

2006 Program Overview

RAQC Board Meeting
April 6, 2006



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)	\$35,500
Community-Based Clean Air Grant	
2006 Ozone Education Video	\$25,000
Envirotest	
AirWaves	\$29,000
Tire gauges/gas cans	\$4,000
StEPP Foundation	
2005 Contract Carryover	\$18,500
TOTAL	\$625,000

2006 Detailed Budget



Description	Amount
Staffing	\$157,000
Media/Public Relations Consulting	\$98,000
Paid Advertising	\$293,000
Outreach (Public & LG)	\$32,000
Mow Down Pollution	\$20,000
Ozone Outreach Video	\$19,000
AirWaves	\$6,000
TOTAL	\$625,000

Paid Media Advertising



	2005				2006			
	\$344,000				\$293,000			
	Budget	Time	Freq.	Total	Budget	Time	Freq.	Total
TV	\$231,000	7 weeks	77/week	539	\$195,500	6 weeks	65/week	390
OUT	\$43,250	3 months	5 boards	5	\$38,500	2 months	5 boards	5
PUMP	\$18,250	2 months	---	505	NC	TBD	TDB	TBD
TRAN	NC	2 months	---	50	NC	TDB	TBD	TBD
RS	\$28,500	7 weeks	50/week	350	\$31,500	7 weeks	53/week	371
RP	---	---	---	---	\$4,500	6 weeks	2/week	12
AW	\$23,000	6 weeks	28/week	168	\$23,000	6 weeks	44/week	264

Media Relations



- **General media outreach**
 - Obtain agreements from three stations to include ozone alerts in newscasts
 - Ensure every major media outlet is linked to OzoneAware.org
 - Secure 12 print stories by Sept. 1
 - Secure 10 broadcast stories by Sept. 1
- **Outreach to t.v. meteorologists**
 - At least one meeting with each station before July 1

Public Involvement



- **Car Care Fairs**
 - Four consecutive Saturdays beginning April 29, from 9 a.m. to 2 p.m.
 - 14 locations throughout region
 - Area high schools and middle schools
 - Recruit student groups to better involve the local communities
 - Car wash or other fundraisers
 - Informational booths
 - Grassroots marketing strategy
 - Flyers distributed in feeder schools
 - Information to distribution lists and on web sites
 - Rely on media coverage and NAPA's AutoCare show

Public Involvement



- **Mow Down Pollution**
 - Saturday, May 13 from 9 a.m. to 1 p.m. at INVESCO Field at Mile High
 - Partnering with Neuton Lawn Mower Co.
 - Recycle gasoline-powered equipment
 - Offer 300 battery-operated alternatives
 - Retail price: \$399, event price: \$250
 - May also exchange gas cans

Public Involvement



- **Summer Chill Campaign**
 - Light, yet memorable theme to encourage behavior change and raise awareness
 - Ask people to “chill” rather than mow, refuel, etc. on a hot summer day
 - Designated “chill” destinations
 - Regional libraries
 - Book stores
 - Movie theaters
 - Coffee and/or smoothie shops

Public Involvement



- **Summer Chill Campaign continued**
 - Seek sponsorships to provide in-kind collateral and incentives (free movie popcorn, cold beverage discounts, etc.)
 - Program kick-off event at the start of ozone season
 - Opportunities to increase media interest

Public Involvement



- **Online Education / Action Alert list**
 - Generate at least 12,000 new visitors to site (double last year's new visitors)
 - Secure links to site from 20 relevant community sites
 - Ask local governments to link to ozone site from their sites
 - Add 1,500 new sign-ups to Ozone Action Alert distribution list

Local Government Involvement



- **Ozone Advisory Committee**
 - Secure new l.g. members
- **Fleet gas cap program**
 - Brighton committed for this year, need four more participants
- **Sub-grant program**
 - Limited funding for creative ozone outreach and education efforts

Educational Efforts



- **Ozone Action Alert Program**
 - Content and design improved last year; will not change this year
 - Add new members to distribution list
 - Work with existing health networks to further the message
 - Potential to utilize list for other periodical ozone updates

Educational Efforts



- **Ozone Video**
 - Creative documentary featuring four main segments
 - What is ozone?
 - How is it formed?
 - How does it affect our health?
 - What can I do?
 - **Broadcast**
 - 06/01 – Envirotest stations
 - 06/07 – Comcast on-demand “Metrobeat TV”
 - 06/14 – Municipal “Metro Voices” programming

Educational Efforts



- **AirWaves**
 - Similar to last year’s program
 - Materials to schools March 27
 - Entries due April 17
 - Present awards and record spots week of May 22
 - Spots to run on KBCO (25x/week) and KMGG Hispanic station (19x/week) for six weeks starting June 5

Educational Efforts



- **KBCO Promotion**
 - Afternoon host, Ginger, to record 60-second PSAs
 - Will run two times weekly at 7:25 and 8:25 a.m. for six weeks
 - Will not be placed with commercials
 - KBCO is interested in having the PSAs sound like programming

Educational Efforts



- **Partnership w/ Envirotest & El Seminario**
 - Monthly environmental page sponsored by Envirotest
 - Content to include AirWaves, Car Care Fairs, Mow Down Pollution, ozone info. & tips, etc.
 - Published monthly in both English & Spanish