



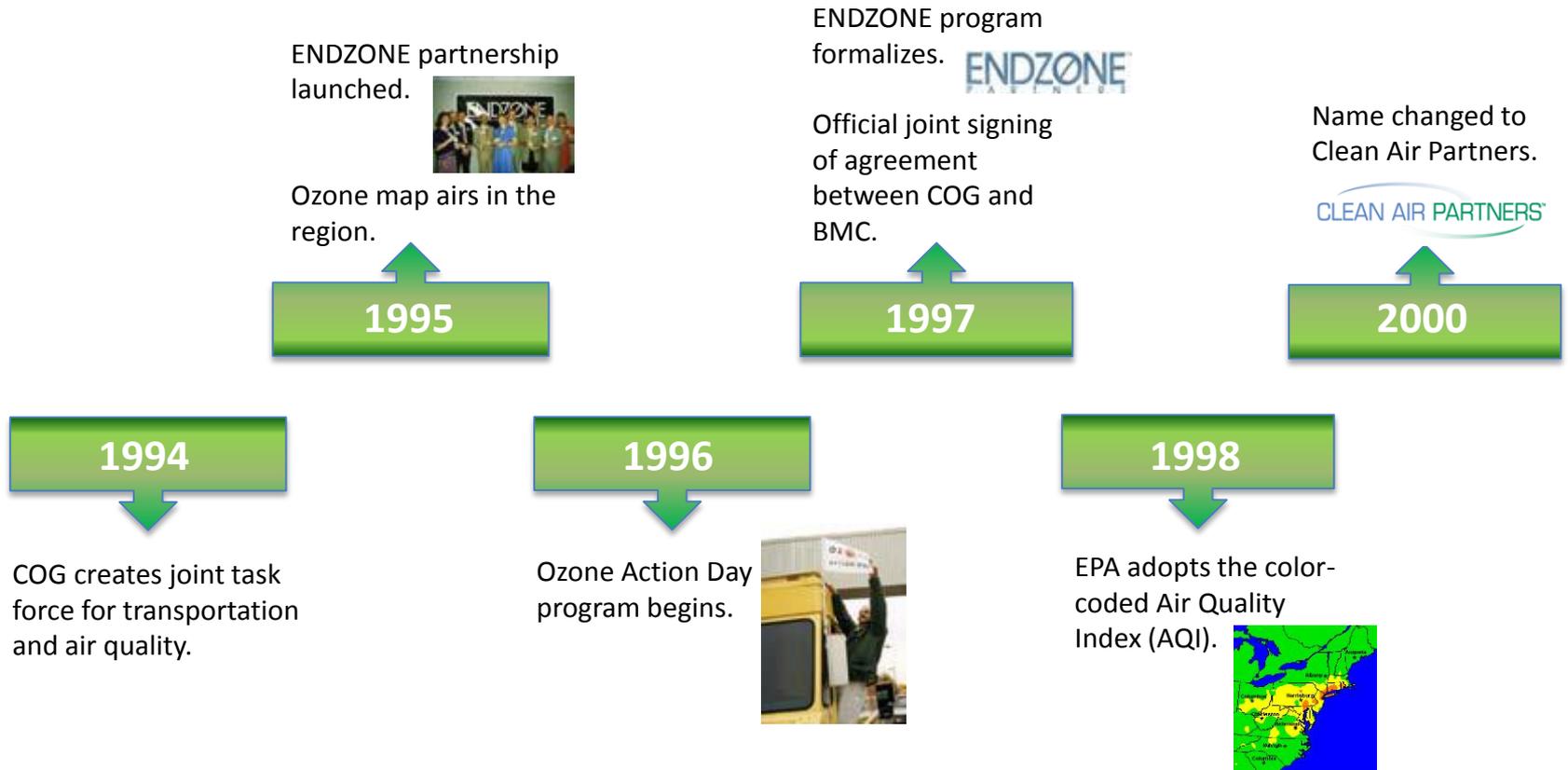
**Clean Air Partners: Contributing to Improvements
in Air Quality**

Prepared for Metropolitan Washington Air Quality Committee
September 25, 2013

Who We Are

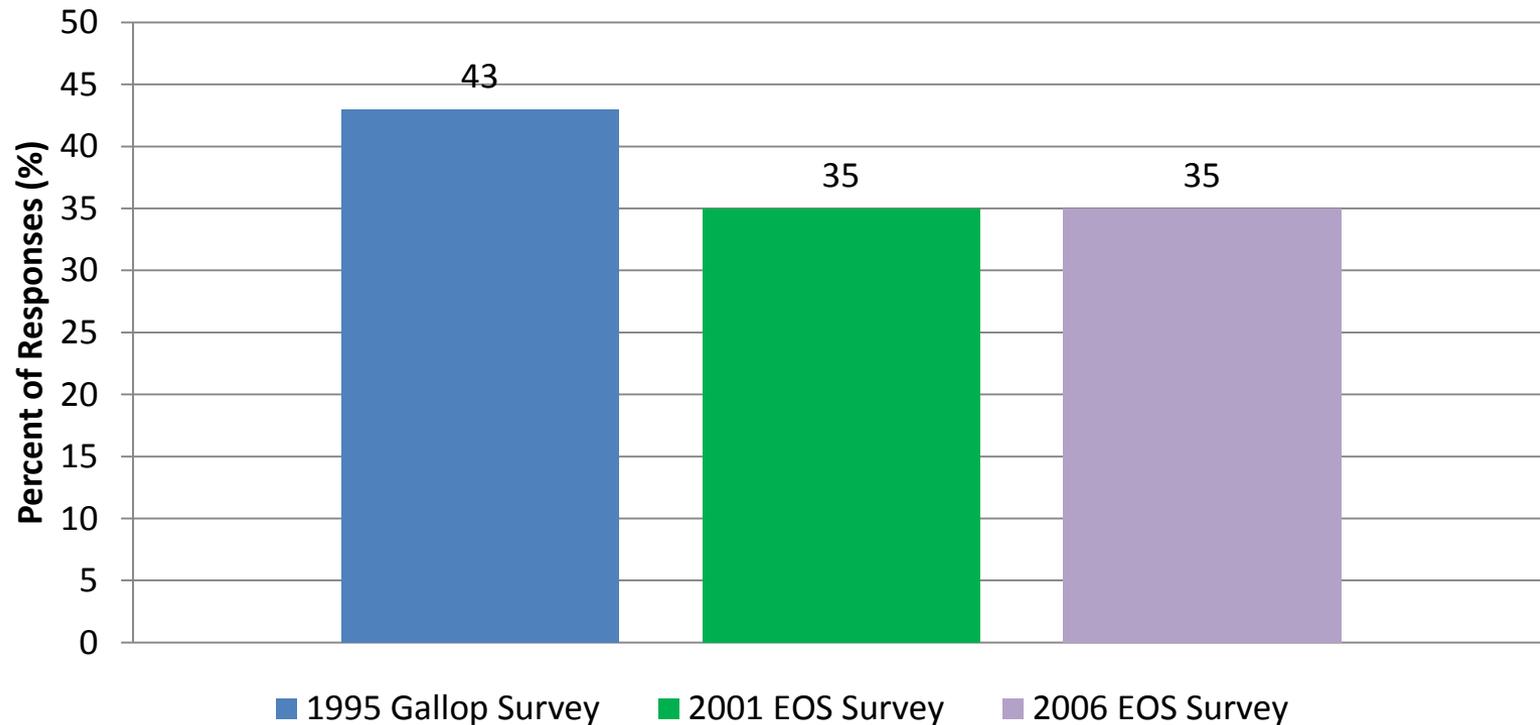
- public-private partnership formed in 1995 and comprised of 30 organizations from:
 - Local governments (DC, MD, and VA)
 - State transportation and environmental agencies
 - Businesses and major employers
 - Advocacy groups (health, environmental, education, and transportation)
- Clean Air Partners was developed to improve the region's air quality through voluntary actions.

In the Beginning



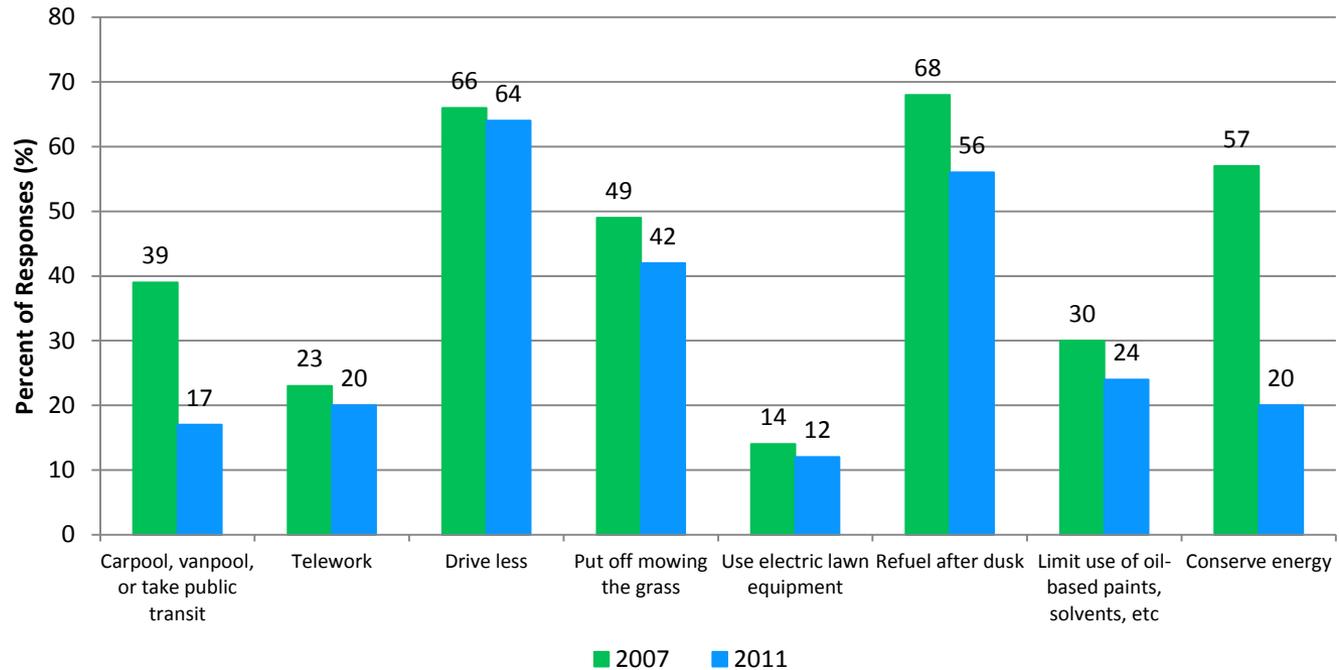
Perceptions of Air Quality

Environmental Issue of Most Concern – Air Pollution



Voluntary Actions

What voluntary actions do you take?



Source: Clean Air Partners AirAlerts Participant Survey

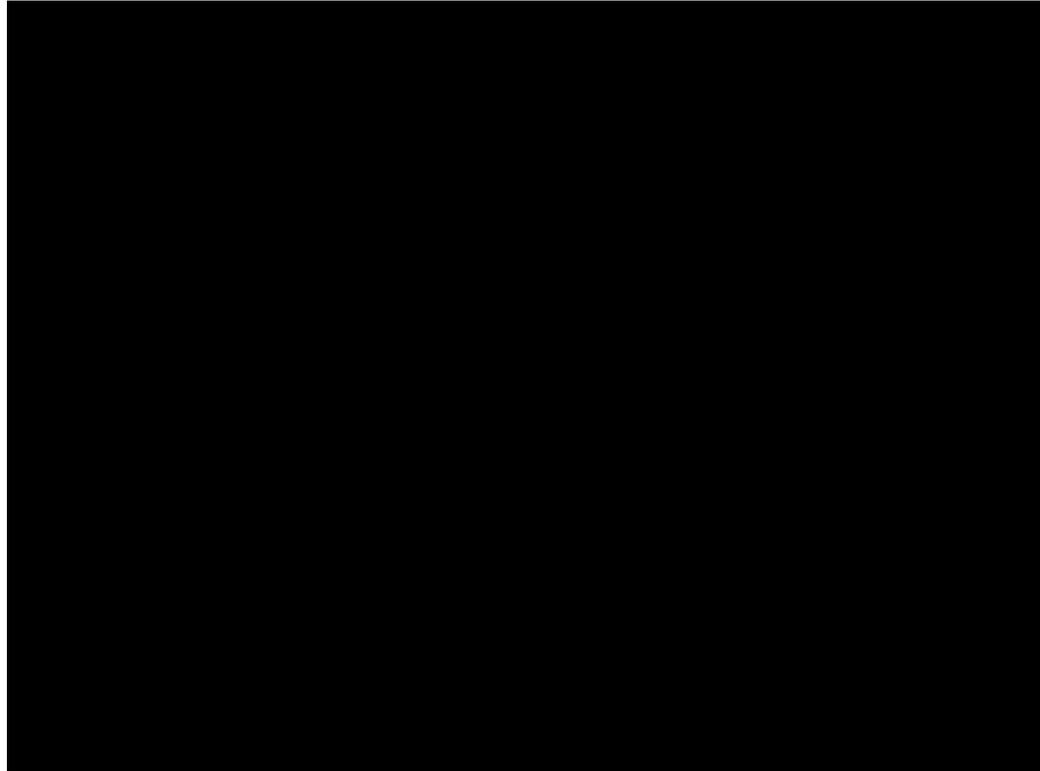
Public Awareness and Outreach

- Outreach to local Television Meteorologists and Reporters
- Annual Public Awareness Campaign
 - Radio Ads
 - Online Ads
 - Transit Ads
- Website and Social Media
- School Curriculum and Summer Camp Outreach
- Materials



Do your share for cleaner air.

Media Coverage





Special Events

The Great Maryland Lawnmower Exchange

- Sponsored by the MD Department of Environmental Protection.
- One day event for MD residents to exchange gas mowers for electric version.
- Deep discounts off the MSRP (47%).
- Old gas mowers were decommissioned and recycled.
- 757 mowers exchanged.
- A reduction of 28.4 tons (56,797lbs) of Carbon Dioxide, 0.1 tons (177.9lbs) of Nitrogen Oxide, and 2.1 tons (4,239 lbs) of Volatile Organic Compounds.



Do your share for cleaner air.

Website

The screenshot shows the homepage of the Clean Air Partners website. At the top, there is a navigation menu with links for 'YOUR AIR QUALITY', 'GET INVOLVED', 'AIR QUALITY FACTS', 'EDUCATION', 'SUPPORTERS', 'RESOURCES', and 'ABOUT'. Below the menu is a large banner image of a woman jogging in a city park, with the text 'CLEAN AIR PARTNERS' overlaid. To the left of the main content area, there are three boxes: 'Sign Up for AirAlerts' with an email input field and a button; 'Air Quality Action Guide' with a colorful icon; and 'Spotlight' featuring a photo of a man and text about Constellation Energy. To the right, there is a 'News' section with two articles: 'Slogan Contest' and 'Air Quality Shows Improvement'. At the bottom right, there is a 'Forecast' section with a map of the Washington D.C. area and a legend for air quality levels: Very Unhealthy, Unhealthy, Unhealthy for Sensitive Groups, Moderate, and Good. The source is cited as the Metropolitan Washington Council of Governments.

YOUR AIR QUALITY | GET INVOLVED | AIR QUALITY FACTS | EDUCATION | SUPPORTERS | RESOURCES | ABOUT

CLEAN AIR PARTNERS

Sign Up for AirAlerts

(Enter your email here)

Air Alerts

Air Quality information delivered straight to your inbox

Action Guide Air Quality Action Guide

Spotlight

During the past year, longtime Clean Air Partner and founding member, Constellation Energy has been in the news for their merger with Exelon. The new company still supplies wholesale and retail energy products and services, and is still proudly a leader in su... [Read More](#)

Send us your stories!

News

Slogan Contest We're pleased to announce the 2nd annual slogan contest. Students in grades 4-8 are invited to submit a creative slogan that brings to light the solutions to air pollution and inspires people to take actions to improve our region's air quality. Deadline is November 30, 2012. [full announcement](#)

Air Quality Shows Improvement Even with record breaking heat, this summer's air quality continues to show improvement. Clean Air Partners discusses the reasons why on NewsTalk with Bruce DePuyt. [watch now](#)

Forecast

Current | Haze Cam | [Set as Default Tab](#)

Metro Washington

	Wed 11/7	Thu 11/8	Fri 11/9	Sat 11/10
Very Unhealthy				
Unhealthy				
Unhealthy for Sensitive Groups				
Moderate				
Good				

Source: Metropolitan Washington Council of Governments

AirAlerts

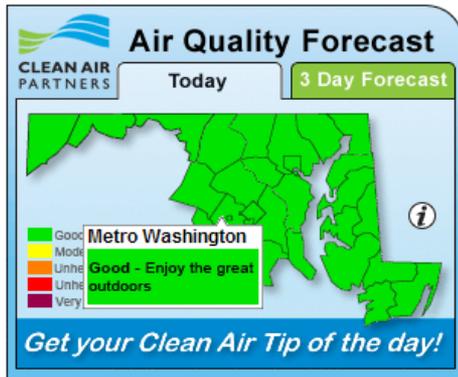
- Available for 4 regions:
 - Metro Washington
 - Metro Baltimore
 - Western MD
 - Eastern Shore
- Forecasts: Daily or Unhealthy
- Real-Time Health Notifications: Code Orange or Code Red
- Over 5,000 organizations and individuals.
- Number of subscribers increased over 90% since 2007.



Do your share for cleaner air.

Free Tools

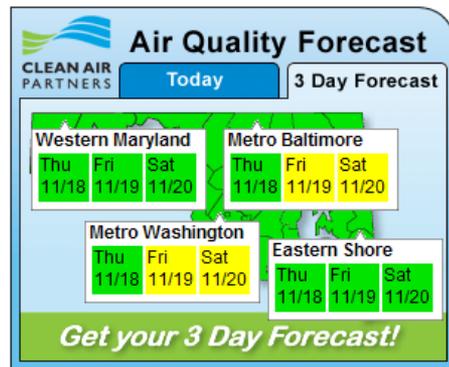
Forecast Widget:



Mobile App:



AirAlerts Button:



Schools and Summer Camps

- Air quality and climate information presented to thousands of students during the school year.
- Reached more than 10,000 young people through presentations at schools, events, camps, recreation centers, and summer youth job initiatives.
- Poster, slogan, and infographics contests.
- Science fairs in 10 jurisdictions.



Do your share for cleaner air.