

2024 SUMMER CAMPAIGN PLAN



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.

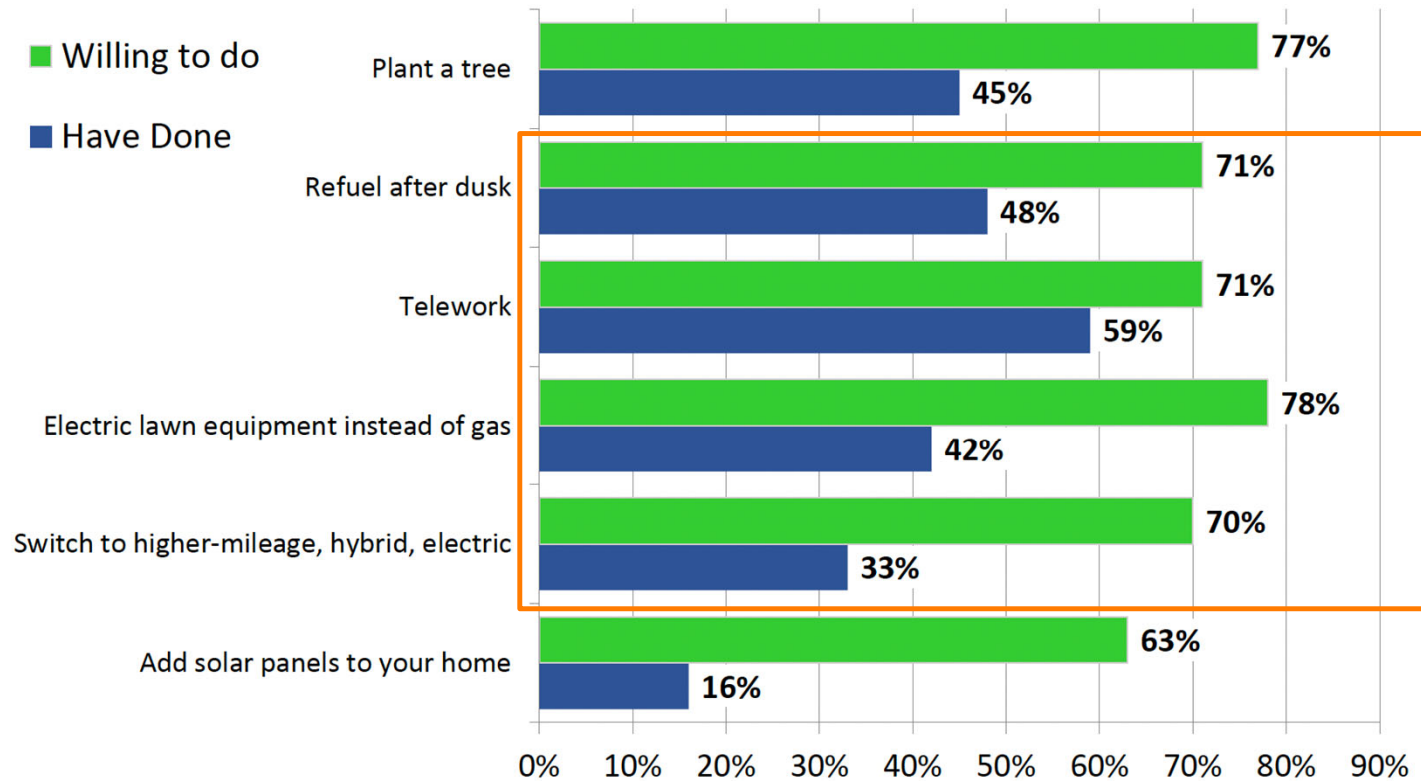


BUILDING ON OUR 2023 MARKETING SUCCESS

- **9** Sponsors
- **9** Events
- **100** Electric Lawn Care Tool Giveaways
- **948+** Estimated Car Free Day Pledges
- **213** News Stories
- **1,166,030,546** Total Impressions
- **29,092** Total Engagements
- **7,961** Email Opens
- **25** Partners Leveraging CAP Social Content
- **21** Meteorologists Spreading CAP's Message via Social Media



BIGGEST OPPORTUNITIES FOR CLEAN AIR ADOPTION



Eco-driving and lawn activities

Which of the following behaviors are you willing to do to reduce air pollution?
Please also indicate if you have done it to reduce air pollution.



BUILDING ON OUR SUCCESS FOR 2024

- Continue leveraging the highly successful **bubble events** to memorably spread the word about eco-driving and clean air aware lawn care
- **Match our activities to key dates and consumer's natural behavior**
- **Exchange consumers' gas-powered lawn tools for electric**, actively reducing the use of polluting tools and putting clean alternatives in residents' hands
- **Expand activities** to include additional outreach events in identified communities



SUMMER 2024 PLAN AT-A-GLANCE

AQAW (May 1-5)

- Kick off summer campaign
- Partner outreach
- Expanded digital toolkit
- Media relations
- Announce gas-powered tool exchange
- Ace Hardware partnership

May 17-18 & June 1-2

- Gas-powered tool exchange/ electric-tool giveaway
- Backyard Bubble events to drive attention and participation
- Sponsorships and partnerships to amplify efforts

August

- Ozone Action Month
- Media outreach
- Car Bubble event
- Sponsorships and partnerships to amplify efforts

Ongoing

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



SUMMER 2024: LAWN TOOL EXCHANGE

- Consumers sign up to exchange their equipment
- Secured bulk discount on high-quality EGO tools through Ace partnership
- Exchange options: Electric Mowers, Weed Trimmers, Leaf Blowers
 - **Approximately 100 exchanges** depending on equipment claimed and sponsor commitments
- Recycling partners in MD and VA responsibly dispose of gas-powered lawn tools



SUMMER 2024: LAWN TOOL EXCHANGE

EXCHANGE PROMOTION

- Signage, promotion, email marketing and social content at participating area Ace locations
- Media outreach to broadcast, print and online
 - Virtual media training
- Email blast and owned social media content including new Clean Air Partners NextDoor profile
- Promotional social media video leverages last year's owned and digital ambassador content
- Expanded social media toolkits for partners to post
- Advertising in local digital publications like PoPville, WAMU, etc.

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

Do your share for cleaner air.
Gas lawn mowers can create more emissions than cars. Gas leaf blowers pollute nearly 300 times as much as pickup trucks.

Sign up for Clean Air Partners' 2024 Gas Lawn Tools Exchange by May 10, 2024, at <https://grco.de/CAPExchange>. Bring your used gas lawn mower, leaf blower or trimmer for recycling at participating Ace Hardware stores on May 17-19 and May 31-June 2 to receive your free Ego Powers electric version.

Limited walk-ins may be accepted, so reserve yours today. Terms and conditions apply. Offer good while supplies last.

SCAN ME

CLEAN AIR PARTNERS DC-MD-VA
DEPARTMENT OF ENERGY & ENVIRONMENT
Washington Gas
pepco
SMECO
DEQ



SUMMER 2024: LAWN TOOL EXCHANGE

EXCHANGE KEY DATES

- April 15: Exchange Participation Form is live
- April 17: In-Store Promo Posters go up ahead of Earth Day Sales Events
- w/o April 22: May Partner Toolkit distribution
- April 22: Exchange Program Digital Promotion effort begins
- May 1: Media outreach begins; Press release goes out
- May 6-10: Air Quality Awareness Week
- May 10: Exchange Participation Form closes



SUMMER 2024: LAWN TOOL EXCHANGE

EXCHANGE ACTIVE:

- May 17–19 and May 31–June 2
 - Consumers register and bring gas tools to partner Ace Hardware locations; receive free electric tool
 - Recycling partner disposes of gas tools
- Partner Store Locations:
 - 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)



SUMMER 2024

BACKYARD BUBBLE PROMOTIONAL EVENTS

- Saturday, May 18 at Waverly Ace Hardware in Baltimore
- Sunday, May 19 at Fairfax Ace Hardware in Fairfax City
- Saturday, June 1 at Frager's Ace Hardware in DC



SUMMER 2024

- **Ongoing**
 - Social Media
 - Partnership Cultivation
 - Meteorologist Outreach
 - Pop up events
- **August – Ozone Action Month**
 - Media outreach
 - Eco-driving events: Car Bubble
 - Social Media Toolkit



2024 SPONSORSHIPS

Confirmed

- Maryland Dept of the Environment - MDE
- Department of Energy and the Environment - DOEE
- Southern Maryland Electric Cooperative - SMECO
- Pepco, an Exelon Company
- Fairfax County
- Virginia Department of Environmental Quality –VADEQ

In Progress

- Washington Gas
- Commuter Connections



THANK YOU!

