

SAINT LOUIS REGIONAL CLEAN AIR PARTNERSHIP

Activities highlights for summer season 2018

COMMUNITY OUTREACH

SOCIAL MEDIA CHANNELS AND TRADITIONAL ELECTRONIC OUTREACH

- Facebook, twitter, Instagram
- E-newsletters
- Enviroflash for forecasts and for other time sensitive news
- Blog
- Articles on website
- Community champion spotlights

COMMUNITY OUTREACH

MEDIA

- Weather sponsorship
- Traffic sponsorship
- PSAs about taking single occupancy vehicles off of the road
- Daily forecast promotion continues through social channels

COMMUNITY OUTREACH

SCHOOLS

- Fliers on paper
- Electronic information
- Handouts
- Staff education sessions
- Daily calls and emails

COMMUNITY OUTREACH

MUNICIPALITIES

- No idling signage
- Customized rack cards
- Articles in blog, eblasts, and newsletters focused on local accomplishments
- Working with some from green cities program

COMMUNITY OUTREACH

BUSINESSES

- Lunch and learns
- Clean Air Point person on site
- Focus on and promote those businesses through our social channels

OTHER IDEAS AND CONSTITUENCIES

- Need connections and ideas for additional robust campaign outreach points throughout the metro area

- Thank you!

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