

MINUTES

REGIONAL AIR QUALITY COUNCIL

Thursday, May 5, 2005

RAQC MEMBERS/ALTERNATES PRESENT:

Jim Scherer, *CHAIRMAN*
Theresa Donahue, *TheAdams Group*
Howard Roitman, *Colo. Dept. Public Health & Environment*
Sue Sandstom, *City of Aurora*
Dave Sladek, *TheClayton Group*
Melanie Worley, *Douglas County/DRCOG*

RAQC MEMBERS NOT IN ATTENDANCE:

Randy Ahrens, *City & County of Broomfield*
Dennis Arfmann, *Hogan and Hartson*
Doug Benevento, *Colo. Dept. Public Health & Environment*
Tom Norton, *Colo. Dept. of Transportation*

OTHERS PRESENT:

Ken Lloyd, RAQC; Misty Howell, RAQC; Gerald Dilley, RAQC; Sara O'Keefe, RAQC; Sarah Schmitz, RAQC; Tom Miller, NRC; Darby Doll, JohnstonWells Public Relations; Betsy Bartholomew, Launch Advertising; Michelle Bergen, Launch Advertising; Suzette McKinnon, Launch Advertising; Martha Peck, Launch Advertising; Mike Silverstein, APCD and Shirleen Tucker, APCD.

The meeting was called to order at 3:10 p.m. by Chairman Jim Scherer. A quorum was not present.

Approval of Agenda and Minutes

Approval of the minutes was tabled until the July meeting.

Dave Sladek indicated the minutes need to reflect that he was at the February meeting.

Informational Items

Chairman

None.

Executive Director

Ken Lloyd stated there would be no June meeting and the next meeting will be on July 7.

Committees

None.

Members

Dave Sladek asked about the status of the remote sensing program. Ken Lloyd indicated there are currently seven vans on the road collecting data for the clean screen program and the Repair Your Air Campaign is getting data also. There was discussion the barriers to removing the IM program from the SIPs. An update on this issue will be provided at the July meeting.

Public Comment and Discussion

None.

Preliminary Results of Ozone Public Awareness Survey and Focus Groups

Ken Lloyd stated this meeting would focus on ozone. He indicated that Tom Miller, from National Research Center, will provide and update on the survey and focus groups, Betsy Bartholomew, from Launch Advertising, will provide an overview of the advertising campaign, and Sara O'Keefe and Darby Doll will discuss public relations and event efforts.

Tom Miller, National Research Center, gave Council an overview of the results from the survey and focus groups. He explained that the results will be used to target advertising messages. He stated that the first draft of the report was released to RAQC staff shortly before the meeting.

There was discussion on the focus group respondents' demographic information. Mr. Miller explained that the report contains more detailed information and methodology for how the data was weighted.

Ozone Advertising Campaign

Betsy Bartholomew and Michelle Bergen, Launch Advertising, updated Council on the advertising efforts.

Michelle presented an overview of the media buy, which included TV, radio, and outdoor advertising. She explained that she was able to get approximately \$60,000 in added value. The 638 TV commercial spots will run from mid-June to mid-August on various stations, which is approximately 83-100 spots per week. The radio commercials will run during premier traffic information on twelve Clear Channel or Jefferson Pilot stations. Michelle distributed a weekly schedule for the TV spots. The outdoor advertising (i.e. billboards) will run June to mid-August. There will be five 14'x48' billboards at all times that will rotated between nine "A" locations.

Betsy Bartholomew reiterated that the advertising is being used to remind people of the simple actions that can be taken. The education will be done through the public relations side of the campaign. The focus of the advertising is easy actions that will get the best results.

Martha Peck explained that Launch looked at the contemporary tone of the web site and public relations efforts to guide the directions for the commercials. They reviewed stock footage and found some animated footage that was contemporary. Using this approach will help keep the commercials affordable. The next step is to locate an animator, composer and voiceover talent.

The billboards will give a tip message and the OzoneAware.org site for details. Martha showed the billboard layout with the messages to the Council. Martha indicated that the tip messages have been narrowed, but there are still too many.

The Council discussed the messages which included:

- “Maintain Your Car”
- “Tighten Your Gas Cap”
- “Check Your Tire Pressure”
- “Don’t Let Your Car Idle”
- “Refuel in the Evening”
- “Mow in the Evening”

The Council thought “Maintain Your Car” was too broad and was not easily associated with the ozone campaign like the other tips. The idling message would probably generate the least action. The general consensus was that the messages should provoke positive action. A suggested alternative to “Maintain Your Car” was “Tune-Up Your Car”.

Dave Sladek suggested the idling message be eliminated and the “Maintain Your Car” message be changed to “Tune-Up Your Car”. The Council concurred.

Public Relations and Events Updates

Sara O’Keefe, RAQC, and Darby Doll, JohnstonWells Public Relations, gave Council an update on the public relations portion of the ozone campaign.

Darby explained the public relations has five main areas:

- Core message
- Media audit
- Web site
- Ozone performance group
- Editorial boards & meteorologist briefings

The core messages will include ground-level ozone is the most pressing summertime air quality issue, RAQC is coordinating a comprehensive education campaign, there are a number of voluntary actions citizens can take to limit ground-level ozone and failure to reduce ground-level ozone may result in additional requirements by EPA.

Through the media audit, JohnstonWells was able to determine awareness of the ozone issue is much higher at larger newspapers than the community ones. There was high interest with TV

meteorologists to learn more and report ozone issues. This information will help JohnstonWells Public Relations to better direct their efforts.

The OzoneAware web site will have a splash page with information about the Car Care Fairs until it goes live on June 1. The site is currently under development.

The ozone performance group will be a selection of Cleo Parker Robinson's Youth Ensemble. They will perform at major summertime events in June, July and August. A schedule is being developed.

Editorial board meetings will be conducted in May and June to enlist support for the campaign. Meteorologist briefings will take place in May.

Sara O'Keefe reviewed upcoming events with Council.

The Car Care Fairs were held April 30 at 21 Safeway locations. With 16 sites reporting information, there were 426 cars inspected. Sara stated the bad weather can be attributed to lower participation. There was good PR for the event. JohnstonWells secured live interviews with channels 4, 7, 9 and a pre-taped interview with Univision. Ads were placed in 20 community papers and nearly 40 radio spots on 4 stations.

Mow Down Pollution event is scheduled for June 18-25 with a gas can exchange as part of the event on June 18. The goal is to sell 700 pieces of new equipment and recycle 350 pieces of old equipment.

The AirWaves radio contest is underway. Posters, entry forms and tips were mailed to approximately 300 high schools. The deadline for entries is May 11 and the Advisory Committee will meet May 13 to select two winners. The media partner for this project is 97.3 KBCO.

The Council discussed including actions businesses are taking to help reduce ozone with the media outreach messages.

Ken Lloyd stated that the TV commercials are going to be made available to the local access stations also. He further mentioned that he and Jim Scherer did an interview with the Mayor of Lakewood for Channel 8 in Lakewood. Melanie Worley suggested that a similar program be set up with the Mayor of Greenwood Village.

Adjournment

There being no further business before the Council, the meeting was adjourned at 5:00 p.m. The next meeting will be on Thursday, July 7, 2005.