

# 2024 Clean Air Partners Spring/Summer Campaigns

## Marketing Successes



# OBJECTIVES

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



# 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 a storyline, visuals, and moment 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.

Put the tools to improve local air quality directly in the hands of consumers and encourage them to share the message with their personal network.



MAY 2024: AIR QUALITY AWARENESS WEEK &  
REGION-WIDE GAS POWERED TOOL EXCHANGE





# SUCCESS BY THE NUMBERS

## EVENTS & EXCHANGES

- **7** Sponsors
- **6** Days of Exchanges across 10 Stores
- **3** Outreach Events
- **150** Electric Lawn Tool in Local Residents' Hands\*
- **227** Community Members Pledged to Green their Lawn Care
- **204,721** Total Impressions
- **13,031** Total Engagements

## DIGITAL EFFORT

- **14,724** Email Opens
- **19** Partners Leveraging CAP Social Content
- **24** Digital Ad Placements on Local Publications & Affiliated Social

## MEDIA RELATIONS

- **16** News Stories resulting in nearly **206,800,000** Impressions
- **\$ 9,578,177** in Publicity Value\*
- Coverage including CBS, WTOP, Telemundo

\*Preliminary reporting through early August



# TOOL EXCHANGE SUCCESS METRICS



- **24** digital ad placements on local publications and affiliated social drove signups
- **569** people expressed interest in receiving tools
- **192** on the waitlist
- **130** Total gas powered tools traded in and recycled
  - **96** Mowers
  - **15** Blowers
  - **19** Trimmers



# EXCHANGES IN ACTION



# EXCHANGE TESTIMONIALS

I have been wanting to do this for years now. Every time I start my mower, the big puff up black smoke hits me in my face, and it reminds me of how much I want an electric lawnmower. Every year I say to myself "next year, I will get one," but I just can never afford it when the time comes. Thank you!!  
- *Krissy Goeller, Exchanged at Canton Ace Hardware*

I'm looking forward to turning in my old smog maker for a new pollution free mower! So exciting!  
- *Susan Moriarty, Exchanged at Federal Hill Ace Hardware*

I look forward to never seeing blue smoke and stinky exhaust polluting my street because I had to cut my grass  
- *Mark Nowacek, Exchanged at Fairfax Ace Hardware*

Thanks for this wonderful program. I just picked up mine. It made my year!  
- *Cyndi Trang, Exchanged at Fairfax Ace Hardware*

This program [is] very helpful for ones that still had working gas powered machines that didn't really have the need to switch over just yet. Thankful for...this.  
- *Steve Alves, Exchanged at Old Town Ace Hardware*

The leaf blower exchange went off without a hitch. And I even then bought the lawn trimmer. Thank you for the opportunity to do the exchange.  
- *Bill Crompton, Exchanged at Federal Hill Ace Hardware*





# SAMPLE LOCAL ADS

**AFRO**  
THE BLACK MEDIA AUTHORITY

2024 ELECTIONS  
**Baltimore City Mayor Brandon Scott picks up AFRO endorsement in 2024 election**

12:08PM EST · 11/11/24

**BLACK WOMAN GENIUS**  
History: 1st through November 20th

By: ARLnow team

On the Democratic primary election, the 41st-anniversary Baltimore City Mayor M. Scott for reelection on behalf of Baltimore City.

During his time here, the mayor has led in a re-election to get involved in politics in building and working to bring people and a professional education to quality in the city's economy, including the city.

Under Scott's leadership, hundreds of Baltimoreans have benefited, with Mayor Scott announcing in 2022 the first Black job 2019. His focus is the needs of the community, from supporting the local economy to strengthening the infrastructure of the city of Baltimore residents.

Sign up for our Black Women to get coverage on Black women's issues in the world. Company who has been doing it right for over 100 years.

sign@arlnow.com

Scott has brought a youthfulness and a deep commitment to serving the people of Baltimore, particularly in the past few years, and we are proud to support his re-election.

This election is competitive, with Mayor Scott's opponent, former Mayor Sheila Silver, also a formidable opponent. Silver's campaign committee is led by former Deputy Mayor David Green, a former mayor of Baltimore. The city's economy, particularly in the past few years, has been struggling, and the city's infrastructure has been neglected. Scott's re-election would allow the city to continue to invest in the city's economy and infrastructure.

Scott's work with the Greater Baltimore Committee (GBC) and Baltimoreans United (BAU) has been instrumental in making Baltimore a more livable and sustainable city.

With the AFRO endorsement, Mayor Scott shows in the 2024 election cycle, we believe that in the past few years, Scott is the best person for the job. His leadership has been effective, and he has proven his commitment to making Baltimore a better place for all to prosper.

Join 17 years of award-winning media. Mayor Brandon Scott is re-elected to office, what next? The AFRO joins many Baltimoreans in hoping to see the competition, and Mayor Scott's re-election would allow the city to continue to invest in the city's economy and infrastructure. The AFRO joins many Baltimoreans in hoping to see the competition, and Mayor Scott's re-election would allow the city to continue to invest in the city's economy and infrastructure.

**Get your AFRO A CARD today!**

Help us continue to tell our story and join the AFRO family on a monthly basis. We will deliver exclusive content, and directly support the future of the AFRO. You get a chance to win these "hard-to-get" prizes!

Subscribe to AFRO now

**TRADE IN YOUR GAS LAWN TOOL FOR A FREE EGO POWER+ ELECTRIC MODEL!**

CLICK TO JOIN THE CLEAN AIR PARTNERS 2024 GAS LAWN TOOL EXCHANGE

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

Date ▼ (https://groups.io/g/clevelandpark/topic/get\_a\_free\_ego\_power/105668482?dir=asc)

Cleveland Park Listserv 8:47am (https://groups.io/g/clevelandpark/message/212816)

To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers, trimmers, and leaf blowers at select Ace Hardware locations in the region. DMV residents who turn in their gas-powered lawn tools will receive a FREE Ego Power+ replacement including batteries and chargers, while supplies last.



MAY 3, 2024 - SPONSORED

## FREE ELECTRIC LAWN TOOL WHEN YOU TRADE-IN YOUR GAS-POWERED VERSION [SP]

To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland, and Virginia residents' gas-powered lawnmowers, trimmers, and leaf blowers at select Ace Hardware locations in the region. Baltimore-area residents who turn in their gas-powered lawn tools will receive a FREE Ego Power+ replacement, including batteries and chargers, while supplies last.



**SIGN UP HERE!**

Delete Archive Report Reply Reply all Forward Zoom

Afternoon Update from ARLnow.com

**Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version**

To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers,...

[Announcement]



COMMUNITY POST

## Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners



Announcement

## Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners





# COMMUNITY OUTREACH EVENTS

# EVENT CALENDAR

## BACKYARD BUBBLE EVENTS

- May 18, 2024 – Waverly Ace Hardware
- May 19, 2024 – Fairfax Ace Hardware
- June 1, 2024 – Frager’s Hardware & Garden

# SUCCESS METRICS

- **5,111** Total Impressions
- **969** Total Engagements
- **227** Total Pledges Made (Entries)
- **20** Electric Tools Given Away



# WAVERLY BACKYARD BUBBLE - May 18, 2024

Maryland Department of the Environment Presenting Sponsorship

300 Impressions\* | 175 Engagements\* | 110 Pledges/Giveaway Entries



# FAIRFAX BACKYARD BUBBLE - May 19, 2024

In Partnership with Fairfax County OEEC

1,433 Impressions | 625 Engagements | 44 Pledges/Giveaway Entries





# FRAGER'S BACKYARD BUBBLE - June 1, 2024

3,378 Impressions | 169 Engagements | 73 Pledges/Giveaway Entries



# GIVEAWAYS

20 Electric Lawn Tools to Local Community Members



- **3** Electric Lawnmowers
- **13** Electric Blowers
- **4** Electric Trimmers
- **227** Pledges Made by Community Members







# ACE HARDWARE PARTNERSHIP



# A FEW COOL HARDWARE STORES

## 10 Partner Store Locations

- Canton Ace Hardware (Baltimore, MD)
- Fairfax Ace Hardware (Fairfax, VA)
- Federal Hill Ace Hardware (Baltimore, MD)
- Old Takoma Ace Hardware (Takoma Park, MD)
- Old Town Ace Hardware (Alexandria, VA)
- Petworth Ace Hardware (Washington, DC)
- Silver Spring Ace Hardware (Silver Spring, MD)
- Tenleytown Ace Hardware (Washington, DC)
- Waverly Ace Hardware (Baltimore, MD)
- Frager's Hardware & Garden Center (DC)

## Success Metrics

- **15,602** Impressions on In-Store Posters
- **158,268** Impressions on Receipts with Exchange Messaging
- **12,110** Email opens
- **1,100** Social Media Impressions
- **777** Social Media Engagements



# SAMPLE ACE POSTS



cool hardware



11 likes

cool hardware Gas lawnmowers can create more emissions than cars. Gas leaf blowers pollute nearly 300 times as much as pickup trucks. Sign up... more

April 23



Cool Hardware @Cool\_Hardware · Apr 21, 2023



Don't miss a special pop-up at our annual #EarthDay #Garden Party at our Waverly location. Our friends from @CleanAirPartner & @MDEnvironment will be showcasing hidden backyard #emissions hazards & giving away tools to green your lawn routine every half hour 10am - 2pm!



**Check out the  
Backyard Bubble**

**This Saturday**

Earth Day Annual Garden Party  
April 22, 10:00 a.m. - 2:00 p.m.  
Waverly Ace Hardware  
601 Homestead St,  
Baltimore, MD 21218



253



# OWNED SOCIAL CONTENT & EMAIL MARKETING



# ACTIVITIES

- Posts on Facebook, Instagram, Twitter/X, and NextDoor
- Stories on Instagram
- Email Marketing
- Green Lawn Care Tips
- Event and Exchange Promotion
- Partner Engagement

# SUCCESS METRICS

- **29,496** Owned Social Impressions
  - **4,856** Organic Impressions
  - **24,640** Paid Impressions
- **12,285** Owned Social Engagements
  - **223** Organic Engagements
  - **714** Paid Link Clicks
  - **11,348** Add'l Paid Engagements
- **2,614** Email Opens
- **131** Clicks from Emails





# TWITTER

2,846 Impressions | 60 Engagements

**Clean Air Partners** @CleanAirPartner · Jun 25  
Thanks so much to our fantastic spring campaign sponsor @DOEE\_DC for helping us bring the Backyard Bubble to Frager's Hardware & Garden Center in #DC. We'll never tire of talking about #CleanAir and we're thrilled with how many residents shared our enthusiasm! ❤️



1 retweet, 3 likes, 257 impressions

**Clean Air Partners** @CleanAirPartner · Jun 4  
Eating local-grown produce reduces #emissions... and you can't get much more local than your own backyard! 🍅🍆🍷🥕🥒 Plant a veggie garden to eat better while improving #AirQuality. It's not too late to get plants in the ground for late summer or fall harvests!



2 retweets, 2 likes, 171 impressions

**Clean Air Partners** @CleanAirPartner · May 3  
#DYK operating a gas lawn mower for 1 hour emits the same amount of #AirPollution as driving a car 45 miles?! We strongly recommend switching to electric lawn tools if you haven't already.



6 retweets, 7 likes, 375 impressions



# INSTAGRAM

520 Impressions | 48 Engagements

cleanairpartner

**Come See the Backyard Bubble in DC!**

This Saturday  
June 1, 10am-3pm  
Frager's Hardware & Garden Center  
1123 Pennsylvania Ave SE  
Washington, DC 20003

@CleanAirPartner

View insights Boost post

Liked by baltometroco and 4 others

cleanairpartner Hey #DC, what are you up to today? Come hang out with us & our friends from @doee\_dc at Frager's Hardware & Garden Center! You can... more

June 1

cleanairpartner

**Use a manual or electric lawn mower.**

@CleanAirPartner

View insights Boost post

3 likes

cleanairpartner Just 1 hour operating a gas lawn mower emits the same amount of air pollution as driving a car 45 miles! It's Earth Day & we're... more

April 22

cleanairpartner

**Come See the Backyard Bubble in Baltimore!**

This Saturday  
May 18, 10am-2pm  
Waverly Ace Hardware  
601 Homestead St,  
Baltimore, MD 21218

@CleanAirPartner

View insights Boost post

Liked by cool\_hardware and 6 others

cleanairpartner Hey #Maryland, are you ready to meet the Backyard Bubble? 🌱🌳 We're teaming up with @md\_environment to bring #green lawn care... more

cool\_hardware

May 17





# FACEBOOK

1,490 Impressions | 115 Engagements

**Clean Air Partners**  
Published by Crystal Laureano · June 19 at 3:30 PM · 🌐

Thank you to our amazing partner @Virginia Department of Environmental Quality for sponsoring our Fairfax Ace Hardware Backyard Bubble event last month! 🌱🌳 We so appreciate all of the Virginians who came out to learn about lawn care emissions and commit to doing their part for clean air. 🙏



**CLEAN AIR PARTNERS** DC-MD-VA  
@CleanAirPartner **DEQ** VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY

See insights and ads [Boost post](#)

👍 3 2 shares

**Clean Air Partners**  
Published by Crystal Laureano · June 12 at 4:23 PM · 🌐

US homeowners use ~3 million tons of nitrogen fertilizers per year... and for every ton of nitrogen created to make it, 4-5 tons of carbon are released! 🌳  
Instead of contributing to poor air quality, use natural fertilizers like compost or manure. 🌱🌿



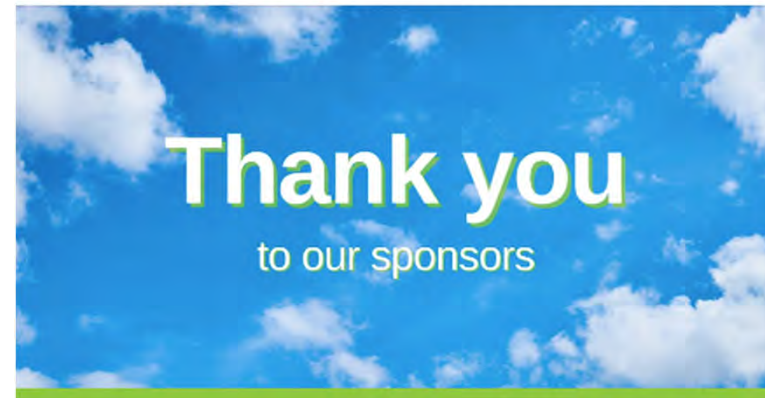
**CLEAN AIR PARTNERS** DC-MD-VA  
@CleanAirPartner

See insights and ads [Boost post](#)

👍 Baltimore Metropolitan Council, Maryland Dept. Of The Environment and 3 others 1 share

**Clean Air Partners** is with **PepcoConnect** and **6 others**.  
Published by Crystal Laureano · June 3 at 10:00 AM · 🌐

We're feeling grateful for a successful spring Air Quality Awareness campaign filled with Backyard Bubble events and our incredible sponsors who made it all possible! Together, we sparked clean air conversations with residents in DC, Maryland, & Virginia! 🌱🌳

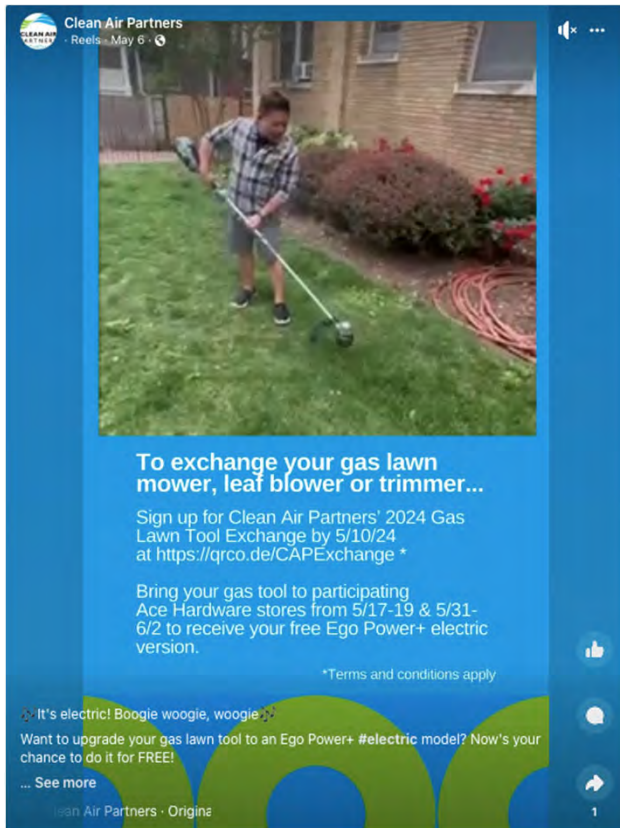


See insights and ads [Boost post](#)

👍 Baltimore Metropolitan Council, Maryland Dept. Of The Environment and 2 others

# SOCIAL VIDEO

Amplified with Paid



Clean Air Partners  
Reels · May 6 · 🌐

**To exchange your gas lawn mower, leaf blower or trimmer...**

Sign up for Clean Air Partners' 2024 Gas Lawn Tool Exchange by 5/10/24 at <https://qrc0.de/CAPEXchange> \*

Bring your gas tool to participating Ace Hardware stores from 5/17-19 & 5/31-6/2 to receive your free Ego Power+ electric version.

\*Terms and conditions apply

🔊 It's electric! Boogie woogie, woogie 🎵

Want to upgrade your gas lawn tool to an Ego Power+ #electric model? Now's your chance to do it for FREE!

... See more

Clean Air Partners · Original

See insights and ads

Boost post

English



Spanish



# EMAIL MARKETING

2,614 Email Opens | 131 Clicks



## Updated - Spring is in the Air!

With spring upon us, and ozone season just around the corner, Clean Air Partners invites Baltimore-Washington residents to **replace their gas powered polluting lawn tools** with more **eco-friendly electric** versions. The pollutants from gas lawn equipment harm not only an individual's lungs but air quality for the whole community.

Did you know some gas lawn mowers produce worse carbon footprints than cars? On average, an hour of mowing with gas equals the same emissions as driving between Washington, D.C., and Cleveland, Ohio—about 350 miles. A gas leaf blower pollutes nearly 300 times as much as a pickup truck. Newer electric lawn care equipment is more efficient and doesn't need oil changes or filter cleanings, making it less complicated and costly.

### Make simple swaps in your backyard to help us all breathe easier!

- **Pass on gas tools.** Opt for electric and manual lawn care.
- **Mow on low ozone days** when air quality is good.
- **Go organic for fertilizers and pesticides.** Try natural alternatives like compost, alfalfa, fish meal and neem oil.
- **Mow less often** by letting your grass grow a little taller.
- **Make your own mulch** by leaving grass clippings instead of bagging and sending to the landfill.



### You're invited - UPDATED dates & locations!

Clean Air Partners is hosting a series of events at Baltimore-Washington area hardware stores to educate locals on how to



# PARTNER ENGAGEMENT



## ACTIVITIES


- Tagged partners in event promotion and thank you posts
- Provided tips and promotional content for partners to post via expanded partner toolkit

## SUCCESS METRICS


- **19** Partners Shared Our Content or Engaged with Our Owned Content




# SAMPLE PARTNER POSTS

 Maryland Dept. Of The Environment  
May 6 · 🌐




#DYK operating a gas lawn mower for one hour emits the same amount of #AirPollution as driving a car 45 miles?! Clean Air Partners strongly recommends switching to electric lawn tools.



**Swap your gas lawn tools for electric.**

 CLEAN AIR PARTNERS DC-MD-VA

[@CleanAirPartner](#)

   Baltimore Metropolitan Council and 25 others

9 comments 11 shares

 You reposted

 Fairfax County Environmental & Energy Coordinati @ffxgreei · May 20 ···

A huge thank you to everyone who joined us at this weekend's #BackyardBubble event at Fairfax Ace Hardware! ICYMI, @CleanAirPartner demonstrated the hidden air quality hazards associated with lawn tools and other backyard appliances.


#FFXGreen



  1  3  151  



# SAMPLE PARTNER POSTS

 **Global Allergy & Airways Patient Platform**  @gaapporg · Jun 11 ...  
Homeowners use ~3 million tons of nitrogen fertilizers per year... and for every ton of nitrogen created to make it, 4-5 tons of carbon are released! 🤖

Instead of contributing to poor #AirQuality, @CleanAirPartner says to use natural fertilizers like compost or manure. 🌱🌿



   2   

 **doee\_dc**  June 3 ...



18 likes

doee\_dc We had a wonderful time at the #BackYardBubble with @CleanAirPartner at @Fragers on Saturday! It was great to talk to residents about staying #AirAware and switching to electric lawn equipment.

💡 Don't forget @DCSEU has rebates for electric lawnmowers: <https://www.dcseu.com/Media/Default/docs/residential/appliances/residential-lawnmower-electric-rebateform.pdf>



**AUGUST 2024: OZONE ACTION MONTH +  
ECO-DRIVING EVENTS + CAR FREE DAY INTEGRATION**





# SUCCESS BY THE NUMBERS

- **8** Sponsors including partnership with Commuter Connections to Support Car Free Day
- **2** Events
- **203** Car Free Day Pledges
- **2,239** Total Impressions
- **1,373** Total Engagements
- Digital Marketing and Full Media Coverage Results to Come



\*includes giveaways



# EVENTS

## Eco-Driving Pop-up Event

August 17, 2024 – Arlington Farmers Market in Virginia

## Car Bubble Event

August 18, 2024 – St. Charles Town Center in Maryland

# SUCCESS METRICS

- **1,028** Impressions
- **401** Engagements
- **52** Total Car Free Day Pledges

- **1,211** Impressions
- **972** Engagements
- **151** Total Car Free Day Pledges



# ARLINGTON FARMERS MARKET POP-UP - August 17, 2024

1,028 Impressions | 401 Engagements | 52 Car Free Day Pledges





# ST. CHARLES TOWNE CENTER CAR BUBBLE - August 18, 2024

1,211 Impressions | 972 Engagements | 167 Car Free Day Pledges





# THANK YOU TO OUR SPONSORS!



Maryland  
Department of  
the Environment



Washington  
Gas  
A WGL Company.



Office of Environmental and Energy Coordination



# MEDIA RELATIONS

# COVERAGE HIGHLIGHTS



A screenshot of a web browser showing a news article on the WUSA9 website. The URL is https://www.wusa9.com/video/entertainment/television/programs/great-di... The page features a navigation bar with 'WUSA9' logo and links for News, Weather, Sports, VERIFY, and a search icon. Below the navigation bar are links for 'ADVERTISE WITH US', 'GET UP DC', 'CONTESTS', 'ENVIRONMENT', 'WASHINGTON COMMANDERS', and 'INVESTIGATION'. The main headline reads 'How you can help improve DC's air quality this summer'. Below the headline is a video player showing a woman, Sarah Bagley, speaking. A caption below the video reads: 'HOW YOU CAN HELP IMPROVE DC'S AIR QUALITY SARAH BAGLEY - CLEAN AIR PARTNERS SPOKESPERSON WUSA9 9-18 8-21'. A small text box at the bottom left of the video area says: 'Sarah Bagley with Clean Air Partners discusses how driving is the number one way residents contribute to poor air quality & small changes we can make to change that.'



A screenshot of a web browser showing a video player on the FOX5 WASHINGTON DC website. The URL is https://www.fox5dc.com/video/1495089. The navigation bar includes 'FOX5 WASHINGTON DC' logo and links for Live, News, Weather, Things To Do, Good Day, and Contests. The video player shows a woman speaking. A lower-third graphic reads: '+LIVE ZONE REDUCING AIR POLLUTION DURING YOUR COMMUTE FOX5DC'. Below the video player, the text reads: 'Celebrating Ozone Action Month: Reducing Air Pollution During Your Commute'.



# COVERAGE HIGHLIGHTS

8/24/24, 11:47 PM

How you can help improve DC's air quality this summer

## How you can help improve DC's air quality this summer



Sarah Bagley with Clean Air Partners discusses how driving is the number one way residents contribute to poor air quality & small changes we can make to change that.

Author: [www.fox5dc.com](https://www.fox5dc.com)

A screenshot of a FOX 5 Washington DC website article. The page features a video player with a split-screen view of a male host and a female guest. Below the video, the text reads "Clean Air Partners talk Air Quality Awareness Week". The website navigation bar includes "Live", "News", "Weather", "Things To Do", "Good Day", and "Contests".

**FOX 5**  
WASHINGTON DC

Live News Weather Things To Do Good Day Contests

**AIR QUALITY AWARENESS WEEK**

**Clean Air Partners talk Air Quality Awareness Week**

T44 ON TOP





THANK YOU!

