



Department of the Environment



MDE / Clean Air Partners / Metropolitan
Washington Council of Governments / PRR /
Neuton





Program Highlights

- A Clean Air Initiative with a focus on reducing ozone pollutants and greenhouse gases
- MDE funds - \$185,000 for lawn mower exchange program
- Contract through MWCOG/CAP/PRR to manage and facilitate program
- Competitive RFP won by Neuton
- One day event held in Baltimore at Camden Yards on August 14, 2010
- Over 1,000 people registered to participate
- 710 mowers collected and new electric mowers purchased

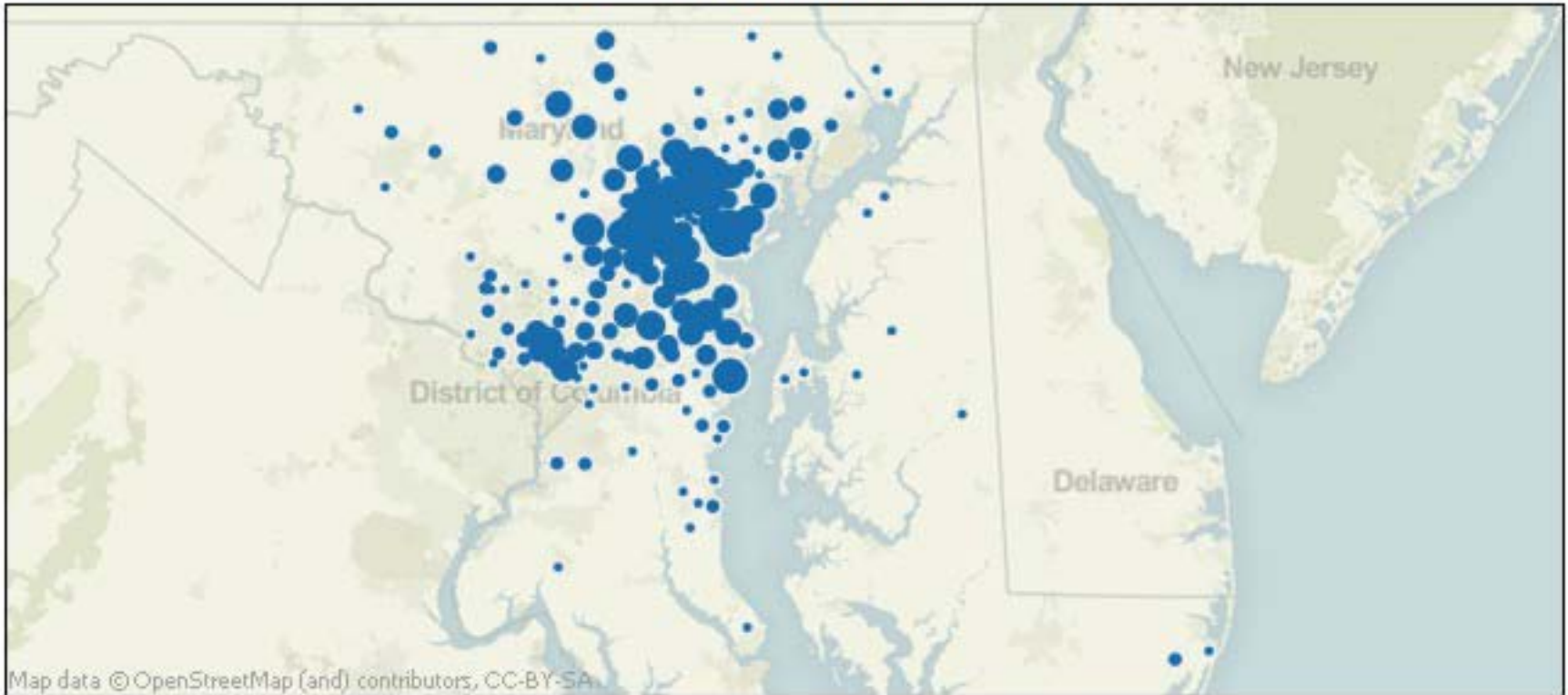




Participant Map

Great Maryland Lawn Mower Exchange

Participant Map



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- The exchange of 1,000 gasoline-powered lawn mowers for electric mowers has the potential of reducing volatile organic compound (VOC) emissions by 9.8 tons per year, which is equivalent to removing 230 cars from the highways.
- 2009 VOC emission estimates for lawn and garden around 23 tons per day; ~ 8395 TPY.



Neuton Mowers

- Two battery operated, cordless electric mowers available at event.
 - Neuton CE6 19" mower - \$175 (MSRP \$499)
 - Neuton CE5 14" mower - \$135 (MSRP \$399)





Advertising

- WJZ-TV 30 second on air spot
 - Began 12 days prior to event; 69 spots; 3,000,000 impressions
 - Online display ads; 400,000 impressions
 - Mower giveaway program; 300 registrants
- Facebook
 - Targeted ads based on location, age, interests
 - 984,283 impressions
- Two-day radio promotion
 - Targeted adults and men 35-54; three stations
 - 49 spots and 24 promo mentions
 - 469,711 impressions

Over 5,000,000 total impressions.





Outreach

- Organizations
 - Cecil County, Prince Georges County, Montgomery County, AirAlert subscribers, Chesapeake Bay Program, Clean Air Partners Board, MDE, Metropolitan Washington Councils of Governments, and Baltimore Metropolitan Council, others...
- Facebook and Twitter
 - Targeted ads based on location, age, interests
 - 984,283 impressions
- Media
 - *Carroll County Times, Bay Weekly, The Baltimore Sun, City Paper, WBAL-TV (NBC), WJZ-TV (CBS), WMAR-TV (ABC), B'more Green Blog, Garden Variety Blog, and more...*

Over 1,700,000 total impressions.



Event Flow

- Customers checked in by MDE staff
 - Check for gas mower and MD residency.



- Gas powered mowers collected and recycled





Event Flow

- Customers purchase new, electric mower.





Event Flow

- New mower loaded in vehicle.





Media Coverage





Follow-up Program

- Two day event in October
 - Targeted to event “no-shows” and individuals that expressed interest after the event
 - 290 mowers available
 - Near event pricing: CE6 - same, CE5 - \$10 more; \$30 shipping
- MDE exploring funding spring 2011 event

