

**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
July 31 · 🌐

Ready for Ozone Action Week next week? See all of the challenges at <http://www.cleanairpartners.net/ozone-action-week> and join us and our board members **SMECO** **PepecoConnect** and **Washington Gas** to reduce ground-level ozone pollution when it's at its greatest: during the summer months. **#CAPOzoneAction**



Ozone Action Week | Clean Air Partners
Ozone Action Week Climate Change Take ...

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1,584 People Reached 28 Engagements **Boost Post**

👍 4 5 Shares

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** washingtongas.com/home-owners/sa...



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

Clean Air Partners
August 4 · 🌐

It's **#CAPOzoneAction** Week and we're spreading the word! Learn more about the simple steps you can take to reduce ground-level ozone in our interview with **WTOP News** <https://wtop.com/dc-transit/2020/08/group-more-cars-on-the-road-plus-summer-heat-means-poor-air-quality/>



WTOP.COM
Group: More cars on the road plus summer heat means poor air quality | WTOP

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.




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@mwkog.org, for more information.