

EnviroFlash

Status Update

▶ Significant growth since 2008

Metric	2008	2011
Cities	145	397
Agencies	7	87
States	32	37
Subscribers	9,500	207,007
Twitter Followers	0	3,703

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Credit for Success

- ▶ New Technologies
- ▶ Partner agencies
- ▶ EnviroFlash Challenge

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Goals and Actions

- ▶ Add new agencies
- ▶ Increase subscribers
- ▶ Focus on non attainment areas
- ▶ Encourage use of Toolkit
- ▶ More contact with partners
- ▶ Reach businesses, health and athletic organizations, schools and universities
- ▶ We need your help to “Beat the bushes”

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