

Clean Air Partners Activities Report For Commuter Connections September 15, 2020

Ozone Action Week (August 3-7):

To heighten awareness during the hottest time of the summer, Clean Air Partners designated the first week of August as Ozone Action Week. Daily content and challenges focused on steps to take to reduce behaviors that contribute to the formation of ground level ozone. Activities were promoted with partners and included Digital Ambassadors, media relations, and meteorologist outreach.

Activities included:

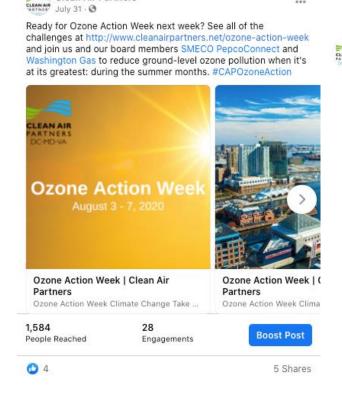
• Digital Ambassadors ("social media street teams") – partnered with 11 local social media influencers to promote content through Instagram and Facebook.







 Owned Social Media Content – Content posted on Clean Air Partners social media. Utilized #CAPOzoneAction and boosted posts.



Clean Air Partners

Clean Air Partners @CleanAirPartner · Aug 7

Selecting a gas #grill over charcoal can make a big difference in ground-level #ozone and #airquality. Ready to make the switch? Our board member @WashingtonGas has all the information you need. #CAPOzoneAction



Media Coverage – Received media coverage during and after the week.



Clean Air Partners @CleanAirPartner · Aug 8

We're still buzzing * from all of the small steps the #DC-#Baltimore community took to make a big difference during #CAPOzoneAction Week. Let's keep it up all year long! We're loving this handy guide to keep #cleanair top of mind.



5 Ways to Reduce Ground-Level Ozone During Ozon...
Ozone Action Week highlights simple steps people
can take to improve air quality this summer.

& ourcommunitynow.com



Car Free Day:

Clean Air Partners will be joining Commuter Connections to promote Car Free Day. Promotional efforts will include promoted social posts on Twitter and Facebook beginning September 15th and continuing until the day of the event. Posts will include links to carfreemetrodc.org to encourage residents to pledge. An email blast will be sent to 11,000 Clean Air Partners subscribers promoting Car Free Day.

Fall/Winter Outreach (October - December):

- Energy Efficiency Day (October 7) social content
- Children's Health Day (October 8) virtual event including a Twitter Chat and programming to promote the On the Air education curriculum.
- Home Heating Guide social content
- Eco-driving holiday mini-campaign (November 10 December 15) social campaign

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