

# Ozone Aware



---

**A Collaborative Effort to Reduce Regional Ozone**

**RAQC Board Meeting  
March 5, 2009**



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

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

# Program Goals



- Engage a broad audience through a comprehensive approach
  - Paid media, earned media, outreach, education
- Develop simple and straight-forward messages
- Involve stakeholders
- Raise awareness & understanding
- *Motivate citizens to change ozone causing behavior*

# What's New: 2009 Campaign



- **RAQC will host a kick-off workshop to announce the start of ozone season. Topics covered include:**
  - Health impacts
  - Standards and status
  - SIP and state-only plan
  - Voluntary program
- **Partner with TMOs/TMAs to reach out to business community**
- **Three “Mow Down Pollution” events (Boulder County, Commerce City and Denver)**
  - Suncor and SEP funding
- **Expand assistance to local governments**
  - Develop education materials for local government web sites
  - Offer local government sub-grants to fund ozone projects
- **RFP Process to secure professional public relations and interactive firms**

# 2009 Funding Sources



<b>Congestion Mitigation Air Quality</b> 2008 Carryover/New Grant Contract   Sponsors: FHWA, CDOT, DRCOG	<b>\$552,300</b>
<b>Suncor Energy</b> Private Contribution (Outreach and Mow Down Pollution)	<b>\$200,000</b>
<b>Envirotest</b> Private Contribution (Airwaves, Outreach)	<b>\$25,000</b>
<b>SEP Funds</b> Mower Exchange, Outdoor Advertising	<b>\$76,300</b>
<b>CDPHE</b> Portion of Annual Contract	<b>\$13,300</b>
<b>RAQC Contribution</b> Matching Funds, Consulting	<b>\$30,000</b>
<b>TOTAL</b>	<b>\$896,900</b>

# 2009 Proposed Ozone Budget



Budget Category	Cost
Staff Time	\$200,100
Consulting (creative, media, online, community, LG, business, analysis)	\$130,000
Media Advertising	\$375,000
Citizen Outreach, Education and Events	\$28,000
Local Government Outreach and Support	\$47,500
Mow Down Pollution Program	\$116,300
<b>TOTAL</b>	<b>\$896,900</b>

# Next Steps



<b>March</b>	<ul style="list-style-type: none"><li>• Execute contracts with CDOT and selected PR and interactive firms</li><li>• Develop detailed outreach plan, including tactics and timelines</li><li>• Begin media buying, creative development, media and community relations work and web development</li></ul>
<b>April</b>	<ul style="list-style-type: none"><li>• Present detailed plan to Board</li><li>• Begin implementation</li></ul>
<b>May-June</b>	<ul style="list-style-type: none"><li>• Host Mow Down Pollution, season kick-off workshop</li><li>• Paid media begins June 8</li></ul>



# Media Strategies and Proposed Media Buy

# Media Overview



- **Overall campaign**
  - **\$320,000**
  - **Target is adults ages 25-54**
  - **Focus on high ozone period between mid-June and early August**
  - **TV and outdoor are recommended as the primary media to build awareness (98% reach of the target market)**
    - **Media recommended is intrusive giving the campaign a loudness that motivates people to take action**
  - **Drive-time radio traffic sponsorships are recommended to build frequency**
    - **In-vehicle reach**
    - **Flexibility of message allowing timely communication**

# Media Overview



- **Overall campaign (cont.)**
  - A supplemental radio campaign will run that is specifically targeted to reach women – moms & elder caretakers
  - Additional radio schedules are recommended for promotion of **Air Waves** and **Mow Down Pollution**
  - **Negotiated bonus media**
    - o Past year campaigns have included \$210,000 - \$247,000 in negotiated added-value bonus media

# Media Overview



- **AirWaves**
  - \$20,000
  - Winning kids' radio spots
  - Placement will be on KBCO-FM
    - Top-rated for the adult demographic
    - High reach of parents
  - Past negotiation has secured \$4,000 in bonus coverage
  - Will coincide with overall target/timing
  - Focus on drive time to reach the largest listening audience
  - In addition to the free spot recordings, added-value will be negotiated

# Media Overview



- **Mow Down Pollution**
  - **\$16,000**
  - **Partnership with KBCO**
    - Added-value with a top jock endorsement of Neuton mowers & event appearance, website inclusion and on-air giveaways
  - **Inclusion of spot schedules on other Clear Channel stations**
    - Targeting men
    - Strong morning show programs
  - **Use of public radio as the environmentally-conscious event mirrors the listeners of public radio**
  - **Negotiation will secure approx. \$13,000 in added-value**

# Media Tactics



- **Television**
  - Early morning news, early news & late news
  - Local news on broadcast stations & cable news networks
  - 6 week schedule with 70+ spots/week
  - 74% reach (1,229,532 Adults 25-54); 10x frequency

# Media Tactics



- **Outdoor**
  - **4 main artery bulletins; June through August**
  - **Bulletins will rotate on metro locations with placement to be secured on “A” locations**
    - Locations such as 6th Avenue, Colorado Boulevard, I-70, Broadway/Lincoln, Santa Fe, Colfax viaduct, Leetsdale
  - **Likely bonus Pump Toppers with Suncor and bus tails from RTD**
  - **83% reach (1,379,070 Adults 25-54); 14x frequency**
  - **Supplemented by \$35,000 buy in NFR in negotiations**

# Media Tactics



- **Radio Traffic Sponsorships**
  - **:10 & :15 traffic sponsorships, 50 spots/week**
  - **Showcases our message as listeners are seeking out the information in the traffic report**
  - **51% reach (624,291 total Adults 25-54); 4x frequency**

# Media Tactics



- **Radio**
  - Provides targeted reach of women caregivers with selection of stations that are heavily concentrated in their reach of women
  - Reach the women concerned with the health of the most affected populations – children and the elderly
  - 45% reach (225,045 total Women 25-49); 7x frequency

## 2008 vs. 2009



- Same media tactics used in 2008 are recommended in 2009
- Comparable rates to 2008
  - Will negotiate added-value bonus media
- Spending more on Mow Down Pollution because of 3 metro-area locations

# Paid Media 2008 vs. 2009



**2008**

**2009**

Media	Cost	#Spots	Media	Cost	#Spots
T.V.	\$181,585	476	T.V.	\$201,038	476
Outdoor	\$51,000	4 Boards	Outdoor	\$51,000 + \$7,650	4 Boards
Traffic Sponsor	\$25,080	330	Traffic Sponsor	\$20,900	275
Radio	\$47,583	214	Radio	\$39,729	178
AirWaves	\$20,128	142	AirWaves	\$20,128	142
<b>TOTAL</b>	<b>\$325,376</b>		<b>TOTAL</b>	<b>\$340,445</b>	