

**Clean Air Partners Activities Report  
For Commuter Connections  
September 21, 2021**

**Ozone Action Month (August):**

To heighten awareness during the hottest time of the summer, Clean Air Partners designated the month of August as Ozone Action Month. Social media content focused on steps to take to reduce behaviors that contribute to the formation of ground level ozone. Activities will be promoted through Digital Ambassadors (Instagram and Facebook), partner outreach and toolkit, and engaging with meteorologists during the month.

Activities included:

- Digital Ambassadors (“social media street teams”) – partnered with 11 local social media influencers to promote content through Instagram and Facebook.



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



**Car Free Day:**

Clean Air Partners will be joining Commuter Connections to promote Car Free Day. Promotional efforts will include social posts from Clean Air Partners’ Digital Ambassadors on Instagram, Twitter, and Facebook from September 13<sup>th</sup> through September 21<sup>st</sup>. Posts will include links to [carfreemetrodc.org](http://carfreemetrodc.org) to encourage residents to pledge and use #CarFreeDay2021 and #CarFreeMetroDC.

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.

**Emissions Demonstration Exhibit (November/December):**

During this holiday season, Clean Air Partners will have an exhibit to demonstrate how residents can reduce their emissions, building on the 2020 eco-driving campaign. The exhibit will feature a vehicle encased in a clear plastic bubble. A large screen invites participants to engage with the exhibit via a contactless interactive quiz. The challenge is composed of questions on driving behaviors and their impact on emissions and air quality. When a player chooses an incorrect answer, a puff of “smoke” vapor, representing vehicle emissions, shoots from the tailpipe into the bubble, and

the game provides the player with information about air pollution linked to their answer, delivered in a fun, compelling, and memorable way.



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