

2024 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.

SUMMER 2024: LAWN TOOL EXCHANGE (MAY)

TOPLINE RECAP:

- Kicked off with **Air Quality Awareness Week** media materials
- **3 Backyard Bubble Events** in Baltimore, MD; Fairfax, VA; and Washington, DC
- **6 exchange days** at **10 partner Ace Hardware store locations** in the “A Few Cool Hardware Stores” franchise family
- **150 exchanges** of gas-powered mowers, trimmers and leaf blowers
 - **192** on the waitlist
 - **227** on-site entries for giveaways
- Responsible disposal via recycling partners in MD and VA
- Media coverage and social media metrics in progress

SUMMER 2024 CAMPAIGN PLAN

July - 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 (1)
 - Pop Up (1)
- Car Free Day promotion – Drive pledges

September

- Eco-driving event:
 - Nationals Ball Park – date TBD

OZONE ACTION MONTH

Eco-Driving

ENGAGING CONSUMERS FOR OZONE ACTION MONTH

- Campaign launch on August 1st
- 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
- 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 pledge to go car free

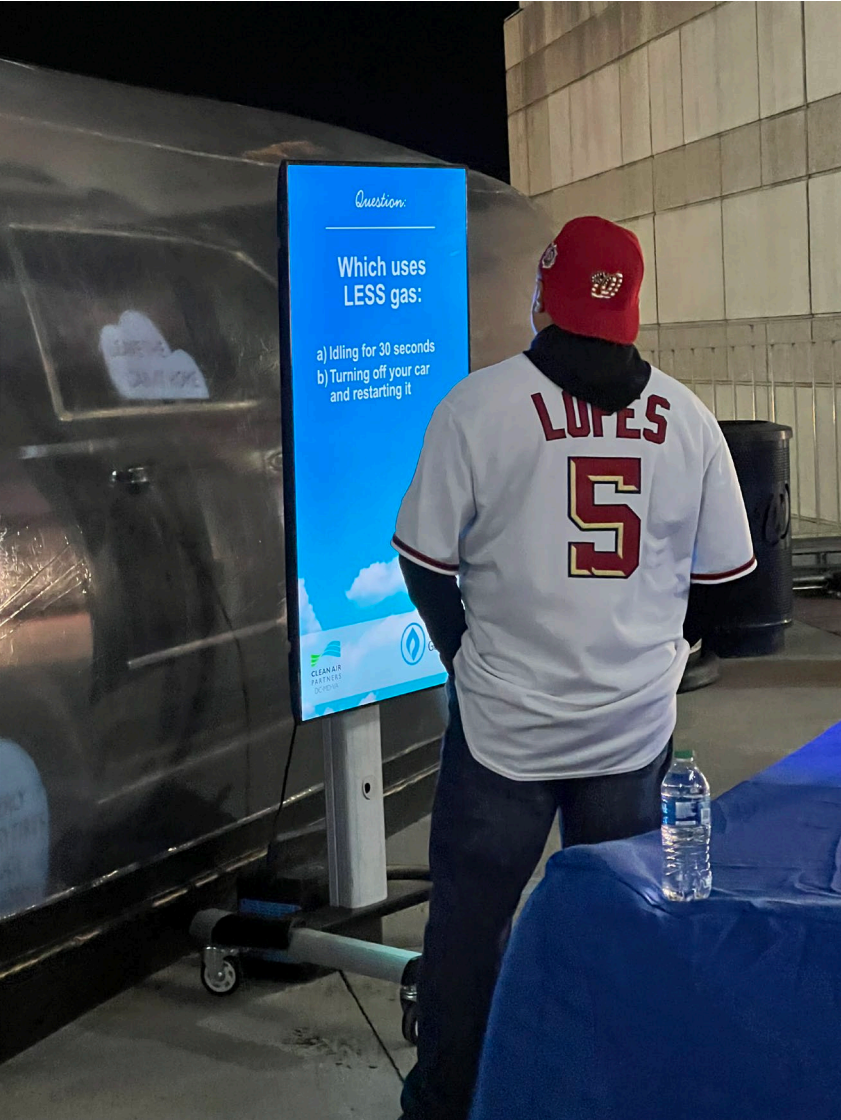
EVENT SCHEDULE

- Saturday, August 17 (Pop-Up) – Northern Virginia Farmers Market
- Sunday, August 18 (Car Bubble) – St. Charles Town Center, Charles Co, MD



NATIONALS BALLPARK EVENT

September, Date TBD, Signature Car bubble event with Washington Gas



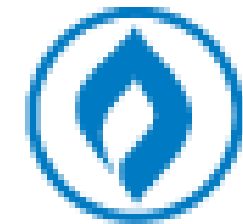
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