

Clean Air Partners 2025 Marketing Campaign

January 23, 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, 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.



2024 VIDEO RECAP



2025 MARKETING PLAN OUTLINE

Late February - April

- Tree planting effort in partnership with Baltimore Tree Trust
- Community messaging in February
- Tree Planting project in March
- Potential Open-to-Community planting event on Arbor Day (April)

May - June

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

August - September

- Ozone Action Month
- Media outreach
- Car Bubble event
- 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

- **Secured partnership with Baltimore Tree Trust (BTT)**
 - **Proposed Project: March Park Tree Planting**
 - 10 trees planted and maintained by BTT in Betty Hyatt Community Park, Washington Hill
 - Proposed date: Saturday, March 15
 - Community door-knocking with Clean Air Partners messaging
 - Option for Clean Air Partners representatives to attend and/or speak at event
 - Awaiting Community Approval early February
 - **Potential Alternate/Additional Project: Arbor Day Volunteer Community Event**
 - Large-scale open-to-community planting event at a local high school TBD
 - Event managed by BTT, planting done by community, students, BTT partners
 - Proposed date: Saturday April 26 (Arbor Day)
 - Scale/Sponsorship costs in development



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**
 - Two weekends of two-day in-store exchanges: Possible dates are Saturday & Sunday, May 24-25 and May 31- June 1, to be confirmed
 - Offer top three most common lawn tools for exchange of electric-powered versions: gas lawn mower, blower, and trimmer
 - Negotiate with tool brand Ego for best pricing and possible donation
 - Implement online pre-registration system, allowing for waitlists
 - Collect and deliver exchanged gas tools to recycling centers ensuring safe disposal



LAWN TOOL EXCHANGE PROGRAM

- Partnering 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 Events held at locations during exchange weekends (locations/dates TBD, pending sponsorships)
 - Ace Hardware franchise chain partner to extend promotion - In-store posters, Receipt messaging, Email newsletters, Web site, Social media
 - Drawings for giveaway items at events encourage even more community members to pledge to take action.



2025 SPONSORSHIPS

- Amplify Clean Air Partners messaging and reach, secure and expand partnerships with 2024's robust list of sponsorships.
- Sponsorship Levels document finalized
- Sponsorship packages sent to 2024 participants
 - Confirmed
 - Department of Energy and the Environment – DOEE
 - Awaiting Response
 - Fairfax County
 - Maryland Dept of the Environment - MDE
 - Virginia Department of Environmental Quality – VADEQ
 - Commuter Connections
 - Additional Asks In Progress
 - Southern Maryland Electric Cooperative - SMECO
 - Pepco, an Exelon Company



THANK YOU!

