

# MINUTES

## REGIONAL AIR QUALITY COUNCIL

Thursday, December 1, 2005

### **RAQC MEMBERS/ALTERNATES PRESENT:**

Randy Ahrens, *City & County of Broomfield*  
Dennis Arfmann, *Hogan and Hartson*  
Theresa Donahue, *TheAdams Group*  
George Gerstle, *Colo. Dept. of Transportation*  
Doug Lempke, *Colo. Dept. Public Health & Environment*  
Sue Sandstrom, *City of Aurora*  
Dave Sladek, *TheClayton Group*  
Melanie Worley, *Douglas County/DRCOG*

### **RAQC MEMBERS NOT IN ATTENDANCE:**

Jim Scherer, *CHAIRMAN*  
Doug Benevento, *Colo. Dept. Public Health & Environment*  
Tom Norton, *Colo. Dept. of Transportation*

### **OTHERS PRESENT:**

Ken Lloyd, RAQC; Misty Howell, RAQC; Gerald Dilley, RAQC; Sara O'Keefe, RAQC; Sarah Schmitz, RAQC; Steve McCannon, RAQC; Betsy Bartholomew, Launch; Michelle Bergen, Launch; Mattew Kaufman, DRCOG; Aaron Toso, JohnstonWells Public Relations; Christina Bowen, JohnstonWells Public Relations; John Van Kirk, City of Aurora; and Lisa Silva, APCD.

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The meeting was called to order at 3:05 p.m. by Vice Chairman Melanie Worley. A quorum was present.

### **Approval of Agenda and Minutes**

**Dennis Arfmann moved to approve the agenda; seconded by Randy Ahrens; passed without objection.**

**Theresa Donahue moved to approve the minutes; seconded by George Gerstle; passed without objection.**

### **Informational Items**

*Chairman*

None.

### *Executive Director*

Ken Lloyd informed Council that the Governor signed the new Executive Order which extends the RAQC until June 30, 2007. The Executive Order also changes the quorum requirement back to six members. Ken stated that the By-laws will need to be updated with this change. The Council can take official action on this By-law change at the February 2006 meeting.

Ken also informed Council that a recognition luncheon was held, on November 30, for the fifteen school districts participating in the Clean Yellow Fleets for Blue Skies Program. It was well attended. Michael Lloyd, Ken's son and a fifth-grader at South Lakewood Elementary, was the keynote speaker and thanked the districts on behalf of the students around the metro area.

### *Committees*

None.

### *Members*

Theresa Donahue said she thought the Clean Yellow Fleets for Blue Skies Banquet went well. She also thanked Steve McCannon and Sara O'Keefe for all their hard work with this program.

### **Public Comment and Discussion**

Barbara Charnes, Executive Director of Coloradans for Clean Air, stated her opposition to removing Regulations 11 and 13 from the SIP maintenance plans.

### **Update on Carbon Monoxide and PM-10 Maintenance Plan Proposals**

Ken Lloyd stated the AQCC is in its prehearing process. The hearing is scheduled for December 15. He conveyed most of the discussion at the AQCC has revolved around removing and repealing Regulation 13. There was no new information brought forward.

Ken indicated comments received from EPA were included in the RAQC's prehearing statement and incorporated in the revised SIP document. On the issue of PM<sub>10</sub>/NO<sub>x</sub> emission budget trading EPA was comfortable with the approach as long as a ten percent margin of safety was included and as long as suggested clarifying language on the trading process was included in the SIP document.

### **Discussion of 2005 Ozone Outreach Campaign and Plans for 2006**

Sara O'Keefe reviewed the 2005 ozone outreach campaign. Significant bonus media was procured because of the amount of media purchased during the campaign. There were 50 known stories generated in both English and Spanish. Local government outreach included a fleet gas cap testing program and a sub-grant program. Nine municipalities participated in the gas cap testing program. There were 890 caps tested with a twelve percent failure rate, which equates to a 41 pound emission reduction. Three municipalities were selected for the sub-grant program: Boulder; Denver; and Federal Heights. The ozoneaware.org web site had over 6,500 new visitors during the season. In addition, nearly 20,000 pieces of educational literature or promotional items were distributed.

Tom Miller, President of National Research Institute, presented the results of the post campaign survey. The survey showed an increase in knowledge of the ozone issues from the beginning of the campaign.

There was discussion regarding how the results compared to other surveys conducted and how National Research Institute addressed sampling issues, such as underserved groups. The Council also discussed the focus of the messages. For the 2005 season the focus of the messages was to increase awareness and get some change in behavior.

Sara O'Keefe reviewed the 2006 campaign budget.

Betsy Bartholomew and Michelle Bergen, from Launch Advertising, outlined the media advertising plan for the 2006 campaign. The overall strategy is to use the 2005 production investment and rerun TV, radio and bus boards for continuity. Michelle Bergen indicated the bonus schedules, negotiated savings and agency commission will extend the value of the schedule by 50 percent (\$150,000).

Aaron Toso, JohnstonWells Public Relations, reviewed the public relations objectives for the 2006 campaign, which include developing and enhancing community events as a hook for media coverage; strengthening relationships with TV news meteorologists and print weather section editors; focusing on related health issues to gain interest from reports; and increasing traffic to OzoneAware.org web site. Community events will continue to be a focus to gain media coverage. The centerpiece of the education efforts will be to drive everyone to the OzoneAware.org site.

Sara O'Keefe outlined the outreach efforts for the 2006 ozone season. The RAQC will continue its local government outreach through the fleet gas cap testing program and the sub-grant program. Public outreach will include Car Care Fairs, Mow Down Pollution, gas can exchange and development of an ozone educational video.

### **2006 Work Program and Budget**

Ken Lloyd reviewed the 2006 work program and budget with Council.

It was suggested that meetings be set up with local governments to discuss the importance of their funding. Another suggestion was to work on getting sponsorships with the private sector.

**Dennis Arfmann moved to approve the 2006 work program and budget. Seconded by Randy Ahrens. Motion passed (7 for, 0 against, 0 abstentions).**

### **Adjournment**

There being no further business before the Council, the meeting was adjourned at 5:00 p.m.

The next meeting will be on Thursday, February 2, 2006.