

**Clean Air Partners Activities Report
For Commuter Connections
September 20, 2022**

Ozone Action Month (August):

The month of August was designated Ozone Action Month – to heighten awareness of air quality during the hottest time of the summer. Activities during the month included pop-up events, eco-driving exhibits, and expanded social media.

Pop-Up Events were at 4 farmers markets through-out the Baltimore-Washington Region, including Arlington, Uptown Market (DC), Towson, and Fells Point. Outreach focused on motor vehicle tip residents couple do to reduce their emissions.



The Eco-Driving Exhibit was installed at Westfield Wheaton Mall and Arundel Mills Mall. The exhibit displayed air quality messages and real tips on how to reduce mobile-source emissions. It included a head-turning visual — a vehicle encased in a clear plastic bubble, trivia questions, and a selfie wall.

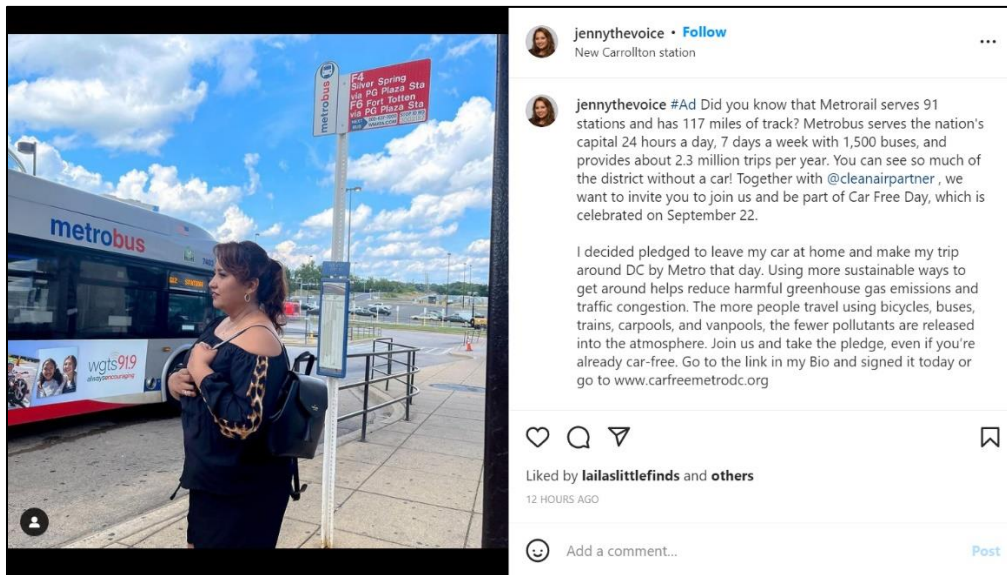


Car Free Day 2022:

Clean Air Partners and Commuter Connections continued their on-going partnership to build engagement around Car Free Day and promote Commuter Connections pledge through a social media campaign.

Posts began the week of September 12th promoting the participation of Car Free Day and driving traffic to take the pledge. The campaign also includes working with 12 digital influencers with a following of 10,000-15,000 people on Instagram - expected cumulative reach is 50,000-100,000.

Campaign results will be compiled at the completion of the campaign and provided to Commuter Connections in a recap.



Nationals Park Exhibit:

Clean Air Partners and Washington Gas are partnering to bring the eco-driving exhibit to the Nationals Ballpark. The exhibit will be available to attendees during the September 27th game.

Contact Jen Desimone, jdesimone@mwcog.org, for more information