

### RAQC Welcomes New Board Member

The Regional Air Quality Council (RAQC) welcomes its newest member – the Executive Director for the Colorado Department of Public Health and Environment (CDPHE) – Dennis E. Ellis.



Mr. Ellis was appointed by Gov. Owens to take the place of former member Douglas Benevento, who resigned from his position as Executive Director of CDPHE in December of 2005.

Prior to joining CDPHE, Mr. Ellis was a senior policy advisor to Gov. Owens. In that position, he was responsible for policy oversight of the Colorado departments of Agriculture, Natural Resources, and Public Health and Environment as well as eminent domain, wild-fire, and constitutional issues. Additionally, Mr. Ellis was Gov. Owens' liaison to the Western Governors Association Staff Council and served on the Clean and Diversified Energy Advisory Committee.

Prior to his position in the Owens Administration, Mr. Ellis worked as a mediator and facilitator for the Meridian Institute of Colorado. In this role, he assisted local, state and federal policy makers and diverse stakeholders in solving contentious public policy issues through process design, mediation, and facilitation.

Please join us in welcoming Mr. Ellis, who brings diversified professional experience to the RAQC. We look forward to working with him in the coming months. ■

### Review Underway for Future of I/M Program

Upon receiving direction from Gov. Bill Owens in December, staffs at the Colorado Department of Public Health and Environment (CDPHE) and the Regional Air Quality Council (RAQC) began the assessment of options for the future of the state's mandatory emission inspection program, including the elimination of the program entirely.

However, complete elimination of the program at the end of this year is complicated due to its inclusion in the Early Action Compact (EAC) – a federally enforceable plan in place through the end of 2007. The plan includes mandatory strategies on how the Front Range region will address ground-level ozone pollution, the region's most pressing air quality issue. Should the program be terminated before the 2007 deadline, additional strategies that achieve comparable emissions reductions would need to be included.

The Air Quality Control Commission, with assistance from the RAQC, will convene a stakeholder group this summer to ensure the review of all options and their impacts on varying industries in the case that the current program is eliminated before the expiration of the EAC.

Other options include revamping the current program to achieve equivalent emissions reductions or terminating the program without replacing it with comparable emissions reductions. The first option may include a high-emitter program to identify polluting vehicles. The latter option could potentially place the region at risk of an official nonattainment designation. Lastly, stakeholders may decide to continue operating the program in its current state until the EAC expires. Future ozone strategy plans would be developed without the inclusion of such a program.

To follow the development of this process, visit the RAQC's web site at [www.raqc.org](http://www.raqc.org) or CDPHE's web site at [www.cdphe.state.co.us](http://www.cdphe.state.co.us). ■

### AQCC Adopts Revisions to CO & PM SIPs

At its December meeting, the Air Quality Control Commission (AQCC) voted to approve revisions to the carbon monoxide (CO) and coarse particulate matter (PM-10) State Implementation Plans, following assessment and review by staffs at the Colorado Department of Public Health and Environment (CDPHE) and the Regional Air Quality Council (RAQC), as well as the RAQC Board.

Control strategies removed from the CO SIP included AQCC Regulation No. 13 concerning the winter time oxygenated fuels program as well as AQCC Regulation No. 11 concerning the Automobile Inspections and Readjustment

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## LOCAL GOVERNMENT HIGHLIGHT

In an effort to improve air quality in the northeast Denver region, Commerce City and the Regional Air Quality Council (RAQC) partnered with Instrument Sales and Service, Inc. to install emission reduction equipment on some of the City's off-road diesel fleet vehicles.

The RAQC worked with Commerce City to install a combination of diesel oxidation catalysts (DOCs) and Spiracles on four tandem off-road dump trucks/on-road snow plows. This combination of DOCs and Spiracles is estimated to reduce hydrocar-

bon emissions by 40 percent, particulate matter emissions by 28 to 32 percent, and carbon monoxide emissions by 31 to 34 percent, according to the U.S. Environmental Protection Agency (EPA).

This project uses a portion of a \$75,000 grant awarded to the RAQC by EPA called Diesel Initiative for Retrofit Technology (D.I.R.T.). The D.I.R.T project is a larger effort to retrofit off-road diesel vehicles in the Denver-metro area.

For more information, contact Steve McCannon at [smccannon@raqc.org](mailto:smccannon@raqc.org) or (303) 629-5450, ext. 230. ■

## COMMERCE CITY

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Program. Regulation No. 11 was also removed from the PM-10 SIP; however, this regulation remains in place under the current federally enforceable 8-hour Ozone Action Plan and the 1-hour Ozone Maintenance Plan.

Other changes to the PM-10 SIP include revisions to the current PM-10 and nitrogen oxide NO<sub>x</sub> emissions budget for 2015 and the establishment of budgets for 2022. A revision was also made to allow flexibility in the transportation conformity process.

Both revised plans will be sent to the U.S. Environmental Protection Agency for final approval. ■

## Ozone Program Focuses on Education

With ozone season only two months away, the Regional Air Quality Council (RAQC) is preparing for the second year of its enhanced "Let's Take Care of Our Summer Air" ozone outreach and education campaign. The large-scale public outreach, awareness, and education campaign is a call to action to residents of the Denver-metropolitan area. The voluntary program asks citizens to undertake simple actions to help reduce ozone – the Denver region's most pressing air quality concern.

The RAQC enjoyed collaborating with many partners to make the 2005 program a success and looks forward to expanding the current program this season. Plans for this year's ozone outreach campaign are detailed below.

### Media, Advertising, and Outreach

The RAQC is working with Launch Advertising again this year to utilize broadcast, radio, outdoor, and print media to communicate to Denver-area citizens. In 2005, Launch collaborated with the RAQC to develop the graphics and messages for the program which resulted in over 2,000 media spots during the critical ozone season – June 1 through August 31. The large amount of media placement also allowed the RAQC to leverage

bonus media spots totaling over 25 percent of the total media coverage.

The two distinctive television spots, focusing on vehicle and lawn equipment maintenance, are scheduled to run on both public and cable channels in the metro-area. In addition, the plan calls for the utilization of five large outdoor billboards, which feature the campaign's simple messages. Also slated for this year is the use of traffic sponsorships and a partnership with 97.3 KBCO.

The RAQC is working with JohnstonWells Public Relations again this year to build upon the momentum gained in 2005 to focus the attention of citizens as well as the media on the important issue of ozone pollution. Their strategic plan calls for the use of online outreach, community events, and media relations to broaden awareness and understanding of ozone and involve residents in adapting favorable behavior. Specific activities for the summer campaign will include general media outreach, outreach to meteorologists, public events, optimizing the ozone action alert recipient list, online outreach, and other activities.

### Public Outreach

Public outreach remains one of the most important elements of the campaign. This year's efforts will build on the previous campaign, including the web site at [www.OzoneAware.org](http://www.OzoneAware.org). It remains an important communication tool that

## Upcoming Events:

**April 29 – May 20**  
Car Care Fairs

Visit [OzoneAware.org](http://OzoneAware.org) for a complete list of locations, times, and dates.

## Helpful Contacts:

**RAQC**  
(303) 629-5450

**State's Air Pollution Control Division**  
(303) 692-3100

**Air Quality Hotlines**  
(303) 758-4848 or  
(303) 782-0211

## Reminders:

**The Winter High Pollution Season concluded March 31. Ozone Season begins June 1.**

**As temperatures begin to rise, remember these ozone tips:**

- complete major painting or staining projects this spring
- limit driving by combining errands
- refuel after 5 p.m.
- visit the web site at [OzoneAware.org](http://OzoneAware.org) for more information

[www.raqc.org](http://www.raqc.org)

**BOARD MEMBERS**

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Chairman

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ments

makes it easy to post new information quickly and provides a forum for partners to ask questions and gain a deeper understanding of ozone.

The RAQC is also coordinating several public events and activities throughout the spring and summer months to raise awareness. The first is the annual Car Care Fairs held in conjunction with Colorado Select NAPA AutoCare Centers. The event will occur on four consecutive Saturdays beginning April 29 and ending May 20 at 14 locations throughout the Denver-metro area. The events will be held at area high schools and middle schools. Participants will receive a FREE visual vehicle inspection by a NAPA-certified technician as well as written documentation highlighting any needed vehicle maintenance. Participants will also receive educational materials that will explain the connection between proper vehicle maintenance and ozone pollution.

On May 13 the RAQC, in conjunction with the StEPP Foundation and Neuton Lawn Mower Company, is hosting a “Mow Down Pollution” lawn equipment exchange. Citizens will be asked to recycle old gasoline-powered lawn equipment for discounts on a lower-polluting alternative. The event will take place at INVESCO Field at Mile High from 9 a.m. to 1 p.m. The discounted equipment will be available for \$250 – which is nearly a \$150 discount off the retail price.

Also this year, the RAQC will participate in other existing events such as “Bike to Work Day” and “RideSmart *Thursdays*.” These events provide an opportunity to educate citizens on the importance of ground-level ozone pollution in a fun, interactive environment. The RAQC looks forward to hosting and participating in many events throughout the summer months.

*Local Government Outreach*

Local government involvement is one of the most important elements of the RAQC’s ozone outreach and education campaign. Area municipalities will be participating again this year in the fleet gas cap testing program to test and replace faulty gas caps. In addition, the RAQC will be identifying a number of local governments to receive small sub-grants to implement creative and effective ozone outreach to their respective communities.

*Educational Activities*

The RAQC and its partners are planning to increase educational efforts this year to deepen the understanding of ozone pollution.

Beginning in June, local cable access channels and Comcast on-demand will air a 30-minute educational ozone documentary. The video is being jointly produced by the RAQC and the Greater Metro Telecommunications Consortium – an association of municipal cable access television stations – to educate residents on what ozone is, how it is formed, how it affects public health, and simple ways to help. The project is funded through a Community-Based Clean Air Grant awarded to the partners by the Colorado Department of Public Health and Environment (CDPHE).

The RAQC will also work with meteorologists from CDPHE to implement the Ozone Action Alert program, which is designed to alert citizens when ozone levels are expected to be high and ask them to refrain from ozone-causing behaviors. This year, RAQC and its partners will work to increase the number of recipients on the current list in an attempt to educate a larger number of people.

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**GETTING ACQUAINTED**

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Similar to last year, the RAQC is partnering with Envirotech Systems Corp. to implement the AirWaves high school radio scholarship program. "AirWaves" asks students in grades nine through 12 to submit 30-second public service announcements (PSA) relating public health and vehicle emissions. The students who produce the two best PSAs will receive a scholarship and record their PSA in a professional radio studio. Their schools will also receive a \$500 environmental scholarship.

New this year, the RAQC is partnering with 97.3 KBCO to broadcast 60-second PSAs during the morning drive-time. The promotion is part of a previous programming feature implemented by KBCO called "EnvironMinute." The programming will highlight important ozone-related information to listeners. This is a unique opportunity that will allow for a broader reach to citizens.

The RAQC looks forward to working with its partners on another successful year by encouraging participation in ozone-reduction program, events, and behaviors. For more information, visit [OzoneAware.org](http://OzoneAware.org) or contact Sara O'Keefe at [sokeefe@raqc.org](mailto:sokeefe@raqc.org) or (303) 629-5450 ext. 220. ■

### Repair Your Air Aims to Increase Participation

In an attempt to increase vehicle repairs and decrease pollution, Repair Your Air Campaign (RYAC) partners are working to revise outreach and communication strategies.

This is the second phase of the program, which is designed to identify high-polluting vehicles using roadside remote-sensing technology. Eligible vehicle owners are offered a free emissions test and up to \$500 in emissions-related repairs. The first phase of the program repaired nearly 200 vehicles.

Phase II includes several improvements to increase participation. As part of this effort, the RAQC partnered with JohnstonWells Public Relations to revise program communication strategies. Outreach materials and key messages were redesigned, utilizing more effective communication tools. Several outreach events are planned for the summer to increase public visibility of the program, such as the Car Care Fairs. A new, designated web site at [www.RepairYourAir.org](http://www.RepairYourAir.org), available in both English

and Spanish, improves program legitimacy and provides important program details to prospective participants.

Another area of improvement is increasing the accuracy of high emitting vehicle identification. Phase II requires two remote sensing identifications before program solicitation, to improve identification accuracy.

These combined initiatives have already positively impacted participation. Currently, program participation is 20 percent, a 5 percent increase over the first phase. The campaign continues to successfully identify and repair high emitting vehicles and plans to continue program implementation through 2008.

For more information, contact Steve McCannon at [smccannon@raqc.org](mailto:smccannon@raqc.org). ■

### School Bus Project to Focus on Education

The first phase of "Clean Yellow Fleets for Blue Skies" (CYFBS) has come to a successful end, making way for the second phase of the program which partners hope to kick off later this year.

The school bus emissions reduction project is a partnership between the Regional Air Quality Council (RAQC) and 15 Front Range school districts. The partners were able to secure grants totaling \$1.35 million for Phase I which wrapped up at the end of 2005. It was successful in retrofitting 1,100 school buses as well as encouraging the use of biodiesel by most of the participating districts.

The RAQC and its partners have applied for an additional \$2.6 million in federal Congestion Mitigation / Air Quality funds for Phase II of the program, which will focus on outreach and education. The second phase will establish a sub-grant program for a large diesel idle reduction and retrofit program for fleets of schools districts and state and local governments, as well as provide training and education. If awarded, the program will begin this fall and extend through 2008. It will aim to retrofit 800 to 1,500 diesel vehicles and host driver education and training seminars and continued stakeholder meetings in hopes of reducing vehicle emissions by 20 percent and fuel consumption by 10 percent.

For more information, contact Steve McCannon at [smccannon@raqc.org](mailto:smccannon@raqc.org) or (303) 629-5450, ext. 230. ■

## H A N D

Healthy Air for Northeast Denver (HAND) is a collaborative effort between citizens, nonprofit organizations, businesses, and local, state, and federal government representatives.

The effort is intended to work with community members to improve air quality in the Northeast Denver area.

HAND received a federal grant – Community Action for Renewed Environment (CARE) in 2005 and is working to implement several programs, including those focusing on the following areas:

- diesel and stationary sources;
- land use and planning;
- community involvement;
- air quality and data assessment; and
- indoor air and education.

For more information, contact Charlie Chase, project manager, at (720) 690-4341. ■

[www.raqc.org](http://www.raqc.org)