

## 2019 Year-In-Review

For more than twenty years, Clean Air Partners has served the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health.

2019 was another successful year for Clean Air Partners! We topped **41 million impressions** via news coverage, paid radio traffic and weather sponsorships, donated transit advertising, digital channels, and grassroots outreach. We reached new audiences across DC, Maryland, and Northern Virginia with messaging designed to inform, educate, and motivate change to improve public health and the environment across the region.

### MEDIA RELATIONS

#### Launch Event

Clean Air Partners kicked off the Breathe Easy campaign at the Wharf in Washington, DC on May 22, 2019, in advance of Memorial Day, the unofficial start of summer. The event launched the summer ozone season campaign to raise awareness of the impact of everyday actions on air quality and public health and featured awards to outstanding students from the Clean Air Partners educational program.

#### Speakers included:

- David Snyder, Council Member, City of Falls Church; Chair, Metropolitan Washington Air Quality Committee
- Brandon Todd, Council Member, Washington, DC
- John O'Brien, Executive Vice President, Washington Gas
- Hedrick Belin, President, Potomac Conservancy
- Pat Cassidy, Virginia Green Initiative
- Siona Prasad, Student Environmental Leader
- William Ellis, Chair, Clean Air Partners Board





### Media Tour

In addition to the summer launch event, Clean Air Partners conducted a local media tour and PR efforts to secure interviews with campaign spokespeople and stories on air quality. Media materials included news releases, fact sheets, press photos and cutlines, and b-roll video and event footage distributed to 385+ news reporters and media outlets region wide. The campaign garnered 118 news stories, in outlets in the region and also in national publications, garnering \$968,455 in publicity value.

Media	# of Hits	Audience Ratings/ Circulation (Monthly)	Publicity Value
Broadcast (TV)	9	468,302	\$105,870
Broadcast (Radio)	9	405,100	\$77,085
Online	100	16,983,791	\$785,500
<b>TOTALS</b>	<b>118</b>	<b>17,857,193</b>	<b>\$968,455</b>

### PARTNERSHIPS - DONATED TRANSIT

Partnership cultivation efforts resulted in 562 exterior ads and interior cards on buses, dioramas in Metro stations, and transit shelters across the Baltimore-Washington region, with an estimated in-kind donation value of **\$234,594** and more than **14 million impressions**.

PARTNER	QTY	MEDIUM	MONTHS	IMPRESSIONS	EST VALUE
Arlington Transit	70	Interior Cards	3	-	\$6,176.47
City of Fairfax CUE Bus	24	Interior Cards	3	-	\$2,117.65
	4	Bus Tails	3	-	\$3,200.00
DDOT	15	Bus Shelters	3	1,731,960	\$63,529.41
Towson University	4	Transit Shelters	2.5	-	\$7,058.82
Coppin State University	4	Transit Shelters	2.5	-	\$7,058.82
WMATA Metro Rail and Metro Bus	5	Metro Station Dioramas	1	800,000	\$5,882.35
	200	Interior Cards	1	965,200	\$5,882.35
	20	Bus Queens	1	2,408,320	\$9,870.59
University of Maryland - DOTS	30	Interior Cards	3	-	\$2,647.06
	10	Transit Shelters	3	-	\$13,517.65
Prince George's County	37	Interior Cards	3	-	\$3,264.71
	37	Interior Cards	3	-	\$3,264.71
	15	Transit Shelters	3	-	\$40,500.00
Frederick County TransIT	25	Interior Cards	2	-	\$1,470.59
MTA	22	Bus Tails	2	-	\$18,635.29
Montgomery County RideOn	10	Bus Kings	2	2,396,480	\$12,847.06
	15	Bus Junior Kings	2	3,594,720	\$14,964.71
	15	Bus Tails	2	3,055,500	\$12,705.88
<b>TOTALS</b>	<b>562</b>			<b>14,952,180</b>	<b>\$234,594.12</b>



#### **PARTNERSHIPS – SPONSORS/FUNDRAISING**

In total, we secured \$71,000 with \$61,000 in funding for the summer campaign. Sponsorships included WGL (\$50,000 – signature sponsorship), Commuter Connections (\$10,000), and SMECO (\$1,000). Clean Air Partners was also awarded an additional \$10,000 in funding from AGU for the educational curriculum (via grant application submitted in 2018).

#### **PAID RADIO/DIGITAL**

##### **Weather and Traffic Sponsorships**

By leveraging a partnership with iHeartMedia to secure a multimedia paid media campaign that garnered **over 7 million impressions via traffic and weather sponsorships across 30 radio stations.**



We amplified the impact of sponsorship dollars from WGL and Commuter Connections with a paid multimedia campaign including three weeks of radio advertising that ran on twenty-two radio stations in the greater metro Baltimore-Washington region. We placed 344 weather and traffic reports were bookended by a 5-second “sponsored by” tag and a 15-second campaign message, reaching area residents more than 7.1 million times via radio and digital audio.

PAID MEDIA	STATIONS	June 17	June 24	July 1	July 8	IMPRESSIONS	GROSS VALUE
Washington, DC Weather & Traffic Network Sponsorships	WASH-FM WBIG-FM WHUR-FM WIHT-FM WKYS-FM WMMJ-FM WMZQ-FM WPRS-FM WTOP-FM WWDC-FM	-	94 spots	94 spots	94 spots	3,708,600	\$36,846
Digital Audio: complement to Traffic/Weather Network in Washington, DC	-	637,875	637,875	637,875	637,875	2,551,500	\$29,267
Digital Audio: 30s spots on desktop & mobile devices in Washington, DC	-	25,000	25,000	25,000	25,000	100,000	\$1,147
Baltimore Weather & Traffic Network Sponsorships	WBAL-AM WCBM-AM WERQ-FM WIYY-FM WPOC-FM WQSR-FM WRBS-FM WRNR-FM WWIN-FM WXCX-FM WZBA-FM WZFT-FM	-	-	31 spots	31 spots	458,789	\$8,718
Digital Audio: complement to Traffic/Weather Network in Baltimore DMA	-	77,000	77,000	77,000	77,000	308,000	\$3,533
<b>TOTALS</b>						<b>7,126,889</b>	<b>\$79,511</b>

### Bernie Lucas Show

As part of the iHeartMedia partnership, WGL's EVP John O'Brien joined Clean Air Partners Board Chair William Ellis on the Bernie Lucas Community Affairs Show to talk about the Breathe Easy Concert Ticket Giveaway, regional air quality, and actions people can take to reduce their carbon footprint. The 13-minute interview aired on six radio stations and on the Community D.C. podcast channel on the iHeartRadio App and posted online. The estimated value of this interview is **\$22,500**.

### Breathe Easy Concert Ticket Giveaway, featuring Jennifer Lopez

This year WGL's signature sponsorship funded the Breathe Easy Concert Ticket Giveaway, featuring Jennifer Lopez. In addition to the iHeartMedia partnership featuring digital ads and promo liners on HOT995 and Z104, Clean Air Partners promoted the contest through social media and email, and a press release added to the media buzz around the event.



iHeartMedia Promotion	June 17	June 24	July 1	July 8	Impressions	Gross Value
Promo Liners: 15s spot	50	50	50	50	187,000	\$20,588
Digital Display: 300x250 delivered on desktop and mobile devices	190,000	190,000	190,000	190,000	760,000	\$7,372
<b>TOTALS</b>					<b>947,000</b>	<b>\$27,960</b>

Although we expected it to be difficult to beat the Beyoncé/Jay-Z concert contest in 2018, there was a slight increase over last year's 1,132 total contest entries and a 37% increase over 2017's 827 contest entries. Twenty tickets (10 pairs) were given out to winners drawn from this pool.

- HOT99.5 (DC Market) Public Contest: 876 total entries from 193 unique users
- Z104 (Baltimore Market) Public Contest: 308 total entries from 80 unique users
- WGL Employee Contest: 3 total entries from 3 unique users
- **TOTAL: 1,184 total entries**

### PARTNERSHIPS - GRASSROOTS OUTREACH/EVENTS

The summer campaign included Clean Air Ambassador teams with four co-branded "walking billboard" banners on backpacks at events in the Baltimore-Washington region. We partnered with VDOT, SMECO, and MDE to

secure event opportunities and our team conducted grassroots outreach at ten farmers markets and festivals around Maryland, DC, and Northern Virginia, **reaching 4,500 people**. In addition to the Clean Air Ambassador team outreach events, we partnered with like-minded organizations such as One Montgomery Green, Potomac Conservancy, and Casey Trees to reach new audiences in the region. Clean Air Ambassadors conducted educational outreach at the following events.

- 4/28/19: Montgomery County Green Fest (MD), *in partnership with One Montgomery Green*
- 5/22/19: Wharf (DC), *in partnership with WGL*
- 6/1/19: Calvert County Green Living Festival (MD), *in partnership with SMECO*
- 6/8/19: Celebrate Fairfax (VA), *in partnership with VDOT*
- 6/22/19: Bel Air Farmers Market (MD)
- 6/22/19: Reston Farmers Market (VA)
- 6/29/19: Monroe Street Farmers Market (DC)
- 8/4/19: Timonium Latin Festival (MD), *in partnership with MDE*
- 8/31/19: Arlington Farmers Market (VA)
- 9/5/19: Towson Chamber of Commerce Farmers Market (MD)

The ambassadors highlighted simple actions people could take to improve air quality and promoted drawings for Metro cards and clean air power packs. The estimated value of the ten events is \$12,100.



## DIGITAL

### E-blasts

At various times throughout the year, we leveraged Clean Air Partners' 7,000+ email subscriber list by sending timely e-blasts, including the summer campaign launch/ozone season alert, the Breathe Easy Concert Ticket Giveaway, and Car-Free Days.

### Social Media

In 2019, we enhanced our existing editorial content calendar, increased social presence with more posts and amplified our messages through partners and events. We created and distributed a social media toolkit to partners to post on their social media channels, as well as posted on Clean Air Partners Twitter and Facebook pages.

### Winter Paid Social Media Campaign

To increase social media engagement, we mounted a paid digital campaign on Facebook and Twitter, focusing on how Baltimore-Washington area residents can save energy and reduce their carbon footprint during the holiday season. Paid posts were promoted from November 18 – December 22 and clicked through to *Green Guide For the Holidays* on CleanAirPartners.net.

SITE	SERVED IMPRESSIONS	CLICKS	CLICK RATE	POST ENGAGEMENTS
Facebook	526,102	425	0.08%	6,207
Twitter	248,319	155	0.06%	5,123

### Digital Results

Overall, we reached 1,035,607 total impressions (paid and organic posts) across social media, an increase of 489% from 2018. Web visits increased by over 40%, from 7,343 to 10,292

### METEOROLOGIST OUTREACH

This year we built out a targeted list of 50+ meteorologists to pitch to cover Clean Air Partners messaging. To engage meteorologists online, we posted a weekend air quality forecast leading up to and through the summer ozone season. More than 20 meteorologists engaged with Clean Air Partners 80+ times, covering air quality content both online and in traditional media.





## OVERALL VALUE

In total, 2019 efforts topped **41 million impressions** across all channels, with more than \$1,416,120 in overall value.

EFFORT	IMPRESSIONS	ESTIMATED VALUE
Media Relations	17,857,193	\$968,455
Partnerships - Fundraising	-	\$71,000
Partnerships - Donated Media	14,952,180	\$234,594
Partnerships - Grassroots Outreach	4,500	\$12,100
Paid Radio/Digital	7,126,889	\$102,011
Breathe Easy Concert Ticket Giveaway	947,000	\$27,960
Social Media	1,035,607	n/a
Website	10,292	n/a
<b>TOTALS</b>	<b>41,933,661</b>	<b>\$1,416,120</b>