

2006 Program Plans

**RAQC Board Meeting
December 1, 2005**



LET'S TAKE CARE OF OUR SUMMER AIR.

OzoneAware.org

2006 Funding Sources



Source	Amount
CM/AQ	
2006 Contract	\$513,000
2006 Contract Match (staffing)	\$60,500
Community-Based Clean Air Grant	
2006 Ozone Education Video	\$25,000
StEPP Foundation	
2005 Contract Carryover	\$20,000
TOTAL	\$618,500

2006 Detailed Budget



Description	Amount
Staffing	\$157,000
Media/Public Relations Consulting	\$98,000
Paid Advertising	\$297,500
Outreach (Public & LG)	\$27,000
Mow Down Pollution	\$20,000
Ozone Outreach Video	\$19,000
TOTAL	\$618,500

Program Components



- **Media Advertising**
 - Paid advertising campaign
- **Public Relations**
 - Community events
 - Media relations
 - Online outreach
- **Outreach**
 - LG outreach
 - Public outreach

Media Advertising



- **Betsy Bartholomew & Michelle Bergen**
Launch Advertising

2006 Advertising Strategy



- Overall strategy is to utilize 2005 production investment and rerun TV, radio and bus boards for continuity in 2006
- Use bulk of available budget to fund 2006 media buy
- Will need to eliminate outdoor unless incremental funds become available

2006 Advertising



- **:30 TV spots**
 - “If you drive...” TV
 - “If you mow...”TV
- **Radio Traffic Sponsorships**
 - :10 & :15 spots
 - Tips and alerts
- **Bus Boards**
 - Co-op with RTD
- **Event promotion and support**



CHILL. RIDE TRANSIT.



LET'S TAKE CARE OF OUR SUMMER AIR.
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WE'LL GIVE YOU \$500 TO HELP YOUR CAR COME CLEAN.

The Regional Air Quality Council, the Colorado Department of Public Health and Environment and the Colorado Department of Revenue invite you to save money and improve the air we breathe by having your vehicle repaired through our Repair Your Air Campaign.

Enclosed is a coupon valid for \$500 for emissions related repairs, a free emissions test and free rental car.

We invite you to take advantage of this generous opportunity to help your car come clean, and help us all breathe a little easier. Repair Your Air Campaign sponsors include public and private organizations (see insert inside).



**DON'T JUST BREATHE,
DO SOMETHING.**
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.



**I BREATHE,
THEREFORE I CARE.**
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.

SO WHAT'S THE DIRT ON OZONE POLLUTION?

Ground level ozone pollution is created when emissions from everyday items such as gasoline-powered vehicles and lawn equipment, and household paints, stains and solvents, combine with other pollutants in the atmosphere on hot, summer days. Ground level ozone is harmful to our health and environment. We can reduce our Ozone Alert days by working together. Check out the simple actions you can take on the back of this card.



LET'S TAKE CARE OF OUR SUMMER AIR.
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THINK BEFORE YOU START.

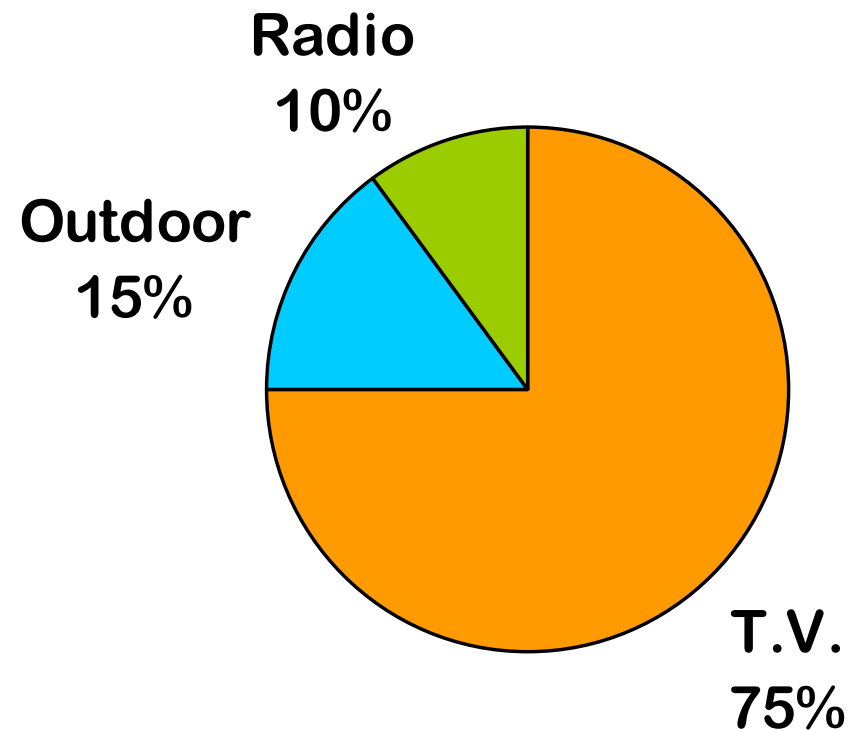
Ground Level Ozone Pollution can be reduced when you do these simple things:

- > keep your car well maintained
- > refuel after 5 p.m. on hot sunny days
- > stop at the click – don't overfill gas tanks
- > walk to lunch and run errands after work
- > take the bus at least once a week
- > use gas-powered lawn equipment after 5 p.m. on hot, sunny days
- > avoid painting and staining projects in the heat of the day
- > tightly cap solvents; store in a cool place

2006 Media Tactics



- Anticipated bonus schedules will bring an estimated additional value of \$67,000
- Negotiated media savings through rate negotiations and agency commission will add \$83,000 to the schedule
- In total, the value of the schedule is extended by 50 percent - \$150,000



2006 Media Tactics Continued



- **Additional bonus coverage**
 - **\$72,000 value of estimated free coverage**
 - **Pump Toppers – Suncor**
 - \$19,500 value
 - 250-260 signs at 40-45 Phillips 66 stations, run for one month
 - **Bus Tails – RTD**
 - \$52,500 value
 - 50 tails, run for three months

Public Relations



- **Aaron Toso**
JohnstonWells Public Relations

PR: Objectives



- **Develop and enhance community events as a hook for media coverage**
 - To increase awareness of ozone pollution
 - And drive citizen action to reduce ozone-causing emissions
- **Strengthen relationships with TV news meteorologists and editors of print weather sections**
 - To get the word out about ozone pollution
 - And provide alerts and tips for preventing ground-level ozone pollution.

PR: Objectives



- Focus on related health issues to gain interest of TV and print health reporters and editors.
- Focus on significantly increasing traffic to OzoneAware.org website, which serves as a tool for education and a guide for action.

PR: Community Events



- **Car Care Fairs**
 - Garner news coverage to publicize events and communicate importance of auto maintenance
 - Series of events will increase opportunities for community-based media coverage
- **Mow Down Pollution**
 - Focus event on theme of reducing ozone pollution
 - Garner news coverage to publicize event and communicate importance of earth-friendly lawn equipment
- **Support existing events in which RAQC participates (e.g. Bike to Work Day, Ride Smart Thursdays)**

PR: Community Events



- **Explore opportunities to partner with other organizations / events:**
 - **9News Health Fair**
 - **Explore opportunities as warm-up event**
 - **Create visual for booth at event**
 - **American Lung Association Van**
- **Hispanic community events**
 - **Outreach with Hispanic spokesperson**
- **Clean Air Crew**
 - **Shorten and energize performance**
 - **Increase exposure with more appearances**

PR: Media Relations



- **General media outreach and news announcements**
- **Media outreach surrounding community events**
- **Meteorologist campaign and print weather pages**
- **Development of health-focused story angles**
- **Hispanic media – spokesperson**

PR: Online Outreach



- Centerpiece of education efforts - everything we do to drive people to OzoneAware.org website
- Online outreach surrounding community events
- Links campaign and search engine optimization
- More effective use of e-mail alerts, e-newsletter, etc.
- Blog updates – make blog more dynamic
- Downloadable coupons or give-aways (e.g. NAPA, Mow Down, etc.)

Outreach



- **Sara O’Keefe**
Regional Air Quality Council

Outreach



- **Local Government outreach**
 - **Fleet gas cap testing program**
 - Encourage participation from five additional municipalities
 - **Sub-grant program**
 - Funding for implementation of creative ozone outreach and education projects

Outreach



- **Public outreach**
 - **Car Care Fairs**
 - Series of events beginning in April and running through May
 - Partnering with area high schools
 - **Mow Down Pollution**
 - Potential for online promotional program with small company, Neuton

Outreach



- **Public outreach**
 - **Ozone Education Video**
 - Work with GMTC to produce ozone video for broadcast on Cable Channel 8 and Comcast Spotlight
 - **Gas can exchange**
 - Encourage permanent recycling of gas cans in exchange for non-spill, non-permeable alternatives