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 enewsletters 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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