

# 2005 Program Update

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**RAQC Board Meeting  
December 1, 2005**



**LET'S TAKE CARE OF OUR SUMMER AIR.**

[OzoneAware.org](http://OzoneAware.org)

# 2005 Funding Sources



<b>Source</b>	<b>Amount</b>
<b>CM/AQ</b>	<b>\$785,000</b>
<b>StEPP Foundation</b>	<b>\$110,000</b>
<b>Envirotest</b>	<b>\$27,000</b>
<b>Community-Based Clean Air Grant</b>	<b>\$25,000</b>
<b>TOTAL</b>	<b>\$947,000</b>

# Advertising Results



	<b>Paid Media</b>	<b>Bonus Media</b>	<b>Total</b>
Television	543	308	851
Radio	676	115	791
Billboards	5	---	5
Bus Tails	---	50	50
Pump Toppers	248	257	505
Print	3	---	3

# Media Relations



- **Media coverage**
  - **50 known news stories generated in both English and Spanish**
    - **Television (network and cable)**
    - **Print (daily, weekly, and community)**
    - **Radio**
    - **Online**

# Local Government Outreach



- **Fleet gas cap testing program**
  - **Nine participating municipalities**
  - **Tested a total of 890 gas caps**
  - **Total of 109, over 12 percent, failed test**
  - **Article distributed to participating PIOs detailing results of program**
  - **Emission reduction: 41 pounds during critical summer months**

# Local Government Outreach



- **Sub-grant program**
  - Three municipalities selected for projects (Boulder, Denver, Federal Heights)
  - Projects included variety of outreach methods
    - Spanish translation of materials
    - Employee ozone event featuring meteorologist Mike Nelson
    - Local lawnmower exchange
    - Ozone contest encouraging people to take action on Ozone Action Alert days

# Local Government Outreach



- **Greater Front Range outreach**
  - **Fort Collins utilized many new campaign components to ensure consistent message**
    - **Ozone Action Alerts (new template)**
    - **Local lawnmower exchange**
    - **Local gas cap testing program**
    - **Outdoor advertising (two billboards)**
    - **Use of new graphics and tagline**

# Online Outreach



- **OzoneAware.org**
  - Spanish language version released in early August
  - Promotion with Colorado Select NAPA AutoCare Group
  - Results
    - Over 6,500 new visitors to site June 1 – Aug 31
    - Top referring web site – no referrer
    - Other referring web sites – CDPHE, DRCOG, Air Care Colorado, 9News

# Citizen Outreach



- **Gas can exchange**
  - **Exchanged non-spill, non-permeable gas cans at seven public events**
    - 250 cans permanently recycled
    - 470 new cans distributed
    - Information to nearly 1,000 participants
    - Emissions reduction: 300 pounds in VOC emissions during critical summer months

# Citizen Outreach



- **Information items**
  - **Nearly 20,000 pieces of educational literature or promotional items distributed**
    - **Tip cards**
    - **Bike reflectors**
    - **Tire pressure gauges**
    - **Travel mugs**
    - **T-shirts**
    - **Stickers**
    - **Banners**
    - **Maintenance logs**