

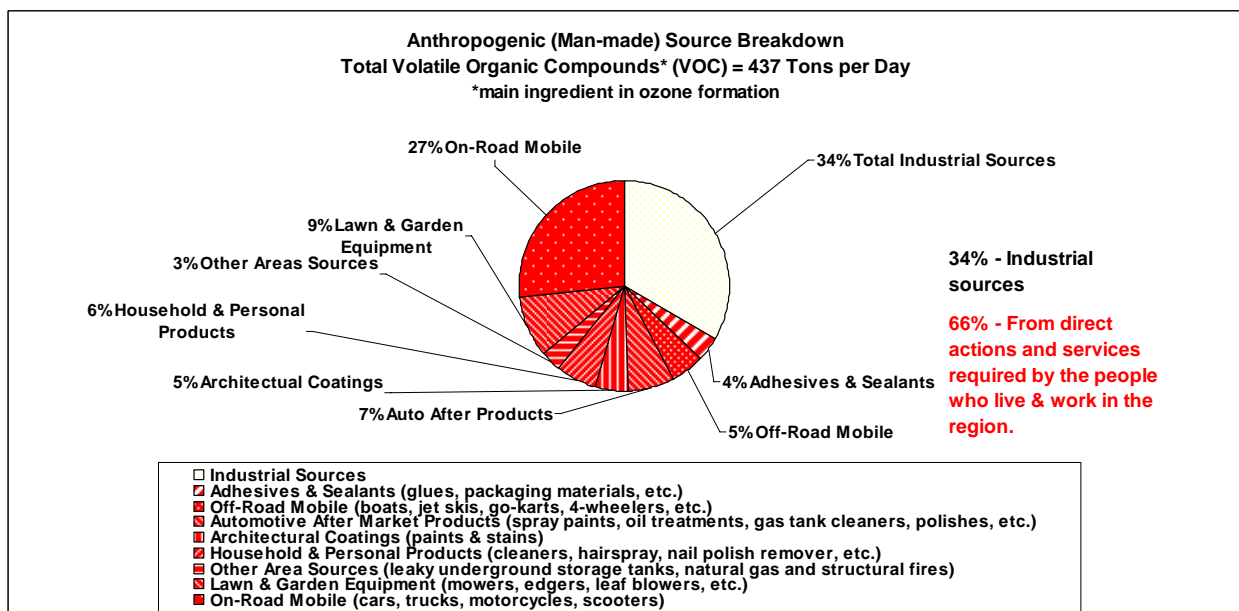
OZONE AWARE:
A Collaborative Effort to Reduce Regional Ozone

Regional Air Quality Council (RAQC)
Extended Scope of Work
2009-2010

INTRODUCTION

High concentrations of ground-level ozone during the 2007 Summer Ozone Season have put the nine-county Denver region in violation of the federal health-based, eight-hour standard. Strengthening existing and developing additional programs to reduce ozone in both the short- and long-term is a priority for Gov. Bill Ritter, the Regional Air Quality Council (RAQC), Colorado Department of Public Health and Environment (CDPHE) and the Air Quality Control Commission (AQCC). In a letter to RAQC Chairman Andrew Spielman, Gov. Ritter directed the RAQC to move quickly in developing plans to reduce ozone. Gov. Ritter asked that the RAQC implement measures to reduce ozone in the 2008 summer ozone season, setting a goal of eliminating ozone levels above .080 ppm. In addition, he asked that the RAQC propose a plan to the AQCC by September 2008 to assure compliance with the federal standard in future years. Finally, the RAQC must consider the addition of elements that would reduce ozone levels to meet the stricter federal standard, which was adopted by the U.S. Environmental Protection Agency in 2008.

Due to the tight timeline under which these directives and goals will be completed, a large-scale regional approach is needed. While RAQC will continue to work with the CDPHE, AQCC and other stakeholders to implement a federally-mandated State Implementation Plan, it will be equally important to raise the awareness about what individuals throughout the Front Range Region can do to reduce their own contributions. The chart below demonstrates that two-thirds of ozone-forming emissions in the Denver region are emitted from direct actions and services required by the people who live and work in the region. These actions and services include personal and work vehicles, recreational vehicles, lawn equipment, household and personal products, architectural coatings, automotive after products and adhesives and sealants. While simple actions – such as taking an alternative mode of transportation one day a week – may seem like a small feat on an individual basis, if the nearly three million people who live in this region make a few small changes, the collective result will be significant.



The proposed program will encompass a large-scale advertising, outreach, education and evaluation component to raise public awareness, deepen the understanding of the issues surrounding ozone and its health effects and encourage sustainable, long-term behavior change. The 2009-2010 effort will make available more of the resources needed for individuals and organizations to begin making changes to reduce ground-level ozone pollution.

SCOPE OF WORK

Media Advertising and Outreach

The RAQC will develop an extensive media advertising program to raise public awareness about ozone solutions, with an emphasis on those behavior modifications involving the operation and care of motor vehicles. The 2009 and 2010 summer campaigns will employ a multi-media approach utilizing television, radio, print, outdoor and web-based advertising mediums to further the reach of the campaign. Each ozone season will begin with a kick-off event or program, followed by ongoing advertising and outreach. In addition to media outlets, the RAQC will continue to work closely with its local government partners in implementing public communication efforts for their citizens and employees.

- **Ozone season kick-off event/program** – Each ozone season will begin with a kick-off event or program to generate media and public interest. Media outreach will be utilized to its fullest potential to raise awareness of the event and the start of the Summer Ozone Season.

In 2009 and 2010, the RAQC will host “Ozone Matters” workshops as an ozone season kick-off event to ensure our stakeholders understand that ground-level ozone is the number one pollution issue in the Front Range. Attendees would include regulated stakeholders; municipalities; DRCOG; state and federal partners; media; citizens; nonprofits; businesses; transportation management organizations (TMOs). Topics covered would include: the health impacts of ozone; standards and status; SIP and state-only plan; voluntary program.

- **Media advertising and outreach** – Each ozone season kick-off event will be followed by a series of public service announcements (PSAs) placed on local and regional television and radio stations, billboards, transit shelters and buses and online, as deemed appropriate. Each of the PSAs will feature simple tips and ideas on how to reduce individual contributions to ozone pollution and resources to find more information.

Media Advertising (PAID) – Comprehensive paid media campaign to raise awareness of diverse audiences. The campaign will include: Television PSA’s; radio sponsorships; Outdoor billboards and bus boards; Pump toppers (printing); Online advertising.

Media Outreach and Education (EARNED) – Extensive outreach to further educate Colorado media (meteorologists; environmental reporters; city editors). Individual meeting will be held with each member of the media. RAQC will customize graphics and messaging for media outlets. RAQC will develop partnerships with media outlets for events and programs.

Measurable Objectives

- Ensure each media outlet and local governments are linked to ozoneaware.org website.
- Secure 14 print stories and 12 broadcast stories each year
- Schedule at least 7 meetings with key media contacts each year

Marketing, Advertising and Public Outreach Consulting

The RAQC will begin a "Request for Proposals" process for professional marketing, advertising, and communication firms to assist with community and media events, media relations, advertising buys, and provide overall marketing/advertising support and assistance.

Major budget items within this category include paid contracts for professional marketing, advertising, public relations and media buying expertise, RAQC staff time to oversee project management, costs for paid advertising buys, community and press events (such as location, audio/visual equipment, signs/banners, podium, etc.), and cost for materials (press kits, fact sheets, informational brochures, promotional items, etc.).

Citizen Outreach and Education

The RAQC has been conducting public and community outreach with regards to ozone pollution for nearly ten years. The RAQC has used its experience with conducting outreach to the "average" person to determine what types of approaches are successful.

- **Community outreach events** – The RAQC will participate in a number of community outreach events (conferences, community street fairs, etc.) to further educate citizens on ozone reduction strategies relating to vehicles and vehicle maintenance. Specifically, the RAQC will participate in DRCOG's Bike to Work Day and other programs aimed at encouraging single occupancy drivers to take alternative modes of transportation. In addition, the RAQC will participate in RideSmart *Thursdays*, which is a partnership between DRCOG, CDOT and RTD. Promotional and educational materials will be distributed at all events, information and banners will be posted on web sites and articles placed in existing newsletters to promote all programs.

Measurable Objectives:

- RAQC will participate in at least 7 events each year (including *Bike to Work Day* and *RideSmart Thursday*).
 - RAQC will distribute 5,000 tip cards and gather 3000 chill pledges.
 - RAQC will secure 20 business "chill" partners
- **Improvements to ozone-dedicated web site (OzoneAware.org)** – The RAQC will continue to update its OzoneAware.org web site that was developed in 2005 as an ozone-dedicated site. The web site provides up-to-date information on programs and events as well as general information on how ozone is formed, its health impacts and what individuals can do to reduce their contribution to the problem.

Details: The RAQC will add a health page to OzoneAware.org emphasizing the negative health effects of ozone and will offer resources such as scholarly articles and research that address the issue of ozone pollution and public health.

The RAQC will also develop a local government resource page that local governments can link to from their own websites.

- **"Summer Chill" program** – The RAQC will continue to promote the "Summer Chill" campaign that was developed in 2006 as a means to encourage voluntary behavior change. An online and print pledge system was developed to ask citizens to chill on hot summer days and avoid activities that contribute to ozone formation. Citizens are asked to take a pledge to drive less, refuel in the evening and mow in the evening, among other simple things. In the first two years of the program nearly 2,000 individuals pledged to do less on hot summer days to reduce ozone pollution.

The RAQC will work with a selected public relations firm to develop and apply new techniques to further the reach of the pledge program. The RAQC will also enlist community destinations to become "chill zones" like: Cherry Creek North; Lowry; Stapleton and Belmar. Last year's partners included: Larimer Square; REI and Chipotle.

- **Environmental Education presentation** – The RAQC will partner with area TMOs/TMAs to further expand the reach of their alternative transportation programs to local businesses. The RAQC's role will include developing and administering pre- and post-surveys to the participants to determine the effectiveness of the program, in addition to providing supplemental air quality information for each participant. This program will educate citizens about ozone pollution and its health effects, which will help them consider using TMO/TMA programs to assist in better air quality. The RAQC has set a goal of at least 10 presentations over the course of the 2009 and 2010 ozone seasons.

Major budget items within this category include staff time to plan, implement and attend community outreach events, develop and evaluate the environmental education program and the purchase of outreach items (such as tire pressure gauges, vehicle maintenance logs, bike reflectors, etc.) that encourage individuals to regularly maintain vehicles and participate in taking alternative transportation as much as possible, and printing costs for related informational newsletters, brochures, and fact sheets.

Local Government Outreach

Since the inception of the RAQC's ozone outreach efforts, staff has been working closely and cooperatively with local governments throughout the Front Range Region, both in the public information and operations areas. As part of this program, RAQC not only will continue its past efforts, but expand its outreach efforts to local governments to encourage increased participation in educating their respective communities and employees about ozone pollution and effective reduction strategies. In addition a new environmental audit program will provide local governments with the knowledge and resources needed to ensure all departments and facilities are operating under best practices that will result in reductions of ozone-forming emissions and energy use and cost savings as a result of any changes made.

- **Local Government outreach and education** – The RAQC will develop informational materials (such as fact sheets, brochures, graphics, etc.) to assist local government public information staff in increasing education among employees and citizens. In addition, RAQC will help local governments enhance ozone information (web links, graphic elements, and page layout) on their current website to assist them in their education efforts. RAQC staff also will develop ready-to-insert articles that can be used for citizen and/or employee newsletters, as well as on their web sites.
- **Local government media outreach** – The RAQC will continue to work with local governments throughout the Front Range to air "Ozone in Our Zone," an informational video developed in 2006 to deepen the understanding of issues related to ozone pollution and guide individuals through simple actions to reduce ozone in the house, around the yard and in the car. In addition, RAQC will encourage all local governments to post a link on their web sites to direct their citizens to the Colorado Department of Public Health and Environment's Ozone Action Alert advisory, which automatically updates each hour with real-time air quality data. The RAQC also will provide pre-produced news articles and fact sheets to local government public information staff to encourage them to include information about ozone pollution in community and employee newsletters and on web sites and cable access television stations.
- **Local Government fleet maintenance programs** – For the past two years, the RAQC's gas cap testing and replacement program has focused in on local government fleets. The

program has witnessed a consistent failure rate among fleets of approximately 10 percent. Due to the success of the program, the RAQC will continue its efforts to provide additional fleet managers with gas cap testing equipment and replacement caps. The goal is to have fleet managers incorporate gas cap testing (which consists of a simple pressure test) in their annual maintenance routine for all municipal fleet vehicles. Fleet managers will replace faulty gas caps and record the results, which will be compiled into a report to share with other local governments. As an enhancement to the gas cap testing program, RAQC will work with municipal fleet managers to permanently recycle old plastic and metal gas can with nonpolluting alternatives.

- **Local Government environmental audit and best practices program** – The RAQC will develop a voluntary audit program to determine the extent to which best practices are being utilized in the areas of public works, fleet maintenance, street divisions, etc. in order to make improvements that will help reduce ground-level ozone pollution. Upon completion of the voluntary inspection, a written report with recommendations will be provided to each participating municipality. Staff will follow-up to determine what, if any, changes were made and what impact that has on emissions reductions and cost savings. The program will be modeled after a very successful program in a major metropolitan region in North Carolina and a smaller, but equally successful, program in Arvada. The RAQC will draw from these experiences and successes to develop the most effective and efficient program possible.

Budget items for this category include staff time to develop and maintain informational materials and web page, conduct informational meetings and presentations and to develop, implement and evaluate the audit program. In addition, this category includes the purchase of gas cap testing equipment and replacement caps, as well as staff resources to train fleet managers and oversee reporting and evaluation. Also, the RAQC will research the practicality of purchasing the nonpolluting gas cans and distribute them to each of the participating municipalities. The RAQC will hire a part-time, temporary consultant to assist with the audit program. At the end of each year, RAQC staff will work with the consultant and the technical staff to calculate emission reductions resulting from the changes made from all components of the local government program.

Analysis and Reporting

To ensure the future success of the 2009 behavior change program, it is vital to develop and implement an evaluation component. Since a comprehensive evaluation was completed in 2005 and 2007, smaller scale surveys will be utilized throughout the next four years to ensure that the various campaign elements and messages are on target to educate and motivate sustainable behavior change.

- **Professional analysis** – The RAQC will work with a professional firm to develop and conduct surveys for various milestones in 2010 to ensure that the various campaign elements and messages continue to educate and motivate sustainable behavior change.
- **Summary Report** – The RAQC will conduct a report at the end of each ozone season to summarize the outreach activities. In addition, the RAQC will produce a final report, summarizing the success of the 2009 and 2010 programs, including the results of the intermittent public awareness surveys.

Budget items for this category include professional assistance from a research firm to develop and implement each survey. In addition, RAQC will assign staff members to oversee the project and assist in survey design and implementation. RAQC also will assign staff to develop and produce yearly reports and the final end-of-project report. All reports will be posted to the RAQC's two main web sites.