

# CLEAN AIR PARTNERS



FY 2007 MARKETING & COMMUNICATIONS PLAN



## TABLE OF CONTENTS

<b>1</b>	<b>PLAN OVERVIEW</b>
<b>3</b>	<b>PROGRAM BACKGROUND</b>
<b>3</b>	<b>COMMUNICATION PLAN OVERVIEW</b>
<b>3</b>	<b>PROGRAM MUSTS</b>
<b>4</b>	<b>GOALS IDENTIFIED</b>
<b>4</b>	<b>RESEARCH AND EVALUATION</b>
<b>4</b>	<b>TARGET AUDIENCES &amp; PROFILES</b>
<b>7</b>	<b>GOAL NUMBER ONE – INCREASE AWARENESS OF AIR QUALITY</b>
<b>17</b>	<b>GOAL NUMBER TWO – DRIVE VOLUNTARY ACTION TO IMPROVE THE AIR</b>
<b>18</b>	<b>GOAL NUMBER THREE – INCREASE ACTIVE PARTNERS</b>



PREPARED BY

PRR  
2111 Wilson Blvd. #700  
Arlington VA, 22201  
(703) 351.5009



# CLEAN AIR PARTNERS MARKETING & COMMUNICATION PLAN OVERVIEW

## GOAL NUMBER ONE - INCREASE AWARENESS OF AIR QUALITY

### Strategy #1 – Renew & Refresh the Brand

1. Adapt a Brand Hierarchy: Define the order in which the program and participants are represented (FY 2006)
2. Create a Brand Platform: Definition of the Clean Air Partners Brand (FY 2006)
3. Re-Define and Implement New Brand Guidelines: How to correctly represent the brand visually (FY 2006)
4. Clean Air Partners Tagline: Descriptor of program i.e. "GE – We bring good things to life" (FY 2006)
5. Define Clean Air Partners' "Call to Action": What are we asking people to do? (FY 2006)
6. Revise Clean Air Partners Materials and Tools:
  - Logo – Solid extension of brand (FY 2006)
  - Radio Ads – Code Orange focus (FY 2006)
  - Daily Air Quality Forecasts – Incorporate Clean Air Partners (FY 2006)
  - Air Quality Action Guide – Revisit Code Orange messaging (FY 2006)
  - Air Quality Curriculum (FY 2006)
  - TV PSA – More evergreen (FY 2007)
  - Web Site – To reflect new brand, provide value for partners & sponsors (FY 2007)

**Evaluation Criteria:** Program elements are updated and in place.

### Strategy #2 – Media Launch to Announce the New Standard

1. Meteorologist Outreach Tool Kit: Provide timely & ready to use tools (FY 2006)
2. Meteorologist Website: AQAG & forecasts available on their web sites (FY 2007)
3. Meteorologist Round Table: Advisory group for program & ideas (FY 2007)
4. Meteorologists Site Visits: School visits & kids host weather segments (FY 2007)
5. Execute Washington Metropolitan Region & Baltimore Media Events: (FY 2006 & 2007)
  - Washington Metropolitan Region Event - *EPA & Clean Air National Air Quality Awareness Week, May 17, 2006*
    - Focus on environmental health risks of Code Orange
    - COG, Clean Air Partners, EPA, pediatrician, child w/ asthma
    - Visuals: Portable emissions device, cars, gas-powered lawn equipment
  - Baltimore Event – *Health-related event in Baltimore at local hospital, date TBD, late June or early July, 2006*
    - Focus on Code Orange during a Code Orange period/day
    - Baltimore Gov. Officials, Clean Air Partners, Julie Orlando, family
    - Visual to demonstrate pollution during a Code Orange day
6. Engage radio traffic reporters to deliver air quality information to their audiences: Treat traffic reporters the same as meteorologists (FY 2007)
7. Clean Air Partners Authored Articles: Write timely & topical articles and place in publications (FY 2007)
8. Media Kit: Comprehensive representation scalable for year-round use (FY 2006 & 2007)
9. 2007 10-Year Anniversary Celebration: (FY 2007)
  - Birthday Party – Replaces Annual Awards Ceremony, celebrates key milestones & growth, 10-Year Report Card
  - Visual that demonstrates the 10-year improvement in air quality
  - "The Face of Clean Air Partners" – The impact better air quality has made in an individual's life, testimonials, etc.

**Evaluation Criteria:** Impressions from media coverage, Number of meteorologists reporting the code, Number of traffic reporters reporting the code.

## GOAL NUMBER TWO – DRIVE VOLUNTARY ACTION TO IMPROVE THE AIR

### Strategy #1 – Generate Mass Media to Deliver the Message

1. Negotiate & implement comprehensive advertising schedule to address actions & behavior: Value-add radio buy; TV, transit & movie screen PSAs; print ads (FY 2006 & 2007)
2. Engage trusted third party advocate to deliver message to the masses: Celebrity spokesperson (FY 2007)

**Evaluation Criteria:** Return on investment and overall reach of ad buy and negotiated media.

## **Strategy #2 – Generate Programs that Drive Measurable Behavior Change**

1. Implement a “Lead by Example” pilot program that demonstrates behavior change within a business: printers coalition, day care program (FY 2007 & FY 2008)
2. Create and Distribute Air Quality Curriculum within schools: Incorporate particle pollution, integration strategy (FY 2007 & FY 2008)

**Evaluation Criteria:** Number of businesses participating in our pilot program(s) and the reductions the collective group contributes to air quality. Number of schools and teachers implementing curriculum.

## **GOAL NUMBER THREE - INCREASE ACTIVE PARTNERS**

### **Strategy #1 – Retain Current & Increase Future Clean Air Partners Sponsors**

1. Develop a matrix to retain and grow current sponsorships: Build base and define pricing, levels, number and value of potential sponsorships available (FY 2007)
2. Extend future involvement of all sponsors by identifying possibilities of Clean Air Partners’ messaging to be included in their internal & external channels: Newsletters, monthly billing inserts, pay stubs, hold music, exterior signage (FY 2006 & 2007)
3. Define an action plan for reaching out to non-traditional sponsors to extend the program’s resources, reach and messaging: Retail (bottle necker), stadiums (display on digital reader board), media (Time vs. Money) (FY 2007)
4. Define an aggressive, proactive strategy to add sponsors: Who makes ideal targets, best way to reach them, year-round partnerships (FY 2007)

**Evaluation Criteria:** Dollars contributed to Clean Air Partners, value of Clean Air Partners’ messaging being incorporated into sponsor’s internal and external venues, value of in-kind contributions to Clean Air Partners.

### **Strategy #2 – Extend Current Membership & Actions Taken By Members to Increase Program’s Reach and Visibility**

1. Work with partners to transition to a tiered approach for a Code Orange day: Provide assistance in creating tiered approach (FY 2006 & 2007)
2. Define and implement a marketing & communication plan that increases Clean Air Partners membership: Advertising, recruitment, trade journal pitching (FY 2007)
3. Pilot a government recruitment model to engage the participation of large government employers: Lead by example pilot (FY 2007)
4. Make current database a friendly environment to contact current program participants: Use database as a means of contact in addition to sending out the forecasts (FY 2007)
5. Use Clean Air Partners Board as a strategic tool to increase membership, partnerships & sponsorships: Revisit membership, engage participants and reward participation (FY 2006 & 2007)

**Evaluation Criteria:** Satisfied partners, results from surveys, increased participation from government, number of “touches” with our database, engaged Board with widespread participation and good representation.

### **Unfunded Program Ideas:**

#### **Idea #1 - Baseline Marketing Driven Awareness Research**

1. Unaided Awareness Survey: Outside of the elevated ozone month
2. Aided Awareness Survey: When the program is in full swing and the AQI is in its height of being reported
3. Employer Survey: Capture employees’ actual behavior change as a result of receiving the AQAG through their employer

\*May be able to incorporate some or all of these marketing-based elements into the episodic surveys budgeted for under the Program Evaluation of the FY 2007 Work Program and Budget.

#### **Idea #2 Implement Proven Programs that Drive Measurable Behavior Change**

Various award-winning behavior change models exist in other regions that would provide turn-key solutions for demonstrating tangible, measurable behavior change. Because something of this magnitude is not currently funded within this budget, Clean Air Partners may wish to seek out additional sponsors to subsidize these individual programs. Ideas include:

- Lawnmower trade-in
- Anti-idling campaign
- Retail/manufacturer promotions for aerosol and lighter fluid alternatives
- School bus retrofit program
- Promotion of ultra-low sulfur diesel fuel
- Gas station vapor recovery
- Two for one car sale (trade in your two cars for a deal on one hybrid)

- Pledge package – Take the pledge to impact air quality and receive a Pledge Package (discounts and incentives on materials that reduce risk of product trial)
- Gas can exchange with Lowe's

## **PROGRAM BACKGROUND**

In 1995, Clean Air Partners (then ENDZONE Partners) developed an Ozone Action Days program in the Baltimore/Washington region. This program encouraged employers and their employees to take voluntary actions May through September to reduce ozone pollution causing emissions. When the Environmental Protection Agency (EPA) designated both Baltimore and Washington, DC metropolitan regions as nonattainment for fine particles and ozone, Clean Air Partners' Board of Directors changed the name of the program from Ozone Action Days to Air Quality Action Days (AQAD).

The AQAD program's purpose has been to educate employers, businesses and the public to take voluntary actions that reduce air pollution, specifically on Code Red days. The program also strives to educate the public on how to protect health and help mitigate the impact on individuals who suffer from health conditions exacerbated by poor air quality. Clean Air Partners provides resources and information to a network of AQAD participants and assists employers in establishing on-site programs designed to reduce the impact employee actions can have on bad air days. Voluntary actions by business, industry, government, and individuals are suggested to restrict activities that contribute to the formation and risks of bad air. Over 700 employers and individuals are registered as AQAD participants and have committed to take voluntary actions on Code Red days. Clean Air Partners also conducts an annual media campaign that includes radio, TV, and print ads.

As we move into 2006 & 2007 there will continue to be program changes. A new emphasis will be put on Code Orange actions and related health messages. EPA has set the new standard to coincide with the Code Orange Air Quality Index category because research demonstrated that lower levels of ozone exposure over longer periods of time affect the health of "sensitive groups" (people who are at greater risk from air pollution, including children, older adults, and those with heart or lung diseases).

In light of these changes, Clean Air Partners determined that the new ozone standard offers an opportunity for Clean Air Partners to revise the Air Quality Action Days program and to invest the Code Orange forecast with greater importance for sensitive groups such as children, asthma sufferers, and the elderly.

## **COMMUNICATION PLAN OVERVIEW**

In December of 2005 key members of Clean Air Partners gathered to define and prioritize their goals. At this workshop participants articulated three priority communications goals, which are addressed by this document.

Although technically this plan continues to be referred to as the FY 2007 plan, it contains strategies and tactics that will be implemented in 2006 as well as strategies and tactics that could be implemented well into 2008. This plan has been put together as a comprehensive, long term road map to the program's success. Once presented to Clean Air Partners in its entirety, the Clean Air Partners Marketing Committee will address priorities and map out which tactics will fall within each year, taking into account the program's resources and funding.

The plan is structured to address each of the three major goals and includes strategies to guide Clean Air Partners in accomplishing each one.

## **PROGRAM MUSTS**

With every program, plan or promotion there are elements that are considered mandatory. The first step taken in the creation of this plan was to identify the following MUSTs for the 2006 & 2007 Clean Air Partners Marketing & Communications Plan. They are:

- Include Evaluation Criteria Tools
- Increase Awareness of Clean Air Partners Mission
- Increase Sponsorship
- Increase Voluntary Actions
- Increase Membership
- Provide Value and Visibility for Sponsors
- Include Media Events
- Ensure the involvement of Clean Air Partners Marketing Committee and Board

## GOALS IDENTIFIED

As a group, Clean Air Partners identified several desirable goals. They were prioritized and the top three goals were then weighted. The percentages reflect their weight against a total of 100%. They are:

### 1) Increase Awareness of Air Quality – Weighted 40%

- Launch new standard to general public

Success indicators:

- Maintain public and media trust
- Based in science
- Get media attention
- Stay in public view
- Effective health message
  - o Special groups
  - o Modify behaviors
  - o Minimize confusion

### 2) Encourage Voluntary Action to Improve Air – Weighted 40%

- Reach General Public – Individuals

Success indicators:

- People understand their personal impact on air and believe their actions will have an impact
- Fewer health events
- Continued improvement in air quality – prevent ‘Code Red’ days
- Ethic change

- Reach Businesses Partners – Encourage Business Emission Reductions

Success indicators:

- Pilot voluntary programs in their industry
- Increase number of business members (educate & disseminate information)

### 3) Increase Active Partners – Weighted 20%

- Money – Financial Contributions

Success indicators:

- Generate increased revenue
- Generate increased in-kind contributions

- Participants

Success indicators:

- Increase the number of organizations participating at all levels of the program

## RESEARCH AND EVALUATION

Measuring success of any program requires the ability to track and measure the actual behavior changes that occur as a result of communications efforts. In some cases this is possible - in some, it is not. There are a variety of research and tracking tools that will be utilized to measure progress towards these communications goals. In this plan evaluation methodologies are identified at the end of each strategy.

## TARGET AUDIENCES & PROFILES

There is not a person on this earth that does not benefit from cleaner air. The planning group identified and prioritized the following audiences for outreach. Each strategy identified in the plan includes the target audience it is addressing.

**Primary Audience:** General Public

When looking at audiences for Clean Air Partners the primary target audience is the “general public.” This represents anyone who engages in behavior and activities that cause poor air quality, and for sensitive groups.



What do we want from them?

- Understand the Air Quality Index & Air Quality Action Steps
- Engage in the appropriate behaviors for the appropriate color code
- Spread the word to those they know
- Remain informed
- Sign-up for “Clean Air Partners 3-Day Forecast”
- Distribute forecast at worksite

Challenges
<ul style="list-style-type: none"><li>- Awareness of Code Red is strong – Code Orange is not as well understood, could be confusing</li><li>- Air quality has been improving –standard change could imply otherwise</li><li>- Mixed messages from many sources</li></ul>

Motivations
<ul style="list-style-type: none"><li>- Have family/children in sensitive [high-risk] groups which makes them vested</li><li>- Want to do what is for the greater good</li><li>- Want to be a part of those making a difference</li></ul>

**Influencer Audience:**

The second target audience group is the influencers. These individuals and organizations become especially helpful when launching the new standards and are the group most effective at influencing our primary target audience's behavior. Priority influencer groups for Clean Air Partners are listed below. Each priority influencer is listed below along with what we want from them, their challenges and their motivations.

**Audience:** Media/Meteorologist

What do we want from them?

- Report the Air Quality Index & Air Quality Action Guide
- Report it accurately
- Understand the changes with Code Orange
- Report particle pollution by utilizing the year-round forecasts distributed by COG and MDE
- Think of Clean Air Partners as their expert source (they call Clean Air Partners as much as the reverse)
- In-depth coverage and related stories
- Post forecasts on their web site

Challenges
<ul style="list-style-type: none"><li>- So much information to wade through</li><li>- Have their own way of reporting</li><li>- Many sources for the information– can get news from other partners, other people</li><li>- When we are getting coverage it might not be identified as Clean Air Partners or AQAD</li><li>- Overlap with Clean Air Partners with their own agenda</li><li>- Stories are reactionary – hard to position it as a “hard news” with shelf life</li><li>- Don't want to be alarmist</li><li>- Don't have the proper tools – forecasts come too late, no graphics</li><li>- Forecasts are now multi-day</li></ul>

Motivations
<ul style="list-style-type: none"><li>- Bigger, longer, better stories</li><li>- New standard – their job to report it</li><li>- More credible and accurate information</li><li>- Visuals that demonstrate this important message to their audience</li><li>- Exclusives – they like to have what others don't</li><li>- Want new angles that provide different approach to issue</li><li>- Need things that are easy to do</li><li>- Want easy to use maps (Air Now)</li><li>- Need stories, more ideas and tie-ins</li></ul>

**Audience:** Health & Environmental Associations/Organizations

What do we want from them?

- Information
- Their voice - provide a passionate voice
- Leverage resources
- Produce research and reports to validate program
- Add credibility
- Act as spokespeople
- Back-up reporting and documentation
- Deliver our message to more people more times
- Deliver Air Quality Action Guide to membership
- Recruit new members for Clean Air Partners through their membership base

**Challenges**

- They need funding themselves
- Limited time & resources
  - Receive so many requests
- Their own message is their top priority
- Too many causes can jeopardize their credibility
- Government is perceived as regulatory and maybe not tough enough on standard
- Not all a good fit from a perception standpoint
- Credibility – Government-centric vs. grassroots conflict

**Motivations**

- Inform or influence their medical and environmental research
- We provide information relating to their concern
- Clean Air Partners provides credibility for their association/organization
- Our work helps them get to where they need to go
- More visibility through PR which drives their membership
- PR gives them more visibility and credibility with their peers
- Visibility through PR provides more patients for their practice

## GOAL NUMBER ONE – INCREASE AWARENESS OF AIR QUALITY

This goal will require the largest portion of our current resources to accomplish. As we look forward to the commencement of this year and on through 2007, Clean Air Partners will define and act on the strategies and tactics that put the most accurate message in front of the most people possible, making the best use of resources. Below are strategies that will bring Clean Air Partners the most success in reaching this goal.

### STRATEGY #1 – RENEW AND REFRESH THE BRAND

Initiate “housekeeping.” This specific strategy looks at each program element and defines any changes that might need to be made in order to make it a stronger tool. It also identifies tools that are currently successful and explores how much longer they can serve Clean Air Partners’ purposes.

#### Target Audiences:

- General public
- Existing and potential partners

#### Tactic 1: Adapt a “Brand Hierarchy”

A Brand Hierarchy defines the order in which each element of the program as well as the participants of the Clean Air Partners program are represented.

1. **Clean Air Partners** - Positioned as the premier local authority on air quality issues and the organization that brings us the Air Quality Index.

The organization will be described as: *“Clean Air Partners is a nonprofit partnership chartered by the Metropolitan Washington Council of Governments (COG) and the Baltimore Metropolitan Council (BMC) to improve public health and the environment by working with businesses, organizations and individuals throughout the region to reduce air pollution by taking voluntary actions.”*

2. **“Air Quality Index”** - A five level, color-coded scale used nationwide to communicate information about air quality. Air quality is forecasted and updated daily. With each code is a specific action recommendation.
3. **“Today’s Forecast”** - For example - *“Today’s Forecast shows today as a Code Orange. For more information on how to take voluntary actions to reduce air pollution, visit [www.cleanairpartners.net](http://www.cleanairpartners.net)”*
4. **“Clean Air Partners Air Quality Action Guide”** – The color-coded action steps that one takes to protect the air and your health during the specific color code.

#### Tactic 2: Create a Brand Platform

A brand platform is the definition of the Clean Air Partners Brand. A “brand” is a mixture of attributes, tangible and intangible. It includes a trademark, which, if managed properly, creates value and influence. This plan calls for a detailed brand platform and strategy to take the necessary steps to ensure and build on the value of the Clean Air Partners brand.

The current Clean Air Partners brand is diluted by the concurrent use of multiple terms and names of organizations, including: Clean Air Partners, Air Quality Action Days, The Air Quality Index, Metropolitan Washington Council of Governments, Maryland Department of the Environment, Baltimore Metropolitan Council as well as various other partner organizations. The brand identity becomes even further confused when you add in the current structure of contributing organizations, i.e. Sponsors, Funding Agencies and Members.

#### Tactic 3: Re-define and Implement New Brand Guidelines

Create guidelines on how to correctly represent the brand visually and when addressing public or media. Professional sports teams and major worldwide corporations spend millions of dollars a year to keep tight “control” of their brand. Maintaining this control is vital to a brand’s success and preserving its equity. The Clean Air Partners brand must be thought of and viewed in a very consistent way.

From the color palette, to the logo, to business cards, letterhead, fax templates, to designs on printed materials and advertisements, the brand guidelines drive how the brand is referred to in graphic, written, behavioral and verbal activities. It is important to protect the Clean Air Partners brand and to maintain its consistency and value in all of its endeavors. The following will be addressed within the Clean Air Partners Brand Guidelines:

- *Authority to represent Clean Air Partners* – A clear set of rules for who has authorization to grant use of the brand. There needs to be one or more “voices” who speak the same language when talking about the Clean Air Partners. Depending on the subject matter, there may need to be experts in different fields (outreach, monitoring, forecasting, communications). When working with outside media organizations, it is vital for the correct and designated people to speak on behalf of the group. Contingency plans are also needed in case the primary person is unavailable.
- *Use of the logo* – Use of logo should only be granted for those partners and organizations that have made a significant enough commitment to warrant use. These “levels of commitment” need to be established up front before solicitation of partners. If everyone is granted use of the logo, then it loses its value. No piece that will include the logo can go to print or into production without written consent by the authorized Clean Air Partners representative.
- *How to refer to Clean Air Partners* – Developing a consistent, simple approach is the key to success. The organization needs to set the parameters on the desired language on how staff, partners, the media and others should refer to the organization. This will help cement the brand in the eyes and ears of the public and contribute to a greater level of brand awareness.

#### **Tactic 4: Clean Air Partners Tagline**

Taglines help describe an organization. An example is GE’s famous “We bring good things to life.” How do we describe Clean Air Partners? As stated previously, “Clean Air Partners is a nonprofit consortium of governments, businesses, organizations and individuals working to improve the health of individuals and the environment of the Washington and Baltimore metropolitan regions by reducing ground-level ozone and particle pollution.” This “definition” can be broken down into one or more simple phrases/taglines. PRR will create several different taglines for Clean Air Partners to choose from. They could include:

- “Clean Air Partners – they help me breathe”
- “Clean Air Partners – they care about the air”
- “Clean Air Partners – improving health & air quality”
- “Clean Air Partners – do your share for cleaner air”

In addition, Clean Air Partners could adopt a theme that is not about the organization but represents the “benefit” of the organization. An example includes Microsoft’s theme “Where do you want to go today?”

#### **Tactic 5: Define Clean Air Partners’ “Call to Action”**

While your tagline defines the mission of your organizations, your call to action demonstrates to your target audience exactly what it is you are asking them to do. Examples of very effective and memorable call to actions include “Stop, Drop and Roll” and “Only you can prevent forest fires.” There are five primary activities that Clean Air Partners would like individual residents to practice. Each surrounds the use of a different product:

1. Cars
2. Mowers/Lawn Equipment
3. Painting
4. Aerosols
5. Lighter fluid

The more clearly and concisely we define the behaviors we are asking audiences to avoid, the better chance we have of action. Adapting a catch phrase for the five behaviors that makes it quickly relatable to our audience will help increase long term retention and compliance. Ideas include:

- The Clean Air Five
- Put a “C.L.A.M.P” on bad air (Cars / Lighter fluid / Aerosols / Mowers / Paint)
- Do Your Air Share
- CLAMP Down on Bad Air

### **Tactic 6: Revise Clean Air Partners Materials & Tools**

A Materials Audit was completed in 2005 to evaluate the program's materials, branding, and consistencies. It included recommendations for the overall materials and representation of the brand.

As we move into 2006 Code Orange and Code Red will be emphasized. All program materials will need to be audited again. This will determine their relevancy to our new messaging. Most importantly, the Clean Air Partners TV PSA & radio spots need to be evaluated, and if funding permits, re-produced with the following considerations:

**Logo** – Current logo is difficult to incorporate in various materials due to cloud background and no clear representation exists to identify how it is to be used. We recommend designing a new logo.

**Radio Ads** – Current radio ads are still very strong but only focus on Code Red days. A few of the most favored spots could be retained. New spots should focus more on the effect of the Code Orange. Asking individual stations that air the ads to help with production might help lessen these costs.

**Daily Air Quality Forecast** – The air quality forecasts are a key form of communication with employers, the media, meteorologists, and the public. Currently the forecasts are on many web sites and distributed to AQAD participants and meteorologists by email and fax. Although we understand the restrictions in branding the Air Quality Forecasts as a Clean Air Partners product and the limitations graphically, we recommend a consistent and visually appealing look that can be tied back to the messaging behind Clean Air Partners' program. Currently PRR is working with Clean Air Partners to refine their 3-Day Air Quality Forecasts for the 2006 ozone season.

**Air Quality Action Guide** – With the new emphasis placed on the actions of individuals and the health effects these actions have on sensitive groups, it is critical to revisit the AQAG and make sure we are effectively serving these needs with this tool.

**Air Quality Curriculum** – New curriculum needs to be developed to address particle pollution as well as ozone. (This is currently under development. A new air quality curriculum will be developed and piloted in Northern Virginia in FY 2007.)

**TV PSA** – Received play outside of the "ozone season." The response from general public was that it was too centric to that timeframe and seemed out of place in January & February. The new TV spot needs to be evergreen and address specific actions for Code Orange and Code Red days. It references the "flag" shaped "Code Red" icon. This year our TV PSA will need to be revised and/or redone completely. Engaging our previous TV sponsors might help reduce costs.

**Web Site** – The Clean Air Partners web site will need to be revisited with the new standards in mind as well as overall branding. It currently refers to the clean air pyramid and will need to reflect the new emphasis on Code Orange actions as well.

**Other materials include but are not limited to:** Partner materials, curriculum, brochure, coloring and activity book.

Once materials are revised, a distribution plan will be put in place to get the old materials back from participants and to replace them with the updated materials.

**Evaluation Criteria:** Logo, Radio Ads, Daily Air Quality Forecasts, Air Quality Action Guide, Branding Platform, Branding Guidelines, TV PSA and Web Site completed and in place.

### **STRATEGY #2 - MEDIA LAUNCH TO ANNOUNCE THE NEW STANDARDS**

Clean Air Partners has proposed that the AQAD program and voluntary call to action be changed to a program targeted to specific groups, each having its own recommended actions or best practices. This year Clean Air Partners has adopted EPA's eight-hour standard in place of the previous one-hour standard in forecasting the various color coded call to action. EPA set the new standard to coincide with the Code Orange AQI category because research demonstrated that lower levels of ozone exposure for prolonged period of time affects the health of sensitive populations including children, asthma sufferers, and the elderly. This year there will be a new emphasis on Code Orange actions and health related messages.

The new standard presents an opportunity for Clean Air Partners to put a greater emphasis on Code Orange forecast and its health effects for the general public, including sensitive groups. Clean Air Partners should focus a new outreach effort on groups affected by ozone and particle pollution at the Code Orange level.

At the same time, the expanded Clean Air Partners program will be more significant if it focuses on specific industry sectors and actions which, if taken by enough participants, could reduce emissions during the ozone season. By adopting these changes, Clean Air Partners will reinvigorate its program, increase the effectiveness of voluntary actions, and enhance health protection for the public, especially for sensitive groups who suffer the most during ozone events.

The new standards also present an opportunity for Clean Air Partners to reeducate the media and the public about poor air quality and its impact on our health and the environment. Traditionally AQAD were called on all forecasted Code Red days. Since there has been less attention and interest in air quality issues as a result of fewer Code Red days the past several years, Clean Air Partners will need to shift its messaging away from AQAD and maintain public and media trust by:

- Communicating the success of the region in meeting prior air quality standards.
- Explaining strong connection of air quality and weather showing a greater health risk at Code Orange.
- Explaining new science indicating air quality effects at lower levels for prolonged periods of time have more of an effect on sensitive groups than once thought.
- Continuing to alert the public when their health is at risk and encourage them to take action on Code Red and Orange days.
- Continuing to provide air quality forecasts and notification year-round, while emphasizing forecasts when a Code Orange day is expected.

**Target Audiences:**

- General public (especially sensitive groups)
- Media
- Meteorologists

**Media Messaging:**

- The air quality in this region has improved, but there are still significant health impacts to sensitive groups on Code Orange days.
- Air quality standards are changing. Here's how, and what you need to know to keep yourself and your family healthy during the summer months.
- ALL residents should change their behavior when they see Code Red air quality for a particular day.
- Residents with asthma and other respiratory problems, young children and the elderly should change behavior when they see Code Orange for a particular day – actions include taking alternative transportation, limiting outdoor activities, and avoiding aerosol products and household cleaners.
- Clean Air Partners is working together with industry and businesses to improve our air quality and protect public health.
- We all play a part in reducing air pollution.

**Media Outreach Story Angles:**

DC and Baltimore area residents rely largely on local print and broadcast media for weather updates, forecasts and air quality reports. In the next two years, Clean Air Partners will execute several media outreach tactics designed to update meteorologists on the new standards. Clean Air Partners will provide fresh materials to general media and partner advocates to help them effectively communicate air quality information and action steps to their readers, listeners and viewers. It will also be important to target environmental and health reporters with information about how the region has successfully met these new standards and how the standards will continue to help protect human health and the environment. Story angles could include:

- Human interest stories: Haze at parks, running by roads
- New cleaning products
- Children who suffer as a result of poor air quality
- Air quality is a problem year-round. The truth about particle pollution
- Senior centers & daycares: What they do to prepare for poor air quality
- How area schools & attendance are affected by poor air quality

### Tactic 1: 2006 Meteorologist Outreach Tool Kit

Meteorologists are natural outlets for distributing air quality information. Last year Clean Air Partners conducted several meteorologist visits in Washington and Baltimore. The feedback we gathered was valuable to learn what meteorologists need to effectively report the AQI. During the meetings we learned that:

- Most meteorologists were reporting air quality and collecting data from national and local sources including EPA, National Weather Service, AccuWeather, WeatherBug Network, Maryland Department of the Environment & Metropolitan Washington Council of Governments.
- A few were skeptical about reporting air quality as are they conservative about issuing alerts/warnings now that there are so many alert systems out there.
- Meteorologists preferred receiving air quality forecasts earlier in the day to incorporate into weekly forecast reported that evening and during their early morning newscasts.
- NBC's Bob Ryan and ABC's Doug Hill in DC and Justin Berk in Baltimore were knowledgeable and interested in air quality issues, but reported action steps only when there was a Code Red day.
- Most to all the meteorologists did not report actions associated with Code Orange, which presented a challenge to educate the public last year since fewer Code Red days were called.
- Most meteorologists are responsible for creating and posting their own graphics for demonstrating air quality conditions and action steps. They want clear and simple graphics for reporting AQI (Code Orange and Red days).

Now that Clean Air Partners is focusing on messaging and action steps related to Code Orange and Code Red days, a more aggressive and streamlined approach is needed to present air quality information. This approach will:

- Continue to position Clean Air Partners and its franchisees (COG, MDE, BMC) as the expert authorities on local air quality issues
- Build a credible committee of experts (Air Quality Advisory Committee, formerly the Air Quality Action Days Committee) to help Clean Air Partners educate meteorologists and news media about the science behind air quality and health effects
- Determine if there is a way to provide the forecast to meteorologists in a time frame that is more realistic for their own time constraints
- Provide meteorologists with timely and ready-to-use tools with graphics for use on-air as well as on the station's website:
  - Clean Air Partners Logo
  - Maps showing ozone and particle pollution concentrations and forecasts
  - Air quality data and forecasts for Code Orange and Code Red days
  - Action steps for each color on the AQI and health tips

PRR will work with Clean Air Partners to determine appropriate "easy to use" materials for a tool kit in 2006 and will send the kits to meteorologists in the DC and Baltimore regions.

### Tactic 2: Meteorologist Website Outreach

Email notifications have always been an effective way to inform the public about poor air quality days. PRR recommends partnering with local meteorologists and their stations to make air quality forecasts and the Air Quality Action Guide available to website visitors year round, especially on Code Orange or Code Red days. Most stations already have an email notification system in place for receiving daily weather forecasts. Enclosed is an example taken from WJLA's website. We've added in red the suggested air quality forecast notification for ozone and particle pollution.



- >> [Watch The Current Forecast](#)
- >> [Live Super Doppler 7](#)
- >> [ABC 7-Day Forecast](#)
- >> [Flu Report](#)
- >> [Airport Delays](#)
- >> [Signup For Daily Forecasts](#)
- >> [Sign up to Receive Air Quality Forecasts](#)

In addition to email notifications, Clean Air Partners can work with meteorologists to make air quality information more visible on their websites. Currently WJLA posts air quality information in the Alert and Health/Outdoor Tabs. This information is hard to find and should be more readily available to visitors during ozone season. Clean Air Partners can help meteorologists and stations post:

- An air quality webcam from an air monitoring site to show the quality of air on any given day
- Air thermometer to show the temperature for the day and a handheld ozone monitor that determines the corresponding UV and Air Quality Index
- Air Quality Action Guide and health tips
- Interactive online quiz to test their viewers' knowledge about the air quality in this region and their potential health risks on poor air quality days

### **Tactic 3: Meteorologist Roundtable**

The meteorologist roundtable approach will allow Clean Air Partners to reinforce the new standard and change in reporting codes, discuss health risks associated with poor air quality, brainstorm strategies to better distribute air quality forecasts and notifications, determine appropriate maps that Clean Air Partners should develop for meteorologists to use in their weather forecasts. Two individual round tables could be conducted to accommodate both regions if budget permits.

For this event to be effective, it should incorporate the following elements:

- The invitation comes from the Clean Air Partners and elected officials of COG, MDE and BMC member jurisdictions
- It is a one hour-long, mid-morning event (timed so that at least 1 meteorologist from each station can attend)
- It is presented as a roundtable briefing rather than just an informational meeting. This will encourage meteorologists to participate, illustrate that their input is valued, and give them inherent ownership in the program
- It features regional air quality experts from Clean Air Partners Advisory Committee including:
  - o A Clean Air Partners representative who can explain the program (Randy Mosier and Jen Desimone) and talk about the year-round forecasting for ozone and particles
  - o A doctor or professional from an organization like the American Lung Association, College of Health-U of MD, Children's Hospital, Allergy and Asthma Network Mothers of Asthmatics, who can speak to the health importance of air quality awareness
  - o A local gerontologist - an expert to represent the largest movement of people, baby boomers who are retiring
  - o A local government official who can attest to community support for air quality awareness (e.g., Councilwoman Winters)
  - o Clean Air Partners can further discuss the possibility of having an air monitoring station connect to a partnering TV station that would provide placement and promote as one of their unique tools, i.e. *"This Air Quality forecast is coming to you from WBAL's Weather Watch station and Clean Air Partners"*

### **Tactic 4: Meteorologist Site Visits**

In addition to the meteorologist roundtable, Clean Air Partners can make sure that meteorologists are equipped with air quality teaching tools when they visit local schools, attend community events or host station events, etc. These teaching tools can be used to help the public understand how meteorologists monitor air quality in our region and how poor air quality can have an impact on our health and the environment. Tools can include:

- Handheld air or emissions monitor to test the quality of the air
- Handouts with the AQI along with the Air Quality Action Guide listing the actions to take on a Code Orange or Code Red day and health tip
- Clean Air Partners curriculum
- Clean Air Partners can host a TV weather segment by providing stations with kids that are highly affected by poor air pollution such as asthma sufferers to host the weather report in studio or on location (FOX Channel 45 in Baltimore lets kids do their weather forecasts every Thursday).



### **Tactic 5: Execute DC and Baltimore Media Events to “Launch” the New Standards**

Clean Air Partners will hold two media events (one each targeting Baltimore and DC markets) this summer to launch the new standard. The focus of the media events is to educate the public about the new standards and the environmental and health risks associated with poor air quality at the Code Orange level. The events will be targeted to print and broadcast news reporters, and bring together key spokespeople from Clean Air Partners and its partners to convey how the new standards will have an impact on the Clean Air Partners program and the public. To draw optimum interest from TV reporters, PRR has outlined two potential media event concepts with visuals that demonstrate the health risks and actions to take on Code Orange and Code Red days. Media events will be held in DC & Maryland.

#### **Launch Event for Washington Metropolitan Region:**

*Event Concept:* Clean Air Partners will kick-off National Air Quality Awareness Week, sponsored by EPA and NOAA, on May 17<sup>th</sup> to educate the public about the environmental and health risks associated with poor air quality especially at the Code Orange and Red levels.

During a local press event, regional air quality and health experts will demonstrate how individuals can protect their health on poor air quality days by following the AQI recommended voluntary actions designated by EPA and Clean Air Partners. In addition, experts will test/compare the emissions from various sources of air pollution (SUV, gas-powered lawn mower, etc.) to demonstrate why it's important to reduce or postpone these activities on poor air quality days.

#### *Spokespeople:*

- Councilman Phil Mendelson, Chairman of the Metropolitan Washington Air Quality Committee
- Representative from Clean Air Partners
- Chet Wayland, EPA, Assistant Division Director of Outreach and Information
- Dr. Michael S. Martin, Advanced Pediatrics, Fairfax County
- Asthmatic child and parents

#### *Event-at-a-Glance and Visuals:*

- Councilman Mendelson from COG and representative from Clean Air Partners kick-off National Air Quality Awareness Week and ozone season by discussing the improvements in air quality throughout the region and the work Clean Air Partners is doing to educate the public about air quality.
- Clean Air Partners talks about the changes to their air quality education and outreach program as it will now focus on Code Orange and Red.
- EPA will talk about the importance of paying attention to air quality forecasts. EPA will also demonstrate the color coded AQI (including action steps from AQAG).
- Local doctor will address the health risks associated with lower levels of air quality over an extended period of time (especially for sensitive groups such as children and adults with respiratory conditions such as asthma). Will also discuss how important it is for residents to pay close attention to air quality alerts this summer and take the necessary precautions to reduce pollution.
- Air experts will use portable emissions testing device to compare the exhaust/emissions from gas-powered cars and lawn care equipment such as mowers, weed and shrub trimmers and leaf blowers to hydrogen cell cars and electric lawnmowers.
- Table display of common household pollutants – such as chemical cleaners, paint, nail polish remover and aerosol products such as hair spray – to avoid using on a Code Orange or Code Red day. Clean Air Partners will show examples of healthier and safer alternatives like natural yard care products, environmentally-friendly household cleaners and paints.

#### *Media Targets:*

DC TV affiliates: WJLA (ABC), WUSA (CBS), WRC (NBC), WTTG (FOX), Telemundo, Univision, Local Government Public TV

Daily newspapers: *USA Today, Washington Examiner, The Washington Post, The Washington Post National Weekly Edition, The Washington Times*

Community publications: *American Free Press, Capital Community News, Georgetown Media Group, Carroll Publishing publications, Washington City Paper, Hill Rag, News Dimensions, Street Sense, The Beam (Military Base Publication), The Common Denominator, The Current Newspapers, The Hill, The Washington Informer, The Washingtonian, Tiempos del Mundo - Washington D.C. Edition, Washington Afro-American, Washington City Paper, Washington Hispanic, Washington Life, DC Chamber of Commerce, Voice of the Hill, The Metro Herald, El Pregonero, El Tiempo Latino, Washington Business Journal, Culpeper Citizen, Belvoir Eagle, The Free Lance-Star, Washington Families Magazine, Washington Parent, and The Connection Newspapers: Fairfax Station Connection, Herndon Connection, Loudoun Connection, McLean Connection, Reston Connection, Vienna/Oakton Connection, Springfield Connection*

News talk and NPR Radio: WAMU-FM (NPR), WETA-FM (NPR), WTOP

### **Launch Event for Baltimore:**

*Event Concept:* Similar to the launch event proposed for the Washington Metropolitan region, PRR recommends working with local health officials in Baltimore to host an event that will demonstrate for media how public health is still at risk on Code Orange and Code Red days.

The event can take place at Northwest Hospital Center in Baltimore.

#### *Spokespeople:*

- Clean Air Partners Representatives and Baltimore government officials
- Julie Orlando, Respiratory Therapist, Northwest Hospital Center in Baltimore
- Local child with asthma or respiratory condition along w/ parents or grandparents

#### *Event-at-a-Glance and Visuals:*

- Clean Air Partners Representatives and Baltimore government officials open the event and provide background on the program.
- Clean Air Partners and EPA will talk about the importance of recognizing Code Orange and Red days as well as taking the necessary action steps to reduce pollution and improve the air we breathe.
- Julie Orlando will discuss the number of emergency room visits each year in Baltimore that are caused by air pollution and talk about how to protect your health on poor air quality days. In addition, Julie can present easy and actionable tips to protect your health.
- Child will talk about his/her personal experience dealing with asthma and what his parents are doing to help protect him/her from exposure to poor air quality.
- Respiratory expert will demonstrate how air pollution can affect our health and the environment, especially those in the sensitive groups on a Code Orange or Red day.
- This demonstration will be done by taking a large, clear box or container and connect it to a fog machine, to simulate a designated amount or unit of air pollution for a comparison to a fact (e.g., box represents lung capacity/air breathed in by the average person/100 people, etc.)
- This can also be done by showing a group of stacked oranges and red apples to represent the amount of poor air we breathe in (ozone and particles) on Code Orange and Red days. The colors demonstrate the AQI color code.
- Air or respiratory expert will compare the unit of pollution in the clear box to a general fact about air pollution and particulate matter.

\*PRR will consult with Julie Orlando and a team of experts from ALA to determine exactly how this visual will work and who to work with to create it.

#### *Media Targets:*

Baltimore TV affiliates: NBC 25 (Hagerstown) WMAR (ABC), WBFF (FOX), WJZ (CBS), WBAL (NBC)

#### *Daily newspapers:*

*Associated Press, Cumberland Times-News, The Baltimore Sun, The Capital – Gazette, The Daily Record, The Frederick News-Post, The Herald-Mail, The Washington Post, Washington Examiner*

#### *Community publications:*

*The Aegis, Afro-American Newspapers, Baltimore Business Journal, Baltimore Chronicle, Baltimore Guide, Baltimore Jewish Times, Baltimore Magazine, Baltimore SmartCEO, The Baltimore Times Inc. Newspapers, Baltimore/Washington Corridor Chamber of Commerce, Baltimore's Child, Capital Flyer, Bowie Blade- News (Capital Gazette Newspapers), City Paper, Clinton/Andrews/Fort Washington Gazette, Community Times, The Times Herald, The East County Times, Gazette Newspapers, Inc. - Prince George's & Rockville Gazette, Maryland Family Magazine, North County News, Northeast Booster, Northeast Reporter, Prince Georges Sentinel, Retriever, University of Maryland-Baltimore County, The Baltimore Times Inc. Newspapers, The East County Times, Howard County Times, The Jeffersonian, The Journal, The Prince George's County Times, Towson Times, Washington Parent, West County News*

News talk and NPR Radio: WEEA-FM (NPR), WBAL-AM (CBS), Metro Networks, WCBM-AM (ABC), WYPR-FM (NPR), WTMD (89.7 FM)

### **Tactic 6: Engage Radio Traffic Reporters to Deliver Air Quality Information to their Audiences**

More than 3.8 million people commute each day in the Washington – Baltimore Region, and more than 71% of them drive alone to work (2000 U.S. Census, U.S. Census Bureau). The best way to reach motorists while driving in rush hour traffic is tie into traffic and news reports. Traffic reporters are responsible for bringing up-to-the minute traffic reports throughout the day on radio stations and in some cases, like WTOP Radio, they appear on live TV news programs.

Clean Air Partners will target radio traffic reporters about incorporating the AQI & AQAG in their traffic reports, especially on Code Orange and Red days. Although we want commuters to avoid driving their cars on poor air quality days, where there is a Code Orange or Red day in the forecast, traffic reporters can suggest that commuters consider carpooling or taking the bus, train or metro to work instead of driving, consolidate trips, refuel after dark and eat lunch on-site (if possible) since the air quality will be especially unhealthy on those days.

Similar to the TV station's weather page, radio traffic centers like WTOP Radio and Metro Networks post live traffic cams for the entire region and traffic reports that list traffic incidents for the day. You can also sign up to receive email traffic alerts in the same way as weather forecast notifications. Clean Air Partners can work with these stations to incorporate information on the AQI & AQAG on their weather and traffic pages. State highway signs also provide an excellent opportunity for reaching people with forecasts or AQI information while driving to and from work. This can be done by:

- Adjusting meteorologist materials to be applicable to traffic reporters (graphic, maps, AQI with action steps and health tips)
- Add radio traffic and weather reporters to COG and MDE forecast email distribution list
- Brief traffic reporters on how to incorporate the AQI forecasts into traffic reports, emphasizing the AQAG's actions for Code Orange and Red days. Example: During Monday morning newscasts, reporters can mention "Thursday, it's expected to be a Code Orange day, so if you are planning to drive to work that day, you might want to consider carpooling or taking the metro to help reduce air pollution."
- Determine language that would that meets criteria for State Highway Signs to promote the current air quality conditions.

#### *Media Targets:*

Washington: WTOP, WAMU-FM (NPR), WETA-FM (NPR), WAGE-AM (CNN), WINC-AM (Westwood One), WJZW-FM (ABC), WMAL-AM (ABC), WOL-AM (ABC), WPFW-FM (UPI), Metro Networks

Baltimore: WEEA-FM (NPR), WBAL-AM (CBS), Metro Networks, WCBM-AM (ABC), WYPR-FM (NPR)

### **Tactic 7: Clean Air Partners Authored Articles**

In addition to hosting media events and pitching mainstream media to cover stories about the new standards and ozone pollution, Clean Air Partners can draft a series of authored articles on the following topics:

- Impacts of poor air quality, particularly on sensitive groups such as children, elderly and asthmatics.
- How Clean Air Partners and its partners are working with industries and residents to cut down on pollution and improve the region's air quality.
- Where to look for the latest air quality forecasts, and action steps for each Code Orange day.
- What actions cause air pollution – it's not just cars, but everyday actions residents may not know have an impact.

These articles can be placed in trade journals, local government and employee newsletters, websites and utility bill inserts.

#### *Trade Media Targets:*

*American Journal of Public Health (DC), American Teacher (DC), Childhood Education (DC), Education Daily (Arlington), Business Officer (DC HR Pub), Directors Monthly (DC HR Pub), Education Week (DC), Family Practice News (DC), Government Executive (DC), HR Magazine (Alexandria), Frederick's Child Magazine* and other free community newspapers

*Timing:* Year-round with first article appearing in January 2007 that highlights year-round particle pollution.

### **Tactic 8: Media Kit**

Clean Air Partners should develop a Media Kit to help media build stories about air quality and Clean Air Partners. Media Kits will be used throughout the launch and can be distributed to all radio stations prior to the ozone season, to meteorologists and media attending press events.

Suggested kit contents include:

- Press release(s) – outlining new standards and health messaging
- Fact Sheet – describing key pollution statistics and health related risk factors for this region
- Clean Air Partners Backgrounder – brief description Clean Air Partners, its history, list of partner organizations
- Build appreciation for good AQD – green/yellow; build in media kit messaging
- List of Health Experts – biographical information and photos for a few key EPA/Partner Organization experts who can provide expert quotes and commentary for stories about the state of the air, the impact on high-risk groups and overall health & wellness
- List of Relevant Dates – Events, commemorations, calendar holidays, to give media a ‘hook’ around which to run quarterly stories about air quality, making it a more year round story (fire place emissions in winter, lawnmowers in summer)
- AQI & AQAG Graphics/Info – explanation of how they differ from the old ones, and how to take action
- Clean Air Partners brochure and related materials

In addition, posting electronic copies of Clean Air Partners brochures and media kit materials on the website through a virtual press room will allow media to easily access press releases, fact sheets, and contact information for Clean Air Partners.

### **Tactic 9: 2007 10 Year Anniversary Celebration**

“10 Years of Cleaner Air”

As next year marks the 10 year anniversary for Clean Air Partners, we recommend publicly recognizing all the activities and improvements that have been made in the last 10 years with the help of various individuals, businesses and organizations throughout the Greater Washington Metropolitan and Baltimore regions. Improved Air Quality Celebrations can be held in DC and Baltimore that could consist of the following elements:

- Host Celebration on Code Green day: Replaces Annual Awards Ceremony
  - Recognize key partners, milestones & growth at event
  - Present visual that demonstrates air quality improvement for 10 years
  - “Faces of Clean Air” – Highlight sensitive groups and the impact cleaner air has made in their lives over the last 10 years
- Testimonials could be converted into print & radio campaign
- 10 Year Report Card to pitch to local media

**Evaluation Criteria:** Impressions from media coverage, Number of meteorologists reporting the code, Number of traffic reporters reporting the code, 10 Year Anniversary TBD.

## GOAL NUMBER TWO – DRIVE VOLUNTARY ACTION TO IMPROVE THE AIR

In order for someone to change their behavior, they have to be aware that there is a problem that needs to be addressed. Once aware, they become interested in gathering information and educating themselves. When they've made the decision to alter their behavior, the first step is to try the new behavior. A successful experience is very important to long-term behavior change. If the trial leads to a successful experience with the new behavior, they are likely to continue the behavior (trial behavior becomes habit). If the trial leads to an unsuccessful experience, it is likely that the target audience will go back to their previous behavior and it will be very hard to get them to try the alternate behavior again.

### **Target Audiences:**

- General Public
- Businesses

### **STRATEGY #1 – GENERATE MASS MEDIA TO DELIVER THE MESSAGE**

#### **Tactic 1: Negotiate and Implement Comprehensive Advertising Schedule to Address Actions and Behavior**

Similar to last year, Clean Air Partners will negotiate a value oriented schedule to gain awareness for the AQAG & AQI in 2006 and 2007. We will aggressively negotiate promotions, additional ad placements and value added elements that will extend our advertising dollar without compromising our messages, value or reach. Areas of media could include:

- Radio Buy
- TV PSAs
- Print
- Movie Screen PSAs
- Transit PSAs

#### **Tactic 2: Engage Trusted Third Party Advocate to Deliver Message to the Masses (2007 or 2008)**

A high profile celebrity can be an extremely effective way to get your message out to the masses. The endorsement of your cause with this high profile individual creates a connection with your target audience and provides a "trusted" source to deliver your message. Celebrities that have been affected by Asthma include: Wynonna Judd, Jason Alexander, and Martin Scorsese. Clean Air Partners could also identify a local celebrity or sports figure that would be willing to embrace our call to action and spread the word.

**Evaluation Criteria:** Return on investment and overall reach of ad buy and negotiated media.

### **STRATEGY #2 - GENERATE PROGRAMS THAT DRIVE MEASURABLE BEHAVIOR CHANGE**

#### **Tactic 1: Implement a "Lead by Example" Pilot Program that Demonstrates Behavior Change within a Business**

This addresses the work that we are currently doing with the Printers Coalition. Other pilots could include daycares or an Anti-Idling Program which is targeted at parents through schools.

- Provide them with information on new standards and give them suggested behavior changes
- Shepherd the program and participation
- Quantify and track results
- Share program success as "Lead by Example" model for other organizations and programs

#### **Tactic 2: Create and Distribute Air Quality Curriculum within Schools**

Develop and build on current Clean Air Partners curriculum. Incorporate particle pollution as part of lesson plan. Develop a comprehensive strategy to integrate into schools and into the hands of the teachers.

**Evaluation Criteria:** Number of businesses participating in our pilot program and the reductions the collective group contributes to air quality. Number of schools and teachers implementing curriculum.

## GOAL NUMBER THREE - INCREASE ACTIVE PARTNERS

Clean Air Partners have a vitally important message that needs to be heard and seen by a huge amount of people and, in some cases, in a very short period of time. Given the limited marketing budget, Clean Air Partners will need help in delivering this message to the masses.

There are several ways for organizations and companies to support Clean Air Partners. **Please note: an organization/company is not limited to only one option. They may utilize many of the methods listed below.**

### STRATEGY #1 - RETAIN CURRENT & INCREASE FUTURE “CLEAN AIR PARTNERS SPONSORS”

“Clean Air Partners Sponsors” are those companies or organizations that, in exchange for paying sponsorship fees or providing critical services, receive appropriate recognition, an exclusive relationship and prestige from Clean Air Partners. Their desired involvement is:

- Provide financial support
- Provide additional services and resources
- Carry the message in existing or additional media
- Practice the behavior as an organization
- Encourage staff to practice behaviors

#### Tactic 1: Develop a Matrix to Retain and Grow Current Sponsorships

Given the start date of the program (summer 2006) the most effective and efficient way to raise sponsorship dollars for 2006 and to build our base for 2007 is to seek renewals from existing partners. This matrix will define the various levels of sponsorships as well as how many of each we are targeting.

In 2005, there was \$85,000 in cash contributions from partners; therefore, a reasonable level of cash sponsorship for 2006 would be \$100,000. This assumes all the partners from 2005 renew their commitment at levels at the same rate they were at in 2005. In addition, this model assumes landing one or two new sponsors in the \$5,000-\$15,000 range.

PRR will:

- Review companies/organizations who participated in the 2005 campaign
- Ensure these companies' needs were met (review individual recaps)
- Schedule meetings and bring new ideas to the table – be sure to ask what has changed in their world and how a relationship with Clean Air Partners might help
- Address concerns, obstacles, objections in a timely manner
- Solicit Clean Air Partners board members for referrals to potential sponsors. Each board member should be asked to identify at least 3 prospects
- Look at companies who were previous partners, but have since dropped out
  - Examine the reasons why they left.
  - Revisit with 2005 recaps and re-pitch
- Create a manageable “target” list of prospects
- Before contact, know what you want to ask from them
- Pick up the phone, make the calls and set meetings
- Track progress and continue to solicit within appropriate categories

#### Tactic 2: Extend Current and Future Involvement of all Sponsors by Identifying Possibilities for Clean Air Partners Messaging to be Included in their Internal and External Channels

To maximize the program's reach to the general public and to build as much value as possible for sponsorship values and visibility, Clean Air Partners will meet with all current and potential sponsors to identify all possibilities for cross-promotion and visibility for the program. We will also need to identify what opportunity exists for additional sponsor logo to be included so that these can be considered when putting together the overall sponsorship values. Examples include:

- Monthly newsletters
- Inclusion on pay stubs/payroll slips
- Monthly billing inserts
- Messages to be played while calls are placed on “hold”
- Text messages
- Exterior building signage indicating the Air Quality Code

### **Tactic 3: Define an Action Plan for Reaching Out to Non-Traditional Sponsors to Extend the Program's Resources, Reach and Messaging**

There are various organizations and businesses that do not draw an immediate parallel to air quality that still make sense to approach as sponsors. These organizations will be asked to support Clean Air Partners via custom market wide promotions. It is important to identify the opportunity to include other program sponsors so that an overall value can be included in sponsorship packages. The following are some examples by category or organization.

*Retail Promotion* - A company such as Coca-Cola will develop custom Clean Air Partners "neck hangers" to be placed on 2-liter bottles of specified product at retail locations. The neck hangers will feature the Air Quality Codes on one side and the AQAG. This could also work for other beverage companies (juice, bottled water, sports drinks, etc.)

*Public Agency* - Emissions testing stations in the Clean Air Partners sphere of coverage will distribute a piece of collateral explaining the AQI as well as the AQAG.

*Public Stadiums and Major Office Buildings* - Public sports stadiums with exterior digital reader boards will be asked to include the specific color code information on days for which warnings are in place. If office buildings have exterior or top of building digital reader boards, they could also be asked to display the messaging.

*Media Sponsor* - a local radio station, TV station, internet, cable company or outdoor advertising firm could agree to support the Clean Air Partners via donation of advertising time, space and promotion. The complimentary messaging will be in the form of tangible and valuable time and/or space such as radio ads, TV ads, print ads, billboards, signs on mass transit, internet banners, etc. Clean Air Partners will ask these affiliates to develop promotions to support Clean Air Partners. They would offer no cash commitment but would provide a very valuable asset to our sponsorship packages.

### **Tactic 4: Define an Aggressive, Proactive Strategy to Add Sponsors**

Design a strategy that will act as Clean Air Partners' guide to aggressively pursue and close new sponsorships. In this strategy we will define who makes a good target for sponsorships, the best way to reach them and how we can form and cement partnerships that will last throughout the entire year. We will also define what value Clean Air Partners presents to their potential sponsors. With this roadmap, we will continue to fund and build Clean Air Partners.

**Evaluation Criteria:** Dollars contributed to Clean Air Partners, Value of Clean Air Partners' messaging being incorporated into sponsor's internal and external venues, Value of in-kind contributions to Clean Air Partners, Number of new program sponsors.

## **STRATEGY # 2 - EXTEND CURRENT MEMBERSHIP & ACTIONS TAKEN BY MEMBERS TO INCREASE PROGRAM'S REACH AND VISIBILITY**

### **Tactic 1: Work With Partners to Transition to a Tiered Approach For a Code Orange Day**

In the past we have looked to "Code Red" as an air quality action day. On those days our participating voluntary partners provided and implemented special actions that would help mitigate the air quality on those days. Now with the new emphasis on Code Orange it has been conveyed that our partners would still like to provide their previous services on Code Red days but are not in a position to implement the same level of participation for Code Orange. Clean Air Partners will work with their sponsors/members to identify what actions are feasible for them to implement on a Code Orange day. Participation could look like this:

Tier One – Code Red:

- Implement Code Red Activities from previous years. Could include:
  - Free bus rides
  - No mowing of grounds
  - Lock facility pumps or require refueling of non-emergency vehicles after dark
  - No painting
  - Employees are allowed to telework
  - Send forecast and specific Code Red message to all employees
  - Include Code Orange and Red messaging on new buses that have variable message signs that scroll along the back of this bus. They are highly visible and easy to change, i.e., daily

Tier Two – Code Orange:

- Send forecast and specific Code Orange message to all employees
- Include Code Orange and Red messaging on variable message signs on highways (VDOT and MDOT)
- *Encourage* staff to refuel fleet vehicles after dark
- *Encourage* facilities/grounds staff to defer painting and mowing

It will be important to work with the businesses to make sure that as a minimum requirement, they are sending out the AQI & AQAG to their employees on the Code Orange day.

**Tactic 2: Define and Implement a Marketing & Communication Plan That Increases Clean Air Partners Membership**

By creating a targeted marketing and communications plan geared directly at increasing the overall membership to Clean Air Partners, the organization gains more members, more resources, and more ways to reach individuals and organizations as a whole. This plan will include but is not limited to:

- Business Journal sponsorships & advertising
- PR geared toward business journals & trade magazines
- Outreach through business organizations and clubs

**Tactic 3: Pilot a Government Recruitment Model to Engage the Participation of Large Government Employers**

Government based businesses are a fantastic target for the employer based portion of Clean Air Partners' program. Since they traditionally have a very large number of employees, you will reach many people using fewer resources. Government based businesses are generally much more amenable to the idea of teleworking, carpooling, etc. Clean Air Partners will create a recruitment model that will be piloted within one large government organization. We will use this pilot to implement a survey, test materials and to build an ideal lead by example case study "partnership model" for additional government agencies. One target could include Social Security Headquarters in Baltimore.

**Tactic 4: Make Current Database a Friendly Environment to Contact for Current Program Participants**

Our current database of businesses and contacts that receive our 3-Day forecast is our most valuable tool. It is our direct line to reach these people. How are we utilizing the current database? Do we have the ability to email the group outside of the 3-Day forecast? If not, are we offering an "opt in" so that we can send information as it becomes available?

**Tactic 5: Use Clean Air Partners Board as a Strategic Tool to Increase Membership, Partnerships & Sponsorships**

- Evaluate Clean Air Partners' current board and look for opportunities to add participants that will benefit the greater good of the organizations
- Create ways to make the board more prestigious to be a part of (name plates, nice lunch, thank you plaques)
- Make sure that a member of each of our target audiences is represented on the board to make them a part of the decision making process and to add value as we continue to move forward on issues and programs that are directly targeting them

**Evaluation Criteria:** Satisfied partners, Results from surveys, Increased participation from government, Number of "touches" with our database, Engaged Board with widespread participation and good representation.



## **UNFUNDED PROGRAM IDEAS:**

### ***Baseline Marketing Awareness Research***

**Unaided Awareness Survey** – A base line survey would be conducted outside of the elevated ozone month which would include testing of unaided awareness of the issue, the codes and Clean Air Partners.

**Aided Awareness Survey** – This survey would take place during or directly after the summer months when the Clean Air Partners' program is in full swing and the Air Quality Index is in its height of being reported.

**Employer Survey** – Clean Air Partners will work with a key area employer that is implementing the program within their organization. We will put together a survey that will allow us to capture their employees' actual behavior change as a result of receiving the Air Quality Action Guide through their employer. We want to work with employers of the program to find out how many people are currently carpooling, teleworking, etc.

### ***Implement Proven Programs that Drive Measurable Behavior Change***

Various award-winning behavior change models exist in other regions that would provide a turn-key solution for demonstrating tangible, measurable behavior change. Because something of this magnitude is not currently funded within this budget, Clean Air Partners may wish to seek out additional sponsors to subsidize these individual programs. Ideas include:

- Lawnmower trade-in
- Anti-idling campaign
- Retail/manufacturer promotions for aerosol and lighter fluid alternatives
- School bus retrofit program
- Promotion of ultra-low sulfur diesel fuel
- Gas station vapor recovery
- Two for one car sale (trade in your two cars for a deal on one hybrid)
- Pledge package – Take the pledge to impact air quality and receive a Pledge Package (discounts and incentives on materials that reduce risk of product trial)
- Gas can exchange with Lowe's



PREPARED BY

PRR  
2111 Wilson Blvd. #700  
Arlington VA, 22201  
(703) 351.5009