

2023 SUMMER CAMPAIGN

OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is, how to measure it, and how to respond to it.

Provide residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing residents' positive contributions to the air quality in their communities.

SUMMER 2023 CAMPAIGN PLAN

July - August

- Media outreach
- Digital partner toolkits
- Meteorologist engagement
- Community engagement with partners and on owned social channels

August

- **Ozone Action Month**
- Media outreach
- Eco-driving events:
 - Car Bubble (2)
 - Pop Up (1)
- Car Free Day promotion

September

- Eco-driving event:
 - Nationals Ball Park

OZONE ACTION MONTH

Eco-Driving

ENGAGING CONSUMERS FOR OZONE ACTION MONTH

- Campaign launch on August 1st
- Raise awareness and empower action when air quality is often at its worst
- Help consumers green the routine that – for most – is their biggest contributor to poor air quality: driving
- Educate in-person at events where the community is already engaged throughout the region; expand the message with media outreach and social media engagement
- Partnering with Commuter Connections to spread the Car Free Day messaging and encourage residents to pledge to go car free

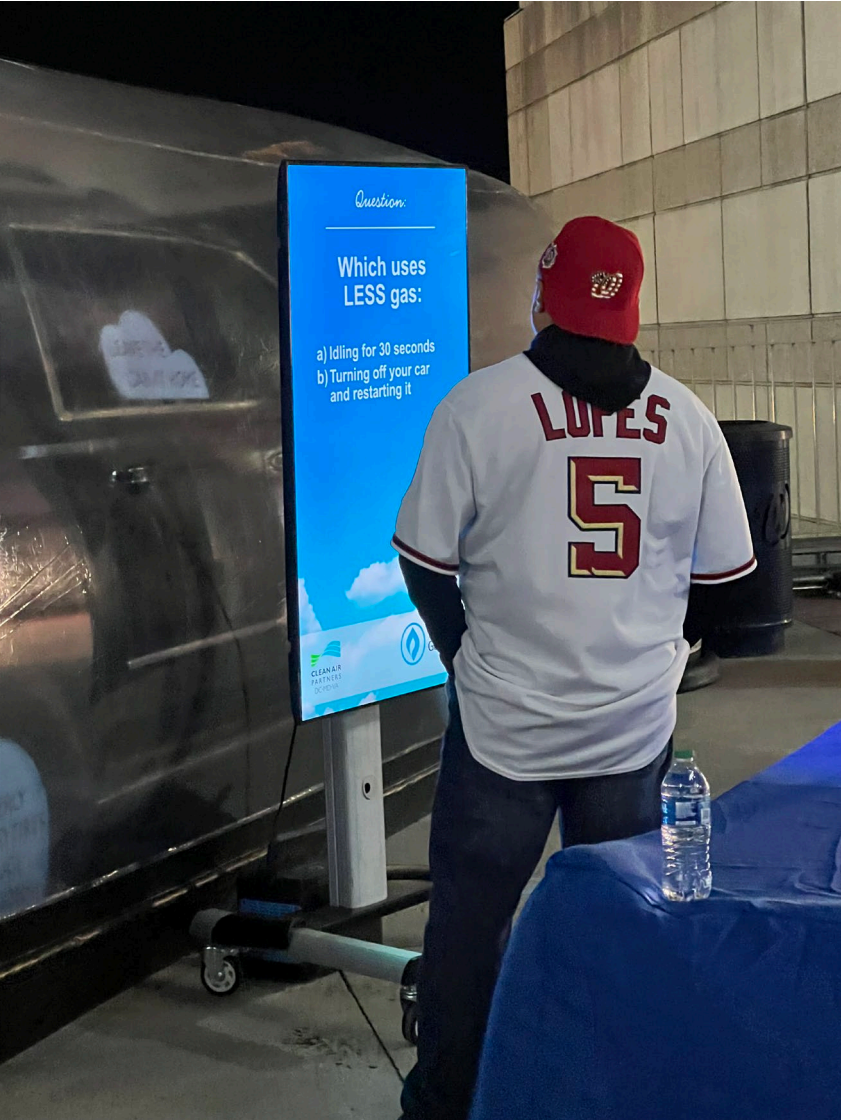
EVENT SCHEDULE

- Sunday, August 6 (Pop-Up) – Tanger Outlets, Prince George’s Co, MD
- Saturday, August 12 (Car Bubble) – Dulles Town Center, Loudoun Co, VA
- Sunday, August 13 (Car Bubble) – Arundel Mills Mall, Anne Arundel Co, MD



NATIONALS BALLPARK EVENT

Thursday, September 21st, Signature Car bubble event with Washington Gas



SUMMER CAMPAIGN SPONSORS



THANK YOU!