

2023 SUMMER CAMPAIGN

Marketing Success



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 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 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.



SUMMER 2023 CAMPAIGN PLAN

April

- Launch AQAW with Backyard Bubble Events
- Ace Hardware partnership
- Contest with digital ambassadors + social promotion
- Giveaways: battery powered mowers, combo weed trimmers/leaf blowers, electric weed trimmers, propane grills

May - August

- Media outreach
- Digital partner toolkits
- Meteorologist engagement
- Community engagement with partners and on owned social channels

August

- **Ozone Action Month**
- Media outreach
- Eco-driving events:
 - Car Bubble
 - Pop up events



SUCCESS BY THE NUMBERS*

- **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

*Preliminary



FUNDRAISING

Thank you to our sponsors!



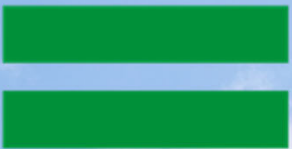
Maryland
Department of
the Environment



DC
SUSTAINABLE ENERGY
UTILITY



VIRGINIA DEPARTMENT OF
ENVIRONMENTAL QUALITY



DEPARTMENT
OF ENERGY &
ENVIRONMENT



peperoSM
AN EXELON COMPANY

**LOUDOUN
COUNTY**
VIRGINIA

Transit and
Commuter Services

SMECOSM
Southern Maryland Electric Cooperative

**COMMUTER
CONNECTIONS**[®]
A SMARTER WAY TO WORK



**Washington
Gas**TM
A WGL Company

MEDIA RELATIONS

WHAT WORKED

- Long-standing relationships with meteorologists and reporters made Clean Air Partners the go-to source for reporters when the region suffered historically poor air quality.
- Providing historical data, expert commentary and relevant, unbiased information made Clean Air Partners and COG a reliable source of spokespeople and information for reporters and the community alike. News reports linked to both websites, driving so much traffic that each crashed.

- Interest in the code red and purple days went beyond the region and drove worldwide attention, resulting in more than a billion news impressions.

SUCCESS METRICS*

- **213** News Stories
 - 135 from wire distribution
- **\$53,999,038** Publicity Value
 - \$4,373,844 from wire distribution
- **1,165,141,571** Estimated Potential Reach
 - 94,569,560 from wire distribution

* Preliminary





How you can improve air quality across the DC Region

We talk with Sarah Bagley with Clean Air Partners in Alexandria about ways people across the DMV can improve the quality of air heading into the summer season.

Posted May 13 | ↗



Everyday actions to reduce air pollution

We talk with Glenna Tinney of Clean Air Partners about everyday tips (simple ones!) you can do to help reduce air pollution.

Posted May 3 | ↗

What You Don't Know About the Ozone Can Hurt You

by Jayne Hopsan May 4, 2023



What is the ozone layer? Why do ozone alerts matter? When does ozone present a threat to our health?

As temperatures heat up and the ozone season approaches, Clean Air Partners kicks off a public education campaign in conjunction with Air Quality Awareness Week, from May 1-5, 2023. The campaign defines ozone layers and highlights the surprising culprits of air pollution and greenhouse gas emissions found right in our own backyards. Tips will be offered for small lifestyle changes to improve air quality.

"Daily outdoor activities, such as mowing and fertilizing lawns, spraying insecticides and using a charcoal grill, emit harmful pollutants into the atmosphere. During the summer, these activities can contribute to the creation of ground-level ozone as well as toxic air pollutants that are harmful to breathe," says Clean Air Partners, a public-private partnership educating the greater metropolitan Baltimore-Washington region about health risks associated with poor air quality.

LATEST POSTS

DAMON WAYANS JR. TO HOST THE ACTION-PACKED NEW CBS ORIGINAL GAME SHOW 'RAID THE CAGE,' PREMIERING FRIDAY, OCT. 13

September 11, 2023



Washington DC | Local Event

Backyard Bubble

Louise Dettman, Neighbor

MAY 6

Celebrate Air Quality Awareness Week!

JOIN CLEAN AIR PARTNERS FOR A POP-UP EVENT



Last Chance to See the Backyard Bubble

This Saturday

May 6, 10:00 a.m. - 3:00 p.m.
Old Town Ace Hardware
809 S Washington St,
Alexandria, VA 22314

Event Details

Sat, May 6, 2023 at 10:00 AM [Add to calendar](#)

Old Town Ace Hardware, 809 S Washington St, Alexandria, VA, 22314

[More info here](#)

When Will The Smoke Clear In MD? Latest Forecast For Thursday

All but 2 counties are under an air quality alert, and MD officials urge some residents to stay indoors if possible. Here's the latest.



Deb Belt, Patch Staff

Posted Thu, Jun 8, 2023 at 8:51 am ET | Updated Thu, Jun 8, 2023 at 10:38 am ET

The D.C. region just saw its worst smoke pollution on record

The area was under its first-ever Code Purple alert for particle pollution



By [Ian Livingston](#)

June 9, 2023 at 1:43 p.m. EDT

[wtopnews](#) News ▸ Traffic ▸ Weather ▸

'Very unhealthy' air sweeps through DC area as impact of Canadian wildfires continues

Jack Moore | jmoore@wtop.com
Abigail Constantino | aconstantino@wtop.com
Tadiwos Abedje | tadiwos.abedje@wtop.com
June 8, 2023, 6:30 PM

[Weather](#)

When Will The Smoke Clear In VA, DC? 'Code Orange' In Friday Forecast

Some school districts in the DC area are allowing outdoor activities, while others are canceling activities again over air quality concerns.

[Mark Hand](#), Patch Staff

Posted Fri, Jun 9, 2023 at 8:36 am ET | Updated Fri, Jun 9, 2023 at 9:29 am ET

Home ▸ Health ▸ Steps to Protect Air Quality

Health

Steps to Protect Air Quality

June 8, 2023

168 0



Poor air quality and hazy skies from smoke

Clean Air Partners is reminding residents of Baltimore and DC of simple steps they can take to protect air quality. Today (June 8) air quality in the Baltimore/ Washington DC region is Code Purple, which means that air pollution concentrations in parts of the Baltimore/ DC region will be VERY unhealthy for most people.



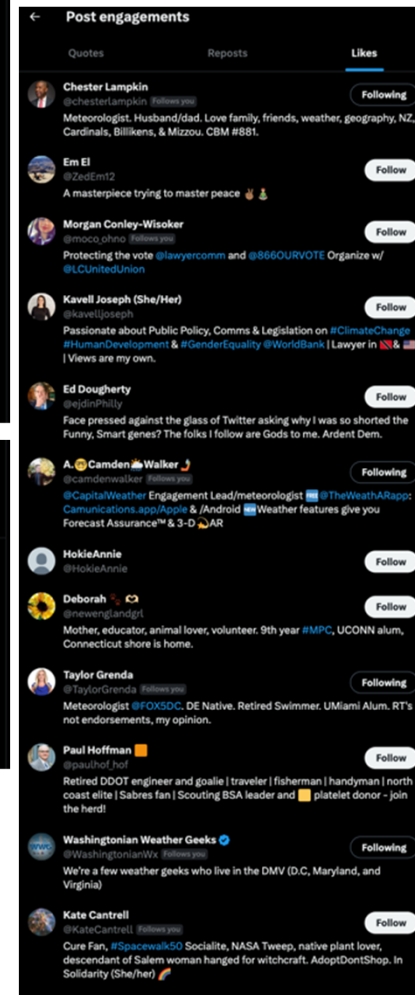
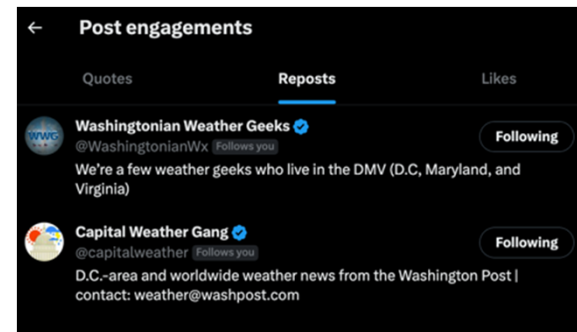
METEOROLOGIST ENGAGEMENT

WHAT WORKED

- Staying top of mind with meteorologists.
- Personalized outreach about our upcoming campaigns.
- Word of mouth from long-time partners earned us follows and engagement from new beats like general news and traffic reporters.

SUCCESS METRICS

- **21** Meteorologists shared our content
- **New beats** took an interest in our content



OWNED SOCIAL CONTENT & EMAIL MARKETING

WHAT WORKED

- Being an early and consistent source of air quality information during an historically bad air quality season and joining the #CanadianWildfires discussion.
- Established relationships with meteorologists as a reliable source of air quality information on social media, especially when bad air quality was peaking.
- Integrated campaigns and events
- Providing timely and/or counter intuitive air quality tips.
- Posting consistently across multiple social media platforms to build audience expectation and long-term engagement.
- Giving meteorologists with whom we had a strong relationship a heads up about upcoming campaigns.
- Accessible graphics.

SUCCESS METRICS

- **708,976** impressions
- **18,323** engagements
- **7,961** Email Opens



TWITTER

696,697 Impressions | 11,532 Engagements

FACEBOOK

6,277 Impressions | 6,351 Engagements

INSTAGRAM

6,002 Impressions | 440 Engagements

Clean Air Partners
@CleanAirPartner

⚠️ CAUTION: #DC, #Baltimore & surrounding areas, we're forecasting bad #AirQuality region-wide, including a code red in Baltimore tomorrow and DC Thursday 6/8. Everyone should limit their exposure by staying indoors & closing windows, especially those with risk factors.

Air Quality Forecast - Use Caution www.CleanAirPartners.net

	THURSDAY 6/7/23	FRIDAY 6/8/23	SATURDAY 6/9/23	SUNDAY 6/10/23
METRO WASHINGTON	🟡	🔴	🔴	🟡
DISTRICT COLUMBIA	🟡	🔴	🔴	🟡
NORTHEAST MARYLAND	🟡	🔴	🟡	🟡
NORTHWEST MARYLAND	🟡	🔴	🟡	🟡
SUBURBAN DC	🟡	🔴	🟡	🟡
UPPER EASTERN SHORE	🟡	🔴	🟡	🟡
SOUTHERN MARYLAND	🟡	🟡	🟡	🟡

12:04 AM · Jun 7, 2023 · 92.2K Views

View post engagements

60 42 7

Clean Air Partners
@CleanAirPartner

#DYK fireworks release particulate matter into the air? Depending on weather patterns, we may see #AirQuality alerts on #July4th. If you're in a risk group, keep an eye on the forecast and current conditions. cleanairpartners.net/current-and-fo...

Fireworks can negatively impact air quality.

4:00 PM · Jul 3, 2023 · 4,293 Views

View post engagements

3 1 1



Plant native shrubs, ground cover and wildflowers to minimize lawn size.

cleanairpartner

cleanairpartner 18w
Here's an Air Quality Awareness Week fact for ya: residential lawns can emit more than one kilogram of carbon per square meter per year. And that's before accounting for the additional environmental impact from fertilizing, watering, and mowing.

#AirPollution #Green #PlanetEarth #GreenhouseGas #AirQualityAwarenessWeek #AQAW #DC #MD #VA #Maryland #Virginia #WashingtonDC #Baltimore #DMV

View insights Boost post

10 likes MAY 4

Add a comment...



cleanairpartner

cleanairpartner 17w
Looking back on Air Quality Awareness Week like 🥰 Thank you so much to our incredible sponsors who helped us bring the clean air message to DC, Maryland and Virginia with 5 events, 100+ low emissions giveaways & lots of new tips to green your lawn care routine.

@MD_Environment @DOEE_DC @DCSEU @VirginiaDEQ @somdelectric @CommuterConnections

View insights Boost post

13 likes MAY 12

Add a comment...



@CleanAirPartner

EMAIL MARKETING

Air Quality
Awareness Week
1,437 Email Opens | 53 Clicks

Ozone Action Month
1,529 Email Opens | 13 Clicks



Celebrate Air Quality Awareness Week with Clean Air Partners!

Do your share for cleaner air, and
enter to WIN free backyard
equipment!

Clean Air Partners is giving away more than 100
Blackstone propane grills and EGO Power
electric tools from April 22 to May 5!

To enter, Tweet, post on Instagram or Facebook how
you'll "green your lawn care routine." Follow and tag
@CleanAirPartner and include the hashtag of your
desired prize: #CAPgrill, #CAPmower, #CAPtrimmer
or #CAPblower. Read full contest rules,
conditions and terms here.



You're invited!

Join special Clean Air Partners pop-up exhibits at participating Ace Hardware stores for more
chances to win. Plus, learn about hidden pollution hazards in your own backyard.

- Saturday, April 22, 10am – 2pm – **Waverly Ace Hardware**, Baltimore, MD
- Saturday, April 29, 10am – 3pm – **Annie's Ace Hardware Brookland**, Washington, DC
- Sunday, April 30, 10am – 3pm – **Petworth Ace Hardware**, Washington, DC
- Saturday, May 6, 10am – 3pm – **Old Town Ace Hardware**, Alexandria, VA

Make simple swaps in your backyard to help us all breathe easier!

- Mow on low ozone days when air quality is good.
- Go organic for fertilizers and pesticides. Try natural alternatives like compost, alfalfa, fish meal and neem oil.
- Mow less often by letting your grass grow a little taller.
- Make your own mulch by leaving grass clippings instead of bagging and sending to the landfill.
- Go green with grilling by switching from lighter fluid to natural fire starters. Even cleaning your grill more often helps.
- For more information and resources for Air Quality Awareness week, including the Clean Air Partners Air Quality app, visit cleanairpartners.net.



Thank you to our campaign sponsors!



AUGUST IS OZONE ACTION MONTH

August is notoriously steamy in the Baltimore-Washington region. With summer's hotter temperatures comes an increase in the production of ground-level ozone which leads to poor air quality. Breathing in ground-level ozone 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.
- **Check CleanAirPartners.net** for the air quality forecast and current conditions before outdoor activities.



A Car in a Giant Bubble?!

As part of Ozone Action Month, Clean Air Partners is popping up in public spaces all month with educational exhibits. The Car Bubble Emission Demonstration is an eye-catching display that educates the public about ways to reduce vehicle emissions and save money. In the interactive exhibit, an SUV encased in a clear bubble will emit a puff of vapor "exhaust" – illustrating the harmful impact of our driving decisions on the environment.

Clean Air Partners in Your Community

- 8/6: Pop up at the Tanger Outlets in National Harbor, MD
- 8/12: Car Bubble Emission Demonstration Exhibit at Dulles Town Center, Sterling, VA
- 8/13: Car Bubble Emission Demonstration Exhibit at Arundel Mills Mall in Hanover, MD
- 9/21: Signature Event at Nationals Ballpark in DC featuring the Car Bubble Emission Demonstration, sponsored by Washington Gas as part of their 175th anniversary activities



Drop Your Keys for a Day!

Friday, September 22, 2023 is **Car Free Day**, a worldwide event that encourages greener methods of travel. Using more sustainable ways to get around helps reduce harmful greenhouse gas emissions and eases traffic congestion. The more people who travel using bicycles, buses, trains, carpools, and vanpools, the fewer pollutants are released into the atmosphere, so we can all breathe easier.



PARTNER ENGAGEMENT

WHAT WORKED

- Sharing timely air quality alerts and tips at a time when the public was looking to our partners for information
- Monthly partner toolkits distributed to multiple contact points
- Word of mouth from existing partners created visibility with related organizations and influential people within them.
- Significant engagement from related organizations in our region and across the country.
- Increased the social media platforms where partners could engage with us and our content.
- Influencers from previous campaigns stayed engaged organically and shared our content to their large audiences.
- Organic engagement from new influencer groups including teachers and master gardeners.

SUCCESS METRICS


- **25** Partners Shared Our Content
- **Dozens** of Follows and Engagements from Potential New Partners



SAMPLE PARTNER POSTS

COPD Foundation
May 4

#DYK #AirQualityAwarenessWeek is May 1-5? What actions will you take?
Clean Air Partners suggests starting with something easy, like resetting the temperature on your fridge. EnergyStar recommends a temperature range between 35-38°F to keep food fresh while conserving energy 🌱



Set your refrigerator to a temperature range between 35-38 °F.

@CleanAirPartner

You and 10 others 3 shares

doee_dc
Washington D. C.



35 likes

doee_dc Dedicated DOEE staff brave the rain at today's Bubble Event with @cleanairpartner and @dcseu at the Ace Hardware in Petworth!

April 30


MD Environment @MDEnvironment · May 5

It's your last day to enter to win free #green lawn tools 🌱 from our friends @CleanAirPartner. Tag them in a post about how you'll green your lawn care routine before midnight ET tonight. It's your last chance to win!

Full rules: buff.ly/3LsAMac

For Your Chance to Win:

1. Follow @CleanAirPartner
2. Tag @CleanAirPartner in a public post about how you'll green your lawn routine
3. Include the hashtag of your preferred prize



#CAPGrill #CAPTrimmer #CAPCombo #CAPMower

2 5

City of Fairfax, VA and 12 others liked a post you were tagged in

As students kick off the upcoming school year, embrace sustainability & a healthier lifestyle by going car free on Sept. 22! #CarFreeDay is an opportunity for students, parents, & educators alike to make a positive impact on the environment. Take the pledge: carfreemetrdc.org pic.twitter.com/uzyROXFJ0o

AIR QUALITY AWARENESS WEEK



COMMUNITY OUTREACH EVENTS

EVENT CALENDAR

- April 22, 2023 – Backyard Bubble – Ace Hardware – Waverly
- April 22, 2023 – Eco-Driving Pop-Up – Annmarie Gardens EarthFest
- April 29, 2023 – Backyard Bubble – Ace Hardware – Brookland
- April 30, 2023 – Backyard Bubble – Ace Hardware – Petworth
- May 6, 2023 – Backyard Bubble – Ace Hardware – Old Town Alexandria

SUCCESS METRICS

- **102,836** Event Impressions
- **2,730** Engagements
- **312** Giveaway Entries



ACE HARDWARE PARTNERSHIPS

97,846 Impressions | 153 Engagements



- **4,995** Email Opens
- **3,437** Clicks, Website Visits + Social Engagements
- **88,139** Receipts with Campaign Information
- In-Store Signage



Waverly Ace Hardware
April 21 · 🌐

Don't miss a special pop-up at our annual #EarthDay #Garden Party at **Waverly Ace Hardware**! Our friends from **Clean Air Partners** & **Maryland Dept. Of The Environment** will be showcasing hidden backyard #emissions hazards & giving away tools to green your lawn routine every half hour 10am - 2pm! See you tomorrow for our best (and favorite!) event of the year loaded with giveaways, gardening experts, and 20% off the entire store!



Check out the Backyard Bubble

This Saturday
Earth Day Annual Garden Party
April 22, 10:00 a.m. - 2:00 p.m.
Waverly Ace Hardware
601 Homestead St,
Baltimore, MD 21218



👤 You and 2 others 1 share



WAVERLY BACKYARD BUBBLE - April 22, 2023

Maryland Department of the Environment Presenting Sponsorship
1,203 Impressions | 427 Engagements | 126 Giveaway Entries



BROOKLAND BACKYARD BUBBLE - April 29, 2023

In Partnership with DOEE

1,724 Impressions | 616 Engagements | 97 Giveaway Entries | 55 Polaroids



PETWORTH BACKYARD BUBBLE - April 30, 2023

301 Impressions | 271 Engagements | 36 Giveaway Entries | 12 Polaroids



OLD TOWN BACKYARD BUBBLE - MAY 6, 2023

In Partnership with Virginia DEQ

801 Impressions | 325 Engagements | 53 Giveaway Entries | 17 Polaroids



EARTHFEST POP-UP - April 22, 2023

In Partnership with SMECO

961 Impressions | 374 Engagements



ELECTRIC LAWN TOOL GIVEAWAYS

ELECTRIC LAWN TOOL SWEEPSTAKES

100 Tools Distributed to Local Community Members



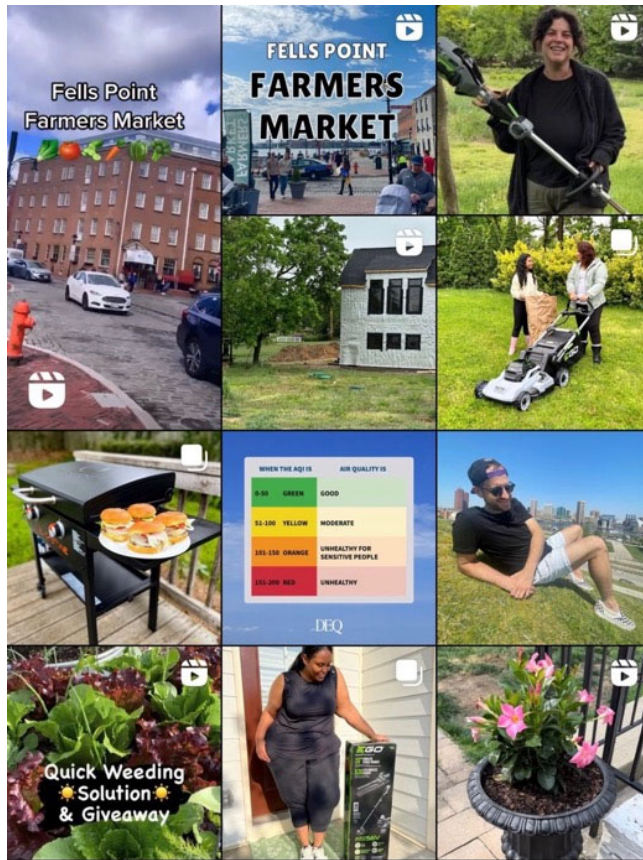
- **30** Electric Lawnmowers
- **6** Propane Grills
- **31** Electric Combination Trimmer-Blowers
- **33** Electric Trimmers





DIGITAL AMBASSADORS

DIGITAL AMBASSADOR SUCCESS METRICS



- **9** Digital Ambassadors
- **52,247** Impressions
- **2,960** Total Engagements
- **2,335** Likes on Ambassador Content
- **306** Comments on Ambassador Content
- **97** Ambassador Content Shares
- **86** Ambassador Content Saves
- **136** Clicks to Website
- **20** Giveaways Awarded



SAMPLE AMBASSADOR POSTS



SAMPLE COMMENTS ON AMBASSADOR CONTENT

mannersandmerlot 6w
I love this! I plan to be greener by simply not fussing with the garden so much. My grandma would have her lawn mowed (electric mower) twice a week. That seems wasteful to me, even if it was electric. So I'm pushing a week to a week and a half between cutting as much as I can.

2 likes Reply

sherradanielle 6w
@mannersandmerlot that is a great way to go green

2 likes Reply

dominiquicc 6w
As a gardener with @plotsandpans in DC, green living is synonymous with my brand! I'd love to add this trimmer into my Lawncare routine to add more to my green living!

3 likes Reply

sherradanielle 6w
@dominiquicc I love your brand and this would definitely be a good way to go green around your yard and garden. Make sure you follow @cleanairpartner


2 likes Reply

adorkandherfork 6w
Love taking metro to restaurants to reduce my carbon footprint! 🍌 @phoodietings

2 likes Reply

mrsjfreedman 5w
Cool giveaway! My husband just sold our gas mower so we can go electric.

Reply

meganlieben 6w
We keep our grass as long as possible too!

Reply

yanabstyle 6w
I need one of these! Asap!


1 like Reply

sherradanielle 6w
@yanabstyle Enter to win! Just drop how you are going green with lawn care this Spring and follow Clean Air Parnter


2 likes Reply

yanabstyle 6w
@sherradanielle I never knew this was a way to help with clean air!

1 like Reply

raleighrose 6w
This is such an awesome giveaway! I support by driving my car less and keeping it in good condition, planting and taking care of my flowers and plants, and of course I try to air dry as much as possible! @rosariosalazar13

2 likes Reply

rebeccamayx0 6w
Supporting air quality by working from home all week 🌱🌍🌿 @rightupyourallie_floyd


3 likes Reply

thepopindc 5w
Pro tip: when moving with a corded electric plan your path out in advance so that you don't accidentally double over on your cord. It's really not hard and kind of enjoyable — no fumes! Either use a mulch setting or — after you have unplugged! — turn your mower in its side, let your mower dry, and sweep off the grass that lodged itself underneath. The BEST part of going electric/battery is no draining of fuel and oil at the end of the season! Phew!


2 likes Reply

thepopindc 5w
@thepopindc oops! Typo: When mowing...


1 like Reply

clarkethan 5w
I'll be giving our native plants some space to thrive! 🌱


2 likes Reply

viamiblog 4w
Me encanta que sea amigable con el medio ambiente 🌱. Guardo esta info. Por que pronto tengo que cambiar la nuestra podadora 🌱🌱

Reply Loading...

descubriendotuestilo 5w
Esa cortadora de césped se ve muy 🌱!!! Muy importante conseguir un aire más limpio.

Reply See translation

ms.campbell.teach 6w
Woah!!! I had no idea about the facts you shared! I need to switch today to help the environment.

2 likes Reply

bjboduch 5w
I'll be planting wild flowers this week! @tboduch

2 likes Reply

r0yhewitt 5w
Cutting out gas with a #CAPmower would really green my routine. I'm excited to explore the native plant options at our local nursery @andyhewitt

3 likes Reply

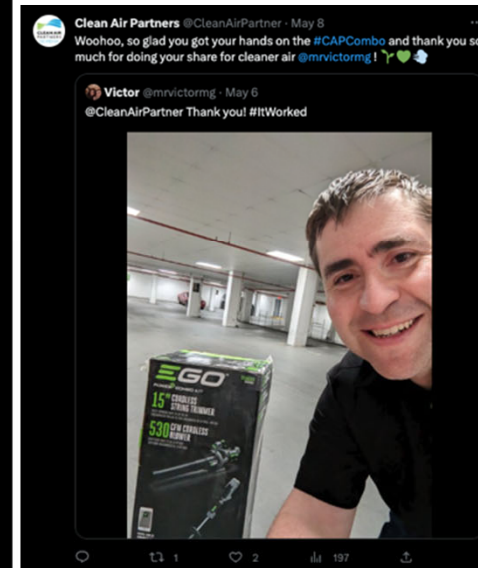
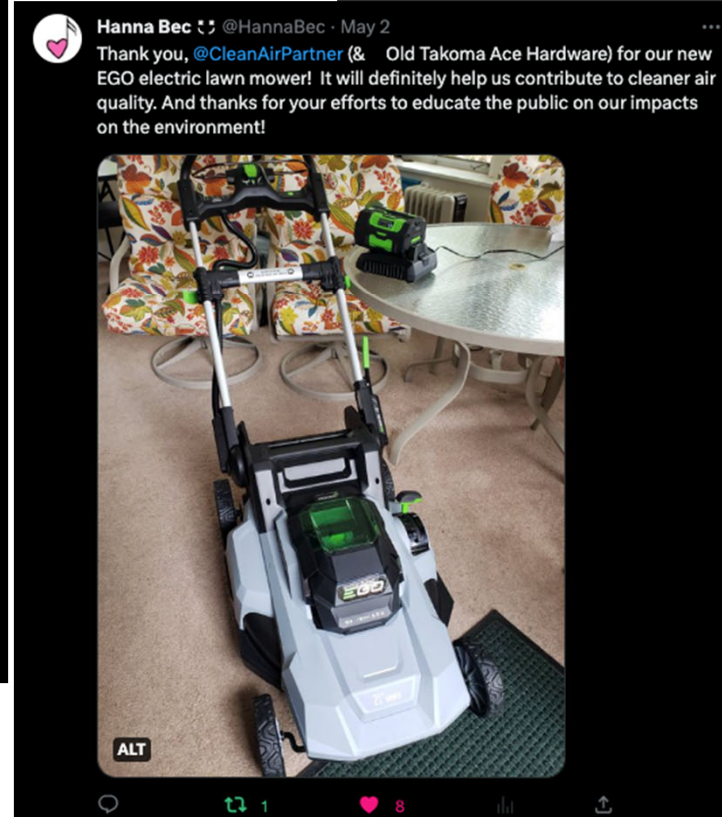
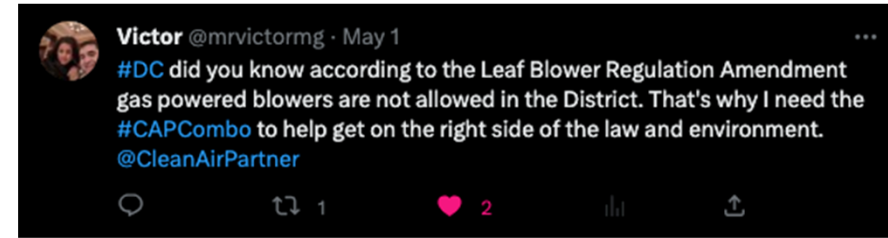
builtbybecdesigns 6w
our air quality is so important! we have been slowly switching over

2 likes Reply

toolboxdivas 6w
@builtbybecdesigns we started a couple of years ago and honestly battery operated lawn tools have come a lonng way 🌱. It's comparable in power.

1 like Reply

USER GENERATED CONTENT



OZONE ACTION MONTH



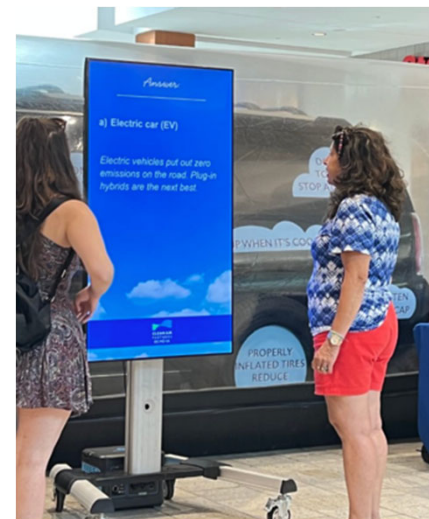
COMMUNITY OUTREACH EVENTS

APPROACH

- Head turning visuals with real tips on how to reduce mobile-source emissions as temperatures and AQI climb during Ozone Action Month.
- Drive online pledges for Commuter Connections' Car Free Day via iPads

EVENT COMPONENTS

- Car Bubble with vapor “smog” from tailpipe
- Clean air tips on bubble and photo backdrop
- Dirty/Clean Air Filters and Tire Pressure Demonstration at Pop-Ups
- Big-screen air quality trivia
- AQI signage



ECO-DRIVING EVENTS SUCCESS METRICS

- August 6, 2023 – Eco-Driving Pop-Up – Tanger Outlet Centers – Prince George’s County, MD
 - August 12, 2023 – Car Bubble – Dulles Town Center – Loudon County, VA
 - August 13, 2023 – Car Bubble – Arundel Mills Mall – Anne Arundel County, MD
 - Sept. 21, 2023* – Car Bubble – Signature Nationals Game Event with Washington Gas – Washington, DC
- **16,955** Impressions
 - **5,079** Engagements
 - **948** Car Free Day Pledges... so far!**

* Upcoming event, results not yet included

** Pledges on the Car Free Day site as of Aug. 14.



TANGER OUTLET CENTERS POP-UP - August 6, 2023

4,528 Impressions | 1,031 Engagements



DULLES TOWN CENTER CAR BUBBLE - August 12, 2023

7,410 Impressions | 3,262 Engagements



ARUNDEL MILLS MALL CAR BUBBLE - August 13, 2023

5,017 Impressions | 786 Engagements



WASHINGTON NATIONALS - September 21, 2023

- Signature Event Sponsored by Washington Gas for their 175th Anniversary
- Car Bubble and final Car Free Day pledges for tomorrow!



THANK YOU!

