



Marketing and Media Outreach
2019 Highlights & 2020 Plan

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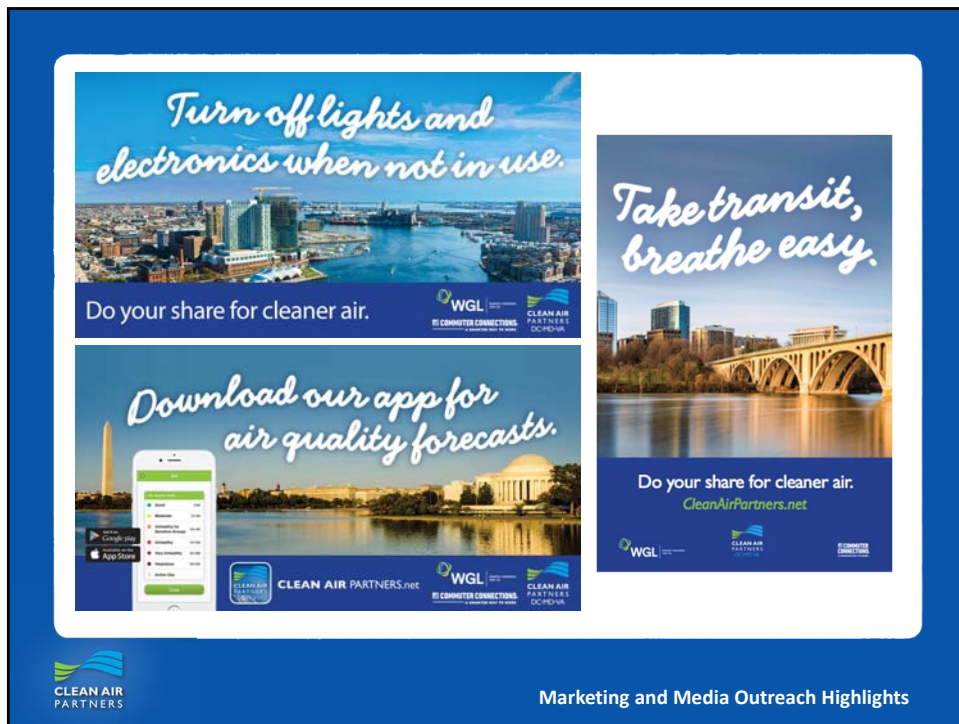
2019 Campaign Summary

| EFFORT | IMPRESSIONS | ESTIMATED ADDED 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 | - |
| Website | 10,292 | - |
| TOTALS | 41,933,661 | \$1,416,120 |



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PRELIMINARY MEDIA RESULTS

- 18 broadcast news stories and 100+ online news articles, including AP hit
- Estimated \$950K+ publicity value



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SOCIAL/DIGITAL OUTREACH

- More than 1 million impressions (paid and organic)
- Increased social presence with more posts, enhanced content calendar
- Amplification through partners
- Meteorologist engagement – Weekend AQ Forecast



Weekend Air Quality Forecast www.CleanAirPartners.net

| | TODAY 9/19/2019 | TOMORROW 9/20/2019 | SUNDAY 9/21/19 | MONDAY 9/23/19 | TUESDAY 9/24/19 | WEDNESDAY 9/25/19 |
|------------------|--------------------|-----------------------|-------------------|-------------------|--------------------|----------------------|
| METRO WASHINGTON | GOOD | GOOD | MODERATE | GOOD | GOOD | GOOD |
| METRO BALTIMORE | GOOD | GOOD | MODERATE | GOOD | GOOD | GOOD |
| WESTERN MARYLAND | GOOD | GOOD | GOOD | GOOD | GOOD | GOOD |
| EASTERN SHORE | GOOD | GOOD | GOOD | GOOD | GOOD | GOOD |

GOOD MODERATE UNHEALTHY FOR SENSITIVE GROUPS UNHEALTHY VERY UNHEALTHY



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WINTER SOCIAL MEDIA CAMPAIGN

- Dates: November 18th – December 22nd
- Facebook: 526,102 impressions
- Twitter: 248,319 impressions



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METEOROLOGIST OUTREACH

- Built out targeted list of contacts
- 50+ meteorologists responded to engagement
- 80+ direct engagements

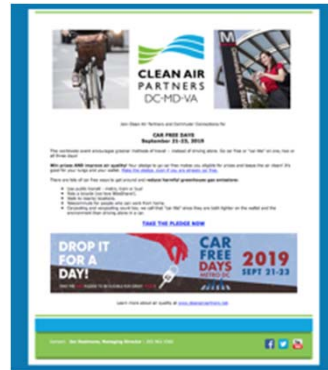


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EMAIL NEWSLETTER

- 7000+ email list
- Summer Campaign Launch
- Breathe Easy Concert
- Car-Free Days



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PARTNERSHIPS - DONATED MEDIA

- 562 placements exceeding **\$234,000 in value**



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PARTNERSHIPS - DONATED MEDIA

- 86 exterior bus ads (tails, queens, kings)
- 48 transit shelters
- 423 interior bus cards
- 5 Metrostation Diaromas



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SUMMER PAID CAMPAIGN

- June 17 – July 14
- 344 Traffic and Weather Sponsorships on 20 radio stations and digital radio players in DC and Baltimore markets



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BREATHE EASY CONCERT: JENNIFER LOPEZ

- Signature Sponsor: WGL
- Added value to the paid media buy in partnership with iHeartMedia, Z104 & HOT995
- 1,184 entries: all time high!



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PARTNERSHIPS - EVENTS

- Potomac Conservancy – Paddle the Potomac
- Casey Trees – Canopy Awards
- One Montgomery Green: Montgomery County GreenFest
- SMECO – Calvert County Green Living Festival
- Virginia DOT – Celebrate Fairfax
- Maryland Dept. of Environment – Latino Fest



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GRASSROOTS OUTREACH

Clean Air Ambassador Tour

- 10 locations in DC, MD, and VA
- Reached 4,500 people



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PARTNERSHIPS – FUNDRAISING RESULTS

- WGL: \$50,000 (summer campaign)
- Commuter Connections: \$10,000 (summer campaign/Car Free Days)
- SMECO: \$1,000 (summer campaign)
- AGU: \$10,000 (curriculum development)
- **TOTAL: \$71,000**



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Lawnmower Exchange Outreach

Partner Outreach

- Bank of America
- Black+Decker
- C2 Management
- Dominion Energy
- Earthwise
- EGO Power
- Green Station
- Greenworks
- Home Depot
- Honda
- Lowe's
- Mean Green Mowers
- MGM Natl Harbor Foundation
- Michelin Corp Foundation
- Oak Foundation
- Pepco/Excelon
- Revere Bank
- Ryobi

- Sun Joe/Snow Joe
- TD Charitable Foundation
- Turner Foundation
- Walmart Foundation
- Wells Fargo Foundation
- Xerox Foundation

Government Outreach

- Maryland Dept of Environ.
- DC Dept of Energy & Environ.
- Virginia DEQ
- Montgomery Co. Council/Dept of Environ. Protection
- Loudon Co. Dept of Transportation and Capital Infrastructure
- Prince George's County Dept of the Environ.

Case Study Outreach

- South Coast Air Quality Management District (CA)
- San Diego County Air Pollution Control District
- Regional Air Quality Council (Denver)
- American Green Zone Alliance & The Greenstation
- Imperial County Air Pollution Control District (CA)
- Bay Area Air Quality Management District's (Air District)
- Antelope Valley (CA)
- Weber State University (UT)



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GOING BIGGER IN 2020

2020 Communications Plan



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PLAN HIGHLIGHTS

Build on 2019's successes while increasing engagement opportunities

- Continue **year-round messaging**, ramping up during summer
- Host a **media tour** with Clean Air Partners spokespeople
- Continue dedicated **meteorologist outreach**
- **Cultivate partners** for sponsorship and donated media placements
- Identify **traffic and weather sponsorships** during the summer
- Leverage the **Breathe Easy Concert Ticket Giveaway**



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NEW ENGAGEMENT OPPORTUNITIES

Activating new ways to grab target audiences' attention

Hands-On Activation

Develop a unique educational activation that provides multiple communications opportunities, including linking partners, sponsors and consumers.

Strategic Social Media

Take social media success to the next level by continuing meteorologist and partner outreach and incorporating owned hashtags and paid amplification at key moments

Revamped Messaging

Reinvigorate our campaign messaging by incorporating a more accurate reflection of the current air quality status in the region, infusing urgency



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BREATHE EASY EMISSIONS CHALLENGE

The car bubble interactive quiz that links driving behaviors with air quality.



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BREATHE EASY EMISSIONS CHALLENGE

The car bubble interactive quiz that links driving behaviors with air quality.

- **Two events** included in current budget, one each for Baltimore and DC.
- **Co-branded events** offered as part of the sponsorship packages.
- **Integration** with iHeartMedia partnership/Breathe Easy Concert Ticket giveaway.
- **Multiple communications opportunities** created by the engaging visuals:
 - On-site education
 - User generated social media content - **#BreatheEasyChallenge**
 - Earned media coverage



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PAID SOCIAL MEDIA

Leverage the depth of information that users provide about themselves online to reach new target community members with our message at key moments, including Earth Day, Air Quality Awareness Week, World Asthma Day, Bike to School/Work, Launch, Car Free Day and Walktober

| JANUARY | FEBRUARY | MARCH | APRIL |
|---|--|--|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| MAY | JUNE | JULY | AUGUST |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
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MESSAGING SHIFT

Current messaging focuses on positive trends and progress, but in reality, our region is still not healthy enough. **Instead:**

1. Emphasize the **Reality** of our current air quality
2. Create more **Urgency** to take action



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