

**Clean Air Partners Activities Report
For Commuter Connections
July 19, 2022**

Breathe Easy Summer Campaign:

Clean Air Partners launched their summer campaign to educate residents on actions they can take to improve the region's air and protect their health. The launch took place during Air Quality Awareness Week, May 4-8.

Summer campaign activities will continue during Ozone Action Month (August) – to heighten awareness during the hottest time of the summer. Clean Air Partners will be traveling around the Baltimore-Washington region with engaging, interactive outreach displays to educate residents on how to reduce vehicle emissions.

The Eco-Driving Exhibit will be traveling to two high-foot-traffic locations:

- Sunday, August 14: Westfield Wheaton Mall
- Sunday, August 28: Arundel Mills Mall

This exhibit is an eye-catching display that educates the public about ways to reduce vehicle emissions. The backdrop is a large campaign-branded wall that displays air quality messages and real tips on how to reduce mobile-source emissions. Alongside the wall is a head-turning visual — a vehicle encased in a clear plastic bubble. A large screen invites participants to engage with the exhibit via a contactless interactive trivia. The challenge is composed of questions on driving behaviors and their impact on emissions and air quality. As players view trivia, puffs of “smoke” vapor, representing vehicle emissions, shoot from the tailpipe into the bubble, delivering air quality messaging in a fun, compelling, and memorable way. See the exhibit in action at <http://www.cleanairpartners.net/sponsors>.



Additionally, there will be four pop-up events to include a tire pressure demonstration, clean/dirty air filter display, and wall with clean air tips.

Pop-up event locations (subject to change):

- Saturday, August 6: Uptown Farmers Market
- Sunday, August 7: Baltimore Farmers Market
- Thursday, August 11: Towson Farmers Market
- Saturday, August 12: Arlington Farmers Market



Car Free Day 2022:

Clean Air Partners and Commuter Connections will continue their partnership to build engagement around Car Free Day and promote Commuter Connections pledge.

The campaign will include working with 5-10 digital influencers with a following of 10,000-15,000 people on Instagram, with expected cumulative reach 50,000-100,000. All content will include some active link - either link in bio or Instagram Story with "swipe up" to the Commuter Connections pledge.

Clean Air Partners will also post on their Facebook and Twitter pages promoting participation in Car Free Day and do an email Blast to Clean Air Partners 8,000+ email list, driving traffic to Commuter Connections Car Free Day pledge.

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