



Clean Air Partners Activities Report For Commuter Connections May 18, 2021

Clean Air Partners will continue with a responsive approach to their campaigns to be able to address challenges and opportunities due to the pandemic.

Air Quality Awareness Week, May 3 – May 7:

Clean Air Partners launched their summer campaign during Air Quality Awareness Week. Each day during the week featured a different theme with associated social media challenges. Daily themes included:

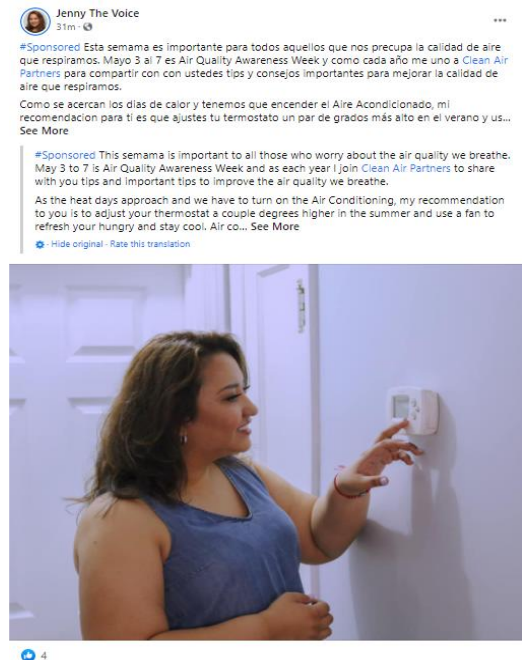
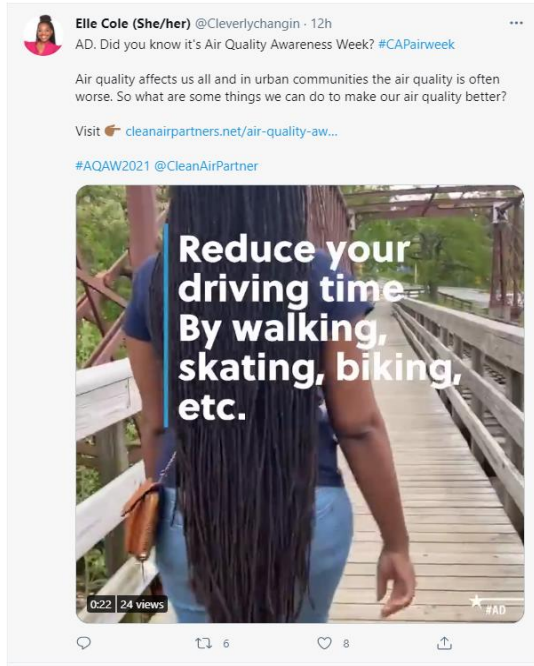
- Plants and Trees
- Health
- The Air Quality Index
- Active Transportation – Hiking and Biking
- Food and its impact on air and climate

Campaign activities included:

- Media Relations and Meteorologists – Clean Air Partners engaged reporters and meteorologists to share Clean Air Partners activities and tips.
- Organic and Paid Social Media – Organic and promoted posts through Clean Air Partners Facebook and Twitter pages. Boosted content targeted parents of children under 15 years of age.



- Digital Influencers (“Social Media Street Teams”) - Clean Air Partners contracted with DC and Baltimore area digital influencers to promote messaging and tips during Air Quality Awareness Week.



Upcoming Campaign Activities:

- Ozone Action Month - August
- Car Free Day - September

Student Poster Contest:

Our 13th annual poster contest was held for students in grades 4 through 8 residing in the Baltimore-Washington region. The winners are:



Category 1 (grades 4-6):
 Severna Park Middle School, Anne Arundel County



Category 2 (grades 7-8):
 Middletown Middle School, Frederick County

Contact Jen Desimone, jdesimone@mwcog.org, for more information