

**Clean Air Partners Activities Report
For Commuter Connections
May 19, 2020**

Clean Air Partners developed a responsive summer campaign to address challenges and opportunities from Stay-At-Home orders due to COVID-19. As COVID-19 is a respiratory ailment, air quality is relevant, particularly as evidence indicates that long-term exposure to pollution makes COVID-19 more severe, with even a small increase in fine particles is associated with a significant increase in the COVID-19 death rate.

Summer campaign messaging will focus primarily on the public health impact of air quality as well as cost saving benefits of simple actions people can take to reduce pollution. Examples of messaging include:

- Keep driving to a minimum. Telework, limit trips, and avoid idling.
- Fill up your gas tank during evening hours. Don't top off and tighten your gas cap.
- Set your thermostat a few degrees higher in the summer and use a fan to keep cool. This reduces energy consumption and will save you money.
- Turn off lights and appliances when not in use. Using power strips
- Postpone mowing and trimming on poor air quality days or use electric garden equipment.

Air Quality Awareness Week, May 4 – May 8:

Clean Air Partners launched their summer campaign during Air Quality Awareness Week. During the week, Clean Air Partners promoted activities and challenges that parents can participate in with their children.

Promotional activities included:

- Paid Social Media - Promoted posts through Clean Air Partners Facebook and Twitter pages. Boosted content targeted parents of children under 15 years of age.



- Digital Influencers (“Social Media Street Teams”) - Clean Air Partners contracted with DC and Baltimore area parenting digital influencers to promote messaging and tips during Air Quality Awareness Week.



- Media Relations and Meteorologists – Clean Air Partners engaged reporters and meteorologists to share Clean Air Partners activities and tips.



Additional Campaign Activities:

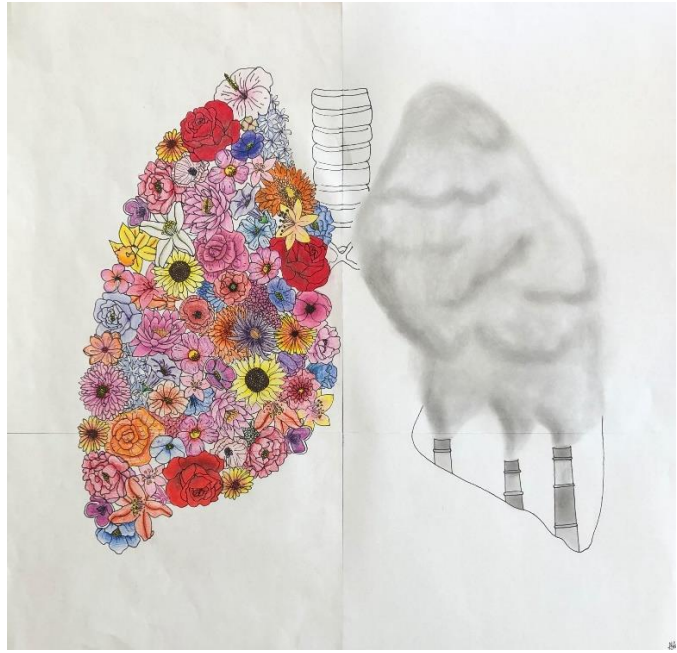
- As summer temperatures heat up, Clean Air Partners will pay close attention to the public health, economic, and news media landscapes to find appropriate opportunities to communicate timely air quality information to the public. Opportunities include:
 - Code Orange Days
 - Car Free Day
 - Walktober
 - Energy Efficiency Day
- As local residents return to work and other activities, a renewed focus on telecommuting and “eco-driving” may be appropriate since people may still need or want to avoid mass transit.

Student Poster Contest:

Our 12th annual poster contest was held for students in grades 4 through 8 residing in the Baltimore-Washington region. The winners are:



Category 1 (grades 4-6):
Crossfield Elementary School, Fairfax
County



Category 2 (grades 7-8):
Tilden Middle School, Montgomery County

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