

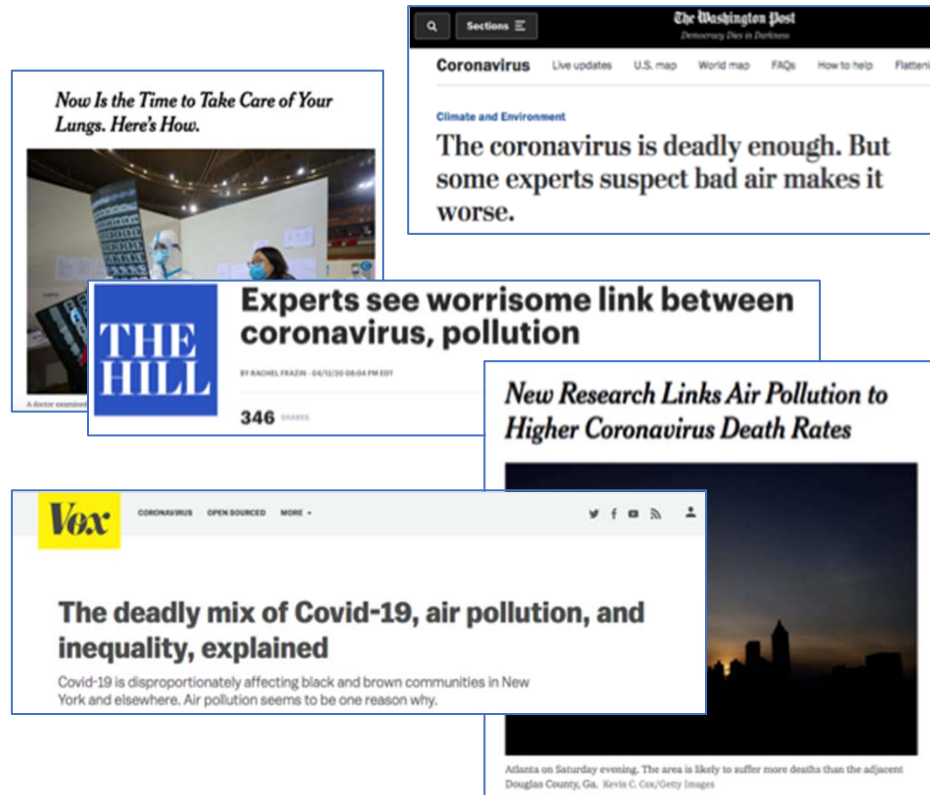


CLEAN AIR
PARTNERS

**Marketing and Media Outreach
2020 Highlights and 2021 Approach**

2020 YEAR-IN-REVIEW: Pivoting in the Pandemic

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.**



2020 YEAR-IN-REVIEW: Pivoting in the Pandemic

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.

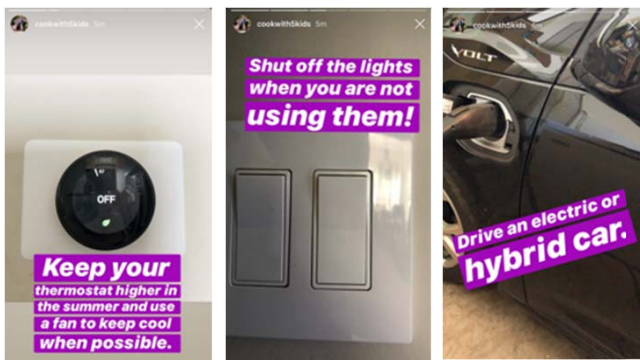
The 2018 survey said women and households with children are most likely to view air quality as a problem. With cancelled school, these parents have been even more engaged online and looking for ways to occupy their children. **We prioritized targeting parents on social media and offering easy and educational 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.**

AIR QUALITY AWARENESS WEEK

COMPONENTS

- Social Media
 - #CAPairweek daily challenges
 - Educational activities
 - Paid post amplification
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach
- Media Tour



Marketing and Media Outreach

AIR QUALITY AWARENESS WEEK

DIGITAL RESULTS

Impressions (Owned & Ambassador Channels)	154,602
Total Online Engagements	15,446
Digital Ambassadors Engaged	12
Meteorologists Engaged	14
New Social Follows	14
Public Hashtag Uses - #CAPairweek	76
Partners Involved	7



OZONE ACTION WEEK

COMPONENTS

- Social Media
 - #CAPOzoneaction tips
 - Daily photo challenges
 - Paid post amplification
- Digital Ambassadors
- Partner Toolkit
- Meteorologist Outreach
- Media Tour

Clean Air Partners
July 31 · 🌐

Ready for Ozone Action Week next week? See all of the challenges at <http://www.cleanairpartners.net/ozone-action-week> and join us and our board members SMECO PepcoConnect and Washington Gas to reduce ground-level ozone pollution when it's at its greatest: during the summer months. #CAPOzoneAction



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...

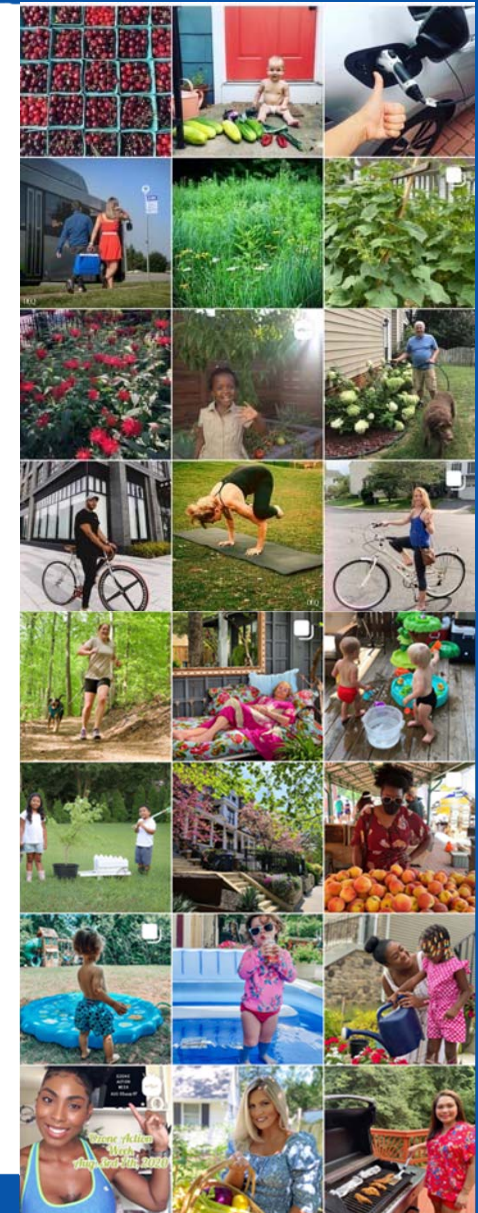


Marketing and Media Outreach

OZONE ACTION WEEK

DIGITAL OUTREACH RESULTS

Impressions (Owned & Ambassador Channels)	727,515
Total Engagements	29,046
Ambassadors Engaged	15
Meteorologists Engaged	10
New Social Follows	32
Public Hashtag Uses	157

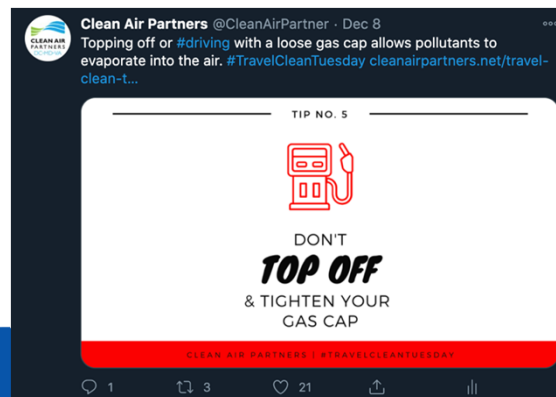


WINTER ECO-DRIVING

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.

COMPONENTS

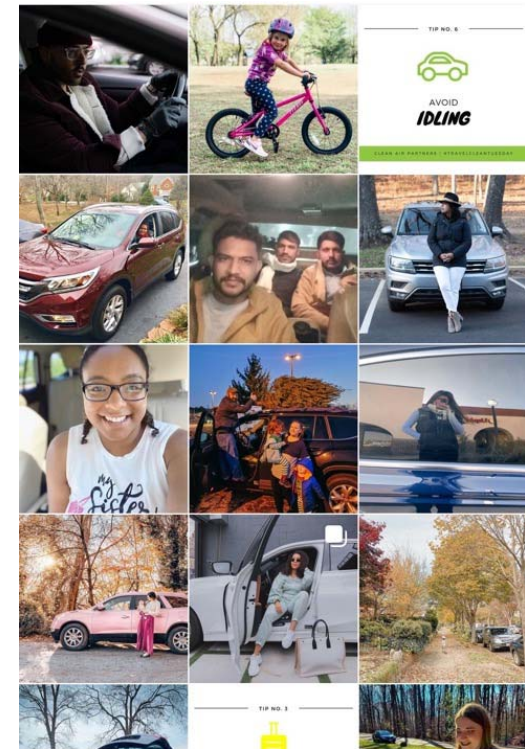
- Social Media Content
 - #TravelCleanTuesday weekly tips
 - Paid Amplification
- Digital Ambassadors
- Partner Toolkit / Outreach
- Virtual Media Tour



WINTER ECO-DRIVING

RESULTS

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



PARTNER OUTREACH

These partners and board organizations participated in #CAPairweek & #CAPOzoneaction and #TravelCleanTuesday activities:

- Alexandria T&ES
- Baltimore Metropolitan Council
- Casey Trees
- COPD Foundation
- Car Free Diet Arlington / Dieta Cero Auto
- DC Department of Energy & Environment
- Go DC Go (DDOT)
- Maryland Department of Environment
- Metro Forward/WMATA
- Montgomery County Department of Environmental Protection
- Moms Clean Air Force
- One Montgomery Green
- Pepco
- SMECO
- Virginia DEQ
- Virginia Green Initiative
- Virginia DOT NoVA
- Washington, D.C. Auto Show
- Washington Gas

THANK YOU!!

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

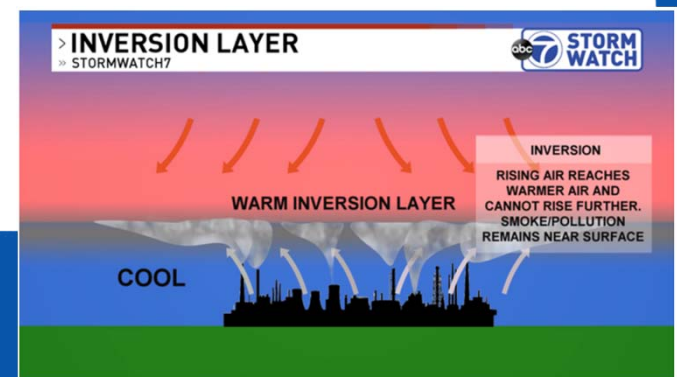
METEOROLOGIST OUTREACH

- Social Media and traditional media outreach to a cultivated list of 64 meteorologists and weather reporters
- Weekend Forecast on Twitter
- Code Orange Day pitching
- Graphics for meteorologists to share
- Providing content and pitching participation in our campaign waves



METEOROLOGIST OUTREACH

- More than 20 meteorologists engaged with Clean Air Partners nearly 100 times, covering air quality content both online and in broadcast media.
- 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.



MEDIA OUTREACH

- Clean Air Partners conducted a virtual media tour to book interviews with campaign spokespeople.
- Media materials included news releases, fact sheets, and b-roll video footage distributed to 385+ news reporters and media outlets region wide during the campaign waves and in key moments throughout the year.



MEDIA COVERAGE RESULTS

- The campaign garnered 153* news stories (including AP hit), 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
TOTALS	153	83,856,903	\$3,985,079



**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, not included in totals above*

2020 OVERALL RESULTS

- In total, 2020 efforts 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.

EFFORT	IMPRESSIONS
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
TOTAL	85,558,800

2021: RESPONSIVE APPROACH

- Current conditions require a **Responsive Plan**, working with marketing committee
- Continue focus on **virtual channels**, fine tuning successful tactics from 2020
- Emphasize **quality engagements** on social media
- Leverage **media relations** to expand reach **Expand partnership network** in breadth and depth and approach fundraising prudently
- Constantly **monitor and assess** public health, news, social media, political, economic, fundraising landscapes to gauge effectiveness, re-evaluate goals, check tone, identify opportunities, and adjust tactics

2021: LOOKING AHEAD

- Launch summer campaign with **Air Quality Awareness Week** May 3-7
 - Promote social media content inviting engagement and conversation
 - Equip digital ambassadors to reach engaged audiences
 - Partnership outreach for message distribution and participation
 - Execute Media tour and pitching to amplify efforts
- Expand **Ozone Action Month** – all of August
- Continue meteorologist, traffic and news reporter outreach, both traditional and online



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Thank You