

# MINUTES

## REGIONAL AIR QUALITY COUNCIL

Thursday, March 5, 2009

### **RAQC MEMBERS/ALTERNATES PRESENT:**

Andy Spielman, *Chairman, Hogan and Hartson, LLP*

Brad Beckham, *Colorado. Department of Transportation (alternate for Russell George)*

Mark Johnson, *Jefferson County Department of Health and Environment*

Ben Manvel, *City of Fort Collins*

Paul Tourangeau, *Colorado. Department Public Health and Environment (alternate for Jim Martin)*

Jana Milford, *University of Colorado at Boulder*

Nathan Rabinovich, *National Jewish Health*

Nancy Severson, *Denver Department of Environmental Health*

### **RAQC MEMBERS/ALTERNATES NOT PRESENT:**

Theresa Donahue, *Smart Energy Living Alliance*

Joan Ringel, *Citizen Member*

Melanie Worley, *Douglas County/DRCOG*

### **RAQC STAFF PRESENT:**

Ken Lloyd; Sarah Anderson; Jerry Dilley; Misty Howell; Steve McCannon; Trevor Noel; Kate Riegle

### **OTHERS PRESENT:**

Jim Brandon, ESP; Dennis Creamer; Steve Cook, DRCOG; Abby Gaffney, Davis, Graham & Stubbs; Michelle Bergen, Launch Advertising; Betsy Bartholomew, Launch Advertising; and Lucy Nolan, ERAS.

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The meeting was called to order at 3:05 pm by Chairman Andy Spielman. A quorum was present.

### **Approval of Agenda and Minutes**

**Andy Spielman moved that agenda item VI relating to legal advice on Amendment 54 be heard in Executive Session pursuant to C.R.S. 24.6.402(c4). Seconded by Brad Beckham. Passed without objection.**

**Mark moved the agenda without item VI. Seconded by Ben Manvel. Passed without objection.**

**Nancy Severson moved to approve the minutes and include additional language after paragraph seven of the 2009 Ozone Planning Activities section to reflect Council discussion regarding development of a technical group.**

She suggested: “Nancy Severson recommended a technical group be established to work with the RAQC and APCD to coordinate efforts more effectively.” She informed Council that she and Jim Martin conversed via email regarding the specific language that should be included.

Ken Lloyd clarified Jim Martin’s comments from the previous meeting which indicated that Jim is committed to looking at creating a process to review modeling but did not want to commit to a specific structure.

Nancy was fine with the minutes reflecting that she raised the issue, it was discussed and reflecting that Jim was committed to looking into it.

**The motion was seconded by Brad Beckham. Motion passed without objection.**

**Informational Items**

*Chairman*

None.

*Executive Director*

None.

*Committees*

None.

*Members*

Brad Beckham informed Council that CDOT will be receiving \$307 million from the federal stimulus and approximately \$250 million annually under the FASTER legislation. He noted that this combined total is still less than CDOT’s budget three years ago.

Ken Lloyd mentioned that DRCOG has allocated \$60 million in stimulus funds mainly to support implementation of FasTracks. RTD is will be receiving funds as well.

Ben Manvel said the NFRMPO might try to pass a resolution against Senate Bill 03, expanding the inspection and maintenance plan into the North Front Range. The NFRMPO will be discussing the issue at its meeting tonight. Ben will report the results back to Council.

Paul Tourangeau said CDPHE is receiving a minimum of \$1.7 million (up to \$5 million) for statewide diesel emissions retrofit programs. CDPHE will be working with the RAQC to implement some of these programs.

Andy Spielman informed Council that Jim Martin designated Paul Tourangeau as his alternate for today’s meeting.

**Public Comment**

None.

### **Approval to enter into a contract with consultant to redesign and integrate the various RAQC websites**

Ken Lloyd provided an overview of the plans to redesign the RAQC's websites. He provided Council with the details of the Request for Proposal (RFP) process. Ken clarified that the contract would be for a term of two years with \$50,000 for the first year. The second year contract amount would be dependent on RAQC funding in 2010. The RFP was released to six interactive firms. Four responses were received and three firms were selected by the review committee to make a presentation to the group. Sarah Anderson provided the details of the review committee process. Based on the results of the review process, the RAQC staff recommends contracting with rabble+rouser for interactive consulting services in the amount of \$50,000.

Council discussed the terms of the contract and how the Executive Order date would affect contracts. Ken told Council that all RAQC contracts have a termination clause that allow for cancellation within a day and then the RAQC is only liable for work already complete.

**Mark Johnson moved to approve the contract as recommended. Seconded by Brad Beckham. Motion passed without objection.**

### **Approval to enter into a contract with a public relations consultant to implement the OzoneAware public information campaign**

Ken Lloyd explained that the same RFP process was used for the public relations solicitation. The RFP was released to 18 local firms. Five proposals were received and three firms were selected to make a presentation to the review committee. Based on the results of the review process, the RAQC staff recommends contracting with Johnston Wells Public Relations in the amount of \$55,000 in 2009.

Council discussed some of the new ideas outlined in the Johnston Wells proposal, including a kick-off event at the Zoo, adding Hispanic outreach, and a social media component.

**Nancy Severson moved to approve the contract as recommended. Seconded by Mark Johnson. Motion passed without objection.**

### **Update on plans for 2009 OzoneAware program, including the proposed media advertising strategy**

Sarah Anderson provided an overview of the 2009 OzoneAware program to Council. She reviewed the program goals, outlined the new components for 2009, and summarized the funding.

Council discussed the lawn mower exchange details and how to target commercial lawn services in the future. Paul Tourangeau suggested incorporating messaging into the Governor's Environmental Leadership Award as part of the green maintenance of lawn equipment to encourage businesses to convert to electric mowers and/or lawn equipment.

Nathan Rabinovich suggested that while the main goal of the program is to change behavior a secondary goal should be to create messaging to reach high risk populations.

Betsy Barthomew and Michelle Bergen from Launch Advertising presented the media strategies and the proposed media buy.

Council discussed how the media strategies are measured. Sarah Anderson reminded Council that surveys were conducted in 2005 and 2007 to help determine if the messaging lead to behavior change. Another survey is scheduled for 2010.

### **Update on Legislation of Interest**

Ken Lloyd provided Council with an update on Senate Bill 03, which further expands the I/M program into portions of the North Front Range. The bill passed Senate Health and Education Committee by a vote of 4-3. The bill has been amended to include only the urbanized portions of Weld and Larimer Counties and to change the implementation date for the program to July 1, 2011. Ken indicated that the bill will probably be put on hold while the legislature works through the state budget issues.

Council discussed the implications of the boundary and date changes.

### **Adjournment**

There being no further business before the Council, the meeting was adjourned at 4:20 p.m. Council went into Executive Session to receive a legal briefing on Amendment 54 and its potential implications for the RAQC and its members.