



## Metropolitan Washington Air Quality Committee December 18, 2013

### 1. Community and Business Outreach

- **Local Events** - Clean Air Partners is planning for the 2014 community outreach. Outreach will include participating in local events through-out the Baltimore-Washington region.
- **New Sponsorship Initiative** - Aggressive outreach to local and national corporations continues as we look to expand the program's funding.

### 2. Marketing and Public Relations

- **2013 Media Campaign** - Clean Air Partners completed its annual media campaign. The campaign included radio, online, and transit advertisements. The radio ads ran during the weeks of July 15<sup>th</sup> and 22<sup>nd</sup> on 4 radio stations in DC and Baltimore. Online ads also ran during the same 2 weeks in both markets with ads appearing on the Washington Post and Baltimore Sun websites. Transit ads ran from May - September on the following transit systems: WMATA, Charm City Circulator, Fairfax County, and Prince George's County. Total value was \$677,000 and leveraged the total campaign budget by 667%.
- **Media Outreach** - Vice Chair, Brian O'Malley, was interviewed by WBAL-TV (NBC, Baltimore) about holiday tips to improve air quality. Tips include using LED holiday lights, buying Energy Star rated electronics, and using programmable thermostats.

### 3. Curriculum and Outreach

- **Contests** - Clean Air Partners held its 3rd annual slogan contest for local middle and elementary students. Students in grades 4-8 were asked to submit a creative slogan that brings to light solutions to air pollution and climate change and inspire people to take actions to improve our region's air quality. We received over 400 contest submissions.

Winners:

Category 1 (Grades 4-6):

*We can't stop breathing it-so let's start cleaning it!*

Rina Levy, Earle B. Wood Middle School, Montgomery County

Category 2 (Grades 7-8):

*Ride a bike, take the bus, cleaner air is up to us.*

Sarah Anstice, South County Middle School, Fairfax County

### 4. Meetings

- **Executive Committee Meeting** - The Executive Committee met by conference call on November 21. The Committee discussed new sponsorship opportunities and upcoming special events that will take place next year.
- **Board Meeting** - The next Board meeting will be held on January 16, 2014.