



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org

Program Update

RAQC Board Meeting
July 7, 2005



Advertising

- June 1 – Billboards posted
 - 9 rotating locations through August
- June 6 – Radio traffic tags aired
 - 350+ spots through July 15
- June 13 – Television ads aired
 - 600+ spots through August 12
- July 15 – Pump toppers posted
 - 375 toppers at 75 stations through August
- July 15 – RTD bus boards posted
 - 50 tail boards through August or September



Media Relations

- Outreach to television meteorologists
 - 7News – Mike Nelson and staff posted article to online weather page
 - Fox31 – Chris Dunn recorded 10 scripts with messaging
 - 9News – Nick Carter put together story on MDP and may have another tonight
 - Continue to meet with other stations
- News coverage
 - See handout



Public Outreach

- Web site launched June 1
 - Over 1,700 *new* visitors in June
- AirWaves Radio Scholarship Contest
 - Winners from Longmont and Frederick recorded PSAs at KBCO studio June 1
 - Received scholarship funding and plaque/funding for school
 - Recorded PSAs aired June 6 through July 15 170 times



Public Outreach

- Clean Air Crew
 - Performed at two events in June
 - Eight additional events in July & August
 - Pictures and schedule posted to web site
- Bike to Work Day
 - CAC performed
 - Staff handed out bike reflectors and tire gauges



Public Outreach

- Mow Down Pollution
 - Kick-off event June 18; promotion continued through June 25
 - Arvada, Aurora, Bear Valley, Glendale, Highlands Ranch, Longmont, Thornton
 - Recycled 53 mowers and trimmers and 17 gas cans; 200 gas cans distributed
 - B&D to leave discounted equipment in stores until sold out (600 pieces total)
- Promotional items
 - Tire gauges, bike reflectors, tip cards



Local Government Outreach

- Sub-Grant Program

- Awarding four municipalities \$13,000 for ozone outreach
 - Boulder – gas cap testing and contest to encourage alternative transportation; prizes include deeply discounted mowers
 - Denver – gas cap testing, employee web survey and focus groups, lunchtime ozone event w/keynote speaker



Local Government Outreach

- Sub-Grant Program continued
 - Federal Heights – development of bilingual outreach brochures, staff training, public outreach at City events
 - Thornton – 17 bus shelter ads, PSA in *Inside Thornton* magazine, channel 8 postings, and flyers throughout municipal building



Local Government Outreach

- Fleet Gas Cap Testing Program
 - Arvada, Boulder, Broomfield, Denver, E-470 PHA, Englewood, Federal Heights, Golden, Louisville, Northglenn, Westminster
 - Kits delivered in May; testing started June 1
 - Many participants have already found faulty caps



Research

- Post-Campaign Research (phone survey)
 - Work begins next week on development of survey instrument
 - Fielding to begin as early as Monday, August 15



Ozone Advisory Program

- Five alerts issued to date
 - June 18/19, June 30, July 1, July 6
- One exceedance on Sat., June 18
 - 85 ppb: Chatfield
 - 86 ppb: Highlands Ranch
- Use of CDOT highway message boards Monday – Thursday
- Use of pre-purchased radio sponsorships Monday – Thursday