

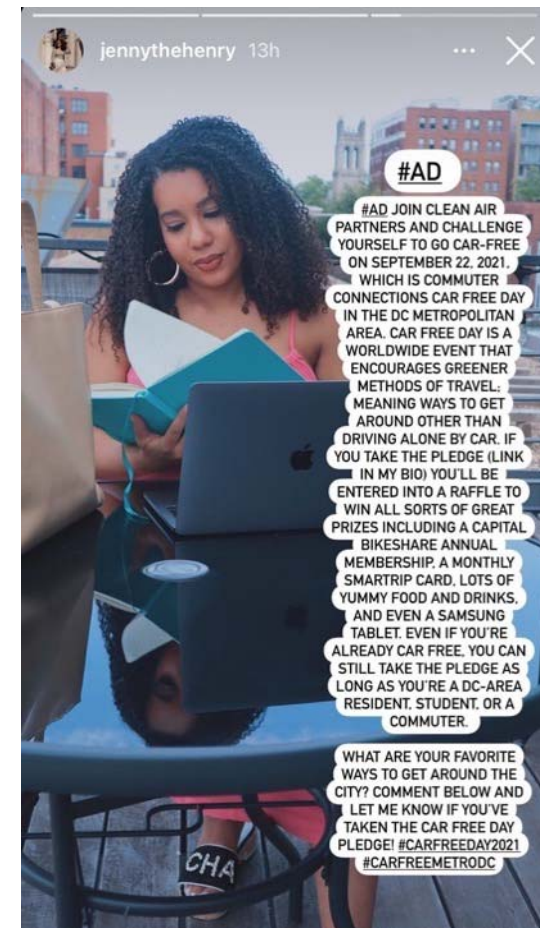
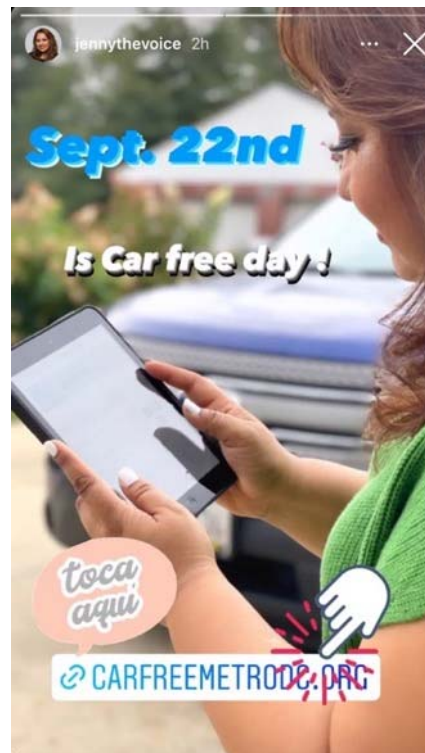


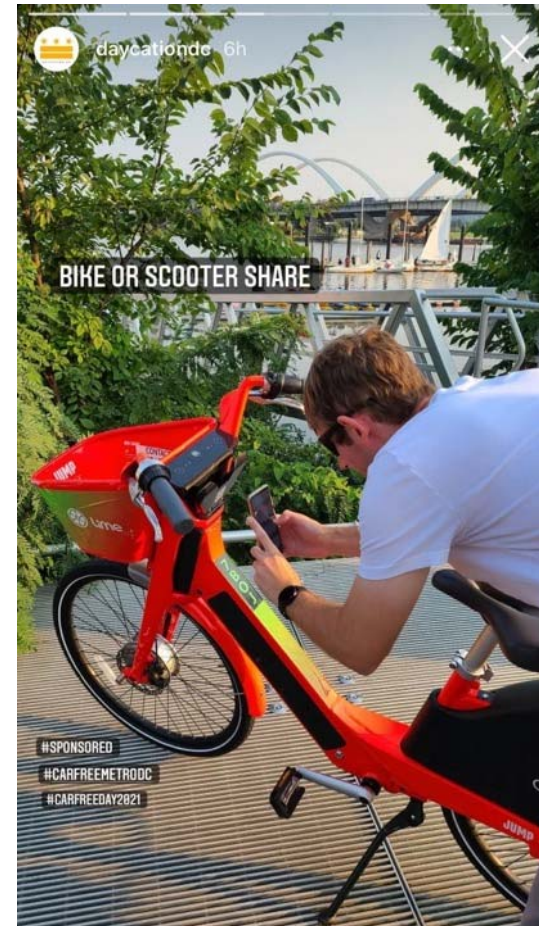
CLEAN AIR
PARTNERS

Marketing and Outreach
2021 Fall Update

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 #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/>

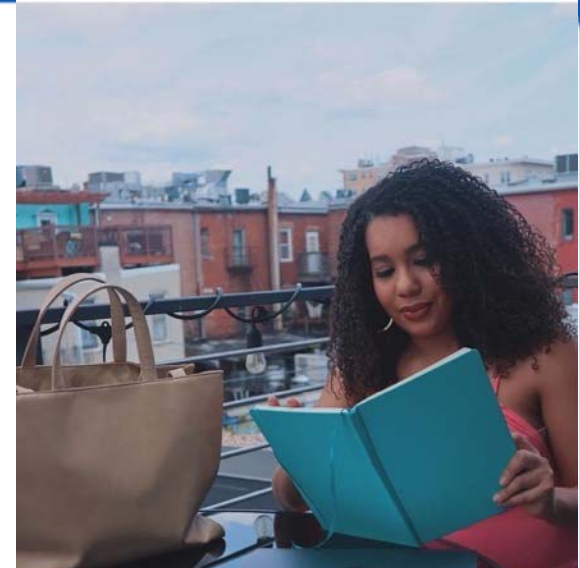
#sponsored

View all 22 comments

September 19



jennythehenry
Washington D. C.



jennythehenry #ad Easy life hack: Being productive while reducing my carbon footprint. By teleworking and not driving to work, I help reduce harmful greenhouse gas emissions and traffic congestion. Even if you are not teleworking, there are lots of ways to get around or be productive when you're car free. Take the bus, Metrorail or commuter trains, a bicycle or scooter, or walk or run!











Join Clean Air Partners and challenge yourself to go car-free on September 22, 2021, which is Commuter Connections Car Free Day in the DC metropolitan area. Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car. If you take the pledge (link in my bio) you'll be entered into a raffle to win all sorts of great prizes including a Capital Bikeshare annual membership, a monthly SmarTrip card, lots of yummy food and drinks, and even a Samsung tablet. Even if you're already car-free, you can still take the pledge as long as you're a DC-area resident, student, or a commuter.

What are your favorite ways to get around the city? Comment below and let me know if you've taken the Car Free Day Pledge! #CarFreeDay2021 #CarFreeMetroDC









View all 3 comments

September 16

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
-  **saucepdx** I love walking too! You find hidden gems that you wouldn't otherwise know about 🙌🙌
3w 1 like Reply
-  **chelseyeatsdc** @saucepdx yes so true!!! 🙌🙌
3w Reply
-  **gethappily** We're in!!!
2w 1 like Reply
-  **itsnickyann** This is a great initiative 🚗!
3w 1 like Reply
- View 2 previous replies
-  **sherradanielle** @itsnickyann 🙌❤️
2w Reply
-  **shopbobbiesharma** Definitely going to sign up!
3w 1 like Reply
-  **sherradanielle** @shopbobbiesharma that is great!
3w Reply

-  **katieparryyy** challenge accepted! where will I go on wheels...😬 to the gym after work!! #yeehaw #bikelanehereicome
2w 1 like Reply
-  **dmvfoodfinds** 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 Summary

| | |
|-------------------------------|---------|
| 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 |

Ongoing Outreach: Partner Toolkits

goDCgo @goDCgo · Aug 30

This @CleanAirPartner #CAPOzoneAction Month, keep your car's #gas where it belongs -- in your tank fueling your trips. 🚗 Tighten your gas cap to avoid fuel evaporation that #pollutes the air and costs you more at the pump.



Tighten your gas cap.

Ozone Action Month
@CleanAirPartner
#CAPOzoneAction

CLEAN AIR PARTNERS DC-MD-VA

Balto Metro Council @BaltoMetroCo · 3h

No one wants scalding hot water coming out of their faucets. 💧

Improve efficiency (and prevent accidental burns) by using the low or warm settings on your water heater. @CleanAirPartner says you'll lower your #Energy bill and reduce #airpollution, too!



Set your water heater to low or warm.

@CleanAirPartner
#CAPOzoneAction

CLEAN AIR PARTNERS DC-MD-VA

DMOIDC @DMOIDC · Oct 20

RT @DOEE_DC: October is #EnergyAwarenessMonth and @CleanAirPartner has 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 home.

Clean Air Partners Retweeted

MD Environment @MDEnvironment · Oct 13

October is #EnergyAwarenessMonth and @CleanAirPartner has 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 home.

Clean Air Partners Retweeted

Department of Energy & Environment @DOEE_DC · Oct 12

Hot 🔥 #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!




Skip the hot water.

@CleanAirPartner
#CAPOzoneAction

CLEAN AIR PARTNERS DC-MD-VA

Washington, DC Area Moms @CleanAirMoms_DC · Aug 27

#DYK breathing in ground-level ozone can reduce lung function by 20%? That can cause shortness of breath, coughing, wheezing, fatigue, headaches, nausea, eye and throat irritation, and even chest pain. Stay #healthy with us and @CleanAirPartner #CAPOzoneAction Month.



Breathing in ground-level ozone can reduce lung function by 20%.

Ozone Action Month
@CleanAirPartner
#CAPOzoneAction

CLEAN AIR PARTNERS DC-MD-VA

Montgomery County Dept of Environmental Protection @. · Aug 26

We know that cars are going electric, but #DYK that your lawnmower and #gardening tools can, too? Not only do electric gardening tools reduce emissions, we hear from the folks at @CleanAirPartner they're much quieter, too. #CAPOzoneAction



Switch to electric yard tools.

Ozone Action Month
@CleanAirPartner
#CAPOzoneAction

CLEAN AIR PARTNERS DC-MD-VA

Winter Energy Efficiency

- Sponsorship with Washington Gas
- Digital Ambassadors and Social Media
- October - November



 **Clean Air Partners**
@CleanAirPartner

Today is Energy Efficiency Day! We've teamed up with [@washingtongas](#) to raise awareness about the importance of being energy efficient today and all year long. Save money and cut pollution with these tips. [#EEDay2021](#)

- ✓ Install a programmable thermostat.
- ✓ Change your HVAC filters.
- ✓ Seal leaks around your home.

 **Washington Gas**
A WGL Company.

 **CLEAN AIR PARTNERS**
DC-MD-VA

Emissions Demonstration Exhibit

- The Clean Air Partners Emissions Demonstration is an eye-catching display exhibit that builds on highly successful eco-driving emissions demonstration events conducted for Drive Clean Texas.

**DC Metro Region:
December 29, 2021
Manassas Mall**

**Baltimore Region:
December 30, 2021
Mall in Columbia**



Emissions Demonstration Exhibit



Emissions Demonstration Exhibit

- Pack light.
- Remove extra cargo.
- Use energy-conserving oil
- Maintain your engine.
- Switch to an EV or Hybrid.
- Change your filter.
- Don't idle.
- Combine errands.
- Fill up when it's coolest.
- Don't top off - stop at the click!
- Tighten the gas cap.
- Ride with a friend.
- Don't drive aggressively.
- Bike, walk or take public transit.
- Leave the car at home.
- Properly inflated tires save money.
- Properly inflated tires keep you safe.
- Properly inflated tires reduce emissions.
- Properly inflated tires last longer.



Emissions Demonstration Exhibit



*Do your share
for cleaner air.*

-  Keep tires at correct pressure.
-  Fill up your tank when it's coolest and don't top off.
-  Combine errands and avoid idling.
-  Walk, bike, scoot or take transit.

#CleanAirPartners


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THANK YOU