

Clean Air Partners 2025 Spring/Summer Campaigns

Marketing Successes

September 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 garner the attention of our target audience, and 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 digital media and grassroots outreach 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.



THANK YOU TO OUR SPONSORS!



Office of Environmental and Energy Coordination



MAY/JUNE 2025: AIR QUALITY AWARENESS WEEK & REGION-WIDE GAS-POWERED TOOL EXCHANGE



SUCCESS BY THE NUMBERS

EVENTS & EXCHANGES

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

DIGITAL EFFORTS

- **154,903** Owned Social Impressions
- **2,860** Owned Social Engagements
- **12,690** Ace Newsletter Email Opens
- **17** Partners and **12** Meteorologists Leveraging CAP Social Content
- **6** Digital Ad Placements on Local Publications & Affiliated Social, in both English and Spanish

MEDIA RELATIONS

- **19** News Stories resulting
- **355,228,000+** Impressions
- **\$ 16,438,530** in Publicity Value
- Coverage including CBS, MSN, ALXnow, Business Wire, Patch, Yahoo

*includes giveaways



TOOL EXCHANGE SUCCESS METRICS



- **6** Digital Ad Placements on Local Publications and Affiliated Social Drove Sign-Ups
- **2,165** People Expressed Interest in Receiving Tools
- **442** Total Gas-Powered Tools Traded in and Recycled
 - **130** Mowers
 - **148** Blowers
 - **164** Trimmers



EXCHANGES IN ACTION



EXCHANGES IN ACTION



SAMPLE PROMOTED POSTS IN LOCAL OUTLETS

6/11/25, 12:16 PM Trade Your Gas-Powered Lawn Tool for a FREE Electric Version


FEDERAL HILL LOCUST POINT RIVERDALE OTTERBEIN BALTIMORE PENINSULA POTTOMY HOLLING MARKET DOWNTOWN MIDDLE BR

SOUTHBMORE.COM
ALL THINGS SOUTH BALTIMORE

HOME BIZ NEWS REAL ESTATE PODCASTS BIZ DIRECTORY COUPONS, HAPPY HOURS & SPECIALS EVENTS OUR SPONSORS ADVERTISE SUPPORT U

Subscribe to SouthBMore.com's eNewsletter Name... Email...

Home > Business > Trade Your Gas-Powered Lawn Tool for a FREE Electric Version



TRADE YOUR GAS-POWERED LAWN TOOL FOR A FREE ELECTRIC VERSION

written by Sponsored Post

Sponsored Post from Clean Air Partners:

To celebrate Air Quality Awareness Week (May 5-9, 2025), Clean Air Partners is working with Ace Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers, weed trimmers, and 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 battery and charger, while supplies last.

The exchanges will take place May 24-25 and June 7-8, 2025, at select Ace Hardware stores in the Baltimore-Washington region. [Register here](#) to trade in your gas tool for a FREE Ego Power+ replacement.


Compared to gas, electric lawn equipment can lower emissions but also noise pollution, health risks and maintenance costs and time. Residents are encouraged to remember these other tips to improve air quality:

- Mow on low ozone days when air quality is good.
- Go organic for fertilizers and pesticides.
- Mow less often by letting grass grow a little taller.
- Make your own mulch by leaving grass clippings instead of bagging and sending to the landfill.

<https://www.southbmore.com/2025/05/06/trade-your-gas-powered-lawn-tool-for-a-free-electric-version/>

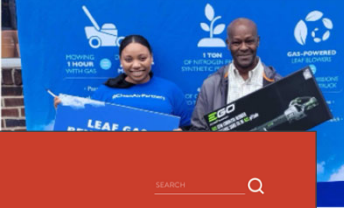
6/11/25, 11:24 AM Trade-in your gas-powered lawn tool for a free ego power+ electric version | ALXnow

Get Newsletter



Trade-in your gas-powered lawn tool for a free ego power+ electric version

Published May 2, 2025 at 10:30AM



CONGRESS HEIGHTS RISE
ON THE RISE

ABOUT ADS BLOG CONTACT DONATE FAQS NEWSLETTER PLACES

May 2, 2025 · SPONSORED


TRADE YOUR GAS-POWERED LAWN TOOL FOR A FREE ELECTRIC VERSION

To celebrate Air Quality Awareness Week (May 5-9, 2025), Clean Air Partners is working with Ace Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers, weed trimmers, and 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 battery and charger, while supplies last.

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- Mow less often by letting grass grow a little taller.
- Make your own mulch by leaving grass clippings instead of bagging and sending to the landfill.



FFX NOW
Fairfax County local news

Trade-in your gas-powered lawn tool for a free ego power+ electric version


Published May 2, 2025 at 12:00PM




El Tiempo Latino Daily > Posts > Respirar aire limpio empieza en tu jardín

Respirar aire limpio empieza en tu jardín

El Tiempo Latino Daily - Clean Air Partners | E-blast - 2025
April 30, 2025



El Tiempo Latino Daily



Del 5 al 9 de mayo se celebra la Air Quality Awareness Week, una oportunidad clave para reflexionar sobre cómo las actividades cotidianas afectan el aire que respiramos. Clean Air Partners está impulsando un llamado a la acción en la región de Baltimore-Washington, invitando a reducir el uso de herramientas de jardinería a gasolina, que pueden contaminar tanto como manejar cientos de millas en auto.



COMMUNITY OUTREACH EVENTS

EVENT CALENDAR

BACKYARD “POP-UP” & “BUBBLE” EVENTS

- April 26, 2025 – Earth Day at Summerseat Farm
- May 10, 2025 – Eco-City Festival, Alexandria
- May 17, 2025 – Reston Farmers Market
- May 18, 2025 – Lorton Farmers Market
- May 25, 2025 – Fairfax Ace Hardware
- May 26, 2025 - Frager’s Hardware & Garden
- June 8, 2025 – Healthy Together Fairfax

SUCCESS METRICS

- **3,278** Total Impressions
- **2,403** Total In-Person Engagements
- **245** Total Pledges Made (Entries)
- **22** Electric Tools Given Away



POP-UP at Summerseat Farm Earth Day - April 26, 2025

in Partnership with SMECO

191 Impressions | 98 Engagements | 141 Pledges/Giveaway Entries



POP-UP at Eco-City Festival - May 10, 2025

in Partnership with City of Alexandria

314 Impressions | 220 Engagements | 32 Pledges/Giveaway Entries



POP-UP at Reston Farmers Market - May 17, 2025 in Partnership with Fairfax County

602 Impressions | 550 Engagements | 25 Pledges/Giveaway Entries



POP-UP at Lorton Farmers Market - May 18, 2025 in Partnership with Fairfax County

342 Impressions | 214 Engagements | 20 Pledges/Giveaway Entries



BACKYARD BUBBLE at Fairfax Ace Hardware - May 24, 2025

853 Impressions | 619 Engagements | 70 Pledges/Giveaway Entries | 1 Clean Air Proclamation



BACKYARD BUBBLE at Frager's Hardware - May 25, 2025 in Partnership with DOEE

445 Impressions | 349 Engagements | 25 Pledges/Giveaway Entries



BACKYARD BUBBLE at Healthy Together Fairfax - June 8, 2025

445 Impressions | 349 Engagements | 25 Pledges/Giveaway Entries



GIVEAWAYS

22* Electric Lawn Tools to Local Community Members



- **3** Electric Lawnmowers
- **13** Electric Blowers
- **4** Electric Trimmers
- **245** Pledges Made by Community Members
- **9*** Additional Giveaways at Oct 18 Climate Action Conference - Fairfax County



ACE HARDWARE PARTNERSHIP

A FEW COOL HARDWARE STORES

10 Partner Store Locations

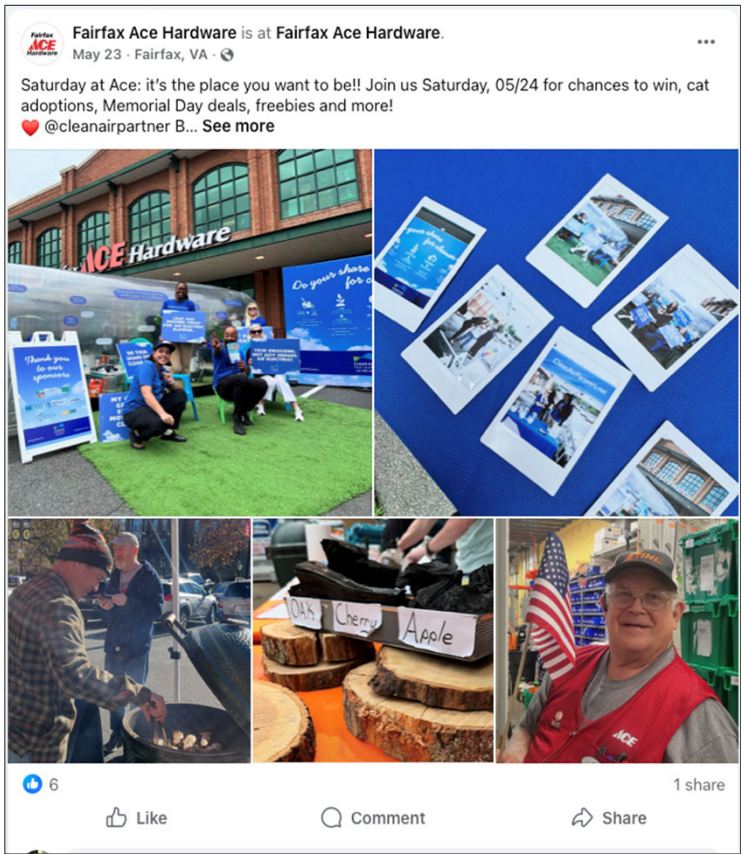
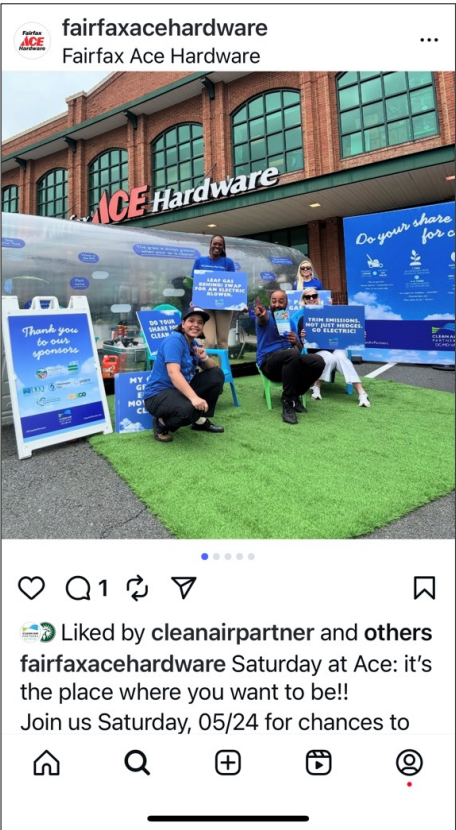
- Canton Ace Hardware (Baltimore, MD)
- Fairfax Ace Hardware (Fairfax, VA)
- Federal Hill Ace Hardware (Baltimore, MD)
- Old Takoma Ace Hardware (Takoma Park, MD)
- Old Town Ace Hardware (Alexandria, VA)
- Petworth Ace Hardware (DC)
- Silver Spring Ace Hardware (Silver Spring, MD)
- Tenleytown Ace Hardware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

Success Metrics

- **14,135** Impressions on In-Store Posters
- **227,059** Impressions on Receipts with Exchange Messaging
- **12,690** Email opens
- **1,510** Social Media Impressions



SAMPLE ACE POSTS



OWNED SOCIAL CONTENT & EMAIL MARKETING

ACTIVITIES

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

SUCCESS METRICS

Jan.1 - Aug. 31, 2025

- **154,903** Owned Social Impressions
- **2,860** Owned Social Engagements
- **5,297** Social Followers
- **2,614** Email Opens
- **131** Clicks from Emails



TWITTER

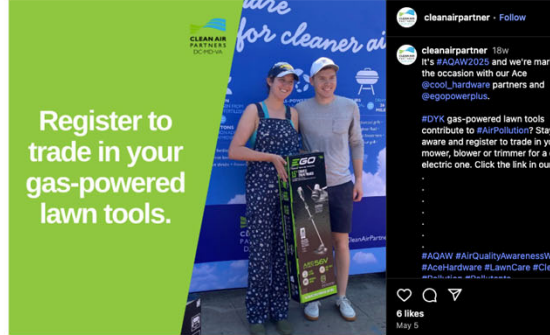
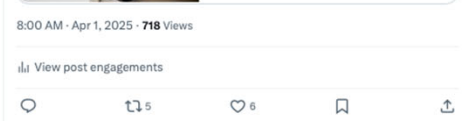
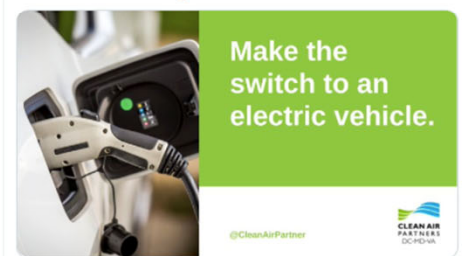
138,177 Impressions
1,349 Engagements
3,275 Followers

INSTAGRAM

3,528 Impressions
251 Engagements
225 Followers

FACEBOOK

13,198 Impressions
1,260 Engagements
1,797 Followers



EMAIL MARKETING

2,614 Email Opens | 131 Clicks



Air Quality Awareness Week Is Here!

Free Gas-Powered Lawn Tool Exchange

To celebrate Air Quality Awareness Week (May 5-9, 2025), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland, and Virginia residents' gas-powered lawnmowers, weed trimmers, and blowers. DMV residents who turn in their gas-powered lawn tools at participating Ace Hardware locations **will receive a FREE Ego Power+ replacement** including battery and charger, while supplies last.

Compared to gas, electric lawn equipment can reduce emissions, noise pollution, health risks and maintenance costs and time. The program aims to remove hundreds of gas-powered polluting tools from yards in the greater Baltimore-Washington region.



The exchanges will take place the weekends of May 24-25 and June 7-8, 2025, at A Few Cool Hardware Stores network of employee-owned Ace Hardware stores in the DC and Baltimore metro areas.

Register to trade in your polluting gas-powered lawn tools in exchange for FREE new Ego



AUGUST IS OZONE ACTION MONTH

In late summer, the Baltimore-Washington region is at increased risk of poor air quality days as pollutants become trapped by hot air and create dangerous ground-level ozone. Breathing in this harmful air can **reduce lung function by 20%** and trigger health reactions by those most sensitive to poor air quality -- kids, older adults, people with asthma, respiratory or pulmonary conditions, athletes, and those most often outdoors.

You can help! **Reduce pollution, keep your family healthy, AND save money** on gas and utilities with these simple tips:

- **Drive less:** walk, bike, take transit, carpool and/or work from home as often as you can.
- **Refuel your car after dusk,** tighten your gas cap and don't top of the tank.
- **Inflate your tires** to the proper level to reduce emissions and get better gas mileage.
- **Save energy:** Set your thermostat a few degrees higher and use a fan to keep cool and reduce energy consumption. Turn off lights and electronics when not in use.
- **Postpone mowing** on poor air quality days, and **switch to an electric-powered** lawn mower.

Find more tips by following Clean Air Partners on [Instagram](#), [Facebook](#), or [X](#).

How to Check Air Quality



PARTNER ENGAGEMENT

ACTIVITIES

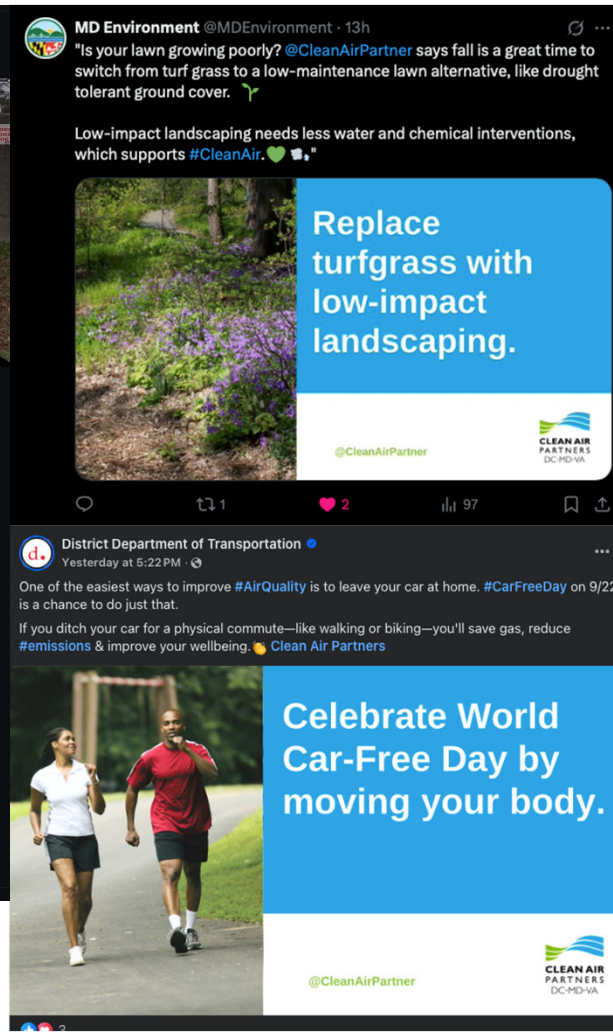
- Tagged partners in event promotion and thank you posts
- Provided tips and promotional content for partners to post via partner toolkits, including expanded toolkits for AQAW and OAM

SUCCESS METRICS

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



SAMPLE PARTNER POSTS



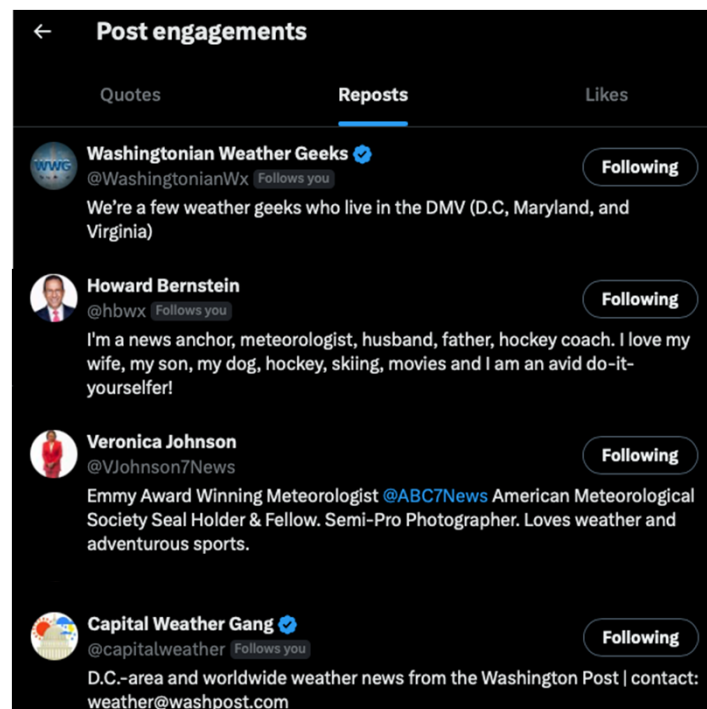
METEOROLOGIST ENGAGEMENT

ACTIVITIES

- Created weekend air quality forecast weekly
- Put out timely alerts for air quality code days
- Aligned to meteorologist feedback, included tips to improve air quality with forecasts and codes
- Leveraged posts to engage meteorologists on Twitter

SUCCESS METRICS

- **12** Meteorologists Shared or Engaged with Our Owned Content



AUGUST 2025: OZONE ACTION MONTH + ECO-DRIVING EVENTS + MINI LAWN TOOL EXCHANGE



SUCCESS BY THE NUMBERS

- **8** Sponsors
- **2** Events
- **1** Mini Lawn Tool Exchange Program partnering with City of Alexandria
- **46** Tools Exchanged in City of Alexandria
- **1,181** Total Impressions
- **384** Total Engagements
- Digital Marketing and Final Media Coverage Results to Come



EVENTS

Eco-Driving Pop-up Event

August 2, 2025 – Silver Spring Farmers Market in Montgomery County

Car Bubble Event

August 3, 2025 – Towson Town Center in Baltimore County

SUCCESS METRICS

- **191** Impressions
- **116** Engagements
- **990** Impressions
- **268** Engagements



SILVER SPRING FARMERS MARKET POP-UP - August 2, 2025



TOWSON TOWN CENTER CAR BUBBLE - August 3, 2025



Mini Lawn Tool Exchange - August 2, 2025

Partnership with City of Alexandria

- One-day Mini Lawn Tool Exchange Program sponsored by City of Alexandria
- Saturday, August 2, 2025 at Old Town Ace Hardware
- Registration from existing waitlist from spring LTE program
- Support of new gas-powered leaf blower ban
- **46** Tools Exchanged in City of Alexandria
 - **31** Lawn Mowers
 - **15** Leaf Blowers



MEDIA RELATIONS

COVERAGE HIGHLIGHTS




COVERAGE HIGHLIGHTS



WEATHER

Swap out your gas powered lawn tools for new electric ones for free in DC area

Clean Air Partners and A Few Cool Hardware Stores are offering free electric tool exchanges to cut emissions in the DC area.



Author: Miri Marshall
Published: 8:42 AM EDT May 7, 2025
Updated: 8:42 AM EDT May 7, 2025

WASHINGTON — Did you know that just one hour of using a gas-powered lawn mower can emit as much pollution as driving hundreds of miles in a car? To help address this surprising source of air pollution, [Clean Air Partners](#) is teaming up with Ace Hardware's A Few Cool Hardware Stores to host a Gas Lawn Tools Exchange on select weekends in May and June.

WUSA-TV Washington, D.C. + Follow 16.1K Followers

DC-area residents can swap gas-powered lawn tools for free electric models in exchange program

Story by Miri Marshall • 1mo • 2 min read



DC-area residents can swap gas-powered lawn tools for free electric models in exchange

LIVE Watch: Treasury Secretary Bessent testifies before House committee

businesswire A BERKSHIRE HATHAWAY COMPANY

Hidden Backyard Pollution Hazards are Key for Clean Air

Business Wire
May 5, 2025 • 3 min read

Clean Air Partners Air Quality Awareness Week campaign encourages Baltimore-Washington Region residents to shift backyard habits to reduce air pollution.

WASHINGTON, May 05, 2025--(BUSINESS WIRE)--Air quality in the Baltimore-Washington area has improved over the last three decades, but clean air isn't guaranteed – it takes action. This Air Quality Awareness Week (May 5-9, 2025), Clean Air Partners encourages residents to take steps to green their lawn routines.

90 WUSA WEATHER

We breathe a lot of air, experts want to make sure it's clean with Air Quality Awareness Week in DC Metro



LOOKING AHEAD

- **Ongoing**
 - Social Media
 - Partnership Cultivation
 - Meteorologist Outreach
- **October – Climate Action Conference**
 - 10/18 Lawn Bubble Event in Partnership with Fairfax County
 - Spring 2026 – Remainder of Fairfax County Sponsorship Effort



THANK YOU!

