

2023 SUMMER CAMPAIGN



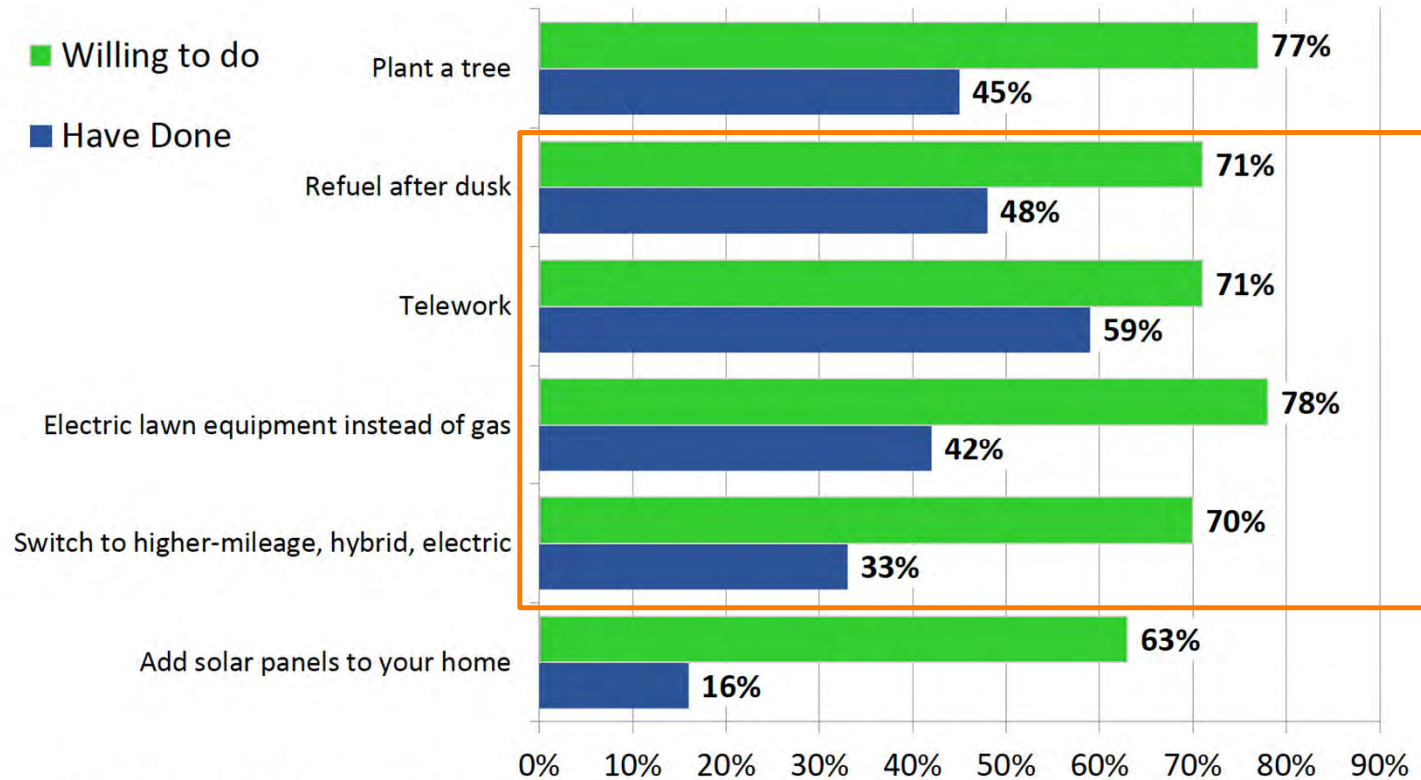
OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is, how to measure it, and how to respond to it.

Provide residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing residents' positive contributions to the air quality in their communities.

BIGGEST OPPORTUNITIES FOR CLEAN AIR ADOPTION



Eco-driving and lawn activities

Which of the following behaviors are you willing to do to reduce air pollution?
Please also indicate if you have done it to reduce air pollution.

SUMMER 2023 CAMPAIGN PLAN

April

- **Launch AQAW with Backyard Bubble Event**
- Ace Hardware partnership
- Contest with digital ambassadors + social promotion
- Giveaways: battery powered mowers, combo weed trimmers/leaf blowers, electric weed trimmers, propane grills

May - August

- Media outreach
- Digital partner toolkits
- Meteorologist engagement
- Community engagement with partners and on owned social channels

August

- **Ozone Action Month**
- Media outreach
- Eco-driving events:
 - Car Bubble
 - Pop up events

AIR QUALITY AWARENESS WEEK

Backyard Bubble

BACKYARD BUBBLE EVENTS

- Saturday, April 22 (Earth Day) – Waverly Ace Hardware, Baltimore – 10:00 a.m. – 2:00 p.m. (Garden Party) – MDE Sponsored Event
 - Saturday, April 29 – Annie’s Ace Hardware Brookland, DC – 10:00 a.m. – 3:00 p.m. – added with consideration from DOEE
 - Sunday, April 30 – Petworth Ace Hardware, DC – 10:00 a.m. – 3:00 p.m.
 - Saturday, May 6 – Old Town Ace Hardware, Alexandria – 10:00 a.m. – 3:00 p.m. – added with consideration from VDEQ
- Pop-Up:* Saturday, April 22 – Calvert County Earth Arts Festival – 9:00 a.m. – 2:00 p.m. – added with consideration from SMECO

EVENT PHOTOS



PROMOTION

- Signage, promotion and social/digital content at 12 area Ace locations
- Media outreach to broadcast, print and online
- Email blast and owned social media content
- Expanded social media toolkits for partners to post
- Digital ambassadors

GIVEAWAYS

- Discounts via partnership with Ace and Ego – **Over 100 Winners**
 - Electric Mowers
 - Electric Hedge Trimmer / Leaf Blower Combination
 - Electric Hedge Trimmers
 - Propane Grills
- Enter to win in-person at events, via our owned social media, and through our digital ambassadors by telling us **how you'll green your lawn routine**; winners randomly selected

OZONE ACTION MONTH

Eco-Driving

ENGAGING CONSUMERS FOR OZONE ACTION MONTH

- Raise awareness and empower action when air quality is often at its worst
- Help consumers green the routine that – for most – is their biggest contributor to poor air quality: driving
- Collaborate with meteorologists to amplify code days and empower consumers to take action
- Educate in-person at events where the community is already engaged throughout the region; expand the message with media outreach and social media engagement
- Partnering with Commuter Connections to spread the Car Free Day messaging and encourage residents to go car free

CAR BUBBLE EVENTS



THANK YOU!