

# 2007 Program Overview

---

**RAQC Board Meeting**  
**March 1, 2007**



**LET'S TAKE CARE OF OUR SUMMER AIR.**

[OzoneAware.org](http://OzoneAware.org)

# Ozone Messaging



- **Goals and objectives**
  - **Educate all stakeholders**
    - Health impacts
    - Regulatory impacts
    - Actions – what you can do
- **Tone and approach**
  - Action-oriented
  - Direct and simple
  - Accessible – friendly and nonthreatening
  - Contemporary
  - Simple and memorable

# Ozone Messaging



## TUNE UP YOUR CAR.



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

- Use alternative modes of transportation
- Use earth-friendly lawn equipment
- Stop at the click when refueling
- Avoid painting & staining in the heat of the day

## CHECK YOUR TIRE PRESSURE.



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

## REFUEL IN THE EVENING.



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

## MOW IN THE EVENING.



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

## TIGHTEN YOUR GAS CAP.



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

# 2007 Detailed Budget



Description	Amount
Media/Public Relations Consulting	\$80,000
Paid Advertising	\$250,000
Outreach Citizen Outreach LG Outreach	\$13,500 \$5,000
Online Buyer's Guide (StEPP Foundation)	\$6,000
Post-Campaign Research	\$15,000
Clean Air Challenge curriculum	\$15,000
AirWaves Scholarship Program (Envirotest)	\$28,000
<b>TOTAL</b>	<b>\$412,500</b>

# 2005-06 Paid Media



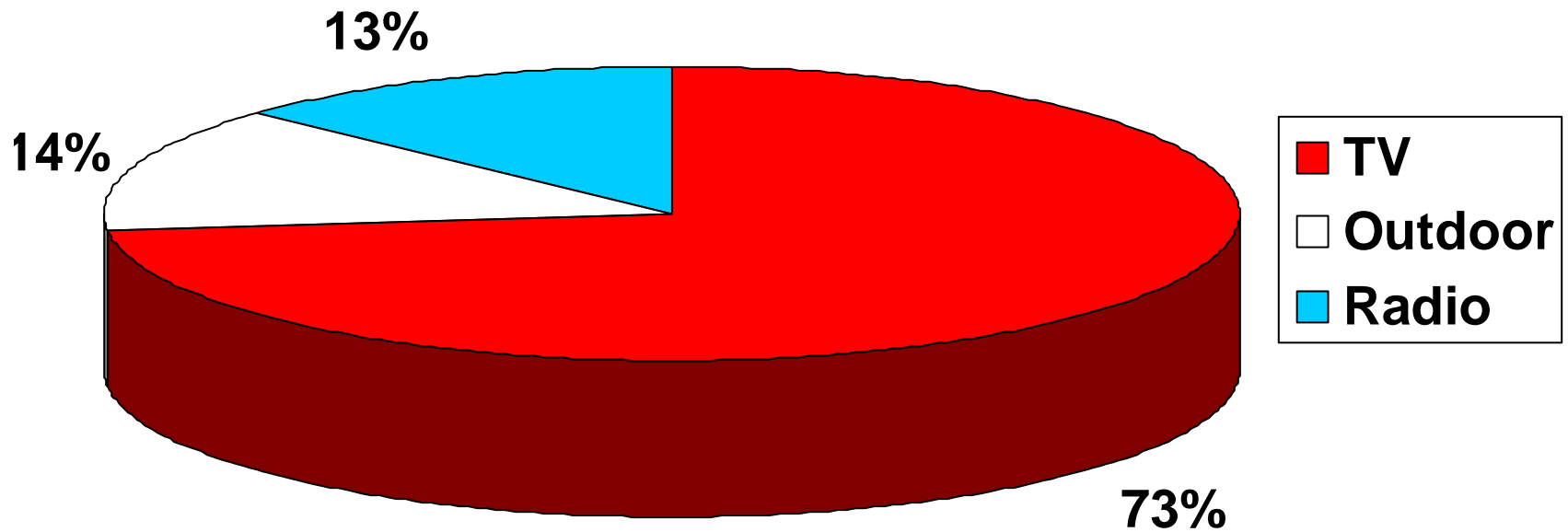
	<b>2005</b>				<b>2006</b>			
	<b>\$344,000</b>				<b>\$293,300</b>			
	<b>Budget</b>	<b>Time</b>	<b>Freq.</b>	<b>Total</b>	<b>Budget</b>	<b>Time</b>	<b>Freq.</b>	<b>Total</b>
<b>TV</b>	\$231,000	7 weeks	77/week	<b>539</b>	\$195,000	10 weeks	45/week	<b>446</b>
<b>OUT</b>	\$43,250	3 months	5 boards	<b>5</b>	\$38,000	3 months	5 boards 7 sites	<b>5</b>
<b>PUMP</b>	\$18,250	2 months	505 signs	<b>505</b>	\$1,000	2 months	250 signs	<b>250</b>
<b>TRAN</b>	NC	2 months	---	<b>50</b>	NC	4 weeks	50 bus tails	<b>50</b>
<b>RS</b>	\$28,500	7 weeks	50/week	<b>350</b>	\$32,000	8 weeks	53/week	<b>371</b>
<b>RP</b>	---	---	---	---	\$4,300	6 weeks	2/week	<b>12</b>
<b>AW</b>	\$23,000	6 weeks	28/week	<b>168</b>	\$23,000	6 weeks	44/week	<b>264</b>

# 2007 Paid Media



- **2007 media budget: \$250,000**
  - 7% less than 2006 budget
- **Strategy**
  - Maintain same media mix – TV, radio, outdoor, pump toppers, and bus tails
  - Negotiate buy early to take advantage of slow market / low rates
  - Drop one outdoor board in August to fund difference

# 2007 Paid Media



# Media & Public Relations



- **Strategy**
  - **Utilize earned media to increase awareness and stimulate citizen action**
    - **Emphasize “chill” pledges**
    - **Build in hooks for local and community coverage**
  - **Cement relationships with weather reporters and editors**
  - **Strengthen relationships with environmental reporters**
  - **Focus on increasing traffic to [OzoneAware.org](http://OzoneAware.org)**

# Media & Public Relations



- **Measurable Objectives**

- Ensure each media outlet is linked to web site
- Secure 14 print stories and 12 broadcast
- Schedule at least 2 editorial board meetings
- Participate in at least 7 events
  - Distribute 5,000 tips cards, gather 3,000 pledges
  - Personally interact with 10,000 citizens
- Secure 10 “chill” partners
- Distribute 5,000 tips cards
- Obtain links to web site from 20 community sites

# Public Involvement



- **Summer “Chill” Campaign**
  - **Behavior change campaign**
    - Ask people to “chill” rather than mow, refuel, etc. on a hot summer day
  - **Designated “chill” destinations**
    - Cherry Creek North
    - Lowry
    - Stapleton
    - Belmar
    - Larimer Square / Writer Square
    - Last year’s partners (DB Couriers, Chipotle, REI, Noodles)

# Public Involvement



- **MDP Event & Online Buyer's Guide**
  - **Web-based virtual “event” in which citizens can learn about alternatives and receive discounts when orders are placed direct**
  - **RAQC will subsidize each piece of equipment by \$30, while funding lasts**
  - **Potential partners**
    - **Neuton Lawn Mower Co., EnviroGuard, Colorado Robotics, Black & Decker, etc.**
  - **Offer info on how to dispose of oil/gas and recycle equipment**
  - **Kick-off “event” on or around Earth Day, April 22**

# Public Involvement



- **Online Education / Action Alert list**
  - **Generate at least 10,000 unique visitors to site**
  - **Add 1,500 new sign-ups to Ozone Action Alert list**
  - **Secure links to site from 20 relevant community sites**
  - **Ask local governments to link to ozone site from their sites**

# Local Government Involvement



- **Fleet gas cap program**
  - Targeting school districts' white fleets
- **Sub-grant program**
  - Continuation of Arvada's program from 2006
- **Discussing feasibility of hiring and training best maintenance practices consultant**
  - Need to identify funding

# Educational Efforts



- **Ozone Matters: Spring Workshop**
  - Workshop to ensure our stakeholders realize that ozone is still a priority
    - Wednesday, April 25, 9 a.m. to noon
    - Attendees: regulated community, municipalities, DRCOG, state & federal partners, media, citizens, nonprofits, business, TMOs/TMAs
  - **Topics**
    - The basics, health impacts, standards & status, regulatory plan (EAC & beyond), voluntary program

# Educational Efforts



- **Clean Air Challenge**
  - **Science-based air quality curriculum appropriate for 8<sup>th</sup> – 10<sup>th</sup> grades**
    - **Covers PM, Ozone, and CO primarily**
  - **Working w/DPS, APS, & St. Vrain to determine feasibility of incorporating into existing curriculum**
  - **RAQC to design and implement pre- and post-survey to determine effectiveness**
  - **Current funding will train 12 teachers; will be working to identify additional funding**

# Educational Efforts



- **AirWaves**
  - Similar to last year's program
  - Materials to schools week of March 12
  - Entries due April 20
  - Present awards and record spots week of May 7 or 17 at KBCO studios
  - Spots to run on KBCO and one Spanish-language station starting June 11

# Educational Efforts



- **Ozone Video**
  - **Work to further reach of video**
    - **Continuation of “Metro Voices” programming**
    - **Closed circuit in schools**
    - **Web applications (LGs, Health Depts., other gov’t partners)**
    - **Universities: DU and Colorado College**

# Additional Efforts



- **Repair Your Air Campaign**
  - Moving forward with implementing mandatory program with CDPHE by end of year
  - Push to get more vehicles prior to ozone season
  - Implemented more strongly worded contact letter
  - Implemented a 4<sup>th</sup> point of contact in the form of a postcard
  - Offering higher incentive of \$1,000 for repairs
    - Offering higher incentives to passing vehicles – \$40 gasoline coupons