

Ozone Aware



A Collaborative Effort to Reduce Regional Ozone

**RAQC Board Meeting
February 7, 2008**



LET'S TAKE CARE OF OUR SUMMER AIR.

OzoneAware.org

Overview: 2005-07 Campaign



- **Commissioned research to provide baseline knowledge about ozone**
 - Utilized pre-campaign research to help formulate messages and approach
- **Targeted broad audience through comprehensive program**
 - Advertising (t.v., radio, outdoor, online), media relations, online communication, community outreach, local government education/outreach

Research Outcomes: 2005-07 Campaign



- **First years of campaign were successful in raising awareness and deepening the understanding**
 - 12% increase (2005-07) in respondents who were either somewhat or very familiar with the problem of ground-level ozone
 - 81% of respondents strongly or somewhat agreed that ozone pollution can be controlled by simple changes in everyday behavior
 - 22% increase (2005-07) in respondents who were aware that gasoline-powered lawn equipment contributes to ozone
 - Awareness of all the types of communications regarding ground-level ozone pollution increased significantly between 2005 and 2007
 - o Largest increase was for news stories, 15% to 46%

Program Goals: 2008 and Beyond



- **Use results of primary research conducted in 2005 and 2007 to help guide efforts**
 - **Continue to engage a broad audience**
Homeowners ages 34 to 55
 - o Vehicle owners and commuters
 - o 25- to 34-year-olds online at work and at home
 - o Large employers
 - **Develop simple and accessible messages**
 - **Involve stakeholders**
 - **Continue to raise awareness & understanding**
 - **Motivate citizens to change ozone causing behavior**

2008 Funding Sources



Congestion Mitigation Air Quality NEW Contract Sponsors: FHWA, CDOT, DRCOG	\$552,000
Congestion Mitigation Air Quality Existing Funding Sponsors: FHWA, CDOT, DRCOG	\$139,000
RAQC Contribution Matching Funds	\$50,500
Noble Energy Supplemental Environmental Project (Mower Exchange)	\$25,700
Envirotest Private Contribution (AirWaves)	\$25,000
StEPP Foundation Grant (Mower Exchange)	\$17,900
CDPHE Portion of Annual Contract	\$11,000
TOTAL	\$821,100

2008 Proposed Ozone Budget



Budget Item	Cost
Staff Time	\$186,200
Consulting (creative, media, online, community, LG, business, analysis)	\$204,500
Advertising (tv, radio, outdoor and online buy; production)	\$345,000
Outreach & Events (media, community, LG, business)	\$85,400
TOTAL	\$821,100

Work Plan: Community Relations



- **Create positive social pressure to stimulate actions that reduce ozone-causing emissions**
 - Increase “chill” pledges through events, activities and media relations
 - Work with community organizations and newspapers to increase visibility of program
 - Develop a neighborhood commitment-based campaign to foster conversation and create positive social pressure to take action

Work Plan:

Community Relations – Events



- **Host community-oriented events to raise awareness and offer incentives for behavior change**
 - **Car Care Fairs:** target universities to educate college students about the importance of vehicle maintenance
 - **Mow Down Pollution:** target homeowners w/ lawns and provide monetary incentives to recycle gasoline equipment and purchase alternatives
 - **AirWaves:** partner with a local nonprofit to target high school students to educate them on air quality issues; host a radio contest with scholarship money for prizes

Work Plan: Online Communication



- Upgrade OzoneAware.org to serve as a community network/portal to all things ozone
 - Create the O-Zone, an online community to help people find walkable events, locate car/vanpool resources and share information related to ozone
 - Create a series of videos to provide a visual story for reducing ozone
 - Increase traffic to the web site by expanding local online outreach (and possibly advertising)
 - Enhance current alert template to include a larger message/tip series

Work Plan:

Business Outreach/Partnerships



- **Secure public/private partnerships to build awareness of campaign messaging & actions**
 - Further develop relationships with organizations with similar missions
 - Partner with DRCOG & Metro Mayors Caucus
- **Host on-site events at three employer sites**
 - Offer incentives for businesses to provide to employees to use alternative modes
 - Host lunch-time Ozone Info sessions Offer employees free vehicle inspections
 - Invite DRCOG to discuss car/vanpool options and the local TMO to discuss transit options

Work Plan: General Outreach



- **Ozone Aware Toolkit**
 - **Developed a branded toolkit of materials**
 - Businesses, schools, government organizations, nonprofits and media
 - **Serves as a set of resources to an Ozone Aware Ambassador who can distribute information to employees and/or partners**
 - **Materials will be developed separately to allow flexibility in distribution**
 - Sample emails and articles
 - Incentives (maybe transit passes)
 - Pledge forms
 - Graphics and materials (such as banner)

Work Plan: Media Relations



- **Create a call to action for anchors, reporters, editors and producers to secure positive coverage**
 - **Schedule face-to-face meetings to expand and deepen media relationships**
 - Focus on television meteorologists
 - **Target newspaper columnists to write columns that support goals of Ozone Aware**
 - **Conduct local media outreach surrounding community-oriented events**

Work Plan: Advertising & Creative Support



- **Objectives**
 - Add depth to campaign by extending creative work
 - Extend reach of campaign by increasing frequency
 - Support outreach efforts with promotional and informational collateral
- **Strategies and tactics**
 - Utilized seasoned media buyer to negotiate best rates and bonus space
 - Update and increase ads where possible

Work Plan: Advertising & Creative Support



- **Strategies & tactics continued**
 - o **Television**
 - Produce one new tv ad to complement current ads
 - o **Radio**
 - Produce a new :60 radio ad to help add depth to campaign
 - o **Outdoor**
 - Billboards: continue with five billboards rotating at many locations
 - Bus tails: work with RTD on availability of donated space
 - Pump toppers: work with CWPMA and Suncor on donated space and messaging
 - o **Online**
 - Explore use of online ads (such as banners, etc.)