



Clean Air Partners Update ACPAC March 21, 2022

WHO WE ARE

- Public-private partnership formed in 1995 and comprised of 30 organizations from:
 - Local governments (DC, MD, and VA)
 - State transportation and environmental agencies
 - Businesses and major employers
 - Advocacy groups (health, environmental, education, and transportation)
- Clean Air Partners was founded by COG and Baltimore Metropolitan Council (BMC) to
 - improve the Baltimore-Washington region's air quality and reduce greenhouse gas emissions through voluntary actions.
 - increase public awareness about the health effects of air quality.



What You Can Do To Improve the Air

- Conserve energy
 - Use a programmable thermostat
 - Set your A/C a few degrees warmer
 - Use fans
- Use gas grills instead of charcoal
- Use electric lawn & garden equipment
- Limit driving, combine errands, keep tires properly inflated
- Use alternative modes of transportation
 - bike, walk



Air Quality Rating	Steps to Protect Your Health and Our Environment
0.50	Eaply the great outdoors. Rather than drive - bite or walk when possible Conserve energy Replace incandencest tolths with CFLs. Plant a bee to improve health and all quelity.
MODERATE 51-100	Some pollution. Even moderate levels pose risks to highly sensitive groups. - Bundle errands. Eliminate unnecessary trips. Check the Air Quality App to see if tomorous's forecast is unhealthy. - Perform regular maintenance on your car.
UNHEALTHY For Sensitive Groups 101-150	Pollution levels are harmful to children, older adults and argners with a resignatory or heart condition. Limit physical custoors activity. Don't drive alone. Cuspool take public transit. Refuel your car in the evening. Put off limit care until a diquality improves. Use a gas or electric grill instead of chancoal.
UNHEALTHY 151-200	Eyerycoe should limit strendous custoor atticty when the ar is unhealthy to breathe. Telescors and take public trained. Ten of lights and electrocis when not in use. Avoid laws requiring or use an electrocimose. Sign up to health electra of territoryement not only to use of the consequence of the control of the cont
VERY UNHEALTHY 201-300	Pollution levels are very anhealthy for everyone. Avoid any physical outdoor activity. Follow all of the action steps above.

#BreatheEasy this summer and download the Clean Air Partners Air Quality App to discover simple steps to improve air quality, postect public health, and reduce greenhouse gas emissions.



FY 2023 Priorities

- Communicating the health effects of air pollution and related "calls-to-action" to individuals, organizations, media, meteorologists, and school children.
- Communicating unhealthy air days to enable residents to change behaviors to protect health and improve the air and impacts related to climate change.
- Promote the use of the "On the Air" air quality curriculum in DC, Maryland, and northern Virginia schools and conducting outreach at summer schools and camps.
- Conducting initiatives, such as the summer campaign, to promote actions to improve the air, impacts of climate change, and protect health.
- Implement recommendations from strategic planning.



MARKETING AND MEDIA CAMPAIGN

- Launch summer campaign with Air Quality
 Awareness Week May 2-6
 - Promote social media content inviting engagement and conversation
 - Equip digital ambassadors to reach engaged audiences
 - Partnership outreach for message distribution and participation
 - Execute Media tour and pitching to amplify efforts
- Ozone Action Month all of August, combination of events and social media



MARKETING AND MEDIA CAMPAIGN

- Continue social media toolkits and partner outreach
- Conduct meteorologist, traffic and news reporter outreach, both traditional and online
- On-the-Ground Events
 - Solicitating sponsorships for Emissions
 Demonstration Exhibit
 - Additional outreach events as appropriate



Emissions Demonstration Exhibit

locations in the Baltimore-Washington region









ON THE AIR SCHOOL CURRICULUM

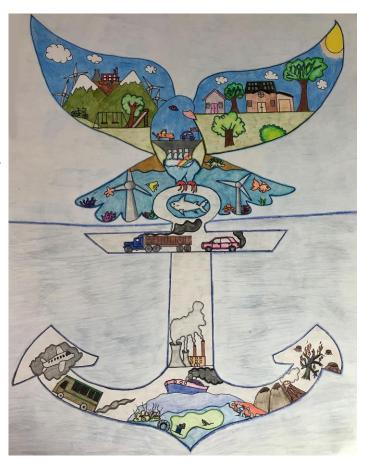
- Interactive online & printable (<u>ontheair.cleanairpartners.net</u>)
- 5 Modules
 - Our Lungs, Our Air, Our Health: The Effects of Ozone Pollution on Human Body Systems
 - What's the Air Forecast?: Human Impacts,
 Weather, and the Story of a Code Red Day
 - Air Pollution in the Community: Combustion, Particulate Matter, and Community Health
 - Air & the Chesapeake Bay: Dead Zones, Deposition, and Nitrogen Pollution
 - Air & Climate Change: Rising Temperatures, Rising Tides
- 8-13 activities per module





EDUCATION PROGRAM ACTIVITIES

- 2022 Poster Contest deadline March 25. Winners to be announced on Earth Day.
- 2022 Science Fairs community award for projects related to air quality and climate change





Contact Information

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