



2005 Ozone Outreach Messages

Discussion:

RAQC Board Meeting
February 3, 2005



Overview of Materials

- Brochures
- LG newsletter
- News release
- LG checklist
- Facts & Figures / Voluntary Actions
- Advisories FAQ
- Ozone Action Alert
- Ozone Action Alert tips
- Web tips
- Fortune cookie messages
- Bookmarks
- Paid advertising



Goals of Messages

- Educate citizens, businesses, local governments
 - Health impacts
 - Regulatory impacts
 - Actions citizens/businesses/local governments can take to reduce ozone



Health Impacts

- Harmful to breathe in high concentrations
- Can cause breathing problems and respiratory infections in the elderly, young, and those with pre-existing ailments
- Healthy people who exercise or work outdoors can experience breathing problems when exposed to high concentrations
- Symptoms include stinging eyes and throat, chest pains, coughing, and breathing difficulty



Regulatory Impacts

- Transportation conformity
- Potential for costly future mandates, regulations
- Transportation funding and projects
- Image
- Economic development



Action

- Action-oriented tips to change ozone-forming behavior and/or habits
 - On the Road
 - In the Yard
 - Around the House
 - Alternative Choices



On the Road

- Refuel personal and fleet vehicles as late in the day as possible; preferably after 5:00 p.m.
- Check tire pressure weekly to increase gas mileage
- “Stop at the Click” – do not overfill gas tank when refueling
- Do not idle – turn your vehicle off when waiting more than 30 seconds to cut tailpipe emissions
- Refuel after dusk or in the evening, so fuel vapors do not have as much sunlight to mix with other pollutants to form ozone
- Keep vehicle maintained to reduce excess emissions



In the Yard

- Purchase a gas can with a non-spill nozzle to eliminate spills when refueling
- Maintain your mower to help it run cleaner – change air filter, oil, and corroded spark plugs once each season
- Be sure to use a funnel when refueling your lawnmower to avoid gasoline spillage



Around the House

- Store solvents and cleaning products in a cool place
- Purchase water based paints and stains
- Plan painting and staining projects for evenings, when temperatures are cooler
- Avoid spray paints, most of which are solvent based; fine spray can become airborne



Alternative Choices

- Carpool at least once per week
- Walk to lunch instead of driving
- Take the bus or light rail at least one day each week



Relaying Our Messages

- Print
 - Brochures, fact sheets, newsletters, bookmarks, newspaper advertising
- Electronic
 - Web sites, e-mail updates, advisories
- Television
 - LG channel 8, advisories, news web sites
- Radio
 - Sponsorships, PSAs
- Movie Theater
 - In-theater slides, lobby screens



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