

ITEM #7



Clean Air Partners Update

Sub Committee Meeting

May 21, 2013

Major Accomplishments in 2012-2013

Engaging the Public

2012 Campaign Highlights

- \$82,500 cash sponsorships and nearly \$39,000 worth of in-kind support for a total of \$121,500.
- Campaign included unique mix of radio, online, and in-kind transit advertising.
- 35 million media impressions and estimated advertising value of \$456,892.
- 53,000 annual page views on website.
- 5,000 AirAlerts subscribers – **10% Increase** (approximate)
- Social media platforms enriched (1770 Facebook and Twitter Fans) - **40% Increase**
- Widget Placement expanded to include new media partners and local organizations

Thanks to Our 2012 Campaign Sponsors!

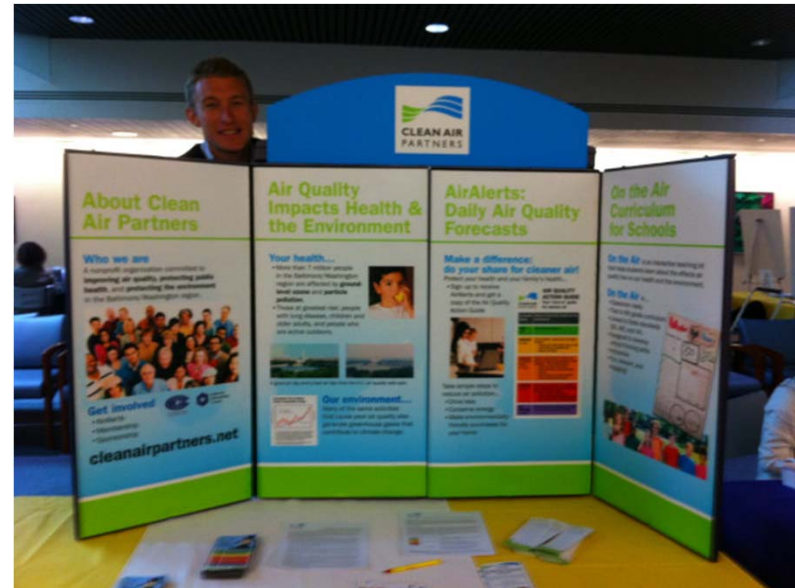
- Charm City Circulator (in-kind)
- Commuter Connections (\$5K)
- Constellation Energy (\$20K)
- Fairfax Connector (in-kind)
- Fairfax County (\$10K)
- Prince Georges County (\$25K and in-kind)
- PEPCO (\$2.5K)
- Washington Gas (\$20K)
- Washington Metropolitan Area Transit Authority (in-kind)



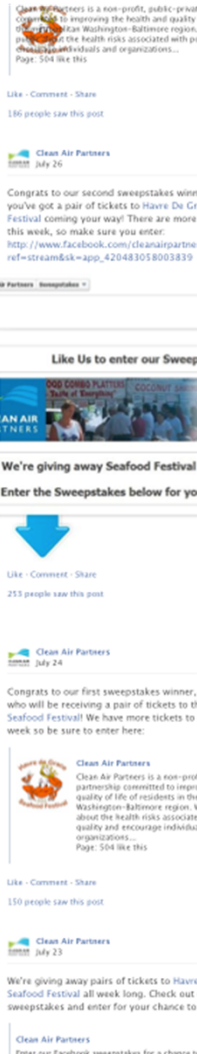
Do your share for cleaner air.

Local Events & Fairs

- Walter Reed Commuter Fair
- DATA Sustainability Summit
- Howard County Green Festival
- Ft. Meade Earth Day
- National Sustainability Fair
- Aberdeen Earth Day Celebration
- Green Living Expo
- Green Drinks Baltimore
- Loudoun Earth Day Festival
- Towson TownFest
- Potomac River Run



Enhanced Social Media Utilization



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

- Promoted Ads
- Contests and Giveaways
- Topical posts
- AirAlert Messaging
- Engaged Social Media Team

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

Major Accomplishments in 2012-2013

- Slogan Contest – 688 entries (1000% Increase)
- Poster Contest – 450 entries (67% Increase)
- Science Fairs – participated in 10 Fairs
- InfoGraphics Challenge – 19 Entries for new contest



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.

Major Accomplishments in 2012-2013

- Expanded Partnership Opportunities
- Utilized “Spotlight” and “Newsletter”
- Thank You to new Partners
 - AAA Mid-Atlantic (\$1,000)
 - JBS International (\$2,000)
 - Northrop Grumman (\$1,000)
 - TapIT Water (\$1,000)
- Additional In-Kind Supporters
 - Havre de Grace Seafood Festival
 - Amicus Green Building Center
 - AAA Mid-Atlantic



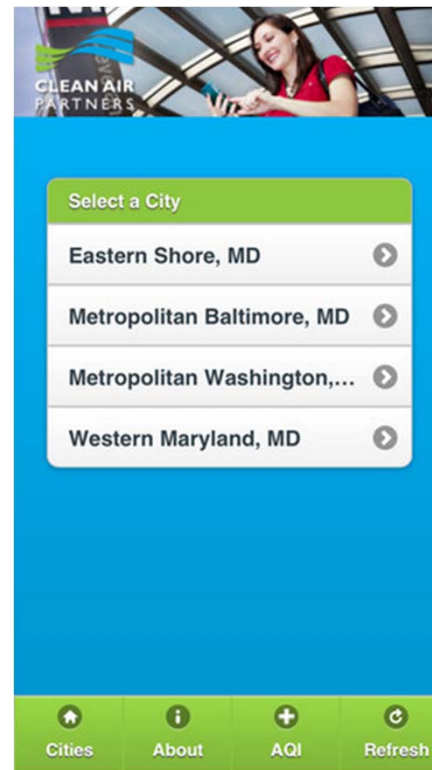
NORTHROP GRUMMAN



Major Accomplishments in 2012-2013

Celebrating Success

- Bylaw Update Completed in September 2012
- Annual Celebration expanded
 - Baltimore Green Drinks
 - Twitter Party
 - Awards Celebration
 - Potomac River Run
- Mobile Application



Marketing and Communications Plan

Core Vision

- Be a recognized regional leader in providing air quality information and motivating actions to improve air quality.
- Offer effective resources, tools, and technology to inform residents about air quality and ways to improve regional air quality and public health.
- Clean Air Partners is a catalyst of people and organizations to improve air quality.

GOAL #1: INCREASE PARTICIPATION IN CLEAN AIR PARTNERS' INITIATIVES



STRATEGY #1: USE DIGITAL/RICH MEDIA/HARDWARE TO SUSTAIN AND INCREASE AIRALERT ENGAGEMENT

Tactic 1: Increase Functionality of Air Quality App

- Push notifications
- Shareability



Tactic 2: Create Set of Meme-Related Content to Push Out Clean Air Partners Content and Air Quality App

- Employ popular memes as messaging device



Tactic 3: Continue to host Twitter Parties

- Partners and sponsors
- Promotional products
- Expert and celebrity participation

STRATEGY #2: EMPLOY TRADITIONAL OUTREACH TO INCREASE ENGAGEMENT WITH CLEAN AIR PARTNERS' TOOLS (AIRALERTS/WEBSITE)

Tactic 1: Determine Paid Advertising Media Mix

- Radio Advertising
- Online/Digital
- Outdoor

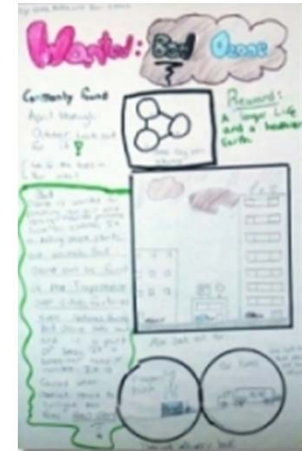


Tactic 2: Utilize Existing and New Partners and Sponsors to Promote Clean Air Partners' Initiatives

- Email
- Intranet exposure
- Mobile Smartphone App
- Web Banners
- Tweets and Facebook posts
- Promote *On the Air* Curriculum
- Distribute Clean Air Partners materials
- Promote Clean Air Partners through cross promotions



Washington
Gas



Tactic 3: Utilize Presence at Local Events to Promote AirAlerts & Air Quality App

- Increase awareness at a grassroots level
- Street Teams with promotional materials
- Negotiate event sponsorships
- Evaluation methods

Target outdoor events such as marathons



**GOAL #2: HEIGHTEN PUBLIC AWARENESS
AROUND THE IMPACT OF EVERYDAY ACTIONS
ON AIR QUALITY, PUBLIC HEALTH,
AND THE ENVIRONMENT**

STRATEGY #1: ENGAGE IN A PAID MEDIA CAMPAIGN TO REACH THE GENERAL PUBLIC

Tactic 1: Negotiate and Leverage a Paid Advertising Campaign Throughout the Greater Metropolitan Washington-Baltimore Region.

- Place “Faces of Clean Air” ads
- FY 2014 Radio Advertising Campaign
- Online Advertising



**GOAL #3 – POSITION CLEAN AIR PARTNERS
AS A CREDIBLE RESOURCE FOR AIR QUALITY
INFORMATION**

STRATEGY #1: POSITION CLEAN AIR PARTNERS AS THE REGIONAL PUBLIC LEADER IN LOCAL AIR QUALITY INFORMATION

Tactic 1: Create a Clean Air Partners “Faces of Clean Air” Success Story Database

- Identify real people who use Clean Air Partners as part of their everyday life
- Pitch human interest stories (those impacted by air quality) to media

Tactic 2: Conduct Media Outreach

- Create Media Relation’s Pitching Calendar/Guide
- Seasonal target outreach year-round
- Sector-specific Success Stories
- Target outreach to regional television, radio, print, and online media
- Highlight partnerships during key time periods
- Generate media attendance and coverage of Clean Air Partners’ Annual Celebration

Tactic 3: Continue to Provide Air Quality Information to Regional Meteorologists

- Intuitive and important relationships – with local celebrity status

Tactic 4: Create a Clean Air Partners Spokesperson Reserve

- Determine experts for specific topics

Tactic 5: Work with Local Media to Distribute Air Quality Information to the Greater Metropolitan Washington-Baltimore Region

- Build presence on weather and “Green” subpages

Tactic 6: Create Media Relations’ Pitching Calendar/Guide and Turn-Key Media Materials

- Be proactive and aware of new and seasonal opportunities

Tactic 7: Enhance Clean Air Partners’ Visibility during National Air Quality Awareness Week

- Outreach in conjunction with national awareness weeks and events

Budget Comparison

Program Area	FY13 Budget	FY14 Budget	Difference
Education and Outreach	\$284,962	\$285,465	0%
Marketing and Public Awareness	\$245,335	\$245,552	0%
Special Projects	\$44,500	\$46,376	4%
Program Administration	\$82,511	\$80,734	-2%
Total	\$657,308	\$658,127	0%

Work Program: Program Areas

1. Education and Outreach
2. Marketing and Public Awareness
3. Special Projects
4. Program Administration

1. Education and Outreach

(business, community, youth, and tools)

Business and Community Outreach:

Priorities:

- Emphasis on business fundraising and development. Building corporate partnerships to increase revenue.
- Community outreach through local events, partner activities, festivals, and employer outreach groups.
- Continue to encourage individuals and organizations to take voluntary action to improve air quality and protect health.



School and Summer Education

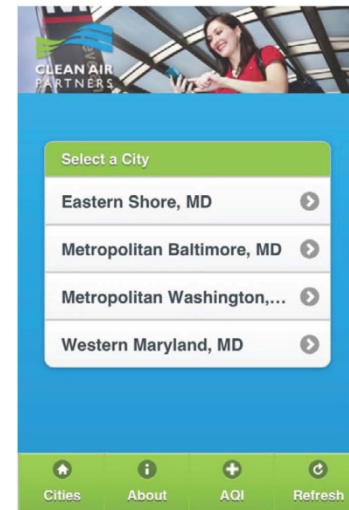
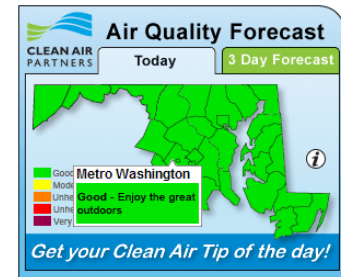
Priorities:

- Continue to promote “On the Air” and conduct presentations.
- Hire part-time staff to support the “On the Air” outreach program.
- Conduct poster, slogan, and infographics contests.
- Sponsor awards for science fairs.
- Air quality into standards of learning/curriculums.



Outreach Tools and Materials

- Continue to utilize website as the primary mechanism for communicating information and engaging the public.
- Refresh site (content, usability, appearance, and visibility).
- Utilizing new technology, smart phone applications.
- Maintain web tools and provide to partners and media; AirAlerts mobile app, and forecast widget.
- Increase public engagement using Social Media.
- Materials and giveaways.



2. Marketing & Public Awareness

- Implement the FY14 Marketing Plan.
- Plan and conduct annual media campaign.
- Negotiate media buy.
- Conduct outreach to meteorologists.
- Develop and pitch stories to media.
- Provide tools to support sponsor recruitment, i.e sponsorship packages and recaps.
- Provide social media tactics and support.
- Increase the number of AirAlert subscribers and mobile app downloads.



3. Special Projects

- Clean Commute Month (\$2,500) – Baltimore (annual event).
- Weather Line (\$3,500) – Washington (sponsorship approved at September, 2011 Board meeting)
- Reserve Fund (\$10,376)

If partner/sponsor funding becomes available:

- Annual Celebration and Awards
- Partner Projects



4. Program Administration

Provide overall program administration and coordination including:

- Finance, Budget and Work Program Management.
- Contract and Grant Management.
- Meeting Administration.

4. Program Administration

Provide overall program administration and coordination including:

- Finance, Budget and Work Program Management.
- Contract and Grant Management.
- Meeting Administration.

For More Information

- Online: www.cleanairpartners.net
- Link to Clean Air Partners Board Materials
 - <http://www.cleanairpartners.net/cal/viewEvent.cfm?EventId=506>
- Link to PowerPoint Presentations
<https://www.dropbox.com/sh/kofs27jotwrik1u/VzaL6M0c7d>