

# Clean Air Partners 2025 Marketing Campaign

March 20, 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.



# 2025 MARKETING PLAN OUTLINE

## Late February - April

- Baltimore Tree Trust partnership
- Community messaging early March
- Tree Planting event March 15
- Arbor Day Community planting event April 26
- Mid/late April Media Training for interested spokespeople

## May - June

- Summer campaign/AQAW launch - partner outreach, digital toolkit, media relations
- Announce Lawn Tool Exchange May 5
- 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
- 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

- **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 speaking at event; providing educational activity
  - **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
    - Saturday April 26 - upon city approval
    - 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**
  - Two weekends of two-day in-store exchanges: Confirmed dates are Saturday & Sunday, May 24-25 and June 7-8
    - 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 effort May 5 (TBC) in conjunction with AQAW
  - Implement online pre-registration system, allowing for waitlists
  - Collect and deliver exchanged gas tools to recycling centers ensuring safe disposal



# 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)
- **Expand Exchange program via sponsorships with Fairfax County and City of Alexandria**



# 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 (locations/dates TBD, pending sponsorships)
  - 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.





# 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
    - Southern Maryland Electric Cooperative – SMECO
    - Fairfax County
  - **Additional Asks In Progress**
    - City of Alexandria
    - Pepco, an Exelon Company
    - Washington Gas
    - Waymo



# THANK YOU!

