

Clean Air Partners 2025 Marketing Campaign April 2025



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.

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.



2025 MARKETING PLAN OUTLINE

Late February - April

- Baltimore Tree Trust partnership
- Community messaging early March
- Tree Planting and community events events

May - June

- Summer campaign/AQAW launch - partner outreach, digital toolkit, media relations
- Media training
- Announce Lawn Tool Exchange
- Execute tool exchange/giveaway program
- Backyard Bubble and pop-up events drive attention and participation
- Sponsorships/partnerships amplify efforts

August - September

- Ozone Action Month
- Media outreach
- Car Bubble event
- Eco Driving Pop Up
- Sponsorships and partnerships amplify efforts

Ongoing

- Partner outreach, digital toolkits
- Meteorologist outreach, media outreach
- Community engagement with partners and on owned social channels



TREE PLANTING EFFORT IN BALTIMORE

- **Facilitated Partnership with Baltimore Tree Trust (BTT)**
 - **March 15 - Park Tree Planting**
 - 10 trees planted and maintained by BTT in Betty Hyatt Community Park, Washington Hill
 - Community door-knocking with Clean Air Partners messaging 3/12
 - Clean Air Partners' Elizabeth Spike educating at event
 - **April 26 - Arbor Day Volunteer Community Tree Planting Event**
 - Large-scale, open-to-all planting event at Patterson Park High School, Baltimore
 - Event managed by BTT, planting done by community, students and BTT partners
 - Clean Air Partners will table and connect with local schools



LAWN TOOL EXCHANGE PROGRAM

- **Build on 2024's highly successful Gas-Powered Lawn Tool Exchange Program**
- **Secured Ace Hardware "A Few Cool Hardware Stores" franchise group partnership for 2025 Lawn Tool Exchange Program**
 - Offer top three most common lawn tools for exchange of electric-powered versions: gas lawn mower, blower, and trimmer; negotiating with tool brand Ego for best pricing and possible donation
 - Launch Exchange Program and media promotion effort May 5 in conjunction with AQAW
 - Media training on April 30th, 10:30am-noon and May 2nd, 10:30a-noon
 - Implement online pre-registration system: <https://cleanairpartners.net/exchange>
 - Collect and deliver exchanged gas tools to recycling centers ensuring safe disposal
- Two weekends of two-day in-store exchanges:
 - **Saturday & Sunday, May 24-25**
 - **Saturday & Sunday, June 7-8**



LAWN TOOL EXCHANGE PROGRAM

- Partner with experienced store locations and staff
- Targeted neighborhood advertising will point residents to participating exchange store locations throughout the region
 - Canton Ace Hardware (Baltimore, MD)
 - Fairfax Ace Hardware (Fairfax, VA)
 - Federal Hill Ace Hardware (Baltimore, MD)
 - Frager's Hardware & Garden Center (Washington, DC)
 - 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)



LAWN TOOL EXCHANGE PROGRAM

- Increase awareness, create excitement and draw community into the program/locations
 - Backyard Bubble and/or Pop-Up Events held at locations during and surrounding exchange weekends
 - Ace Hardware franchise chain partner to extend promotion - In-store posters, receipt messaging, email newsletters, website, social media
 - Drawings for giveaway items at events encourage even more community members to pledge to take action.



EVENT SCHEDULE

April 26 10a-2p	Earth Day Event Summerset Farm, Mechanicsville, MD <i>Partially sponsored by SMECO</i>	Pop-up
May 10 10a-2p	Eco-City Festival Ben Brenman Park, Alexandria, VA <i>Sponsored by City of Alexandria</i>	Pop-up
May 17 8a-12p	Reston Farmers Market <i>Sponsored by Fairfax County</i>	Pop-up
May 18 8a-12p	Lorton Farmers Market <i>Sponsored by Fairfax County</i>	Pop-up
May 24 10a-3p	Fairfax Ace Hardware <i>Sponsored by Fairfax County and Virginia DEQ</i>	Bubble
May 25 10a-3p	Frager's Hardware, Washington, DC <i>Sponsored by DOEE</i>	Bubble
June 8 12p-3p	Healthy Together Fairfax Franconia Park, Alexandria, VA <i>Sponsored by Fairfax County</i>	Bubble



2025 SPONSORSHIPS

Amplify Clean Air Partners messaging and reach, secure and expand partnerships with 2024's robust list of sponsorships.

- **Confirmed**

- Fairfax County
- Department of Energy and the Environment (DOEE)
- City of Alexandria
- Pepco, an Exelon Company
- Southern Maryland Electric Cooperative (SMECO)
- Virginia Department of Environmental Quality (VDEQ)

- **Potential Sponsors - In Progress**

- Washington Gas
- Waymo



LOOKING AHEAD - SUMMER 2025

- **Ongoing**
 - Social Media
 - Partnership Cultivation
 - Meteorologist Outreach
- **August – Ozone Action Month**
 - Media outreach
 - “If You Could See Your Emissions” Car Bubble
 - Eco-driving pop up
 - Social Media Toolkit



THANK YOU!

