

Item 3



Clean Air Partners Overview

MWAQC Meeting – October 2012



October 24, 2012

Clean Air Partners by the Numbers



- AirAlerts – 5,043 Subscribers
- Weather Line (202-589-1212) – 604,177 calls in 2012
- Social Media – 1500 Followers



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Educating Students and Informing the Public

- Education Overview
- Summer Camps
- Timely Messaging
- Social Media
- Transit Partners
- In the Media



Education Award Winners - 2012



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Education Overview

On the Air: Exploring Air Pollution Sources and Solutions Curriculum

- Developed and use *On the Air: Exploring Pollution Sources and Solutions Curriculum*
- Actively promote the use of *On the Air* in classroom settings throughout the region
- **Outreach and visit summer camps to present integrated lessons**
- Utilize contests and events to further engage students
- Uniquely involved in science curriculum development



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SUMMER OUTREACH-2012

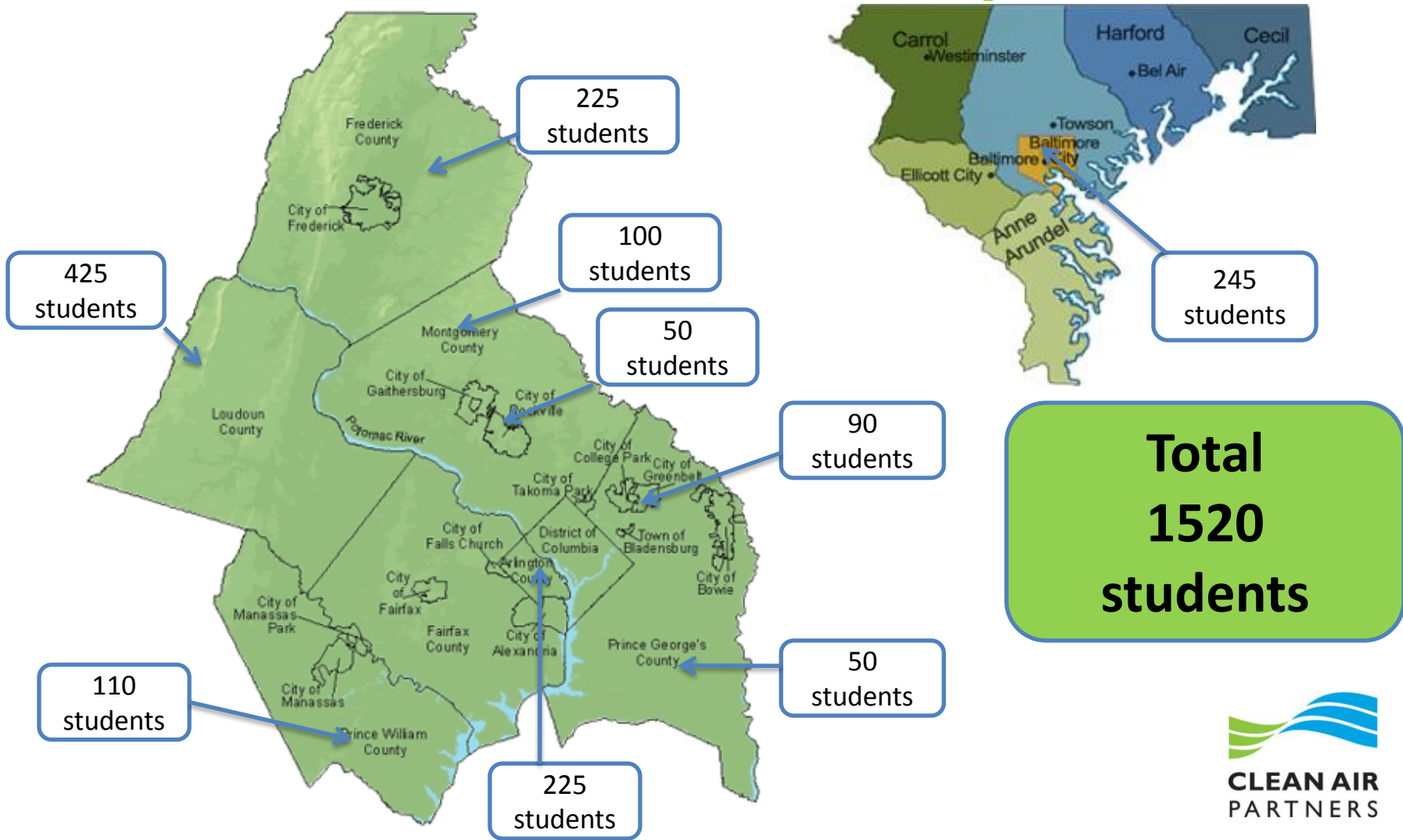


- **Sarah Gordy:** Frederick County Middle School Science Teacher. Ms Gordy participated in our Poster Contest for the past 4 years. She was recruited as a Teacher Fellow and did outreach for Clean Air Partners' Summer Program



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Jurisdictional Map



**Total
1520
students**



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SUMMER OUTREACH - 2012

Achieving Success



- Recruiting Teacher Fellows is critical
- Adapting to variability in the outreach sites (urban/suburban)
- Constant renewal of activities/games and ability to adapt to variety of population (wide spectrum of base knowledge) and age groups
- Overcoming the lack of preparedness at site



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Education to the Next Level

- Slogan Contest (4th thru 8th Grade)
- Poster Contest (4th thru 8th Grade)
- 10 Regional Science Fair Awards
- Infographics Challenge
- Classroom presentations
- Youth Summits
- Earth Day / Month Events
- School and Camp Outreach
- Fresh Ideas and Opportunities



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Messaging when it Counts!

Clean Air Partners ran a Media Campaign which began on July 16th. The campaign ran for two weeks and was focused in DC and Baltimore with a target audience of women 25-64 and adults 25-64.



Web Banner Ad

2012 Campaign Highlights

- Campaign funded by sponsorships from local organizations totaling **\$82,500**
- New images were used to localize messaging and increase AirAlert sign-ups
- Four Radio Stations ran spots for Clean Air Partners in both DC and Baltimore
- Online ads ran on the **Washington Post** and **Baltimore Sun** websites
- Facebook ads were targeted and promoted AirAlert sign-ups on that platform
- Numerous promotions and other opportunities were utilized
- In-kind Transit ads were used across the region



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Enhanced Social Media Utilization



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65,428 people saw this post



Have you entered our Facebook sweepstakes yet? you could win tickets to the Haves De Grace Seafood Festival to see the Marshall Tucker Band and a lot more. Click the link below to enter.



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58,166 people saw this post



if you are looking for ways to find more efficient and sustainable energy solutions for your company in a one week intensive training on energy technologies then you might consider checking out the new courses being offered by our friends at The George Washington University. <http://www.energyefficiencycourses.org/>



Like · Comment · Share
100 people saw this post



ALERT: Air quality has reached Code Orange in the Baltimore region. Pollution levels are harmful to children, older adults, and anyone with respiratory or heart conditions. Limit physical outdoor activities.

Clean Air Partners is a non-profit, public-private partnership committed to improving the health and quality of life of residents in the metropolitan Washington-Baltimore region. We educate the public about the health risks associated with poor air quality and encourage individuals and organizations...
Page · 504 like this

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186 people saw this post



Congrats to our second sweepstakes winner you've got a pair of tickets to Haves De Grace Festival coming your way! There are more this week, so make sure you enter. <http://www.facebook.com/cleanairpartners> ref=stream&sk=app_420483058003839

W Partners · Sweepstakes

Like Us to enter our Sweep



We're giving away Seafood Festival

Enter the Sweepstakes below for you



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253 people saw this post



Congrats to our first sweepstakes winner, who will be receiving a pair of tickets to the Seafood Festival! We have more tickets to week so be sure to enter here:



Like · Comment · Share
150 people saw this post



We're giving away pairs of tickets to Haves De Grace Seafood Festival all week long. Check out our sweepstakes and enter for your chance to

Clean Air Partners
Enter our Facebook sweepstakes for a chance to

Clean Air Partners used Facebook ads and promotions to help boost awareness and enrollment.

- Promoted Ads
- Contests and Giveaways
- Topical posts
- AirAlert Messaging

Twitter was also used as a platform for forecasts and messaging.



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Transit Partners



In-kind Transit ads were used on a number of different systems

- WMATA
- Charm City Circulator
- City of Fairfax
- Fairfax Connector
- Prince George's County



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Media Roundtable

- Board initiated and driven project developed from idea at March Meeting
- Highlighted key elements of air quality issues
 - Clean Air Partners
 - Environmental Impact
 - Health Effects

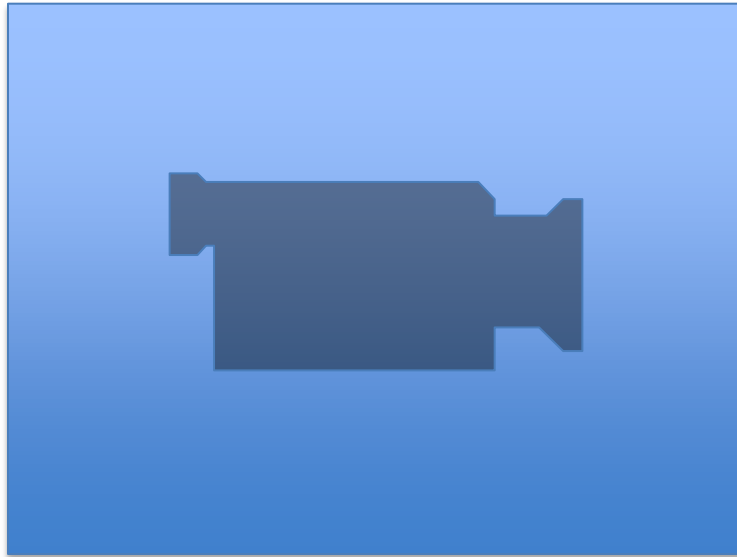


Theme of the segment was the relative improvement of air quality despite record temperatures over the summer.



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Media Roundtable Conversation



Included both geographically and fundamentally diverse panelists

- Lon Anderson, AAA Mid-Atlantic
- Dr. Janet Phoenix, Breathe DC
- Kathy Kinsey, Maryland Department of the Environment



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Marketing and Media Recap

- Increasing Social Media presence on every platform
- Develop critical partnerships that enable us to reach more people
- Empower our Board to leverage their time and talents effectively
- Reach as many people as possible with simple messages that will have an impact



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