

2022 MARKETING & COMMUNICATIONS SUCCESS



2022 MARKETING OBJECTIVES

Position Clean Air Partners as a trusted source on air quality in the Washington-Baltimore region.

Raise awareness of the impact of everyday actions on air quality and public health.

Provide the public with the tools to stay healthy during poor air quality days.

Motivate action on the community level.



2022 MARKETING ACTIVITIES

- Media Relations
- Outreach Events
- Partner Engagement
- Meteorologist Engagement
- Digital & Social Media
- Cornerstone Activations
 - Air Quality Awareness Week
 - Ozone Action Month
 - Car Free Day



SUCCESS BY THE NUMBERS

- **90** News Stories
- **\$14,548,901** Publicity Value from Earned Media
- **314,934,803** Estimated Total Impressions
- **16,595** Total Engagements
- **19** Partners Leveraging CAP Social Content
- **32** Meteorologists Spreading CAP's Message



MEDIA RELATIONS



WHAT WORKED

- Positioning Clean Air Partners as a trusted data source
- Ozone Action Month interviews with CAP spokespeople
- Developing meteorologists relationships on social media converted into reported coverage
- Providing expert commentary and data around key events like Car Free Day and Bike to Work Day
- Highlighting Anne Arundel County Public Schools Science and Engineering Expo winners

SUCCESS METRICS

- **90** News Stories
- **\$14,548,901** Publicity Value
- **314,370,702** Estimated Impressions





D.C. METRO

WEDNESDAY

82°

THURSDAY

84°

FRIDAY

86°

8:50 | 69°

24/7

WJLA.COM

OZONE ACTION MONTH

TOP STORIES

UGH SATURDAY

WJLA.COM | @7NEWSDC | @7NEWSDC

UNIVISION

WASHINGTON D.C.

Inicio Video Tiempo Política Trabajos Lotería Contigo Horóscopos Más

TRANSPORTE

Beneficios y consejos de seguridad para transitar en bicicleta en el DMV

Mejorar tu condición física y reducir la emisión de contaminantes son dos de los beneficios de trasladarte en bicicleta; te damos tips para que también viajes seguro.

FOR: UNIVISION
PUBLICADO 2 SEP 2022 - 05:19 PM EDT | ACTUALIZADO 2 SEP 2022 - 05:43 PM EDT


REACCIONA

COMPARTE



Cargando Video...





THE PURSUIT OF HOUSEPLANTS
invite nature into the heart of your home

LEARN MORE

Local News Police-Fire Podcast Education Sports Opinion Events Calendar

LATEST NEWS HOW TO SELL YOUR SHARE OF A BUSINESS

LOCAL NEWS MARCH 19, 2022 | 4:26 PM

Four Students Share Grand Award at Science and Engineering Expo



The Washington Post

Democracy Dies in Darkness

CAPITAL WEATHER GANG

PM Update: Isolated storm this evening, then it's sunny and hot Thursday

By Ian Livingston
June 29, 2022 at 5:15 p.m. EDT



CAPITAL WEATHER GANG

PM Update: Heat turns it up a notch for the weekend

Record highs are likely to be challenged Saturday

By Ian Livingston
May 20, 2022 at 4:45 p.m. EDT

Heat to reduce air quality: Pollution levels will be elevated some by the heat this weekend, particularly on Saturday around Baltimore and to the northeast. Clean Air Partners advises limiting driving and putting off yard work to lower pollution.

Clean Air Partners
@CleanAirPartner · Follow

With the extreme heat this weekend the #BaltWashAir quality forecast is mostly Code Yellow – Moderate w/ Code Orange – Unhealthy for Sensitive Groups around Baltimore. We can all help

by limiting driving & putting off yard work. Current conditions: cleanairpartners.net/current-and-fo...

wtopnews

Breathe easy: Air quality forecasts just got an upgrade in Maryland

Michelle Basch | mbasch@wtop.com
May 6, 2022, 4:39 AM

WHAT'S UP? MEDIA

NEWS CULTURE EVENTS HEALTH AND BEAUTY HOME AND GARDEN EDUC.

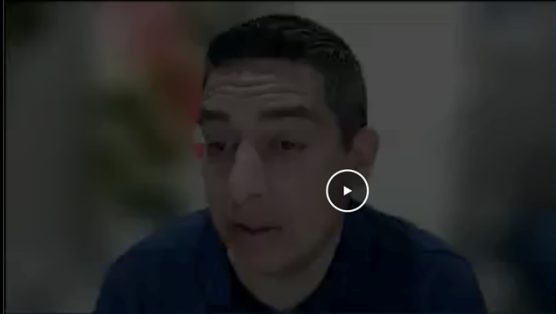
Home / News /

Four Students Share Grand Award at Regional Science and Engineering Expo

MAY 10, 2022 10:46 AM

Y44 WASHINGTON, DC NOTICIAS LOCALES EL TIEMPO BEBÉ TIPS VIDEOS ENTRETENIMIENTO RESPONDE 38° EN VIVO

ALERTA VERDE



#TRACAJANBERNATO
#TRACAJANBERNATO
202-885-4470
#TRACAJANBERNATO
AGOSTO - MES DEL OZONO
CUIDEMOS EL PLANETA
MEJOREMOS LA CALIDAD DEL AIRE
MÁS CALIDAD VECENUS APP

ALERTA VERDE - AGOSTO 17, 2022 8:21 PM

Creando conciencia en agosto, el mes del ozono

Es el mes de crear conciencia sobre el ozono y su efecto en la calidad del aire. La organización Clean Air Partners advierte que la contaminación ha regresado a niveles previos a la pandemia y cuenta por qué esto es importante para el ambiente y nuestra salud. [Ver menos](#)

T44 ON TOP

THE CONNECTION
to your community

We Need Your Help Again
We are sincerely grateful and thankful to you for helping in 2021 to save one of America's oldest newspapers, the Alexandria Gazette Packet, publishing continuously since 1784

Visit connectionnewspapers.com or <https://www.gofundm...>

Sign in Monday, January 9, 2023

Home News Elections Sports Weather Polls Media Print Archives Online Contact Us Follow

Bike To Work Day, Month of May Tradition

An upbeat activity for an upbeat month heading into summer.



By Mike Salmon

Thursday, May 26, 2022



OUTREACH EVENTS



EVENT CALENDAR

- June 4, 2022 – Pop-Up – Green Life Festival
- Aug. 8, 2022 – Ozone Action Month Pop-Up – Uptown Farmers Market
- Aug. 11, 2022 - Ozone Action Month Pop-Up – Towson Farmers Market
- Aug. 13, 2022 - Ozone Action Month Pop-Up – Arlington Farmers Market
- Aug. 14, 2022 – Ozone Action Month Eco-Driving Car Bubble – Westfield Wheaton Mall
- Aug. 27, 2022 - Ozone Action Month Pop-Up – Fells Point Farmers Market
- Aug. 28, 2022 – Ozone Action Month Eco-Driving Car Bubble – Arundel Mills Mall
- Sept. 27, 2022 – Eco-Driving Car Bubble Sponsored by Washington Gas – Washington Nationals Ballpark

SUCCESS METRICS

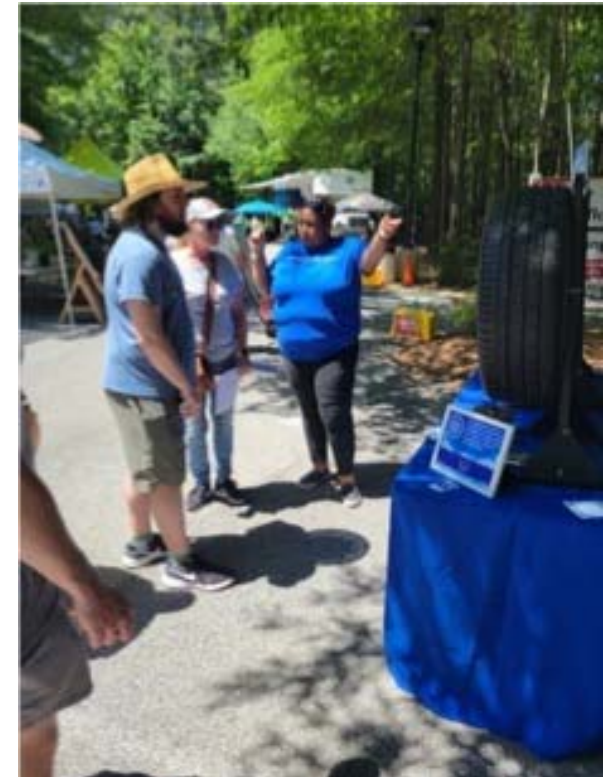
- **29,712** Impressions
- **5,889** Engagements
- **2,543** Info Cards Distributed



GREEN LIFE FESTIVAL - June 4, 2022

SMECO Partnership

1,012 Impressions | 421 Engagements



UPTOWN FARMERS MARKET – Aug. 8, 2022

1,023 Impressions | 174 Engagements | 148 Info Cards Distributed



TOWSON FARMERS MARKET – Aug. 11, 2022

706 Impressions | 551 Engagements | 170 Info Cards Distributed



ARLINGTON FARMERS MARKET – Aug. 13, 2022

828 Impressions | 585 Engagements | 110 Info Cards Distributed



WESTFIELD WHEATON MALL - Aug. 14, 2022

4,726 Impressions | 1,214 Engagements | 325 Info Cards Distributed



FELLS POINT FARMERS MARKET – Aug. 27, 2022

4,080 Impressions | 536 Engagements | 340 Info Cards Distributed



ARUNDEL MILLS MALL – Aug. 28, 2022

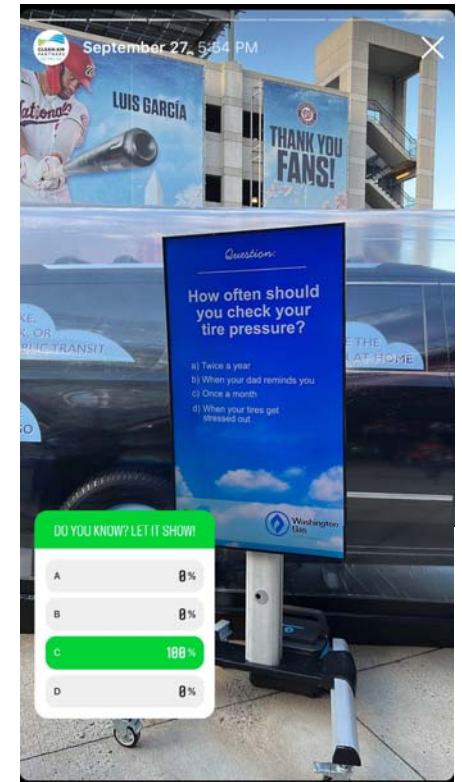
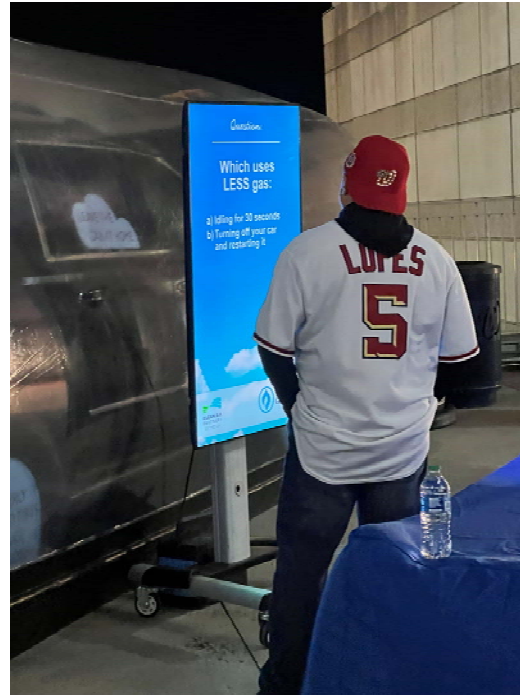
7,783 Impressions | 1,079 Engagements | 800 Info Cards Distributed



WASHINGTON NATIONALS GAME- Sept. 27, 2022

Signature Sponsored Event by Washington Gas

9,554 Impressions | 1,329 Engagements | 650 Info Cards Distributed



WHAT OUR AUDIENCE SAID

Please tell me more on what I can do on my part. I carpool and use public transportation. I will definitely pass this along to my family.

This is awesome, I wasn't aware of the tires. Now I know that I have to change my filter and inflate my tires.

Thank you for doing this and helping people out with this. We have to make sure we take care of this earth as we only get one.

Are you guys here every weekend? More people should know how to do simple things like this.

This is amazing, I'm a farmer and by spreading the word about what you are doing will help all of us.

This is interesting, I never knew about filling gas in the morning or at night.



PARTNER ENGAGEMENT



WHAT WORKED

- Partnering with one or several funders to put on branded events the prominently represented not only Clean Air Partners, but also our member organizations
- Developing monthly social media toolkits that allow partner organizations to fill their content pipeline with the Clean Air Partners message
- Signature events and key moments like Air Quality Awareness Week and Ozone Action Month that create a specific time to spread the clean air message and recognize funders

SUCCESS METRICS

- **19** Partners Posting Content
- **320** Partner Posts Tagging Clean Air Partners
- **515** Engagements on Partner Content





COPD Foundation

September 1 · 🌐

When the temps go 📈, your blinds should go 📉! This will help keep your home cooler and reduce your need for A/C which means fewer emissions and greater local #airquality. Thanks for the tip, [Clean Air Partners!](#) #CAPOzoneAction



Close the blinds.

@CleanAirPartner
#CAPOzoneAction



👍❤️ 30

3 Comments 14 Shares



Maryland Dept. Of The Environment

September 12 · 🌐

#DYK that when you open windows across your home you create cross-ventilation to cool rooms? This is a great alternative to cranking up the A/C as energy bills rise. Thanks for the tip, [Clean Air Partners!](#)



Open your windows.

@CleanAirPartner



👍 6

1 Comment 1 Share



Montgomery County Dept of Environmental ... @MyGre... · Oct 20 · 🌐

🔥 tip from @CleanAirPartner: skip the hot water and use cold water for your laundry. ❄️ Avoiding hot water means your heater will consume less fuel and release fewer #emissions while ALSO being gentler on fabrics. It's a win-win!



Wash with cold water.

@CleanAirPartner



💬 1

🔄 5

❤️ 5



COG @MWCOG · Oct 6

Fall is in full swing! Instead of using a gas-guzzling leaf blower, @CleanAirPartner recommends grabbing a rake! Leaf blowers consume fuel and emit #pollutants into the #air, while raking is better for air quality & creates leaf piles - perfect for some fall fun!



Raking can be a family fun activity!


@CleanAirPartner



4 6


MD Environment @MDEnvironment · Sep 28

@CleanAirPartner encourages you to eat more fruits! Meat production is a leading cause of air pollution and swapping it out for locally-grown fruits or vegetables will make you - and the air around you - healthier!



Snack on fruits.

@CleanAirPartner




ALT

4 6


VDOT Northern VA @VaDOTNOVA · Sep 20

Whether your hanging out with friends or running errands this weekend, @CleanAirPartner encourages biking over instead of driving! Not only will you get sunshine, exercise and fresh air, but you'll be reducing your emissions and helping improve #AirQuality!



Bike for short trips!

@CleanAirPartner



3 2 18



METEOROLOGIST ENGAGEMENT



WHAT WORKED

- Leveraging our Twitterfeed as a vehicle for constant communication with meteorologists, providing them with data and tips that they often quoted or embedded directly in reported news stories
- Reaching out around key moments or with key opportunities to generate reported stories, especially broadcast
- Exploring non-traditional partnerships with meteorologists like Ryan Miller to create on-message, bespoke content
- Recruiting ongoing engagement from meteorologists that served our content to their social followers



SUCCESS METRICS

- **32** Meteorologists Engaged
- **482** Engagements from Meteorologists



Clean Air Partners @CleanAirPartner · Oct 7

It's a beautiful #Fall weekend with healthy air throughout #DC, #Maryland & #Virginia. This is a great time to leave the car parked and walk, bike or scooter instead. You'll enjoy the weather and do your part to keep the air clean.

Weekend Air Quality Forecast www.CleanAirPartners.net

	TODAY 10/07/2022	TOMORROW 10/08/2022	SUNDAY 10/09/22	MONDAY 10/10/22
METRO WASHINGTON	GOOD	GOOD	GOOD	GOOD
METRO BALTIMORE	GOOD	GOOD	GOOD	GOOD
MARYLAND PENINSULA	GOOD	GOOD	GOOD	GOOD
NORTHERN BALTIMORE	GOOD	GOOD	GOOD	GOOD
NORTHEAST MARYLAND	GOOD	GOOD	GOOD	GOOD
SUBURBAN DC	GOOD	GOOD	GOOD	GOOD
UPPER EASTERN SHORE	GOOD	GOOD	GOOD	GOOD
SOUTHERN MARYLAND	GOOD	GOOD	GOOD	GOOD

GOOD MODERATE UNHEALTHY FOR SENSITIVE GROUPS UNHEALTHY VERY UNHEALTHY

Meteorologist Patrick Pete and 9 others

Clean Air Partners @CleanAirPartner · Oct 28

There's nothing scary about our #AirQuality forecast for #Halloween weekend in #DC, #MD & #VA. A little trick to help keep our air from getting spooky 🎃: compost those jack-o-lanterns when you're done. Rotting pumpkins produce methane in landfills. 🍷

Weekend Air Quality Forecast www.CleanAirPartners.net

	TODAY 10/28/2022	TOMORROW 10/29/2022	SUNDAY 10/30/22	MONDAY 10/31/22
METRO WASHINGTON	GOOD	GOOD	GOOD	GOOD
METRO BALTIMORE	GOOD	GOOD	GOOD	GOOD
MARYLAND PENINSULA	GOOD	GOOD	GOOD	GOOD
NORTHERN BALTIMORE	GOOD	GOOD	GOOD	GOOD
NORTHEAST MARYLAND	GOOD	GOOD	GOOD	GOOD
SUBURBAN DC	GOOD	GOOD	GOOD	GOOD
UPPER EASTERN SHORE	GOOD	GOOD	GOOD	GOOD
SOUTHERN MARYLAND	GOOD	GOOD	GOOD	GOOD

GOOD MODERATE UNHEALTHY FOR SENSITIVE GROUPS UNHEALTHY VERY UNHEALTHY

DC MD VA Weather - DMV Weather and 9 others

DC MD VA Weather - DMV Weather @dcmvweather

Heads-up across the DMV region today for expected air quality issues. Be sure to follow @CleanAirPartner for regular updates on air quality across the region.

Clean Air Partners @CleanAirPartner · Jul 20

Code Orange Alert for Northern & Metro #Baltimore as well as Northeast MD for July 20th. We can help #airquality by taking public transportation.

Help us amplify @TurkWZ @caltinrothfox5 @MikeStinford @MatthewCappucci @gregporter_wx @BlanchWeather @dcmvweather @cesar_wx

AIR QUALITY ALERT

CODE ORANGE

unhealthy for sensitive groups

Limit physical activity older adults.

Brian van de Graaff @Brian7NewsDC

The weather for the 4th will look and feel great...but a special heads from the @VirginiaDEQ. They have issued a CODE ORANGE Air Quality alert for sensitive groups. This includes folks with asthma, heart or lung issues. @CleanAirPartner

AIR QUALITY ALERT

CODE ORANGE MONDAY (INDEPENDENCE DAY)

POOR AIR QUALITY USE CAUTION IF YOU HAVE ASTHMA, LUNG OR HEART DISEASE

STORM WATCH

Joseph Martinez T44 @JMartinezDC

Agosto es el Mes de Acción del Ozono - Conversamos con @CleanAirPartner sobre la importancia de la calidad del aire, cómo los niveles de ozono perjudican nuestra salud, y qué hacer para reducir la contaminación en días de alerta naranja @Telemundo44 >>>

Translato Tweet

telemundowashingtondc.com

Creando conciencia en agosto, el mes del ozono

Es el mes de crear conciencia sobre el ozono y su efecto en la calidad del aire. La organización Clean Air Partners advierte que la contaminación ha regresado ...



OWNED DIGITAL & SOCIAL MEDIA



WHAT WORKED

- Launching Instagram
- Increasing posting cadence across platforms
- Engaging with meteorologists year round
- Serving as a real-time source of air quality information coupled with tips to help clean the air
- Maintaining our relationships with digital ambassadors and exploring new content types like reels and duos
- Empowering our partners and engaging with their content


SUCCESS METRICS

- Facebook:
 - **8,287** Impressions – a **262% Increase** from 2021
 - **873** Engagements – a **270% Increase** from 2021
- Instagram (new):
 - **1,304** Impressions
 - **146** Engagements
- Twitter:
 - **214,011** Impressions
 - **1,582** Engagements




Clean Air Partners
September 12 · 🌐

#DIYK that when you open windows across your home you create cross-ventilation to cool rooms? This is a great alternative to cranking up the A/C as energy bills rise.



Open your windows.

@CleanAirPartner




Boost this post to reach up to 462 more people if you spend \$14.

Boost post

1 3 Shares


Clean Air Partners
Published by Saavik Ahluwalia · July 5 · 🌐

🐾 We encourage you to shut your blinds. This will keep your house from heating up during the day and reduce the need for using your AC. Less air pollution and lower energy bills - a win/win!



Close the blinds.

@CleanAirPartner



See insights and ads

Boost post

5 3 Shares

Clean Air Partners
6d · 🌐

Know what is spookier than a ghost 👻? Poor #AirQuality! This October, instead of throwing your 🍅 (and other veggies + fruits) in the trash, compost them. The plants in your yard and the air will thank you!



Compost your pumpkins.

@CleanAirPartner




Boost this post to reach up to 462 more people if you spend \$14.

Boost post

3 2 Shares


Clean Air Partners
Published by Saavik Ahluwalia · July 18 · 🌐

Temperatures are not the only thing rising during the summer - so are gas prices! We encourage you to hop on public transportation more often to reduce emissions and save on gas money.



Use public transport.

@CleanAirPartner



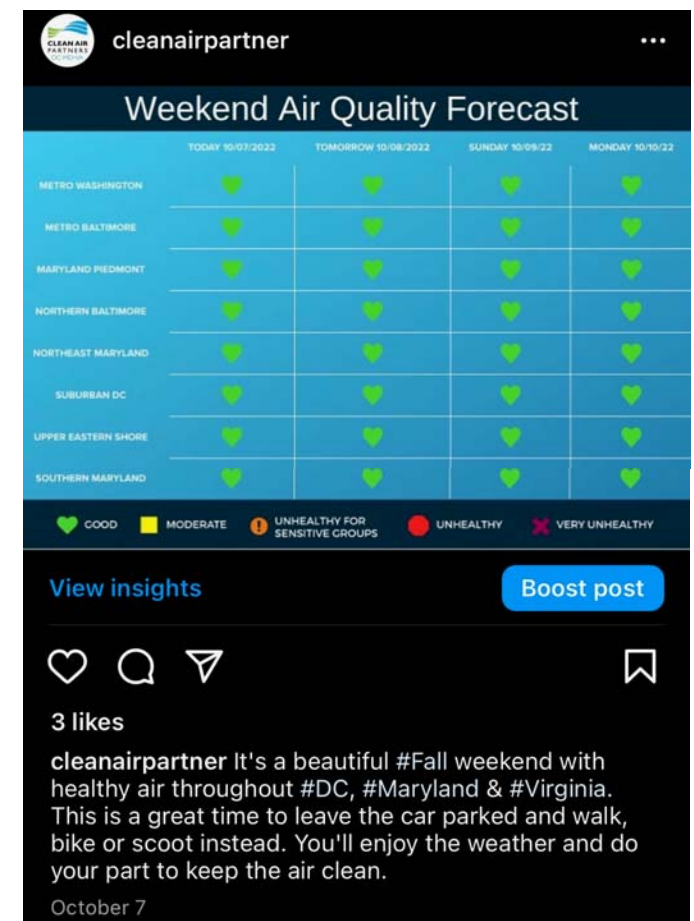
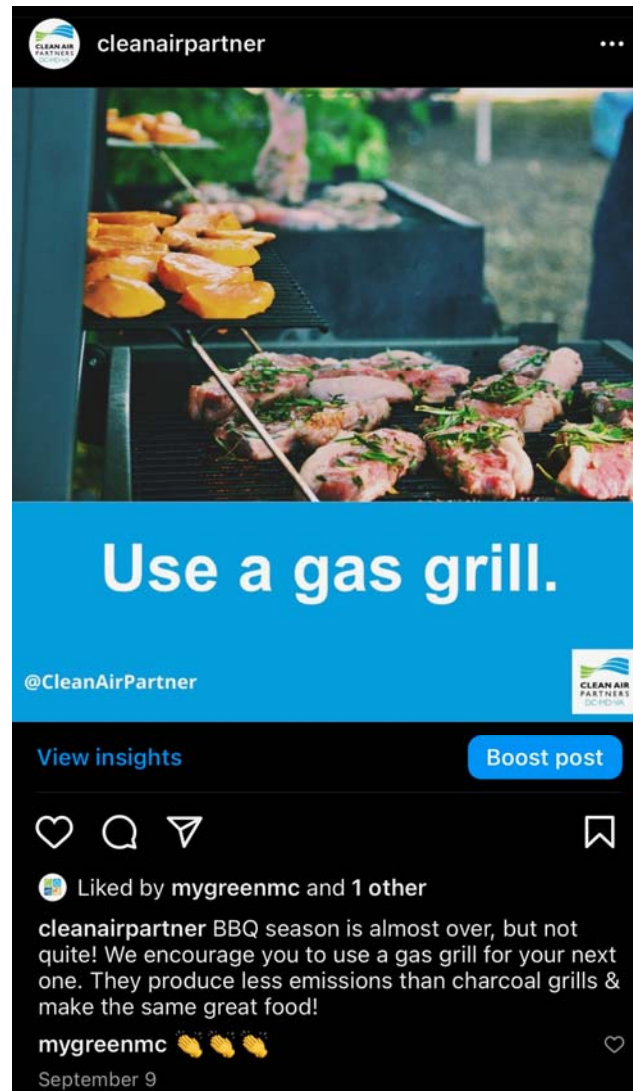
Get more messages for Clean Air Partners
You can add a Messenger button to your post to get more messages for Clean Air Partners.

See insights and ads

Boost post

2 5 Shares





Clean Air Partners @CleanAirPartner · Oct 26

🔥 #HotTip: skip the hot water and use cold water for your laundry. ❄️ Avoiding hot water means your heater will consume less fuel and release fewer #emissions while ALSO being gentler on fabrics. It's a win-win!



Wash with cold water.

@CleanAirPartner

CLEAN AIR PARTNERS DC-MD-VA

4 5

Clean Air Partners @CleanAirPartner · Oct 11

As fall gets closer, energy bills can get downright spooky 🦋! We have a tip to keep your home comfy, your #energy bill low, and the air around you clean: caulk and weatherproof any little cracks and crevices that let outside air in.



Weatherproof your windows.

@CleanAirPartner

CLEAN AIR PARTNERS DC-MD-VA

3 5

Forecasts

	TODAY SEP 13 2022	TOMORROW SEP 14 2022	SUNDAY SEP 14 22
METRO WASHINGTON	🟢	🟢	🟢
METRO BALTIMORE	🟢	🟢	🟢
WASH DC FEDERAL	🟢	🟢	🟢
WASH DC BALTIMORE	🟢	🟢	🟢
NORTHEAST MARYLAND	🟢	🟢	🟢
BOWMAN DC	🟢	🟢	🟢
LEES EASTERN SHORE	🟢	🟢	🟢
SOUTHERN MARYLAND	🟢	🟢	🟢

Lynette Charles and 9 others

4:26 PM - 8/12/22 · Twitter Web App

8 Retweets 3 Quote Tweets 10 Likes

Clean Air Partners @CleanAir... · 7/3/22

We're issuing a Code Orange for July 4 to those in Metro Washington. That means unhealthy #airquality for sensitive groups. Make the most of #IndependenceDay by using an electric grill instead of gas! @TurkWJZ @caitlinrothfox5 @MikeStinneford @MatthewCappucci @gregporter_wx

AIR QUALITY ALERT

CODE ORANGE

unhealthy for sensitive groups

Limit physical outdoor activity for kids, older adults, people with asthma, etc.

Lynette Charles and 9 others

2 26 26



CORNERSTONE ACTIVATIONS



CORNERSTONE ACTIVATIONS

AIR QUALITY AWARENESS WEEK



ACTIVITIES

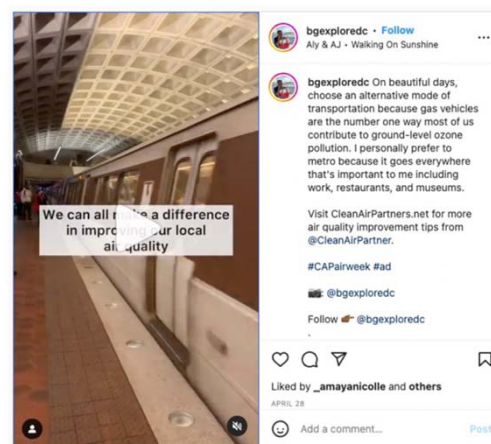
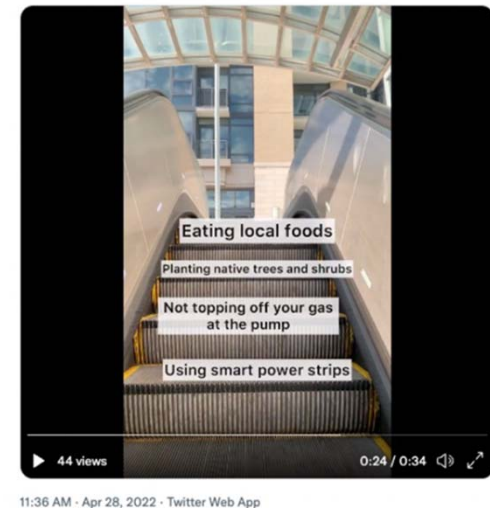
- Digital Ambassadors
- Partner Engagement
- Meteorologist Engagement

SUCCESS METRICS

- **10** influencer posts
- **289,265** impressions
- **5,305** engagements
- **66,885** video views
- **287** comments with **100% positive** sentiment



SAMPLE AMBASSADOR POSTS



CORNERSTONE ACTIVATIONS

OZONE ACTION MONTH



OZONE ACTION MONTH ACTIVITIES

- Media Relations
- Pop-up Outreach Events
- Eco-Driving Exhibit
- Meteorologist Engagement
- Social Media Content
- Partner Social Content Toolkits



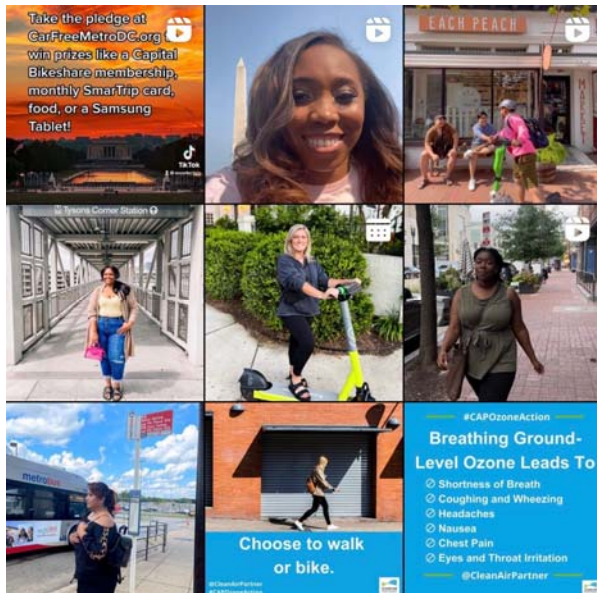
CORNERSTONE ACTIVATIONS

CAR FREE DAY



ACTIVITIES

- Digital Ambassadors



SUCCESS METRICS

- **11** Digital Ambassadors
- **21,522** Impressions
- **2,285** Engagements

Sponsored Effort by
Commuter Connections



SAMPLE AMBASSADOR POSTS & COMMENTS



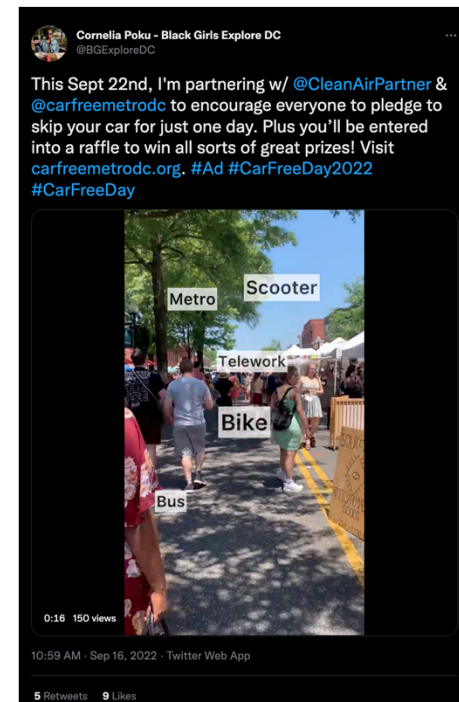
adventuresofape Love this!! So important to promote clean air! Especially for me, an asthmatic!!
3h 1 like Reply Send



buddingmama_ One small action that can make all the difference
6w Reply Send

travel.play.eat.repeat That sounds like a great metrobus service!
6w Reply Send

thequeenofcardio Good info and great pledge!
6w Reply Send



COMING UP IN 2023



2023 MARKETING OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is and how to respond to it.

Provide local residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing local residents' positive contributions to the air quality in their communities.



2023 MARKETING STRATEGY

Present our messages in memorable ways that not only garner the attention of our target audience, but help them to connect with, remember, and implement our tips in their every day lives

Create storylines, visuals, and moments in time to engage news media to amplify our message.

Develop integrated approaches that leverage social media and other digital marketing opportunities to deliver our message to as many residents as possible, regardless of geography or demographics.



Ongoing Activities

- Media Relations
- Outreach Events
- Partner Engagement and Fundraising
- Meteorologist Engagement
- Digital & Social Media
- Paid Advertising
- Cornerstone Activations



Backyard Bubble

- Build on the success of the Car Bubble events by replicating the engaging visual
- Empower consumers to be air quality conscious in a new realm: their lawn, garden and outdoor activities
- Make a big impression with big giveaways – empower consumers with electric lawnmowers
- Debut in conjunction with Air Quality Awareness Week in May with a setup at a home improvement store



Key Dates and Sponsorship Opportunities

- Air Quality Awareness Week – May 1-7, 2023
- Ozone Action Month – August 2023
- Car Free Day – September 22, 2023
- Other “Owned” Sponsorship Opportunities
 - Energy Efficiency Day
 - Partner Events



Fundraising Opportunities

- **Sponsor a standalone Backyard Bubble event** to take place at a location and date tailored specifically to sponsor's audience.
- **Backyard Bubble giveaway sponsorship.** Collaborate with us to develop a giveaway tied specifically to the sponsor's message and include the giveaway as another key message in the backyard bubble events, or as a standalone leveraging social media at a later date.
- **Major event presence** – Backyard Bubble, general branding, or custom messaging – at events like iHeartRadio Concerts, the Cherry Blossom Festival, Nationals Games and more.
- **Custom digital marketing packages focused on key messages for the sponsor organization.** May include digital ambassadors, custom social content, dedicated email marketing, paid amplification and more.
- **Custom campaign aligned to sponsor's messages.** We love to brainstorm around specific messages, audiences and issues aligned with CAP's message. Work with sponsors to create custom activations for the overlap between CAP and the organization's mission.



Board Member Media Training

- Train board members for media appearances, increasing our opportunities to secure media coverage and spread the clean air message
- Key Activities:
 - Training Materials and Talking Points
 - Virtual prep with the board
 - In person, on-camera interview training – 9:30 a.m. – 12:30 p.m. on April 20, 2023 (April Board Meeting)



THANK YOU!

