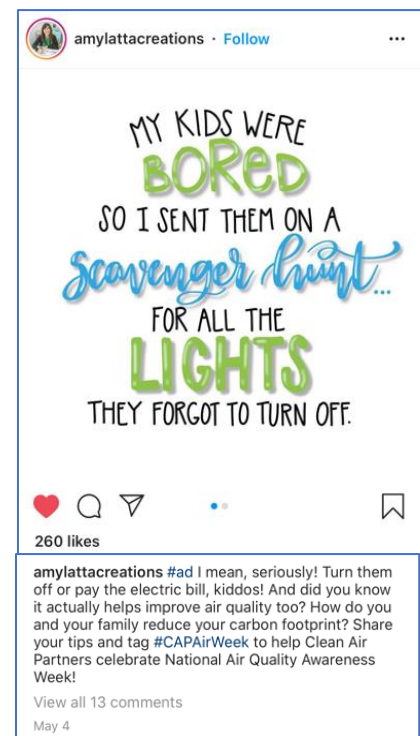
Clean Air Partners launched their virtual summer campaign to educate residents on actions they can take to improve the region’s air and protect their health. This year’s campaign sponsors are Commuter Connections, Pepco, and SMECO.

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

The campaign kicked-off during Air Quality Awareness Week with promoted activities and challenges that parents could participate in with their children.

Activities included:

- Digital Ambassadors (“social media street teams”) – partnered with 12 local social media influencers to promote content through Instagram and Facebook.



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



- Meteorologist Outreach – Engaged with local Baltimore-Washington broadcast meteorologist to expand the reach of Clean Air Partners messaging.



- Media Coverage – conducted a virtual media tour with Clean Air Partners spokesperson and Board member Dr. Janet Phoenix. Secured 18 TV news stories reaching 350,000 viewers and 120+ online articles on sites with 77 million monthly circulation.

**Ozone Action Week (August 3-7):**

To heighten awareness during the hottest time of the summer, Clean Air Partners will designate the first week of August as Ozone Action Week. Messages will focus on concrete steps to take to reduce behaviors that contribute to the formation of ground level ozone. Activities will be promoted with partners and include Digital Ambassadors, media relations, and meteorologist outreach.

**Late Summer/Fall Outreach (September/October):**

As local residents return to work and other activities, a renewed focus on telecommuting and “eco-driving” will be appropriate since people may still need or want to avoid mass transit. Opportunities include:

- Car Free Day - Coordinate with Commuter Connections to ensure efforts are aligned whenever possible with a special emphasis on Car Free Day activities.
- Employer Outreach
- Walktober
- Energy Efficiency Day