

2024 Clean Air Partners Fall Tree Plantings



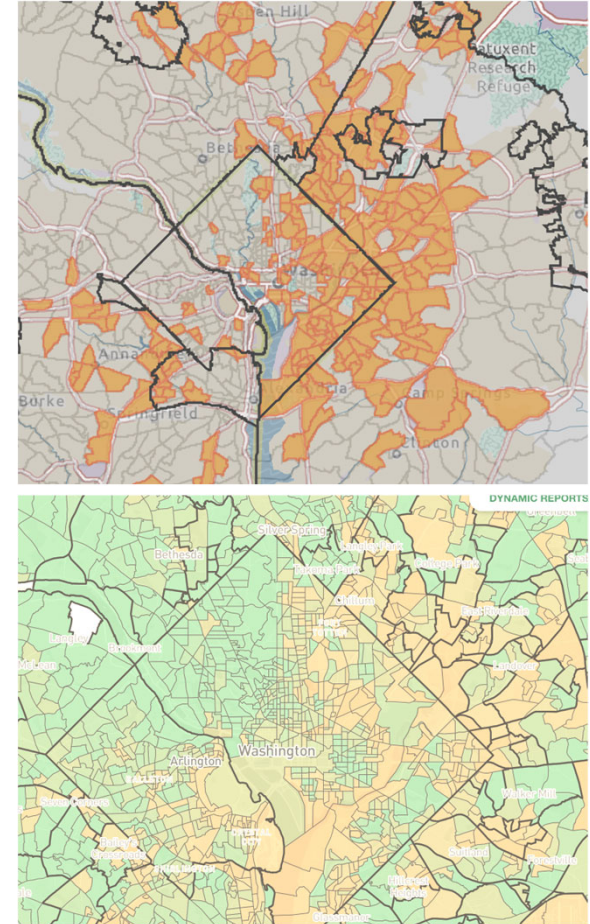
OBJECTIVES

- Expand Clean Air Partners' air quality messaging reach into underserved communities with topics related to air quality.
 - Referencing COG's Equity Emphasis Area Map and BMC's Vulnerable Populations Index Map
- Leverage partnerships with established organizations addressing issues in the environmental justice landscape.



WHY TREES?

- Keep urban neighborhoods cooler and reduce the heat island effect
- Make air conditioning bills manageable
- Protect lives during heat waves
- Help capture stormwater runoff
- Remove heat-trapping carbon dioxide from the air
- Can help filter fine particulate pollution from fossil fuel combustion



TREE PLANTING OUTREACH

- Two tree planting events with Casey Trees in locations overlapping with COG's Emphasis Areas Map
 - SATURDAY, OCTOBER 5TH
Huntwood Courts (WARD 7): 5000 Hunt Street NE, Washington, DC
 - SATURDAY, OCTOBER 12TH
Hamilton Manor: 3342 Lancer Drive, Hyattsville, MD
- Planted 80 Trees
- Air Quality messaging incorporated into:
 - Flyers promoting tree planting events
 - Email to the community via local Social Impact Manager
 - Copy on Event Registration sites
 - Infocards with AQI on site and in community areas
 - Social media





TREE PLANTING: BALTIMORE, MD

- Identified Baltimore Tree Trust and additional organizations as potential partners
- High-need location, likely in West Baltimore
- Likely spring 2025 planting



THANK YOU!

