

Clean Commute Initiatives 2014 Report



www.cleancommute.com



Baltimore
Metropolitan
Council



For the last 17 years, a number of state and local organizations collaborated to promote alternatives to driving a vehicle to and from work alone. These core organizations, the Clean Commute Partnership, include the:

- Baltimore Metropolitan Council
- Baltimore Regional Transportation Board
- Maryland Department of the Environment
- Maryland Department of Transportation
- Clean Air Partners

The Clean Commute Initiative is the cornerstone of the partnership's outreach efforts, and 2014's activities built on the foundation of previous campaigns, with more partners, more participants, and greater success than ever before.

“We live regional lives. Commuting to and from work, running errands and visiting family means we were in Harford County yesterday, Anne Arundel today, and Baltimore City tomorrow. BMC’s Clean Commute Initiatives continue to educate the public about what we can do individually to improve the air quality in the Baltimore region during our daily travels.” — Michael Kelly, BMC executive director

Clean Commute Initiative

The Baltimore region has a serious air pollution problem, which affects the health of all of us. Motor vehicles are a significant source of the emissions—almost 1/3—that cause our region's bad air, and it is clear that individual commute choices affect everyone. The Clean Commute Partnership, which recognized the need to educate the public on the relationship between air quality and transportation choices, designated May as Clean Commute Month.

The **mission** of the Clean Commute Initiative is to:

- Educate the public on the relationship between driving and air quality.
- Raise public awareness of alternative forms of commuting.
- Encourage the use of alternative commuting.
- Encourage proper maintenance of motor vehicles, to keep them running cleaner.

The **goal** is to reduce air pollution, thus improving the quality of life in our region. Its objectives are:

- Increase the number of employer-based programs for commuting alternatives such as biking, walking, transit use, rideshare, telework, and flexible work scheduling.
- Increase the number of individuals using alternative commute options.
- Increase the number of motor vehicles running cleaner.

The **strategies** include:

- Provide information and program assistance to employers.
- Promote innovative and flexible work scheduling.
- Provide information to individual commuters.
- Provide opportunities to experience alternative commute options.
- Provide opportunities for drivers to get their vehicles running cleaner.



Outreach Events

As in past years, Clean Commute Partnership staff and volunteers met the public at local fairs, festivals, and celebrations throughout the Baltimore region. Clean Commute 2014 outreach activities included the following:



Howard County Green Fest

Clean Commute efforts began on Saturday, April 5, with participation in Howard County's annual Green Fest. This celebration, held at Howard Community College, featured dozens of exhibitors and drew thousands of people from across the county.



Earth Day at the Centers for Medicare Services

On April 22, BMC visited the Center for Medicare Services in Woodlawn to help launch that agency's first-ever Earth Day celebration. Our staffers spoke with hundreds of Medicare employees and their families.

Earth Day at Fort Meade

The next day, Clean Commute staffers visited Fort Meade to take part in the post's 4th annual Earth Day event. Hundreds of people stopped by our booth to learn how they can help make the region's air better.



Baltimore City EcoFest & Aberdeen Earth Day

Co-sponsored by the Parks and People Foundation and Baltimore Green Week, the Baltimore City EcoFest on Saturday, April 26, in Druid Hill Park drew thousands of people eager to learn and share information to better the environment. Volunteers from BMC greeted these visitors with Clean Commute brochures, promotional items and smiles. Clean Commute volunteers also spent the day at the City of Aberdeen's Earth Day.



Towsontown Festival

The first weekend of May brought the traditional mainstay of Clean Commute outreach events, the Towsontown Festival. The weekend festival is one of the largest annual community sponsored fairs on the East Coast. The near-perfect weather drew an estimated 200,000 people, many of whom stopped by the Clean Commute exhibit to learn about choices in transportation and air quality.



Thank You Event for Edgewood MARC Station Commuters

Harford County's Commuter Assistance Program sponsored a commuter thank-you at the MARC station in Edgewood in the early morning hours of Wednesday, May 7. Volunteers from the county and BMC greeted MARC commuters with coffee and other goodies to thank them for their smart & clean commuting choices.

Outreach Events Continued



Clean Air Partners Annual Meeting

Clean Air Partners held its annual celebration in Baltimore at the National Aquarium on Wednesday, May 14. Clean Air Partners strives to keep the Washington-Baltimore region informed of air quality issues and promote voluntary actions, such as clean commuting, to reduce pollution. An awards ceremony and reception followed the Clean Air Partners' Board meeting to approve its workplan and budget. Students from middle schools in the Baltimore region won an air quality poster and slogan contest.



Bike to Work Day

Friday, May 16 brought the region's 17th annual Bike to Work Day. Bike to Work Day 2014 featured planned rallies in each of our six jurisdictions. More than 1,400 riders registered for the event—a record. The weather unfortunately did not cooperate. We cancelled all events and rescheduled many of them for Friday, May 30, because of gale force winds and rain. An estimated 1,200 riders participated in the rescheduled events.



DunFest

Skies cleared the next day in the Baltimore County community of Dundalk. Clean Commute volunteers were a part of the 4th annual DunFest, sharing a lot of important air quality information with the many folks who stopped by their table.



Baltimore Latino Festival

The weekend of June 21 and 22 brought Clean Commute volunteers to Baltimore City's Patterson Park for the annual Latino Festival. Hundreds of folks stopped at our bilingual display to learn about transportation and air quality.



Chartley Community Association's National Night Out

Clean Commute events extended to Tuesday, August 5, through the Chartley Community Association's National Night Out Public Health and Safety forum in Reisterstown. Dozens of community residents stopped by our table to chat and discuss transportation choices in the region.



Promotional and Collateral Materials

In addition to special events, the Clean Commute Initiatives used promotional materials for education and communication tools.

BMC created event-specific materials, including Bike to Work Day posters and T-shirts. Rideshare also provided tire gauges, ankle straps, pins, and reflectors for Bike to Work Day events in Baltimore and Carroll counties.

These promotional materials raised awareness of Clean Commute Initiatives, they directed people to more comprehensive sources of information, such as the cleancommute.com website. This site, now in its eighth year, is the one-stop shop for all of our Clean Commute Initiatives. From its homepage, visitors can link to dozens of other sites for the most complete and up-to-date information on smart commuting.

Articles about Clean Commute Month appeared in several of BMC's e-newsletters, and publication from our local governments gave considerable space to the initiatives.

Media

A major component of every Clean Commute Month is a paid radio campaign, sponsored by the Baltimore Regional Transportation Board, delivering key messages to a targeted audience—drivers.

For the 2014 campaign, the Clean Commute Partnership bought time on the CBS Radio affiliate stations WLIF-FM and WWMX-FM. BMC staff worked with the stations to create messages. As an added value, the company developed and promoted some Clean Commute-themed contests, which drew entries from throughout the Baltimore region.



Earned Media

Bike to Work Day was well covered by the region's media. Baltimore TV stations sent crews to cover the rallies at War Memorial Plaza and Bel Air. Positive stories on bicycle commuting appeared in *The Sun*, as well as such local papers as *The Aegis*, *The APG News*, *The Capital*, *The City Paper*, *The Community Times*, *The Harford Business Ledger*, and *The Towson Times*.

Partnerships

Each year the Clean Commute Partnership grows stronger, reaching more people and encouraging them to make smarter commuting choices. The result is cleaner air for us all.

Clean Commute Month would not be possible without the extraordinary contributions of organizations and the tireless efforts of individuals. Thank you, all!

AAA-Mid-Atlantic	Sponsor & Partner, B2WD
Anne Arundel County	Partner, B2WD & Clean Commute Month
ARTMA	Partner, B2WD & Clean Commute Month
Bike AAA	Partner, B2WD
Bicycle Connection	Sponsor, B2WD
Bicycling Advocates Ho. Co.	Sponsor, B2WD
Baltimore Bicycling Club	Partner, B2WD
Baltimore City	Partner, B2WD & Clean Commute Month
Baltimore County	Partner, B2WD & Clean Commute Month
Bike Maryland	Partner, B2WD
BikeMore	Partner, B2WD
Baltimore Metropolitan Council	Sponsor & Partner, Clean Commute Month
Billers Bikes	Sponsor, B2WD
BJ's	Sponsor, B2WD
BRTB	Sponsor, Clean Commute Month
BWI Business Partnership	Partner, Clean Commute Month
Capital Bicycle	Sponsor, B2WD
Carroll County	Partner, B2WD & Clean Commute Month
Chesapeake Cycle & Sport	Sponsor, B2WD
Clean Air Partners	Sponsor, Clean Commute Month
Columbia Association	Sponsor, B2WD
Conte's Bicycles	Sponsor, B2WD
Eddies Market	Sponsor, B2WD
Greene Turtle	Sponsor, B2WD
Hard Bean Coffee & Booksellers	Sponsor, B2WD
Harford County	Partner, B2WD & Clean Commute Month
High Ground Coffee Roasters	Sponsor, B2WD
Howard County	Partner, B2WD & Clean Commute Month
Ho. Co. Chamber of Commerce	Sponsor, B2WD
IKEA	Partner, B2WD
Johns Hopkins University	Sponsor, B2WD & Clean Commute Month
Light Street Cycles	Sponsor, B2WD
Looney's Pub	Sponsor, B2WD
Loyola College	Partner, Clean Commute Month
MD Athletic Club	Sponsor, B2WD
MD Dept. of the Environment	Sponsor & Partner, Clean Commute Month
MD Dept. of Transportation	Partner, Clean Commute Month
Mom's Organic Market	Sponsor, B2WD
Morgan State University	Partner, B2WD
Northrop Grumman	Partner, B2WD
Princeton Sports	Sponsor, B2WD
Rideshare	Sponsor & Partner, Clean Commute Month
Ripken Stadium	Sponsor, B2WD
State Highway Administration	Partner, B2WD
VPSI Inc.	Sponsor, B2WD
Wawa	Sponsor, B2WD
Whole Foods	Sponsor, B2WD

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The Baltimore Metropolitan Council (BMC) works collaboratively with the chief elected officials in the region to create initiatives to improve the quality of life and economic vitality. BMC, as the Baltimore region's council of governments (COG), hosts the Baltimore Regional Transportation Board (BRTB), the federal metropolitan planning organization (MPO), and supports local government by coordinating efforts in a range of policy areas including:

- Emergency preparedness
- Housing
- Cooperative purchasing
- Environmental planning
- Workforce development

BMC's Board of Directors includes the Baltimore City mayor, Anne Arundel, Baltimore, Carroll, Harford and Howard county executives, a member of the Maryland State Senate, a member of the Maryland House of Delegates and a gubernatorial appointee from the private sector. BMC is an invaluable link between federal funds and regulations, state and regional decisionmakers, transportation planning entities, project and initiative stakeholders and the people. The forum and resources BMC provides allow for thoughtful and progressive regional planning efforts of short- and long-term projects.

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