



# Clean Commute Month 2008



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# Earth Day Events

- Kick-off of “Clean Cars for Clean Air” held on April 20 in Arbutus



- 12 cars inspected before the rains fell.

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## Earth Day Events



- JHU School of Public Health Earth Day Fair



- Sojourner Douglass College Celebration

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## MD Transit Administration's 1<sup>st</sup> Earth Day Celebration



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## Community Events:



- Towsontown Festival – Attendance estimated at over 200,000. The weather was perfect, and our booth was in a prime location. We talked to hundreds of people.

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## Community Events

- Carroll County Herb Festival at Piney Run



- FlowerMart in Baltimore City

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## EcoFestival at Druid Hill Park

- 2<sup>nd</sup> annual EcoFestival - twice as big as last year's event.
- Great turnout and lots of interest!
- Part of Baltimore Green Week



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## Bike to Work Day 2008



- Approximately 800 riders registered – a record!
- For the first time, each jurisdiction held an event.
- Possibly the **worst** weather in the history of B2WD, but...

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## Bike to Work Day 2008



- ... over 200 riders participated in rallies in Annapolis, Baltimore City, Bel Air, Columbia, Towson, and Westminster. Well done!

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## Bike to Work Day 2008



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## Commuter Thank-you

- May 7 at the Edgewood MARC Station, in the wee early AM hours.



- Approximately 200 MARC riders were greeted and thanked for their good habits.

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## Clean Cars for Clean Air Clinics



- Partnership with MDE and Precision Tune Auto Care.
- Free comprehensive/non-invasive inspection:
  - Tire pressure & wear
  - Fluid levels
  - Belt & hose condition
  - Horn, lights, & etc.

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## Clean Car Clinics...

- Bad weather shortened our first two events.
- Very successful clinic at Havre de Grace on May 21– 24 cars inspected in two hours.
- Of 38 vehicles inspected so far, 21 had underinflated tires.



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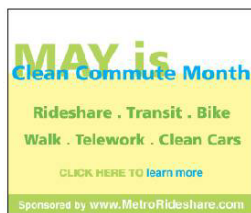
## Clean Car Clinics...

- Clean Car Clinics will continue through July:
  - May 27 Edgewood
  - May 27 Bel Air
  - June 6 Carroll County Office Building
  - June 8 Town Mall Westminster
  - June 10 Towson
  - June 19 Annapolis
  - June 26 Edgewater
  - Baltimore City & Howard County events TBA

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## Paid Radio Campaign

- Series of six 30-second spots rotated from late April through late May.
- WPOC-FM, WSMJ-FM, & WCAO-AM.
- Sponsored by BRTB, tagged “Cleancommute.com.”



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## Ongoing outreach through e-newsletters

- Over 75 people registered for our e-newsletters!
- Now have over 4,500 e-news subscribers



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# CCM '08 Thank You!



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