



**CLEAN AIR**  
**PARTNERS**

**Marketing and Outreach**  
**2021 Summary**

# 2021 Air Quality Awareness Week May 3-7, 2021

- Social Media Content
  - Daily Social Media Challenge
  - Dedicated Campaign Hashtag #CAPairweek
  - Paid Amplification
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach
- Media Pitching

Total Impressions	407,366
Total Engagements	39,286
Influencers Engaged	11
New Social Follows	20
Public Hashtag Uses	89

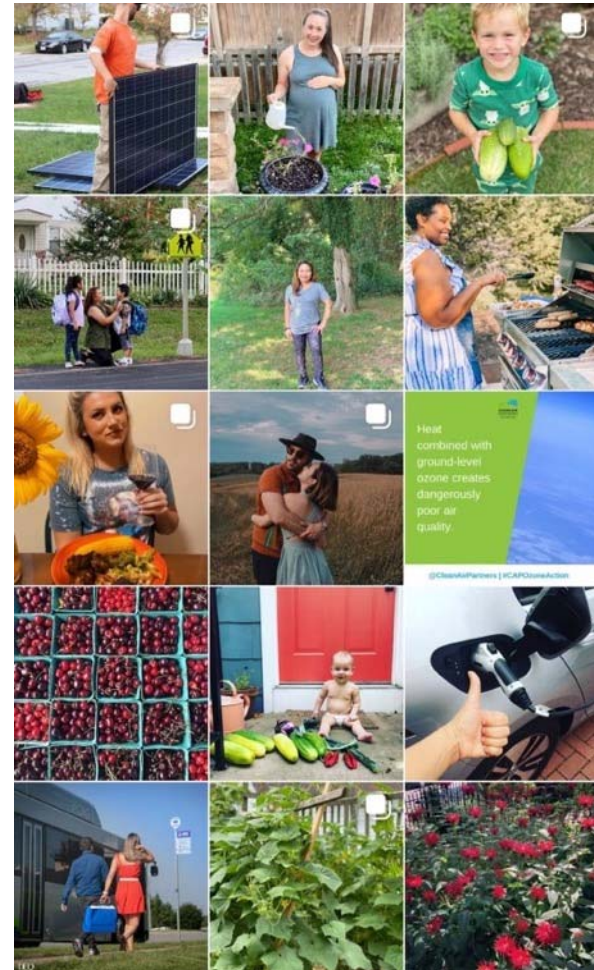


# 2021 Ozone Action Month

August 2021

- Social Media Content
  - Dedicated Campaign Hashtag #CAPozoneaction
  - Digital Toolkit
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach

Influencers Engaged	11
Total Impressions	80,191
Total Engagements	49,759
Likes on Content	42,279
Comments on Content	684
Content Shares	3
Content Saves	6,619
Clicks to Website	174



# METEOROLOGIST OUTREACH

- Social Media and traditional media outreach to a cultivated list of 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



Meteorologists Engaged	40
Retweets from Meteorologists	213
Likes from Meteorologists	212
Mentions from Meteorologist	20

# METEOROLOGIST OUTREACH

- Prolonged, methodical and data-driven meteorologist outreach paid off with a significant number of new relationships formed – including the extremely well followed Capital Weather Gang – and existing relationships strengthened.
- Meteorologist engagement this year was particularly strong: we formed relationships with significantly more meteorologists and have identified how to reliably entice engagement from this group. Ongoing engagement aligned to the data we've collected is recommended to maintain this momentum.
- Meteorologists tend to have strong followings and, even better, are highly trusted in the local community, so their engagement provides us not only with reach, but also credibility and positive brand awareness by association.

Ava Marie @AvaWBAL · Jul 21  
 Interesting note, for as bad as the haze was in Maryland yesterday from the West Coast wildfires... the air quality was still worse on the Fourth of July because of fireworks.

Historical Data  
 Year: 2021 Site: All Sites View  
 Month: July Pollutant: Maximum AQI

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				01 AQI:44 details	02 AQI:40 details	03 AQI:39 details
04 AQI:153 details	05 AQI:119 details	06 AQI:101 details	07 AQI:108 details	08 AQI:57 details	09 AQI:47 details	10 AQI:44 details
11 AQI:52 details	12 AQI:54 details	13 AQI:51 details	14 AQI:58 details	15 AQI:87 details	16 AQI:93 details	17 AQI:57 details
18 AQI:43 details	19 AQI:75 details	20 AQI:126 details	21	22	23	24
25	26	27	28	29	30	31

you can find this data through @CleanAirPartner:

Justin Berk @JustinWeather · Jul 20  
 Cold RED and ORANGE Air Quality just north of Baltimore this afternoon. 🙄🙄🙄🙄🙄  
 Smoke from the Canada Wildfires has really increased today. It sure looks it! Are you feeling it?  
 @AIRNow  
 @CleanAirPartner

3 PM TUE JULY 20  
 Air Quality Reports from AIRNow

Chelsea Ingram @ChelseaWeather · Jul 27  
 Hot temps and poor circulating winds... A "Code Orange" air quality alert is in place for the Baltimore area today. Light smoke from the Canadian and western wildfires also contributing to poor air quality by aiding in additional ozone development. @wjz @cleanairpartner

Josep Martinez T44 @JMartinezDC · Jul 19  
 La presencia de particulado proveniente de incendios forestales al oeste del país ha deteriorado la calidad del aire en el área de DC y continuará moderada de acuerdo a @CleanAirPartner. Personas sensibles a la contaminación deben reducir su actividad al exterior @Telemundo44

PRONÓSTICO CALIDAD DEL AIRE WASHINGTON, D.C.  
 CLEAN AIR PARTNERS

MARTES	MODERADA
MIÉRCOLES	MODERADA
JUEVES	MODERADA

Marketing and Outreach 2021

# MEDIA COVERAGE RESULTS

- The campaign garnered 89 news stories (including a syndicated AP hit) in outlets in the region and also in national publications, garnering \$5 million in publicity value.

Media	# of Hits	Audience Ratings/ Circulation (Monthly)	Publicity Value
Broadcast (TV)	6	18,991	\$6,165
Online	83	108,879,859	\$5,035,694
<b>TOTALS</b>	<b>89</b>	<b>83,856,903</b>	<b>\$5,041,859</b>



TELEMUNDO



NottinghamMD.com



Marketing and Media Outreach Highlights

# PARTNERSHIPS & FUNDRAISING

- This year we shifted our emphasis to supplying partners rather than investing in paid amplification on our social channels. Doing so helps us to not only reach a targeted audience of local residents interested in related issues, but also helps to strengthen partner relationships at the same time.
- We've continue to supply partners with monthly social media content and they continue to enthusiastically use our posts and generate reach and engagement.
- Creating partner content allows us to achieve dual objectives without increasing work: we get reach and engagement on our message while also strengthening relationships with partners. Partners report high satisfaction with the ongoing toolkits.
- On the fundraising side, we secured \$30,000 in campaign sponsorships from established partners, including Washington Gas (\$15,000), Commuter Connections (\$10,000), and Pepco (\$5,000), funding additional digital outreach (ambassadors and social content series).

# PARTNER OUTREACH: DIGITAL TOOLKITS

Partners Posting Content	11
Partner Posts Tagging CAP	67
Retweets on Partner Content	61
Likes on Partner Content	166
Replies to Partner Content	9

**Montgomery County Dept of Environmental Protection** @... · Aug 10

Supporting pollinators 🐝 is not just good for the **#environment** and **#AirQuality**, it's also beautiful! Plant shrubs, native plants and wildflowers this **#CAPOzoneAction** Month, then show us & @CleanAirPartner, how does your garden grow? We love plant baby pics!




**Support pollinators.**

Ozone Action Month  
@CleanAirPartner  
#CAPOzoneAction

CLEAN AIR PARTNERS  
DC/MD/VA

**DC Health** @DCHealth · Aug 26

This **#CAPOzoneAction** Month we and our friends at @CleanAirPartner remind you to shop local and seasonal for your **#food**: it reduces emissions from transport and limits the chemicals used to grow it. Now that's clean and delicious.



**Shop local and seasonal for your food.**

@CleanAirPartners | #CAPOzoneAction

**COPD Foundation** @COPDFoundation · Dec 27, 2021

Did You Know?  
According to the @EPA Americans throw away 25 million more tons of trash during the holidays than other times of the year. 🎁 @CleanAirPartner challenges you to **#green** up your gift-giving by recycling wrapping paper and greeting cards. 📄 #CleanAirWinter



**Recycle wrapping paper.**

@CleanAirPartner  
#CAPOzoneAction

CLEAN AIR PARTNERS  
DC/MD/VA

**MD Environment** @MDEEnvironment · Aug 9

There is a code orange **#AirQuality** forecast today for the Baltimore area. Learn more here: [mde.maryland.gov/programs/Air/A...](https://mde.maryland.gov/programs/Air/A...) @CleanAirPartner

**AIR QUALITY INDEX**

0-50 GOOD	51-100 MODERATE	101-150 UNHEALTHY FOR SENSITIVE GROUPS	151-200 UNHEALTHY	201-300 VERY UNHEALTHY
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**goDCgo** @goDCgo · Aug 12

**#DYK** gas-powered vehicles are the #1 way most of us contribute to unhealthy **#AirQuality**? This **#CAPOzoneAction** Month, the folks at @CleanAirPartner have this tip -- ditch the scenic drive and get out there and walk, bike, and hike! 🚶🚲👣 It's good for you and the **#environment**.



**Ditch your car and walk or bike.**

Ozone Action Month  
@CleanAirPartner  
#CAPOzoneAction

CLEAN AIR PARTNERS  
DC/MD/VA





VDOT Northern VA 🌤️ @VaDOTNOVA · Aug 17

Looking to keep your wallet & the #AirQuality in the green? Our friends at @CleanAirPartner have the hot tips: fill up your gas tank at night when the temperature is coolest. Doing so prevents fuel evaporation, keeping more in your tank and less polluting the air. #CAPOzoneAction



1 5 11



Alexandria T&ES @AlexandriaVATES · Aug 11

Ground-level #ozone is created by chemical reactions between nitrogen oxides & volatile organic compounds (VOCs) when it's hot. This is why we message with air quality-related #EcoCityALX tips during the summer. Learn more from @CleanAirPartner:



cleanairpartners.net

Ozone and Particle Pollution

What does air quality mean? Good question – in the Baltimore-Washington region, air quality is determined by ground-level ozone...



@BmoreInvolved @bmoreinvolved · Aug 27

Here's a hot #tip from @CleanAirPartner: turning your car off and on again wastes less gas and emits less #pollution than idling. Save the air and your money at the tank, avoid idling this #CAPOzoneAction Month (and all year round).



2



Balto Metro Council @BaltoMetroCo · Dec 20, 2021

This #holiday season, many of us will take to the roads to visit loved ones and shop for gifts. To reduce #emissions from those travels, our friends at @CleanAirPartner say to take public transportation or plan trips with a friend. 👍 #CleanAirWinter



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# CAR FREE DAY

- September 22nd
- Sponsorship with Commuter Connections
- Digital Ambassadors





Cornelia Poku - Black Girls Eat DC  
@BlackGirlsEatDC

For me, metro is the most environmentally friendly way to go out for dinner and drinks. Will you join me, @CleanAirPartner, and @CarFreeMetroDc in going carless Sep 22 for #CarFreeDay2021? Pledge and be entered for prizes! [carfreemetrodc.org](http://carfreemetrodc.org) #Sponsored



sherradanielle  
Tysons Corner, Virginia



myjewishmommylife  
Washington D. C.



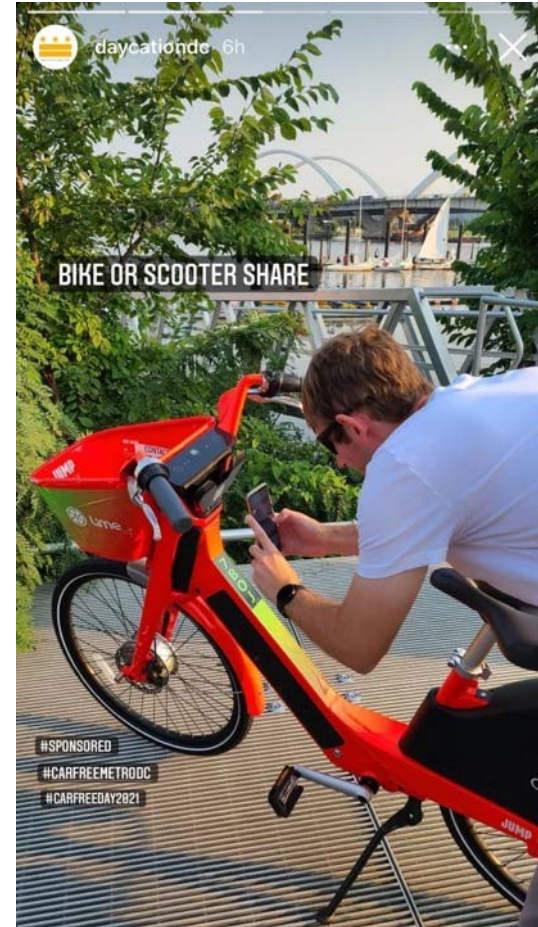
myjewishmommylife I'm not just a mom...I'm a cool 😎 mom. So obviously I have my cool mom car (which I practically live in)...but I also know the importance of giving this cool car a rest and some time off the road. This Wednesday 9/22 is #CarFreeDay 🚗 and all across DC we're taking the pledge to save some gas (and our planet) and have less cars on the road. In our family that means doing some carpooling with my husband (which is a real bonus as he can handle all the buckling and backpacks etc. etc. that's part of our morning routine).

Driving gas-powered vehicles is the number one way most of us contribute to ground-level ozone pollution. Using more sustainable ways to get around helps reduce harmful greenhouse gas emissions and traffic congestion. The more people who travel using bicycles, buses, trains, carpools and vanpools, and by walking, the fewer pollutants are released into the atmosphere. When you take the pledge to be car free on September 22, 2021, you'll be entered into a raffle to win all sorts of great prizes from a Capital Bikeshare annual membership to a monthly SmarTrip card, lots of yummy food and drinks, and even a Samsung tablet. See the full list: <https://www.carfreemetrodc.org/prizes-promotions/>

#sponsored











View all 22 comments

September 19










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## Selected Comments

-  **vincciandchris** Support car free day 🙌🙌🙌  
3w 1 like Reply
-  **rosalesangelo** I will check this out 😊  
3w Reply
-  **sherradanielle** @rosalesangelo wonderful sis 🥰  
2w 1 like Reply
-  **saucedpdx** I love walking too! You find hidden gems that you wouldn't otherwise know about 🙌🙌  
3w 1 like Reply
-  **chelseyeatsdc** @saucedpdx yes so true!!! 🙌🙌  
3w Reply
-  **gethappily** We're in!!!  
2w 1 like Reply
-  **itsnickyan** This is a great initiative 🚗!  
3w 1 like Reply
- View 2 previous replies
-  **sherradanielle** @itsnickyan 🙌❤️  
2w Reply
-  **shopbobbiesharma** Definitely going to sign up!  
3w 1 like Reply
-  **sherradanielle** @shopbobbiesharma that is great!  
3w Reply

-  **katieparryy** challenge accepted! where will I go on wheels...😬 to the gym after work!! #yeehaw #bikelanehereicome  
2w 1 like Reply
-  **dmvmfoodfinds** Love this!!! Capital bike share is the best!  
3w 1 like Reply
-  **kaitskravings** Love this and love a raffle 🙌🙌  
3w 1 like Reply
-  **chelseyeatsdc** @kaitskravings 🙌🙌  
3w Reply
-  **wine\_food\_explorer** Love walking around DC ! Looking fab!! 🙌🙌🙌  
3w 1 like Reply
-  **rudefoodpics** yesss - no cars please! it's better for our environment & overall health!  
3w Reply
-  **philmytummy** Love when I can travel car free!  
3w Reply
-  **marissa.daily** Definitely agree! There are SO many different transport options. I like taking the miini scooters  
3w 1 like Reply
-  **chelseyeatsdc** @marissa.daily yes those are fun too!  
3w Reply
-  **mealbae** Now that's fire 🔥🔥  
3w 1 like Reply

-  **votrecheriamour** Ok I'm here for this! I'm ready to bike to work on the 22! 🙌  
3w 2 likes Reply
-  **stylishlytaylor** I walk a lot of places in Baltimore!  
3w 1 like Reply
-  **cathleisure\_** I've never heard about Car free day but I will definitely participate! There are lots of scooters in Arlington that I could take to work I've never tried but it sounds like as good a time as any!  
3w Reply
-  **adelawilson** I'll be teleworking on the 23rd and extending my pledge to take the metro this weekend to see friends!  
5h 1 like Reply
-  **lacocinadevero** Muy buena iniciativa la de un un día sin carros! Me anoto para este 22 de septiembre. 🙌  
2w 1 like Reply
-  **aninha19gomes** Love the idea of a car free day! Hoping we can organize days like this more frequently.  
2w Reply
-  **our\_new\_nest\_244** What a great pledge! I love greener alternatives!  
2w Reply
-  **theblinginlife** How cool! I've never heard of the car free day before! What a great cause!!  
2w Reply

# CAR FREE DAY

Digital Ambassadors Engaged	10
Total Impressions	124,465
Total Engagements	76,997
Likes on Content	53,165
Comments on Content	668
Content Shares	10,202
Content Saves	12,425
Direct Clicks to Website	516
Hashtag Clicks (Stories Only)	21

# WINTER HOME ENERGY EFFICIENCY

NOV 2021

IN PARTNERSHIP WITH  
WASHINGTON GAS

Winter is coming, and it's the perfect time to make our homes more energy efficient to save money on bills and reduce pollution so our babies can have a healthy planet to grow up on. Visit [CleanAirPartners.net/winter](http://CleanAirPartners.net/winter) for more energy-saving tips.

**Rashida Banks** is with Clean Air Partners. Paid Partnership

DMV family, can't this DC weather be super confusing?! We can go from spring to winter in just 12 hours! As much as I enjoy the sporadic warm temperature days, I know that winter is just around the corner. That means it's time for us to weatherproof our homes. Our house can be really drafty in certain rooms, so we make sure to replace or install the weather stripping in those spaces. The hubs is a stickler for changing the AC filters monthly, which also helps with your energy... See more



3

**The Emily Edition** is in Washington D.C. November 30, 2021

As the weather gets colder, I'm always trying to use energy spending. So excited to be partnering up with Clean Air improving your energy efficiency this year!

1. Change your air conditioning filters regularly
2. Wash full loads of laundry in cold water
3. Invest in a programmable thermostat
4. Weatherproof your windows and doors to prevent drafts
5. Turn your water heater down to warm or low settings

For more energy-saving tips, visit <http://CleanAirPartners.net>



Like Comment Share



**rominandysa** · Follow Washington D.C.

**rominandysa** #ad With the colder season already arriving, it can be easy to quickly find convenience to keep yourself warm but some practices can sacrifice our clean air. I've teamed up with Clean Air Partners to share a few tips on how we can all be more energy efficient during the winter. If you would like to find out more tips, visit [@WashingtonGas](https://www.washingtongas.com) for more information.

At home, there is one big change that not only helps energy efficiency but can help keep our air clean while delivering less pollution. Monitoring the thermostat and keeping the temperature under 70 will help tremendously but ultimately, investing in a programmable thermostat will help to not overwork your heating unit.

787 likes

NOVEMBER 24, 2021

Log in to like or comment.



# WINTER HOME ENERGY EFFICIENCY

NOV 2021

## RESULTS

Impressions on Owned & Ambassador Content	131,080
Total Engagements	7,467
Ambassadors Engaged	4
Twitter/Facebook Owned Posts	12
Likes	2,523
Comments	231



**Weatherproof your home.**

#CleanAirWinter



Washington Gas  
A WGL Company.



CLEAN AIR PARTNERS  
DC-MD-VA



**Replace your furnace filter monthly.**


#CleanAirWinter



Washington Gas  
A WGL Company.




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**Buy Energy Star appliances.**

#CleanAirWinter



Washington Gas  
A WGL Company.



CLEAN AIR PARTNERS  
DC-MD-VA

Marketing and Outreach 2021

# ECO-DRIVING

DEC 2021

- Sponsorship with Pepco
- Social Content supporting Emissions Demonstration
- 4,506 impressions



Check your  
tire pressure  
monthly.

Drive clean in 2022.

 Pepco Holdings Inc

  
CLEAN AIR  
PARTNERS  
DC-MD-VA



Learn tips to  
drive clean.

Emissions Demonstration Exhibit  
December 30th, 10am-8pm  
The Mall in Columbia

 Pepco Holdings Inc

  
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Drive electric.

Drive clean in 2022.

 Pepco Holdings Inc

  
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CLEAN AIR  
PARTNERS



# Emissions Demonstration Exhibit

DC Metro Region:  
December 29, 2021  
Manassas Mall

*Est. mall attendance: 17,123*



# Emissions Demonstration Exhibit

Baltimore Region:  
December 30, 2021  
Mall in Columbia

*Est. daily attendance: 78,900*



## Emissions Demonstration Exhibit

**95%**

said that the display attracted attention.

**88%**

said that they learned something *new* about vehicle emissions.



# 2021 OVERALL RESULTS

In total, 2021 efforts topped **110 million impressions** via news coverage, social media, and partnerships – a 29 percent increase from 2020. 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)	5,187
Twitter (owned channel, organic and paid)	949,544
Digital Ambassadors (Instagram and other digital channels)	274,147
Media Relations (ratings and monthly website circulation)	108,898,850
<b>TOTAL</b>	<b>110,300,811</b>

## 2022: LOOKING AHEAD

- Integrate **virtual channels with on-the-ground events** as appropriate, fine tuning successful tactics from 2021
- Emphasize **quality engagements** on social media
- Leverage **meteorologist and media relations** to expand reach
- **Expand partnership network** in breadth and depth and approach fundraising prudently

## 2022: LOOKING AHEAD

- Launch summer campaign with **Air Quality Awareness Week** May 2-6
  - 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
- **Ozone Action Month** – all of August

## 2022: LOOKING AHEAD

- Continue social media toolkits and partner outreach
- Conduct meteorologist, traffic and news reporter outreach, both traditional and online
- On-the-Ground Events
  - Solicitating sponsorships for Emissions Demonstration Exhibit
  - Additional outreach events as appropriate



**CLEAN AIR**  
PARTNERS

THANK YOU