



## 2020 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.

Despite unprecedented challenges over the last nine months, 2020 was an incredibly successful year for Clean Air Partners.

As COVID-19 began to dominate our lives, lung health and air quality became increasingly relevant. COVID-19 is a respiratory ailment, and evidence indicates that long-term exposure to air pollution makes its effects more severe. Clean Air Partners had the opportunity to be at the forefront of conversations about public health and air quality during this time – and we rose to the challenge while pivoting to expanded virtual channels in new, innovative ways to reach our audience with public health messages and air quality tips.

We developed a multi-phase responsive plan to reprioritize and adjust goals, messaging, and delivery tactics.

- Social distancing and stay-at-home orders meant no in-person outreach events and reduced transit PSA opportunities. **We shifted focus to primarily virtual and broadcast news channels.**
- With the contracting economy, sponsorship funding was unlikely. **We concentrated resources on communications and focused on growing partnerships** with like-minded organizations and individuals online.
- The 2018 survey said women and households with children are most likely to view air quality as a problem. With cancelled school, these parents have been even more engaged online and looking for ways to occupy their children. **We prioritized targeting parents on social media and offering easy and educational activities for their families.**
- We shifted messaging to focus primarily on the **public health impact of air pollution and the cost-saving benefits of simple steps people can take.**

We topped **85 million impressions** via news coverage, social media, and partnerships – doubling our success from 2019. 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 in our region.

### **AIR QUALITY AWARENESS WEEK**

Clean Air Partners launched the summer campaign with Air Quality Awareness Week (May 4-8, 2020) giving us a platform to engage the news media, meteorologists, and online audiences with timely air quality messages. We highlighted the week with a series of social media engagement posts and fun, educational activities that parents could do with their children since stay-at-home orders were in effect.

#### Monday, May 4th – Air Quality and Trees

- Trees clean the air, mitigate climate change, and save energy.
- Share a photo of a tree in your yard or neighborhood and tell us what you love about it.
- Tree Detective Lesson Guide and Video Lesson with Casey Trees and the education program.

Tuesday, May 5th – World Asthma Day

- Do you know someone with asthma or another respiratory condition? With their permission, tell us about a person in your life whose health is impacted by air quality. What can you do to keep them healthy?

Wednesday, May 6th – All about the AQI

- Illustrate the AQI using materials in your home - be creative!

Thursday, May 7th – Green Living

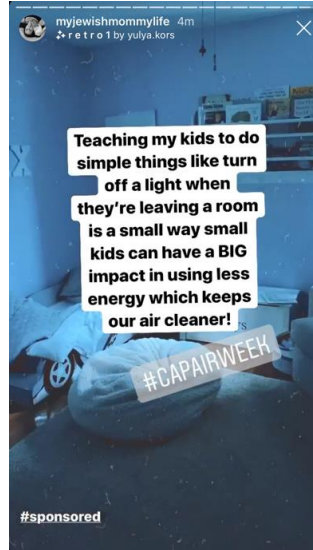
- Air Quality Pledge Bingo
- Give your home a quick green living checkup.

Friday, May 8th – Do Your Share for Cleaner AIR

- What’s your favorite tip to reduce air pollution?

In addition to our “owned” social media channels, we also engaged partners and deployed local digital ambassadors to disseminate clean air tips to their own audiences. Paid promotion amplified messages on Facebook and Twitter.





Above: example content from Clean Air Partners, digital ambassadors, partners, and meteorologists.

**Air Quality Awareness Week Results**

Total Social Media Impressions (owned channels, boosted content, digital ambassadors)	154,602
Total Online Engagements (likes, comments, shares, saves, clicks)	15,446
Digital Ambassadors Engaged	12
Meteorologists Engaged	14
New Social Follows	14
Public Hashtag Uses - #CAPairweek	76
Partners Involved	7



**OZONE ACTION WEEK**

To continue our digital success later in the summer, Clean Air Partners hosted the inaugural Ozone Action Week August 3-7, 2020 – a week all about the small steps we can take to help improve air quality during the hottest time of year when ground-level ozone is greatest. Each day during Ozone Action Week, Clean Air Partners focused on a different theme with tips and information that local residents can use to make their habits better for air quality, including a daily social media challenge.

Monday, August 3rd – Cool Down

- Easy ways to stay cool while reducing your carbon footprint and your energy bills.
- Share how you keep cool and energy efficient.

Tuesday, August 4th – Exercise Safe

- Check the air quality index before outdoor workouts.
- Select a safe workout. Share your exercise selfie.

Wednesday, August 5th – Plant Smart

- Maintain garden and lawn with electric equipment + avoid pesticides in favor of natural options. Plant native plants and wildflowers!
- Share your CO2-breathing, air-cleaning plant babies and garden hauls.

Thursday, August 6th – Travel Green

- Alternative forms of transportation (walking, biking EVs, hybrids) + tips to lower emissions of gas-powered vehicles.
- Post a picture of your green ride.

Friday, August 7th – Cook with Conscience

- Use local produce and ingredients to reducing emissions from food transport. Opt for gas and electric over charcoal grills.
- Show us what you’re grilling up!



Clean Air Partners pushed clean air messages out through social media, digital ambassadors, email, media tour, meteorologists, and partner outreach.

**Clean Air Partners** @CleanAirPartner · Aug 2  
Ready for #CAPOzoneAction? See all of the challenges and join us and our board members @somdelectric @PepcoConnect and @WashingtonGas to reduce ground-level #ozone this #summer. [cleanairpartners.net/ozone-action-w...](http://cleanairpartners.net/ozone-action-w...)



**Clean Air Partners** @CleanAirPartner · Aug 3  
You can save money and #emissions by using fans, setting your AC a few degrees higher, or cooling off in an inflatable pool. Tag us in a photo of how you keep cool and #energyefficient with #CAPOzoneAction [cleanairpartners.net/ozone-action-w...](http://cleanairpartners.net/ozone-action-w...)



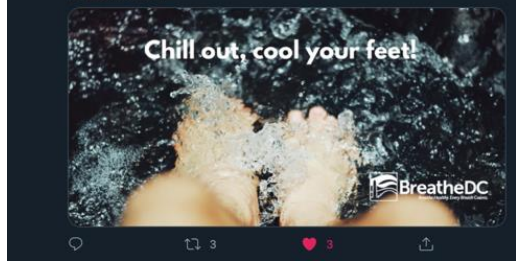
**Washington, DC Moms** @CleanAirMoms\_DC · Aug 3

It's Ozone Awareness Week, and we're teaming up with @CleanAirPartner to bring you tips to reduce ground-level #ozone this summer. Today's challenge: show us how you stay cool in an energy efficient way. Be sure to include the hashtag #CAPOzoneAction! [cleanairpartners.net/ozone-action-w...](https://cleanairpartners.net/ozone-action-w...)



**Breathe DC** @BreatheDC · Aug 3

It's Ozone Awareness Week! Check out @CleanAirMoms\_DC and @CleanAirPartner for tips to reduce ground-level #ozone this summer. Here's one way we stay cool and energy efficient: THE TOE DIP! Cool feet help your whole body feel cooler. 🌊 #CAPOzoneAction #breathehealthy



**Jason** @jasoneatpizza7 · Aug 6

Spent lots of time gardening this spring/summer due to extra time at home! Tiny back yard, but lots of plants this year attracting honey bees & hummingbirds! #CAPOzoneAction



**Virginia DEQ** @VirginiaDEQ · Aug 6

Ozone pollution can form when emissions from cars react with heat and sunlight. Did you know you can safely reduce ground-level ozone pollution by riding the bus? #CAPOzoneAction @CleanAirPartner @RideFinders @GRTCTransit



**rominandyusa** · Follow  
Washington D.C.

rominandyusa #sponsored // Hello friends, Roman here. I'm coming to you all for a CALL TO ACTION: I'm teaming up with Clean Air Partners for Ozone Action Week to help decrease the pollution in our air. It's no secret that our Ozone layer has been in trouble for some time now and this is your chance to make a HUGE impact on our home planet, you'll be surprised what will help. Obviously the biggest one, driving gas-powered vehicles is the number one way most of us contribute to ground-level ozone pollution, so let's utilize other forms of transportation like bicycles and help decrease your city's pollution little by little. Plants always help cleanse the air so planting trees and/or planting a garden will help, turn the

762 likes  
AUGUST 4



**spitupandsitups** · Follow  
Arlington, Virginia

spitupandsitups [FAD] Show us how you and your family are reducing pollution during Ozone Action Week. Tell me your best tip in the comments or on your own post with #CAPOzoneAction!

Ozone Action Week runs from August 3-7 and was created by Clean Air Partners to increase awareness around ground-level ozone pollution during the summer months when it is at its highest levels. Poor air quality days impact our friends, neighbors, children, family, coworkers, and our environment. It also presents a great danger for our DMV area residents to breathe. For its inaugural week, let's share our tips

172 likes  
AUGUST 3

Above: example social posts from Clean Air Partners, digital ambassadors, partners, and user generated content on social media.

**Ozone Action Week Results**

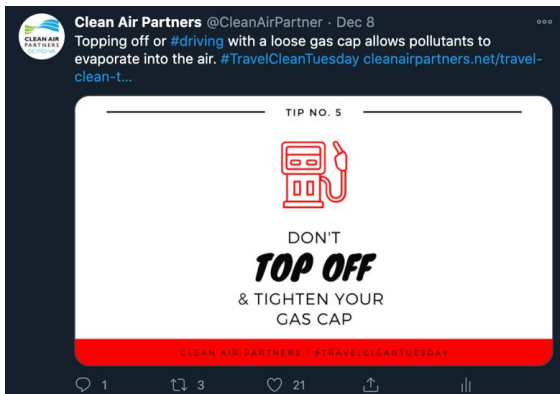
<i>Impressions on Owned &amp; Ambassador Content</i>	727,515
<i>Total Engagements</i>	29,046
<i>Digital Ambassadors Engaged</i>	15
<i>Meteorologists Engaged</i>	10
<i>New Social Follows</i>	32
<i>Public Hashtag Uses</i>	157
<i>Partners Engaged</i>	16

**WINTER ECO-DRIVING PROMOTION - TRAVEL CLEAN TUESDAYS**

As the region continues to combat Coronavirus, many people are selecting cars for transportation, whether getting out of town for a socially distanced getaway, driving to outdoor activities like hiking, or running errands. Gas-powered vehicles are the #1-way individuals contribute to poor air quality, so Clean Air Partners promoted money-saving tips to reduce mobile source pollution every Tuesday throughout November and December.

**Winter Eco-Driving Results**

<i>Impressions on Owned &amp; Ambassador Content</i>	427,542
<i>Total Engagements</i>	33,205
<i>Ambassadors Engaged</i>	15
<i>New Social Follows</i>	16
<i>Public Hashtag Uses</i>	67







*Above: Example digital ambassador posts for Winter Eco-Driving Mini Campaign*

## PARTNERSHIPS & FUNDRAISING

Partnerships were vital to expand the program’s virtual reach and messaging during the pandemic. Due to the economic landscape after lockdown, we prioritized resources for communications over fundraising, as many sponsors’ funds were redirected to COVID recovery. In total, we secured \$11,000 in campaign sponsorships from established partners, including Pepco (\$5,000 – new sponsor), Commuter Connections (\$5,000), and SMECO (\$1,000).

In addition to recruiting partner participation for our mini-campaign waves with social media toolkits and email outreach, we partnered with like-minded organizations such as Children's Environmental Health Network, One Montgomery Green, American University, and Casey Trees to reach new audiences via virtual events and cross promotions with extra emphasis around:

- Car Free Day
- Energy Efficiency Day
- Children’s Health Day
- Center for Environmental Filmmaking’s Eco-Comedy Video Awards
- Home Heating Season

## METEOROLOGIST OUTREACH

This year we continued to cultivate a targeted list of meteorologists to pitch to cover Clean Air Partners messaging with dedicated outreach to this list via Twitter and email. In addition to our ongoing social content series, we posted a weekend air quality forecast throughout the summer ozone season and other times when the AQI was moderate or above, and disseminated highly visible alerts on Code Orange days.

Our team identified and engaged with 64 meteorologists who influence the Baltimore and DC communities.

We built consistent relationships with 18 of those meteorologists and they often engage with and share our content, ensuring we reach their engaged and targeted audience. As a result of these relationships, 11 reporters proactively mention us on Twitter and/or reach out to us when they have story ideas or want comments on air quality news. Meteorologists have given us direct positive feedback on our air quality forecasts, code orange/red warnings, and themed campaigns, especially Ozone Action Week.

Overall, our meteorologist relationships on Twitter result in both Twitter reach as well as mentions on news broadcasts. More than 20 meteorologists engaged with Clean Air Partners nearly 100 times, covering air quality content both online and in traditional media.

### MEDIA RELATIONS

To gain attention of news reporters, the Clean Air Partners team kept a constant pulse on the media landscape and adjusted messaging to be as timely and relevant as possible during the pandemic. Media materials included news releases, fact sheets, and b-roll video footage distributed to 385+ news reporters and media outlets region wide. In addition to pitching media materials around efforts throughout the year, Clean Air Partners conducted local media tours to secure interviews with campaign spokespeople and stories on air quality. The campaign garnered 153\* news stories, in outlets in the region and also in national publications, garnering \$3.9 million in publicity value, a 311 percent increase over 2019.

Media	# of Hits	Audience Ratings/ Circulation (Monthly)	Publicity Value
Broadcast (TV)	20	410,960	\$125,704
Online	133	83,445,943	\$3,859,376
<b>TOTALS</b>	<b>153</b>	<b>83,856,903</b>	<b>\$3,985,079</b>

*\*Reports released on the North America Air Quality Monitoring System Market in February and September referenced Clean Air Partners as an example of a public-private partnership established to monitor regional air quality. This led to an additional 100+ online stories. While not included in totals above, it shows that Clean Air Partners has solidified its status as a leader for air quality information.*







## OVERALL RESULTS

In total, 2020 efforts topped **85 million impressions** in potential reach across all channels.

<b>EFFORT</b>	<b>IMPRESSIONS</b>
Facebook (owned channel, organic and paid)	141,685
Twitter (owned channel, organic and paid)	1,311,308
Digital Ambassadors (Instagram and other digital channels)	239,064
Media Relations (ratings and monthly website circulation)	83,856,904
Website Visits	9,840
<b>TOTAL</b>	<b>85,558,800</b>