



# 2005 Comprehensive Ozone Outreach & Awareness Program

Program Update

RAQC Board Meeting

April 7, 2005



# 2005 Program At-A-Glance

- Funded primarily by CM/AQ grant for '05 & '06
  - 2005 budget:
    - \$785,000 – total
    - \$628,000 – grant
    - \$157,000 – match
- Engaged in RFP process to hire firms to assist with all components of the program
  - Media Advertising & Outreach
  - Citizen Outreach
  - Local Government Outreach
  - Analysis & Reporting



# RFP Process: Advertising & Public Relations

- Released late January
- Received 12 proposals
- Scored by Advisory Committee
- Three selected for presentations
- Selected JohnstonWells Public Relations and Launch Advertising to assist with efforts



# RFP Process: Public Awareness Research

- Released late January
- Received eight proposals
- Scored by Advisory Committee
- Two selected for interviews
- Selected National Research Center, Inc. to assist with research efforts



# Media Advertising & Outreach

- Extensive media-advertising and outreach campaign to raise public awareness about ozone-related issues
  - Paid advertising
  - Media outreach and education
  - Events
  - Web site
- More in-depth information from contractors



# Citizen Outreach

- Car Care Fairs
  - Saturday, April 30 from 9 a.m. to 3 p.m.
  - 25 locations – Safeway stores throughout the region
  - Promoted through AutoCare Radio Network (24 free spots) on Clear Channel station(s), local governments, community newspapers
  - Goal to inspect at least 50 vehicles at each location, 1,250 total



# Citizen Outreach

- High School Radio Contest
  - Partnership with Envirotest
    - CDPHE, CDOT, ALA, NAPA, National Jewish Medical and Research Center, Unique Litho
  - \$24,500 funding provided by Envirotest
  - Solicit 30 second PSAs from high school students in all schools in the metro area
  - Advisory Committee will choose two winners
    - Scholarship and funding for school
    - Opportunity to record winning PSA in the studio
  - Two winning PSAs will air for at least the month of June on select radio stations



# Citizen Outreach

- Mow Down Pollution
  - \$25,000 from CBCAG, \$27,500 from StEPP
  - Partner with Black & Decker and The Home Depot
    - Six to eight metro-area locations
  - Postponed until June
    - Black & Decker will not have any cordless mowers until mid-June
  - Gas can exchange as part of the event
  - Goal to sell 700 pieces of new equipment, recycle 350 pieces of old



# Local Government Outreach

- Local Government Fleet Gas Cap Testing Pilot Program
  - Identify 10 municipalities to participate in fleet testing program
    - Aurora (invited), Arvada (confirmed), Broomfield (invited), Commerce City (invited), Denver (confirmed), E-470 Public Highway Authority (confirmed), Federal Heights (confirmed), Golden (confirmed), Louisville (confirmed), Westminster (confirmed)
  - Purchase equipment and caps for participants and ask that they report results back to RAQC



# Local Government Outreach

- Local Government Sub-Grant Program
  - \$25,000 available for municipalities to develop outreach and education projects to inform community of ways to reduce ozone pollution
  - RFP to be released to PI offices this month
  - Maximum award per municipality is \$5,000
  - Advisory Committee will score proposals and select projects
  - Staff will oversee the implementation of each of the projects
  - Participants will be required to report results



# Analysis and Reporting

- NRC, Inc. managing process for public opinion and awareness research
- Two-tiered approach
  - Pre and post phone surveys
    - April 2005 and September 2005
  - Focus groups
    - Two in April 2005 & one in September 2005



# Analysis and Reporting

- Phone surveys
  - Outcome goals
    - Problem identification
    - Current knowledge & behaviors
    - Effects of knowledge on behavior
    - Barriers to action
    - Incentives to action
    - Familiarity with ozone alert program



# Analysis and Reporting

- Pre phone survey schedule
  - April 6 – survey instrument testing
  - April 7 – first day of field research
  - April 12 – last day of field research
  - April 13 – top line results delivered



# Analysis and Reporting

## ○ Focus Groups

- Two focus groups pre-campaign
  - Monday, April 18 and Tuesday, April 19
- In-depth exploration of issues covered in phone survey and messaging platforms
- One focus group post-campaign
  - Not yet scheduled



# StEPP Foundation Grant

- Recently awarded grant from StEPP Foundation to support efforts
- \$110,000 total
  - \$55,000 – support for outreach
  - \$27,500 – Mow Down Pollution
  - \$20,000 – pump topper advertising
    - One month donated by Suncor, researching availability with other large retailers
  - \$7,500 – gas can exchange



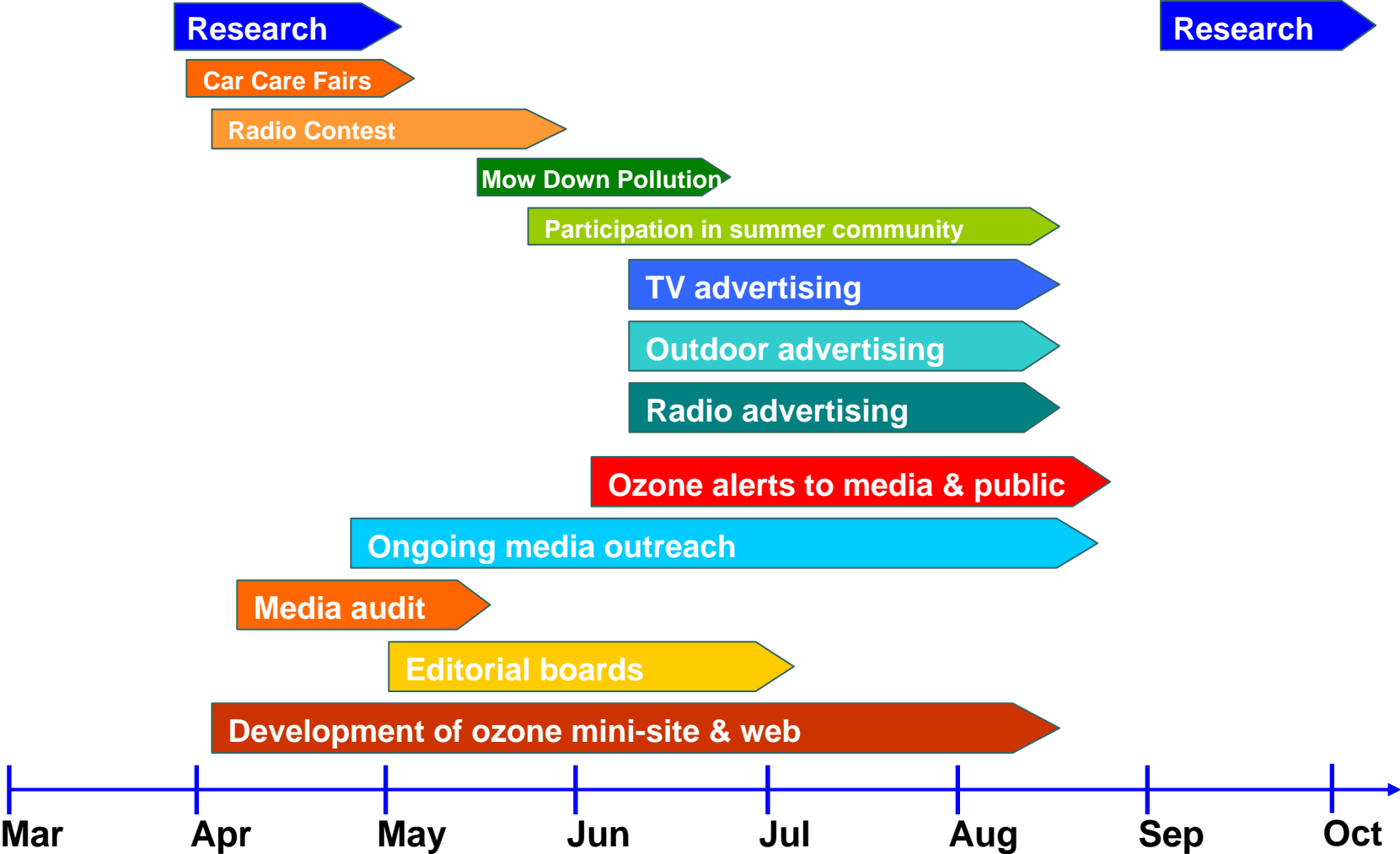
# Advertising & Public Relations

- Presented By:

- Betsy Bartholomew  
Launch Advertising
- Michelle Bergen  
Launch Advertising
- Darby Doll  
JohnstonWells Public Relations



# Timeline





# Advertising



# Campaign Objectives

- Increase awareness of ground level ozone in the seven-county Metro Denver area
- Motivate area residents to make simple choices to reduce ozone pollution
- Communications strategy and key messages to be developed based on the findings of the research



# Research Input

- Two objectives
  - Awareness measurement
  - Communications insights
- Communication findings will drive how we talk to our audiences
  - PR: Education, awareness & action
  - Advertising: Awareness & action



# Process/Timeline

- Findings from interviews & focus groups (w/o April 18th)
- Creative Strategy Development
  - Message focus & hierarchy
- Campaign Development
  - Present creative concepts at May 5th Board meeting
- Campaign Production - 3 weeks
- Campaign launch
  - Outdoor - June 1
  - TV & radio - June 13th



# What will research tell us?

- Emphasis/balance:
  - Awareness versus action messaging
  - Need for education
  - Ozone confusion/comprehension
  - Prioritization of actions



# Media Strategies

- TV and outdoor to build awareness
  - 98% reach of target market
- Drive-time radio traffic sponsorships to build frequency
- Negotiate bonus media to extend budget



# Media Overview

- Media cost: \$297,750
  - Television \$231,000
  - Outdoor \$38,250
  - Radio \$28,500
  - +\$80K additional negotiated value
  - Additional bonus/PSA coverage
- Timing: Focus during high ozone period, mid-June through August
- Media Target Audience: 25 - 54



# Television

- Provides high impact
- News daypart strategy to quickly build reach & frequency
  - Buy local news on broadcast stations and cable news networks
  - 7 week schedule/ 50+ spots per week
  - Negotiate PSA bonus schedules
  - 85% reach (1.4 million adults 25 - 54)



# Outdoor

- Delivers high reach & frequency
- 5 main artery bulletins
  - 3 months June - August
  - Will rotate among nine locations
  - High traffic and “A” rated boards
- Investigating bonus bus boards with RTD
- 83% reach (1.3 million adults 25-54)



# Radio

- :10 & :15 traffic sponsorships; 50 spots per week
- Top stations in market
- Strength is that listeners are seeking out the information in traffic reports
- Flexibility for messaging
- Negotiate bonus schedule
- 43% reach (.5 million adults; 5x frequency)



# Public Relations



# Public Relations Approach

- Media partnerships and editorial support for community education
- The Ozone Patrol for event impact
- Dynamic and informative Denver ozone mini-website
- Hispanic community outreach



# Media Relations

- Target media
  - Environment
  - Health
  - Automotive
  - Lawn & garden
  - Community & events
- Media audit
  - Gauge understanding of ozone pollution problem, prevention, etc
  - Ensure most effective way of communicating with media



# Media Relations

- Developing plan for media outreach
  - Editorial boards
  - Media partnerships
  - Event support
  - Ozone alerts
  - Meteorologist briefings
  - Online newsroom



# Events

- RAQC events:
  - Car Care Fairs (April 30)
  - Mow Down Pollution (June)
- Tap into large summer community events to raise awareness of ozone pollution and prevention.
  - Developing a calendar of events
  - Exploring approaches for The Ozone Patrol



# The Ozone Patrol

- Meetings with choreographers
  - Have met with four local performance choreographers
  - Currently receiving proposals for performance approach
  - Plan to make selection and confirm approach in April
- Explore sponsorship opportunities
- Integrate with media outreach, advertising and Web site





# Web Strategy

- Currently developing ozone-dedicated website to launch in May.
- Include in advertising and media outreach.
- Opt-in e-mail alerts
- Informal surveys
- Newsroom



# Ozone Website Sitemap

## Home

- What is ozone pollution?
- What you can do to prevent ozone pollution
- Opt-in e-mail for alerts & announcements
- Online survey
- Upcoming events

## *Possible domain names*

- DENVEROZONE.ORG
- MILEHIGHOZONE.ORG
- FRONTRANGEZONE.ORG
- OZONEPATROL.ORG
- OZONEFREE.ORG
- STOPOZONE.ORG

## About

- About RAQC (link to RAQC site)
- Contact
  - Address
  - Phone / fax
  - E-mail

## More Info

- Detailed information on ozone pollution
- Air quality & ozone pollution on Front Range
- Other relevant background info

## Preventing Ozone Poll.

- Top 10 ways you can prevent ozone pollution
- Auto
- Lawn
- Household

## Newsroom

- Media contact
- News releases & announcements
- Information on air quality & ozone pollution for media

## Ozone Blog

- Ozone issues – general & local
- Links to relevant news & articles
- Tips for prevention of ozone pollution
- Events calendar
- Guest bloggers
- Links to relevant sites & organizations



# QUESTIONS & DISCUSSION