

2023 SUMMER CAMPAIGN

SUMMER 2023 CAMPAIGN PLAN

August

- **Ozone Action Month**
- Media outreach
- Eco-driving events:
 - Car Bubble
 - Pop up events
 - Car Free Day Promo

September

- Nationals Ballpark Event (9/21)
 - Car Bubble
 - Car Free Day Promo

OZONE ACTION MONTH

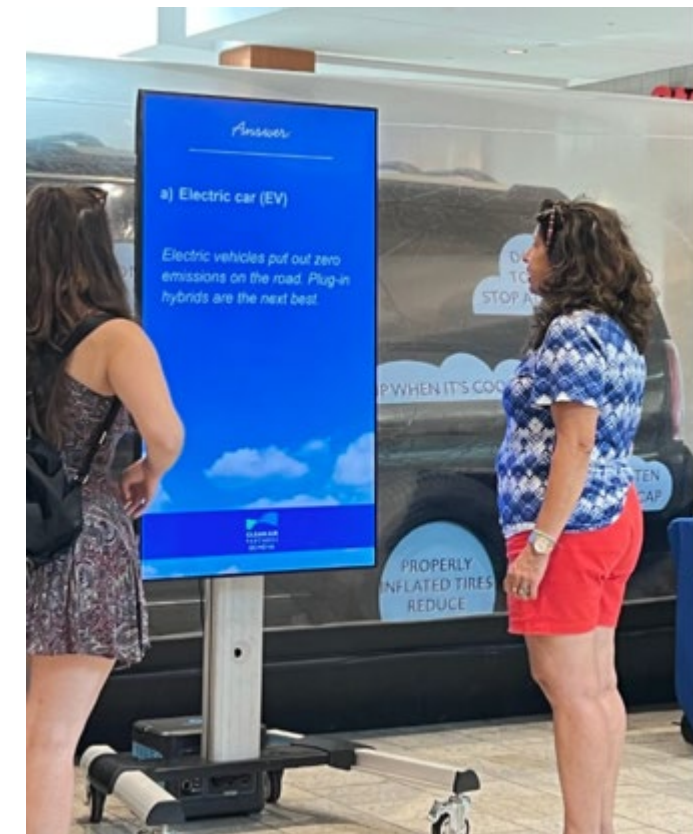
Eco-Driving/Car Free Day

APPROACH

- Head turning visuals with real tips on how to reduce mobile-source emissions as temperatures and AQI climb during Ozone Action Month.
- Drive online pledges for Commuter Connections' Car Free Day via iPads

EVENT COMPONENTS

- Car Bubble with vapor "smog" from tailpipe
- Clean air tips on bubble and photo backdrop
- Dirty/Clean Air Filters and Tire Pressure Demonstration at Pop-Ups
- Big-screen air quality trivia
- AQI signage



ECO-DRIVING EVENTS

SUCCESS METRICS

- August 6, 2023 – Eco-Driving Pop-Up – Tanger Outlet Centers – Prince George’s County, MD
- August 12, 2023 – Car Bubble – Dulles Town Center – Loudon County, VA
- August 13, 2023 – Car Bubble – Arundel Mills Mall – Anne Arundel County, MD
- Sept. 21, 2023* – Car Bubble – Signature Nationals Game Event with Washington Gas – Washington, DC

- **16,955** Impressions
- **5,079** Engagements
- **948** Car Free Day Pledges... so far!**

* Upcoming event, results not yet included

** Pledges on the Car Free Day site as of Aug. 14.

TANGER OUTLET CENTERS POP-UP - August 6, 2023

4,528 Impressions | 1,031 Engagements



DULLES TOWN CENTER CAR BUBBLE - August 12, 2023

7,410 Impressions | 3,262 Engagements



ARUNDEL MILLS MALL CAR BUBBLE - August 13, 2023

5,017 Impressions | 786 Engagements



WASHINGTON NATIONALS - September 21, 2023

- Signature Event Sponsored by Washington Gas for their 175th Anniversary
- Car Bubble and final Car Free Day pledges for tomorrow!

THANK YOU!