

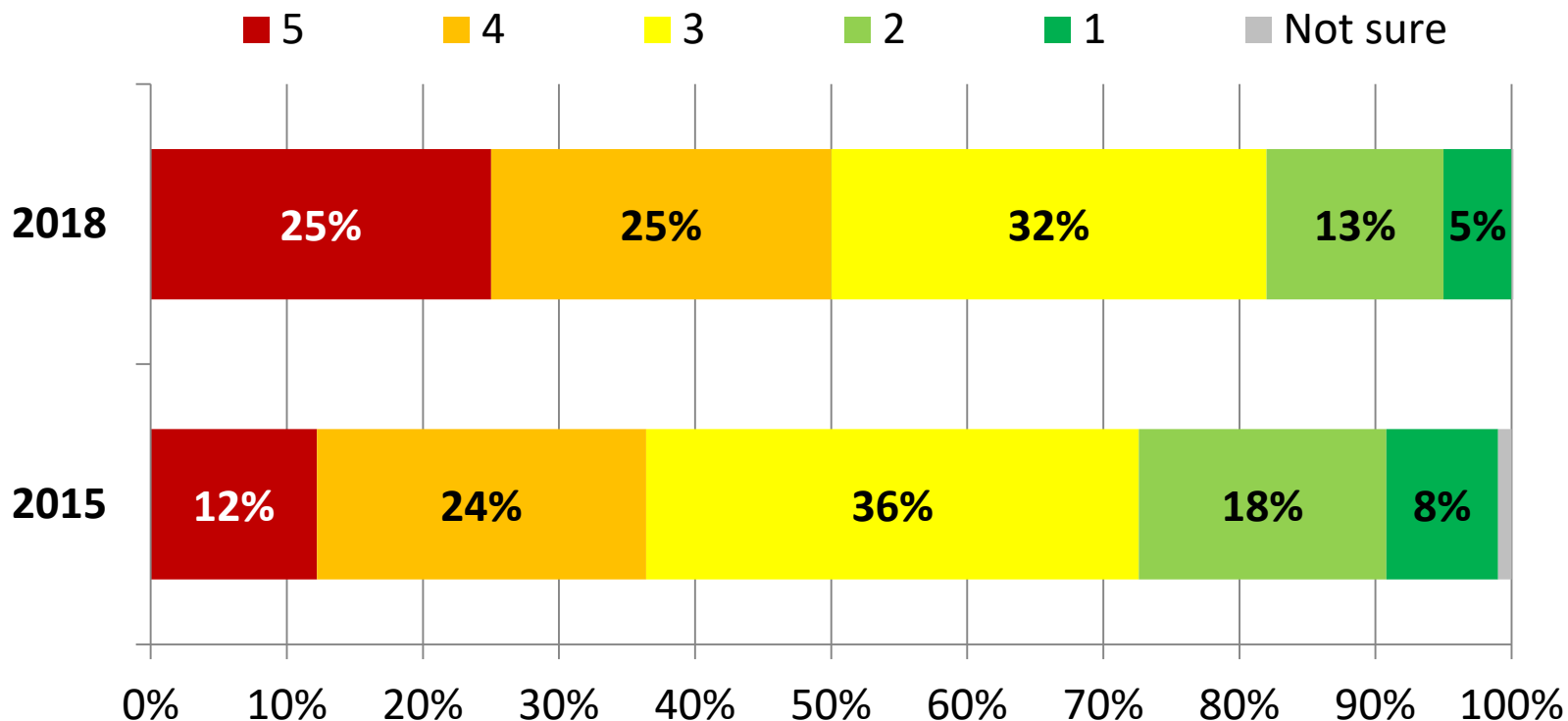
Clean Air Partners: Contributing to Improvements in Air Quality

COG Board of Directors
September 11, 2019

Who We Are

- Public-private partnership formed in 1995 and comprised of 30 organizations from:
 - Local governments (DC, MD, and VA)
 - State transportation and environmental agencies
 - Businesses and major employers
 - Advocacy groups (health, environmental, education, and transportation)
- Clean Air Partners was founded by COG and Baltimore Metropolitan Council (BMC) to
 - improve the Baltimore-Washington region's air quality and reduce greenhouse gas emissions through voluntary actions.
 - increase public awareness about the health effects of air quality.

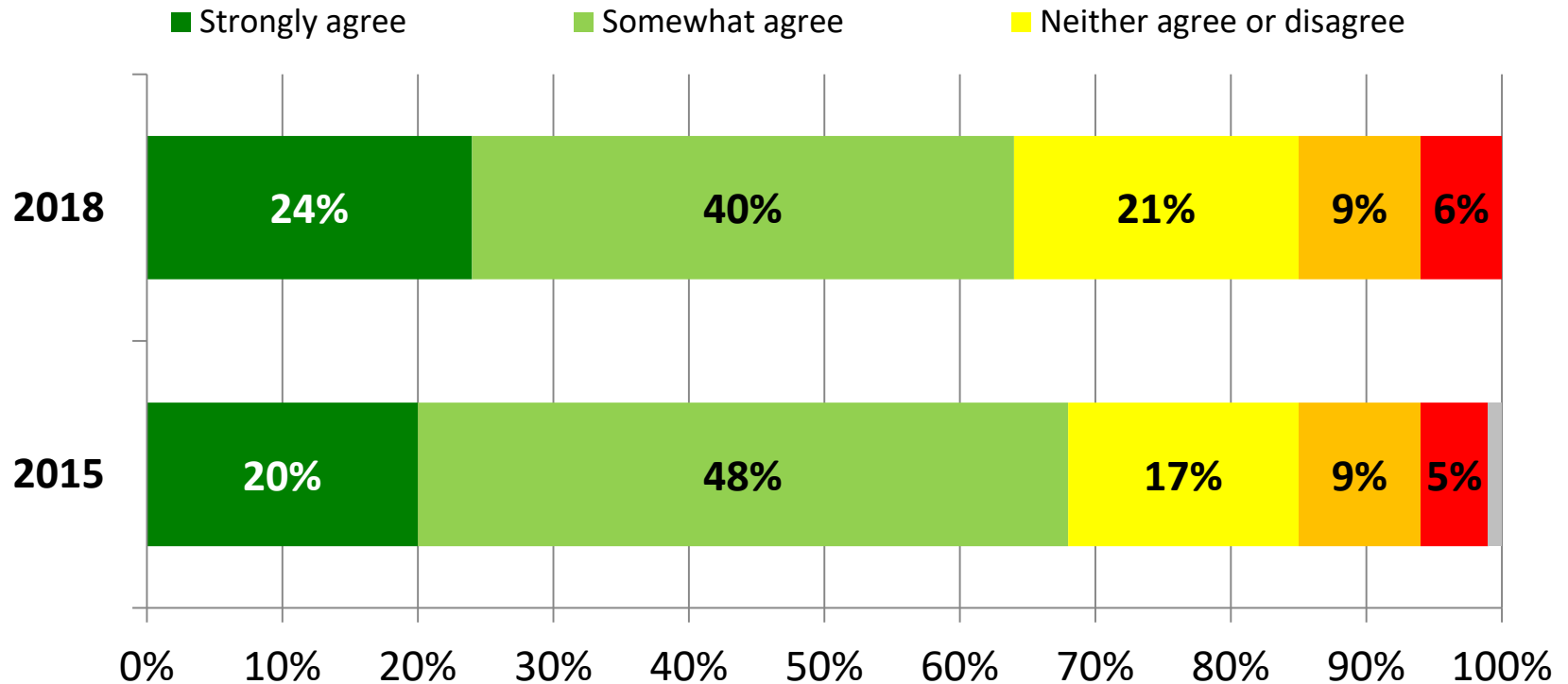
Problem of Air Pollution



On a scale of 1 to 5 (where 1 is not at all a problem and 5 is a very big problem), how much of a problem do you believe air pollution is in the metropolitan area where you live?

Source: Clean Air Partners 2018 Public Awareness Survey

I Can Make a Difference



**How strongly do you agree or disagree with this statement?
I can make a difference in improving air quality**

Source: Clean Air Partners 2018 Public Awareness Survey

Public Awareness and Outreach

- Advertising
 - Radio Ads
 - Transit Ads
- Breathe Easy Concert Promotion
- Clean Air Ambassadors
 - Community Outreach
- School and Summer Camp Outreach
- Media Relations
- Website, Social Media, Newsletters



Radio and Transit Ads

- Radio Advertising – traffic and weather radio sponsorships on 10 Washington and 12 Baltimore radio stations and digital audio
- Transit Advertising – partnered with 9 regional agencies to display interior, exterior, and bus shelter ads
- Partner with WMATA on their sustainability campaign



Breathe Easy Concert Promotion

- 5th annual campaign
- Ask residents to pledge to take action to improve the air

PLEDGE TO TAKE ACTION FOR CLEANER AIR

WIN TICKETS!
JENNIFER LOPEZ
IT'S MY PARTY

 **WGL** | ENERGY ANSWERS.
ASK US.

#BreatheEasy

 **CLEAN AIR PARTNERS**
DC-MD-VA

The banner features a close-up portrait of Jennifer Lopez on the left side. The background is a warm, golden-orange gradient with a subtle pattern of confetti or small particles. The text is arranged in a clear hierarchy, with the headline at the top, the event details in the middle, and the logos and hashtag at the bottom.

Clean Air Ambassadors



Schools and Summer Camps

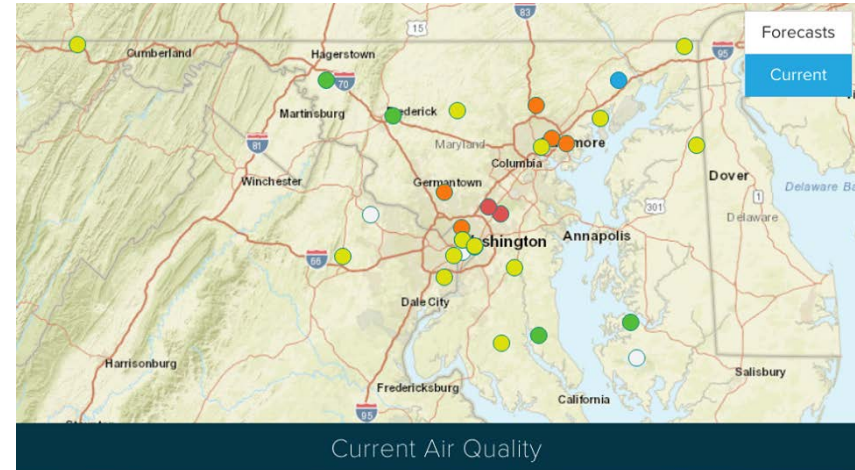
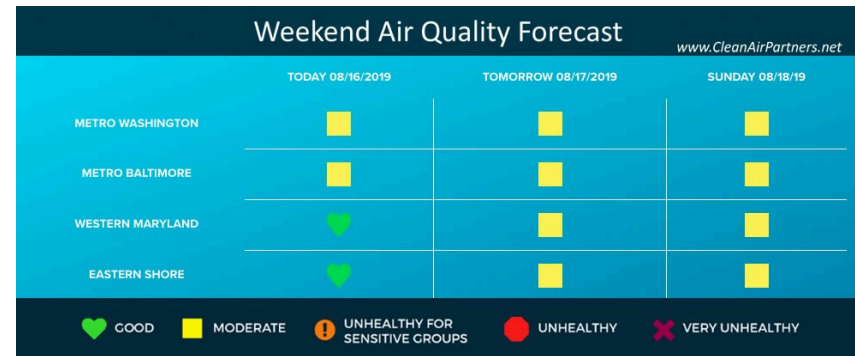
- Air quality and climate information presented to students each year.
- Reached tens of thousands young people through presentations at schools, events, camps, recreation centers, and summer youth job initiatives.
- Poster and slogan contests.
- Science fairs in 10 jurisdictions.



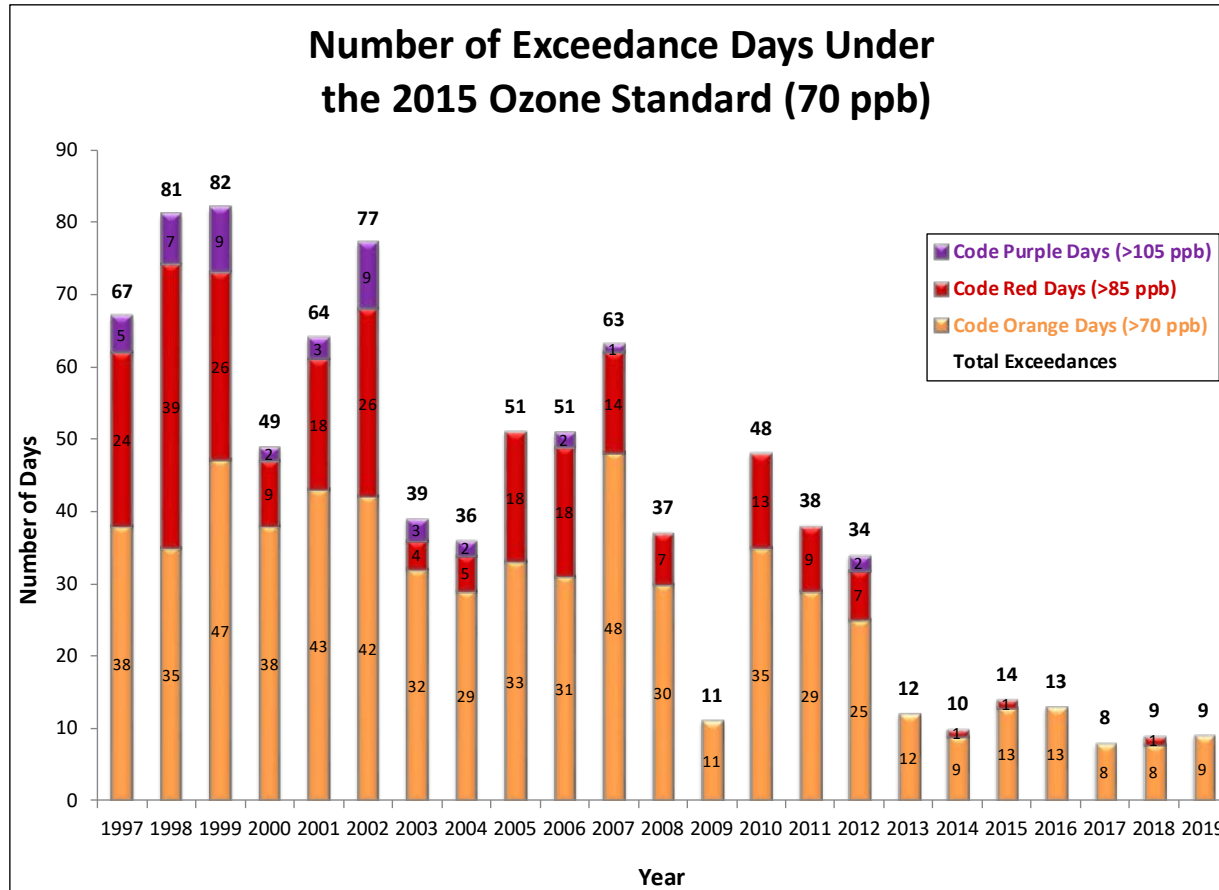
Do your share for cleaner air.

Collaboration with Air Quality Programs

- Clean Air Partners works separately from, but collaborates with the Metropolitan Washington Air Quality Committee to help reach no unhealthy air days.
- Partner with COG, DC, MD, and VA to provide daily air quality forecasts and current air quality conditions.



Metro Washington Air Quality



Analysis is based on draft and incomplete data as of August 30, 2019.

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