



Clean Air Partners Activities Report For MWAQC July 26, 2017

1. Community and Business Outreach

- **Outreach Materials** - Clean Air Partners tool kit materials are available by request. The tool kit includes materials such as magnets, rack cards, infographics, and web and social media banners. Organizations can contact Jen Desimone, jdesimone@mwcog.org, with requests.

2. Marketing and Public Relations

- **Media Campaign** - This year's campaign includes digital/social media and transit advertisements. The goal is to raise awareness of Clean Air Partners and increase downloads of the mobile app and social media presence. Digital/social media ads are running on Facebook in June and July. Transit ads are running during July on WMATA buses and in Metro stations. Clean Air Partners is also in the process of working with other local Washington and Baltimore transit agencies to run ads during the late summer.
- **#BreatheEasy Concert Promotion** – For the third year WGL and Clean Air Partners will sponsor the #BreatheEasy Concert promotion. The promotional event will include a concert ticket give-away targeting residents within the greater metropolitan Washington, D.C. region. The promotion will ask residents to perform and post/share clean air “good deeds” for a chance to win a pair of tickets to see Bruno Mars at the Verizon Center on September 30th. The event will include promotion through a paid media campaign in August.
- **Car Free Day Campaign** – For the second year, Commuter Connections and Clean Air Partners will run a co-branded campaign promoting Car Free Day. The campaign will use the Car Free Day video and digital ads to encourage drivers to use alternative modes of transportation and pledge to go car free. Through a social and digital media campaign, individuals will be asked to visit the Car Free Metro DC website and pledge to go car free. The campaign will run in September.
- **Social Media** – Clean Air Partners continues to be active on social media, pushing organic content around the program's Breathe Easy actions through Facebook and Twitter, coordinating with partners and Board members, and pitching to the media.

3. Curriculum and Outreach

- **Summer Education Outreach** – The education team is beginning the annual summer outreach program. The Education Program Manager and 3 teacher fellows are visiting camps throughout the region, presenting activities from the *On the Air* curriculum.

Digital Ads: (images are accompanied by supporting ad content)



Transit Ads: (exterior and interior)

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