



# Clean Air Partners Overview

Prepared for: *Commuter Connections Subcommittee*



May 15, 2012

# The Year In Review

- **Air Quality** (State of our air)
- **Marketing & Media Outreach** (Public awareness campaign the develops and understanding within the general public about air quality)
- **Education Program** (Educates students on ways to protect the environment)
- **Administration** (Administrative facets of the program that provide general support for the overall program)



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# 2011 Season – Record Temperatures yet improving Air Quality

Air Quality Index	Ozone		Particle Pollution	
	Metro Baltimore	Metro Washington	Metro Baltimore	Metro Washington
Very Unhealthy	0	0	0	0
Unhealthy	5	2	0	0
Unhealthy for Sensitive Groups	19	19	2	0
<b>Total Poor Air Quality Days</b>	<b>24</b>	<b>21</b>	<b>2</b>	<b>0</b>



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# Marketing & Media Outreach Accomplishments

## 2011 Public Awareness Campaign Highlights

- Kicked off 5/11 - Media Mix consisted of paid radio and online ads, in-kind transit ads, media outreach, social media, etc.
- Funding for the campaign included \$85K cash sponsorships and nearly \$43K worth of in-kind support for a total of nearly \$128K.
- Two New radio spots featuring actual AirAlert subscribers talking about the benefits of Clean Air Partners. (Real People, Real Benefits)
- The campaign generated 35 million media impressions and estimated advertising value of \$432,460.
- 91,000 annual page views on website – **9.3% Increase**
- 4,500 AirAlerts subscribers – **22.6% Increase**
- Social media platforms were enriched (1275 Facebook and Twitter Fans) – **150% increase.**
- Widget Placement expanded to include new media partners and local organizations



# New Localized Images



Transit Ads have been updated

**CLEAN AIR PARTNERS**

My daughter depends on me,  
I depend on **AirAlerts.**

Scan here with your smartphone to sign up for AirAlerts

Visit [CleanAirPartners.net](http://CleanAirPartners.net) for your FREE air quality forecast.

partner logos

My son depends on me,  
I depend on **AirAlerts.**

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**CLEAN AIR PARTNERS**

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# 2012 Sponsors

- Charm City Circulator (in-kind)
- City of Fairfax (in-kind)
- Commuter Connections (\$5K)
- Constellation Energy (\$20K)
- Fairfax County (\$10K and in-kind)
- Prince Georges County (\$25K and in-kind)
- PEPCO (\$5K)
- TransIT Services of Frederick County (in-kind)
- Washington Gas (\$20K)
- Washington Metropolitan Area Transit Authority (in-kind)



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# Major Education Program Accomplishments

## *On the Air: Exploring Air Pollution Sources and Solutions Curriculum*

- Fourth-year of implementing *On the Air: Exploring Air Pollution Sources and Solutions*.
- Curriculum developed and presented by Clean Air Partners Education Team to area students.
- “One the Air” was presented to over 2,660 students in 2011.
- Visited 28 Summer Camps reaching 1510 youth.
- Students that have been through the program demonstrate an increased understanding of air pollution and responsible choices.
- Engaged educators throughout the area with regular updates and notices of opportunities.



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# More Education Program Accomplishments

**Engaging Youth – Poster Contest, Science Fairs, Slogan Contest and More!**

- Third Annual Science Fair Awards – Continued work in 10 local jurisdictions.
- Fourth Annual Poster Contest – 250 Great Entries in 2012
- Pilot Slogan Contest – 60 Entries in 2011 (Fresh air is the Start to Living life Smart)



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# Administrative Accomplishments

- New Managing Director
- Increased Business Community Outreach
- Bylaw Review
- Visioning Meeting



# Next Year.....

- Increased Business Outreach
- Media Campaign
- Road Race / Bike Events
- Events and Fairs
- Expanded Education Opportunities



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