



Clean Air Partner's 2006 Marketing & Communications Plan

April 6, 2006



inform...engage...empower





Clean Air Partners Background



- Endzone Partners
 - 1995 Program Encouraging Voluntary Action
- Air Quality Action Days (AQAD)
 - EPA Driven
 - Continue Voluntary Actions
 - Clean Air Partners Provides Information and Resources
 - Code Red Focus
- Program Changes on the Horizon
 - Code Orange Emphasis
 - Focus on Health Effects of Poor Air Quality
 - "Sensitive Groups" a Priority



Communication Plan

Established Process



- December 2005 Marketing Workshop
 - Define Clear Long Term Goals, Objectives
 - Three Priority Communications Goals
 - Clear Path & Tactics to Achieve
 - "MUSTs"
 - Include Evaluation Criteria Tools
 - Increase Awareness of Clean Air Partners Mission
 - Increase Sponsorship
 - Increase Voluntary Actions
 - Increase Membership
 - Provide Value and Visibility for Sponsors
 - Include Media Events
 - Ensure Involvement of Clean Air Partners Advisory Group
- Comprehensive plan
 - Multi-Year and Multiple Tasks Addressed
- Scalable Tactics Based on Approval & Budget



Clean Air Partners

Three Goals Identified



- Increase Awareness of Problem
 - Launch New Standard to General Public
 - Evaluate Indicators to Determine Success
- Encourage Voluntary Action to Improve Air Quality
 - Individual People and Business Partners
 - Evaluate Indicators to Determine Success
- Increase Active Partners
 - Financial Contributions/Fundraising
 - Sponsorships



Baseline Evaluation



- Baseline Survey Necessary to Evaluate Effectiveness
 - Survey Outside of Elevated Ozone Months
 - Tests Unaided Awareness
 - Knowledge of Codes and Clean Air Partners
 - Reports on Current and Self-Reported Behavior Change
- Real Change Needs to be Monitored
 - Work with current program employers to identify employees current behavior change
 - Inventory of 2005 elements
 - Current sponsors & members
 - Media values, impressions & contacts
 - Current Board



Target Audience

General Public



- Final Outcome
 - Understanding of Air Quality Index and Air Quality Action Steps
 - Engage in Appropriate Behaviors for Appropriate Color Code
 - Priority for Personal Endorsements
 - Maintain Educated Populace on the Issue
 - Sign up for 3-Day Forecast
 - Distribute Forecasts at Worksite



Target Audience

General Public



- Challenges

- Perception is Air Quality is Improving
 - New Standards Could Imply Otherwise
- Mixed Messages from Many Sources
- Code Red Awareness is Strong
 - Code Orange - Not as Well Known

- Motivations

- Reach out to High Sensitive Groups
- Personal Effected by Air Quality
 - Child, Family Member
- Feeling of Community Responsibility to Improve Neighborhood
- Want to Do the Right Thing for the Right Reason



Influencer Audience

Media & Meteorologist



- Final Outcome
 - Report the AQI & AQAG Accurately
 - Report Particle Pollution Year-Round using COG & MDE Forecasts
 - In-Depth Coverage & Related Stories
 - Think of Clean Air Partners as Expert Source
 - More Visibility for Clean Air Partners through Web Site and During Broadcasts



Influencer Audience

Media & Meteorologist



- Challenges
 - Lots of Information from Many Sources
 - Mentioning Clean Air Partners is Important Stories
 - Hard to Position Stories as "Hard News" with a Shelf Life
 - Don't Want to be Alarmists
- Motivations
 - Bigger, Longer, Better Stories
 - New Standard
 - Need Stories
 - Ideas, Tie-Ins
 - Visuals
 - Exclusives
 - New Angles
 - Ease



Influencer Audience

Health & Environmental Organizations



- Final Outcome
 - Provide a Passionate, Respected Voice
 - Drive Reports to Identify Success & Results
 - Leverage Resources
 - Access to Membership to Deliver Message
 - Act as Spokespeople, Add Credibility
 - Deliver the Air Quality Action Guide to More People, More Times



Influencer Audience

Health & Environmental Organizations



- Challenges

- Need Funding and Resources
- Don't Own Message
 - Might lack Priority
- Too Many Causes can Jeopardize Credibility
- Government can be Perceived as Regulatory
 - Perception as not Tough Enough on Standard
- Government Centric vs. Grassroots Conflict

- Motivations

- Inform or Influence Medical and Environmental Research
- Provide Information Relating to Concerns
- Clean Air Partners is Well-Respected and Credible Brand Name
- Visibility through PR
 - Drive Membership
 - More Patients
 - Better Visibility and Credibility with Peers



Goal Number One

Increase Awareness



Strategy 1: Renew & Refresh the Brand

- Adapt a Brand Hierarchy
 - AQI, Forecasts, Sponsors, AQAG
- Create a Brand Platform
 - Vision, Values, Personality, Tone
- Redefine Brand Guidelines
- Define Tagline
- Define Call to Action
- Revise Clean Air Partner Materials
 - TV PSA
 - Need to be evergreen, Code Orange
 - Radio Ads
 - Add Code Orange Forecast
 - Air Quality Action Guide
 - Web Site
 - Sponsorships, partner materials curriculum, brochure, coloring & activity book



Goal Number One

Increase Awareness



Strategy Two: Media Launch to Announce New Standard

- Media Messaging
 - Health of Sensitive Groups
 - Air Quality Standards are Changing
 - Behavioral Change on Appropriate Code Days
 - "Sensitive Groups" Should be Most Aware
 - Clean Air Partners is Working with Industry and Business to Improve Air Quality and Public Health
 - Many Green & Yellow Days - Air Quality is Improving
 - Particle Pollution is a Year Round Health Issue
 - We all Play a Part in Improving Air Quality



Media Outreach Tactics

Tactic One: 2006 Meteorologist Tool Kit

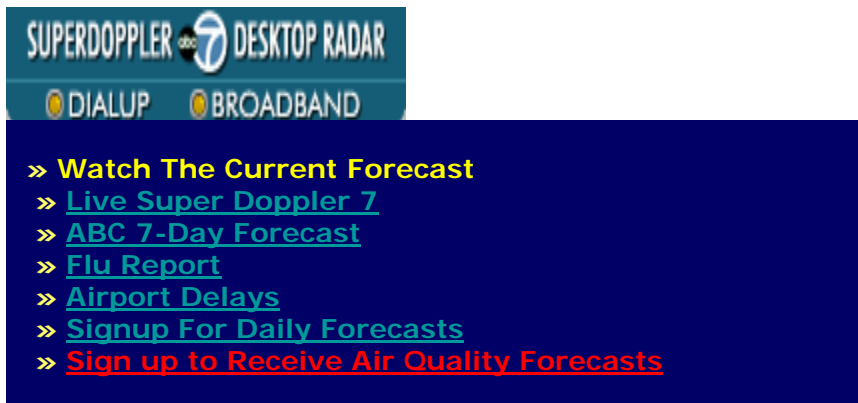
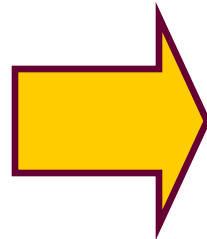


- AQI Fact Finding
 - Already Reporting Air Quality and Collecting Data
 - Not Mention of Program
 - Want Daily Topical Tips
 - Want Graphics that are Ready to Use
 - Need to Receive Air Quality Forecasts Earlier
 - Code Orange was not Considered a Priority
- Tool Kit
 - Ready to Use Graphics and Displays
 - Branded Forecasts
 - Clean Air Partner's Logos
 - Sizeable Formatted Maps (Ozone & Particle Pollution)
 - Air Quality Data & Forecasts (Code Orange/Red)
 - Action Steps for AQI & Health Tips



Media Outreach Tactics

Tactic Two: 2007 Meteorologist Website Outreach



- Website Information Must be Made Readily Available
 - Prime position on Websites during Code Days
 - Air Quality Web Cam
 - Air Thermometer
 - Air Action Quality Guide
 - Interactive Online Quizzes
- Email Notification on Code Days Can be Key to Spreading Brand

Media Outreach Tactics



PRR Tactic Three: 2007 Meteorologist Outreach

- Roundtable Discussion
- Timing Jan/Feb 2007: 10th Anniversary Focus
 - Two Mid-Morning Meetings (DC & Baltimore)
 - Invitation From Clean Air Partners and Elected Officials of COG, MDE, BMC Member Jurisdictions
 - Roundtable vs. Informational Meeting, Feedback
 - Featuring Regional Air Quality Experts
 - Meteorologists (1 per station)
 - Clean Air Partners Representative
 - Elected Officials
 - Doctor or Professional Health Member
 - Air Quality Experts

Media Outreach Tactics



PRR Tactic Four: 2007 Meteorologist Site Visits

- Meteorologist Site Visits to Educate
 - Site Visits to Schools & Community Events
 - Clean Air Partners Provides Teaching Tools:
 - Handheld Air or Emissions Monitors
 - Handouts with the AQI
 - Air Quality Action Guide
 - Health Tips
 - Weather Report "Live" on Location using Kids from School
 - Recruitment at Schools for Opportunity to do "In Studio" Weather

Media Outreach Tactics

Tactic Five: Execute DC and Baltimore Events to Launch New Standards



PRR

- Staggered DC & Baltimore Media Events
- Late June and Early July - 2006 a Week Apart
- Impact of New Standards on Program
- Focus on Environmental/Health Risk of Code Orange
- Visuals Demonstrate our Impact on Air Quality and Actions to Take on Code Orange & Red
- Targeted to Local Print and Broadcast Media



Media Outreach Tactics

Tactic Five: Execute DC and Baltimore Events to Launch New Standards



- Washington Metropolitan Region Launch Event
 - Event Held at a Washington Area Home
 - Emission Testing of Poor Air Quality Contributors
 - Cars, Gas Powered Lawn Equipment
 - Test Emissions On-Site to Show Impact on Air Quality
 - Tips: Smaller Lawn, Combined Errands, Funnel for Gas
 - Local Health Experts Code Orange & Red
 - Risks of Ozone and Year-Round Particle Pollution
 - Family or Group of Families
 - "Sensitive Group" Member Must be Included
 - Family with Asthmatic Child
 - Pledge to Monitor AQI Daily & Take Voluntary Action Year-Round



Media Outreach Tactics

Tactic Five: Execute DC and Baltimore Events to Launch New Standards



- Baltimore Metropolitan Region Launch Event
 - Event Held at Northwest Hospital Center in Baltimore
 - Air Pollution in a Box: Focus on Code Orange & Red
 - Demonstrates Amount of Air Pollution Breathed on Code Orange & Red Day
 - General Public & Sensitive Groups
 - Oranges & Apples Represent Pounds of Pollution for Code Orange & Red
 - Local Respiratory Expert Comparison
 - Risks of Ozone and Year-Round Particle Pollution
 - Asthmatic Child to Discuss Personal Impact

Media Outreach Tactics

Tactic Six: Engage Radio Traffic Reporters to Deliver Air Quality Information



PRR

- Engage Motorists on Code Orange & Red Days
 - Stress Importance of Code Days to "Sensitive Groups" and General Populace Similar to Strategy for Broadcast Weather Reporters
 - Provide Information into Traffic Reports
 - Adjust Meteorological Materials to be Applicable to Traffic Reporters
 - Add Radio Traffic and Weather Reports to COG and MDE Forecast Distribution
 - Educate Traffic Reporters on Incorporating AQI Forecasts & AQAG into Reports and on Web Site
- State Highway and Traffic Signs



Media Outreach Tactics

Tactic Seven: Clean Air Partners

Authored Articles



- Draft Series of Authored Articles
 - Impacts of Poor Air Quality ("Sensitive Groups")
 - Clean Air Partners Teaming Up with Industry and Business to Improve the Region's Air Quality
 - Places to Find Latest Information
 - Causes of Air Pollution
 - Everyday Harmful Actions
 - Taking Steps to Reduce Harmful Actions
- Publications include:
 - Trade Journals, Community Pubs & Magazines
 - Government/Employee/Utility Newsletters



Media Outreach Tactics

Tactic Eight: Media Kit



- Media Kits Build Successful Stories
 - Items Included
 - Press Release - Media Event & New Standard
 - Fact Sheet - Key Pollution Stats & Health Related Risks
 - Clean Air Partners Background
 - Build Appreciation for Good AQD
 - List of Health Experts and Background
 - Year Round Calendar of Quarterly Story Ideas
 - AQI and AQAG Graphics and Information
 - Clean Air Partners Brochure and Related Materials
 - Downloadable Electronic Version on Website



Media Outreach Tactics

Tactic Nine: 2007 Ten Year Anniversary



- Improved Air Quality Celebrations!
 - Host Celebration on Code Green Day: Replaces Awards
 - 10 Year Report Card to Pitch to Local Media
 - Recognize Key Partners, Milestones & Growth
 - Visual that demonstrates air quality improvement for 10 year
 - "Faces of Clean Air"
 - Highlight Sensitive Groups
 - Impact Cleaner Air Has Made in Their Lives Over the Last 10 Year
 - Testimonials, Could be Converted into Print & Radio PSA Campaign



Goal Number Two

Drive Voluntary Action to Improve the Air

Tactic One: Advertising Schedule



Strategy One: Generate Mass Media to Deliver the Message

- Negotiate and Implement Comprehensive Advertising Schedule to Address Actions and Behavior
 - Radio Buy
 - TV PSA's
 - Print (2007)
 - Movie Screen PSA's (2007)
 - Transit PSA's



Drive Voluntary Action to Improve the Air Tactic Two: Trusted Advocate



- Engage Trusted Third Party Spokesperson to Deliver Message to the Masses
 - High Profile Local Celebrity Or Sports Figures
 - Provides "trusted" source to deliver message
 - Use in PSA & Media Outreach
 - Implement in 2007 & 2008 Timeframe



Drive Voluntary Action to Improve the Air Tactic One: Behavior Change Program



Strategy Two: Generate Programs that Drive Measurable Behavior Change

- Implement Program that Demonstrates the General Public Taking Action and Changing Behavior
 - Lawn Mower Trade-In
 - Anti-Idling Campaign
 - Promotions for Aerosol and Lighter Fluid Alternatives
 - School Bus Retro-fit Program
 - Gas Station Vapor Recovery
 - Two For One Car Sale
 - Pledge Package
 - Eco-Pass
 - Gas Can Exchange
- Timing = Budget (Individual Sponsorships)



Drive Voluntary Action to Improve the Air Tactic Two: "Lead By Example"



- Demonstrates Behavior Change within a Business
 - Printers Coalition or Day Care Program
- Provide Information on New Standards
- Shepherd Program & Participation
- Pitch to Local Trade & Business Pubs to Aid Awareness
- Use as a Recruitment Tool for Other Businesses



Goal Number Three

Increase Active Partners

Tactic One: Sponsorship Matrix



Strategy One: Retain Current & Increase Future Partners

- Develop Matrix to Retain and Grow Sponsorships
 - Review Companies that Participated in 2005
 - Foster Environment for New Ideas
 - Address Concerns, Obstacles, Objections in Timely Manner
 - Solicit Board Members for Referrals
 - Regain Old Partner Companies
 - Create Manageable "Target" List of Prospects
 - Track Progress
 - Sell Benefits not Features



Increase Active Partners

Tactic Two: Extend Current Partners



- Include Clean Air Messaging for all Sponsors in Internal and External Channels
 - Monthly Newsletters
 - Inclusion on Pay Stubs/Payroll Slips
 - Monthly Billing Inserts
 - Phone Messages while Calls Placed on "Hold"
 - Text Messages
 - Exterior Building Signage



Increase Active Partners

Tactic Three: Non-Traditional Partners



- Define Action Plan to Reach Out to Non-Traditional Sponsors
 - Retail Partners
 - Coke Neck Ringers
 - Public Agencies
 - Stadiums & Community Arenas
 - Media Sponsors
 - In-Kind Contributions



Increase Active Partners

Tactic Four: Proactive Strategy



- Define Aggressive Proactive Strategy to Add Sponsors
 - Definition of Clean Air Partners "Value Arsenal"
 - Prospecting Matrix
 - Sales Cycle Matrix
 - Proposal Matrix
 - Up-Sell Strategy



Increase Active Partners

Tactic One: Develop Tiered Approach



Strategy Two: Extend Current Membership and Actions to Increase Program's Reach and Visibility

- Develop Tiered Approach
 - Tier One: Code Red
 - Free Bus Rides & Messaging on Buses
 - No Mowing, Painting
 - Employees Telework & Are Sent Forecasts
 - Tier Two: Code Orange
 - Send Forecast to Employees
 - Encourage Staff to refuel at Dark
 - Encourage Facility Managers To Defer Painting & Mowing



Increase Active Partners

Tactic Two: Marketing Plan for Membership



- Define and Implement Plan to Increase Membership
 - Advertising in Business Journals & Local Papers
 - 10 Year Anniversary Focus for 2007
 - PR Geared Towards Business Journal & Trade Pubs
 - Outreach Through Business Orgs & Clubs



Increase Active Partners

Tactic Three: Government Pilot



- Define and Implement a Marketing and Communications Plan that Increases Membership
 - One Large Government Organization
 - One in Baltimore, One in Washington
 - Implement Survey, Test Materials
 - "Lead By Example" Recruitment Model



Increase Active Partners

Tactic Four: Maximize Database



- Make Current Database Flexible for Multiple Uses
 - Calendar for Contact
 - Opt-In
 - Plan for Contact



Increase Active Partners

Tactic Five: Maximize Board



- Use Clean Air Partners' Board as Strategic Tool
 - Review of Current Members and Opening For New
 - Make the Board More Prestigious to be a Part of
 - Name Plates, Thank You
 - Represent Each Target Audience on Our Board
 - Meteorologist, etc.
 - Regular Check-Ins



End of Program Evaluation



- Result moving forward through:
 - Survey within elevated ozone months of aided awareness
 - Results from 2006 employee programs
 - Inventory of 2006 completed elements
 - Current sponsors & members
 - Media values, impressions & contacts made
 - Current Board Increased sponsorships & memberships



Next Steps



- Clean Air Partners Prioritizations of Strategies & Tactics
 - As it Relates to Timing & Budget
- Comprehensive Timeline & Budget
- Clean Air Partner Board Approves Plan
- Plan Implementation