

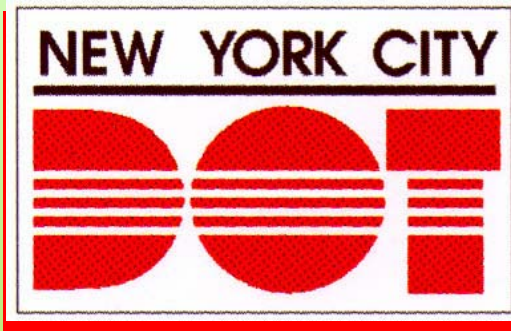
*2004 Communicating Air Quality conference  
and Communities in Motion workshop*

*Session theme:*

*You heard it here first – Integrated outreach programs*

*December 1-3, 2004, Albuquerque, NM*

# New Air Quality Awareness Strategies in New York City - An Update



**Charles Ukegbu**

**Office of Policy, Technology & Management Analysis**

**Iris Weinshall**

**Commissioner**

**New York City Department of Transportation**

[www.nyc.gov/dot](http://www.nyc.gov/dot)

# Our challenge:

- Population: NYC - 8 million+
- Multiple Jurisdictions
- Significant existing transit ridership:
  - ❑ NYC itself represents 1 out of every 4 transit trips in the US.
  - ❑ The NYC Region (NY, NJ, CT) accounts for 1 out of every 3 transit trips in the US
  - ❑ Transit congestion! 40-80% over-capacity



# Air Quality in NYC

- **CO: Moderate Non-attainment**
- **Ozone: Severe non-attainment**
- **Pm<sub>10</sub> and Pm<sub>2.5</sub>: Moderate non-attainment in Manhattan island**
- **Temporary Air Quality Conformity Waiver for NYC Region due to September 11, 2001 terrorist attacks**
- **Health effects – anecdotal or debatable for academics, but real for community advocacy groups, elected and appointed officials!**



# Traditional outreach efforts

Billboard ads sponsored by  
Ford Motor Company





# Bus stop shelter ads



HealthPlus



Bicycle Habitat & Trekbicycle, Inc.



ESPN



Reebok

3,100+ locations city-wide



Ford



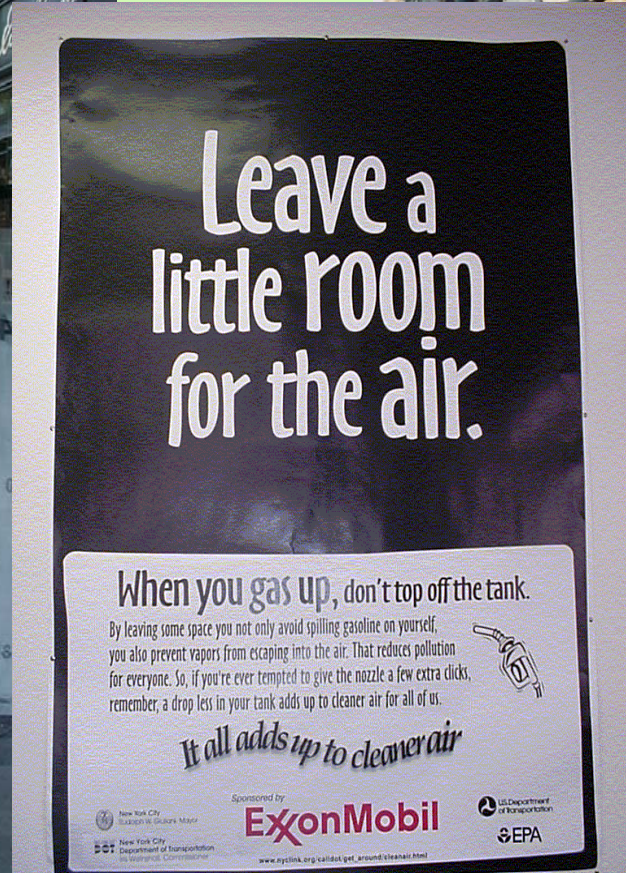
# Bus Stop shelter ads... cont'd



Sponsored by **ECOFEST**



**Reebok**



**ExxonMobil**





# Building on existing NYC initiatives

- **Alternative Fuel Vehicle Program: municipal vehicles**
- **New York City DOT Compressed Natural Gas (CNG) Bus program**
- **NY City CNG taxi program**
- **Electric delivery truck**
- **NYC Dept. of Sanitation CNG compactor truck sweepers in operation**

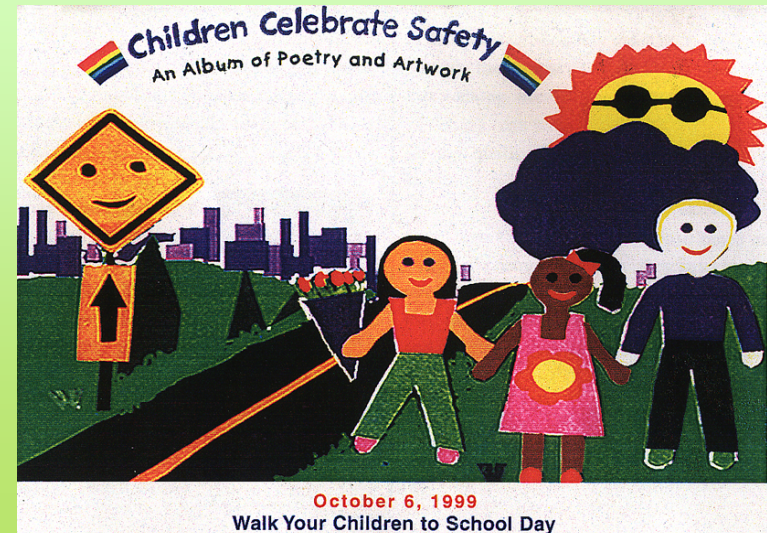
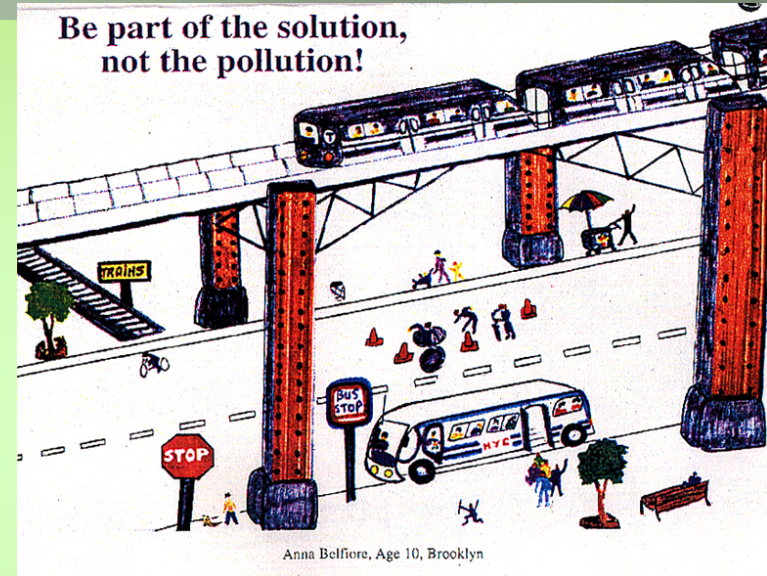




# Building on Existing City Initiatives, Cont'd

## Continue curriculum of Safety Education Programs

- Classes at “*Safety City*” sites in all five Boroughs of NY City
- Annual “*Safety Education Calendar*” contests
- *Walk Your Children to School* events.



# Outreach effort cont'd

## Times Square NYC Electronic billboard

### Partners/Sponsors:

- Fleet Bank
- Clear Channel
- SpectaColor

Times Square, NYC  
Broadway/46th Street,  
Manhattan





# Partnerships with Sports Organizations

## Electronic Scoreboards at Sports Arenas

### Partners/Sponsors:

**NY Mets Organization**

**NY Yankees Organization**

**Brooklyn Cyclones**

**New York Knicks**

Minor League baseball ads sponsored by local  
Brooklyn Cyclones and HealthPlus, Inc.



SHEA Stadium, Queens, NYC

H	SS
25	B
51	CF
8	3B
20	C
21	LF
47	RF
33	P

**HIT A HOME RUN FOR CLEANER AIR**

**TAKE MASS TRANSIT OR CARPOOL**

BROUGHT TO YOU BY MAYOR BLOOMBERG AND  
THE NEW YORK CITY DEPT. OF TRANSPORTATION

Armitron  
10:38

Turn Your Assets  
Into Capital  
1 (877) 99-ASSET

CHASE ATM's  
Field & Mezz Levels  
Behind Home Plate

CHASE  
THE RIGHT RELATIONSHIP IS EVERYTHING.

# *New Initiatives in NYC!!*

## Partnerships with Non-Profit Organizations

**NYCDOT co-created Health Plus' innovative  
“*Keeping Kids in School Asthma Education Program*”**

- **Interactive workshops at the NYC's elementary schools grades 3rd-6th.**
- **A total of 47 classroom sessions and 879 students**
- **Workshops for over 700 parents**





# World Asthma Day Celebration

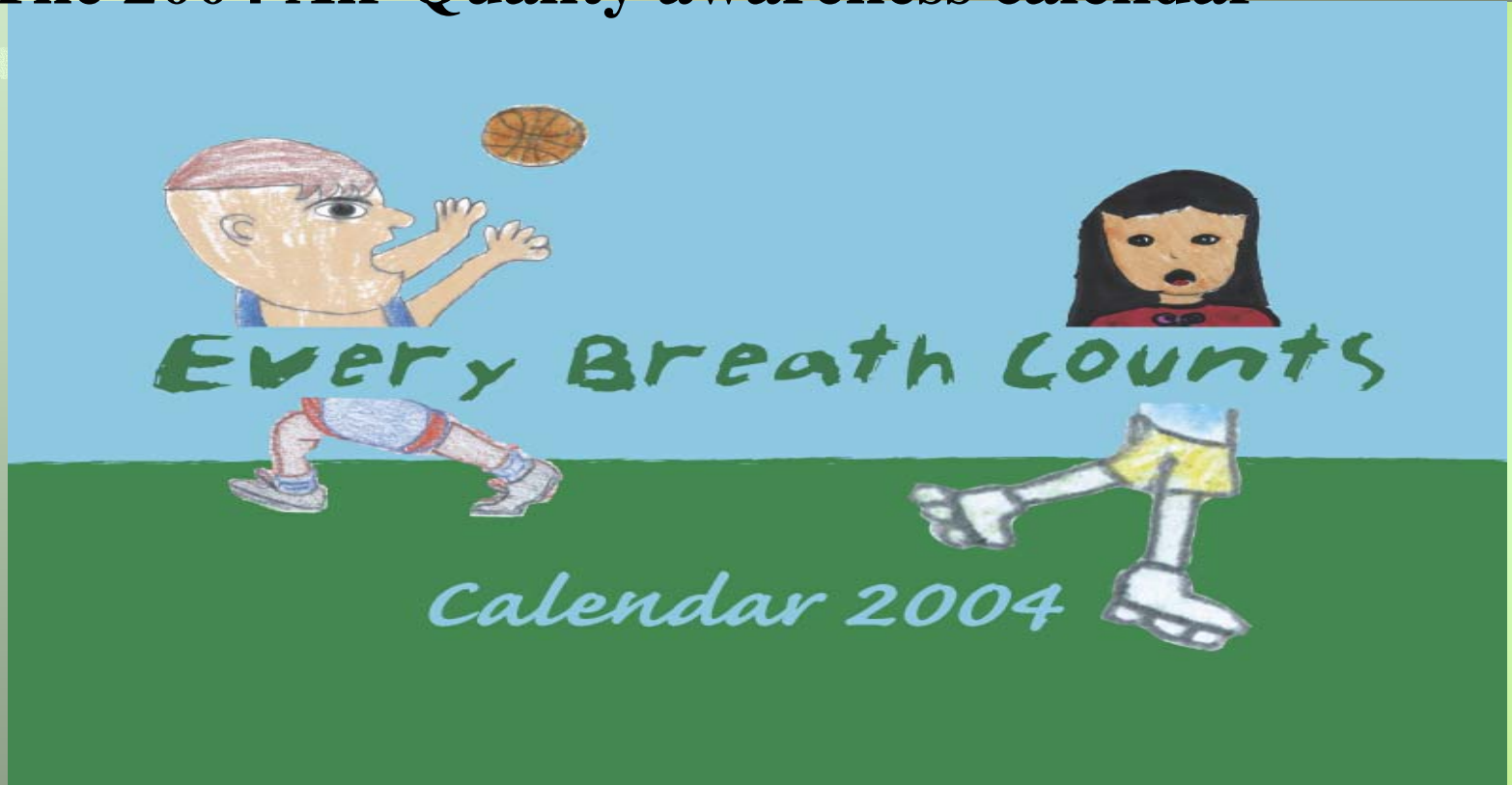
Annual celebration of 2003 & 2004 World Asthma Day School poster contest - Opportunity to express children's knowledge of air quality and asthma through arts

- 2004 calendars produced from selected posters
- Participating schools and doctors receive calendars
- 2005 calendars underway
- Air quality/Asthma education book covers



# Partnership initiatives with *HealthPlus*

- The 2004 Air Quality awareness calendar



- Public Service Announcement (PSA):  
    *“Walking is Healthier for You and the Air”*
- PSA art work used for T-shirts



# Partnership with Other Non-profit Organizations

## Asthma Free School Zone

- Partnership to tackle idling of school buses and truck idling
- Enforce NYC law limiting idling
- Support legislation mandating retrofitting school buses with clean fuel technologies



Bus stop shelter poster sponsored by *Asthma Free School Zone*

# Partnership with *CommuterLink* – our local TDM Organization

- A non-profit organization promoting carpooling, van pooling and mass transit
- An *It All Adds Up to Cleaner Air* community Partner since 2000
- Incorporated many parts of the initiative into its outreach program
- Funded through CMAQ from our Metropolitan Planning Organization



TDM – Travel Demand Management



# Partnership with a TDM Organization Cont'd

**Launched a new and innovative campaign –**  
*“Get a Plant, Green Means Cleaner Air”*

- **Targets individuals by co-opting the business audience at the same time!**
- **The ads center on the concept that plants can reduce ground-level ozone**
- **Check the website [www.OzoneNY.org](http://www.OzoneNY.org) for more details**

# Partnership initiative cont'd

- Build awareness of, and educate people about Ground-level Ozone pollution.
- Position Ground-level Ozone as a cause for people to be involved in.
- Encourage people to take action to prevent Ground-level Ozone formation.



**Reduce  
Ground-level  
Ozone.** { the leading cause  
of urban smog }

**Buy a plant.**

Ground-level Ozone is the biggest part of urban smog, leads to asthma and essentially sunburns your lungs.

Say "I'm buying this plant to reduce Ground-level Ozone" and get a discount on the purchase of a plant.

Join the movement to reduce Ground-level Ozone and improve the air we breathe.  
Visit [www.badozone.com](http://www.badozone.com)

 **OZONENY**  
Green means cleaner air.



# Brand Identity

- Build awareness of, and educate people about Ground-level Ozone pollution.
- Position Ground-level Ozone as a cause for people to be involved in.
- Encourage people to take action to prevent Ground-level Ozone formation.
- Developed a new brand identity that projects a simple and effective environmental theme.



**OZONENY**

*Green means cleaner air.*

# Campaign Strategy

- Promote a singular message, that motivates individuals to participate
- Create a cause that our network will help promote to the public
- Build a network of plant retailers, distributors and the environmentally sensitive
- Re-create Ozone NY website
- Direct the public to [OzoneNY.org](http://OzoneNY.org), where they can learn about ozone formation, prevention and health effects



# Campaign Message

“Get a Plant, Reduce  
Ground-level Ozone”

## Target Markets

Geographic area: Downstate New York

### ● Primary Target:

- Adults
- Plant Shop Retailers

### ● Secondary Targets:

- Businesses; Managers/Owners

# 2004 Ozone NY Media Campaign

## FOCUS

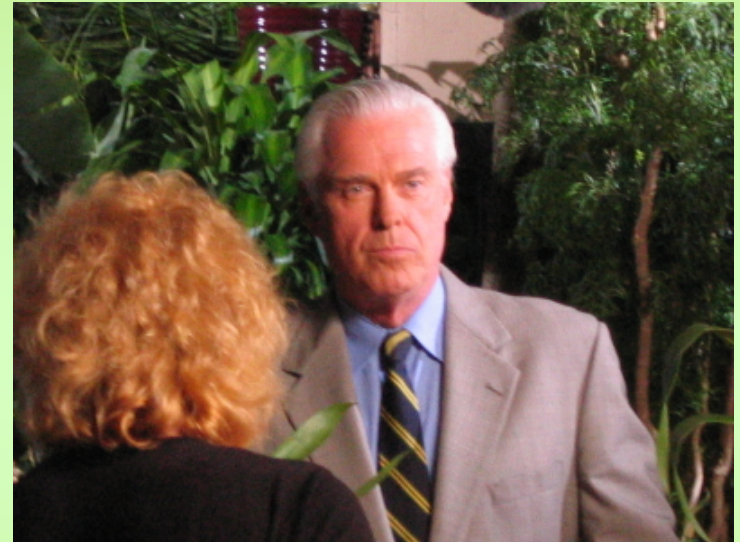
- **Television – Cable Stations**
  - HGTV, TNT, NY1, Fox News, ESPN, Food Network, Lifetime, History
- **Radio – Total of 40 Stations**
  - Clear Channel, Metro / Shadow Traffic, Traffic Pulse
- **Internet – Banner Ads & Search Engine**
  - NY Times & Weather Bug, Google, Yahoo, MSN, AOL, AskJeeves, Looksmart, Overture, Iwon, Netscape, etc.
- **Direct Mail – Businesses 50+ employees**
- **Plant tags & Posters**
  - Distributed to participating plant stores



# 2004 TV Spot

[View commercial on OzoneNY.org](http://OzoneNY.org)


**“I'm buying this plant to reduce Ground-level Ozone.”**



**Buy a plant to improve the air we breath and receive a discount. For further steps you can take, visit [OzoneNY.org](http://OzoneNY.org)**

# 2004 Internet Ad






My WeatherBug for Hicksville, NY 11801 (V. 5.03) Powered by AWS/WeatherNet



**Take the first step to reduce Ground-level Ozone.** The leading cause of urban smog

04:18:13 PM 07/27/04

Live from Powells Lane ES  
Westbury, NY

Temp	Winds	Current	Forecast
 <p>High 71° Low 62° <b>68°</b></p>	 <p><b>5</b> MPH</p> <p>Average: ESE 5 Gust: SE 13</p>	<p>Humidity: 92% Dew Point: 65° Wind Chill: 68° Pressure: 29.93 ↓ Rain Today: 0.00" Rain Rate: 0.00"/h Monthly Rain: 3.54"</p>	<p><b>Today</b>  Hi: 75° Lo: 70° Chance Rain Shower</p> <p><b>Wednesday</b>  Hi: 80° Lo: 70° Thunder Storms</p> <p>Sunrise: 5:46am Sunset: 8:14pm Moonphase: 79% </p>

Live

Alerts

Cameras

Radar

Forecast

Travel

Main Menu

Options Help

**Plus \$19.95**



# 2004 Direct Mail

- Emphasizes greening your office, provides health information, and highlights additional ways to prevent Ozone, create awareness and provide Commuter Benefits.



**Reduce  
Ground-level  
Ozone.** {the leading cause of urban smog}  
**Green Your Office.**



 **OZONENY**  
*Green means cleaner air.*

# 2004 Plant Tags and Posters

- Distributed 2 posters and 200 plant tags to each participating plant store.



 **Reduce Ground-level Ozone.** { the leading cause of urban smog }

**Get a plant.**



Ground-level Ozone is the biggest part of urban smog, leads to asthma and essentially sunburns your lungs.

Say "I'm buying this plant to reduce Ground-level Ozone" and get a discount on the purchase of a plant.

Take the first step to reduce Ground-level Ozone and improve the air we breathe.

For further steps visit [www.OzoneNY.org](http://www.OzoneNY.org)

 **OZONENY**  
Green means cleaner air.

Ozone NY, managed by CommuterLink, is sponsored by New York State Dept. of Transportation with support by New York City Dept. of Transportation.



**Congratulations.**  
**You just took the first step in reducing Ground-level Ozone.**  
{ the leading cause of urban smog }

Here are 3 more simple things you can do to dramatically reduce Ground-level Ozone:

**Avoid idling your car**  
**Get gas at night**  
**Share a ride to work**



# 2004 Campaign Results, Season 1

- Advertising reached 10's of millions of people in New York State
- More than 240 Plant stores signed up and are providing a discount
- About 25,000 Plants tags were distributed to plant store customers
- Both cable networks provided bonus airtime over an above paid time.
  - Time Warner: 52 Spots, worth \$5,200
  - Cablevision: 923 Spots, worth \$29,000

# 2004 Campaign Results, Season 1

- **Over 290 New York State residents are receiving ozone alerts**
- **Almost 600 businesses are members of Ozone NY**
- **AQA Elementary and Middle School Modules distributed to more than 140 classes with a total of 4,310 students**
- **EPA Community Partner Recognition**



**We're an It All Adds Up To Cleaner Air Community!**

[www.ItAllAddsUp.gov](http://www.ItAllAddsUp.gov)

Recognized by US DOT & US EPA

# 2004 Campaign Results, Season 1

## OzoneNY.org Website Visitors

	2004	2003
■ May	669	501
■ June	632	743
■ July	1,744	1,253
■ August	2,360	913
■ September	1,680	650
■ October	1,420	694



# 2005 Ozone NY Campaign

## “Green Means Cleaner Air”

- Build brand identity through advertising
- Launch aggressive marketing plan
- Continue to include promotions that direct individuals and businesses to the OzoneNY website
- Build upon network of people & businesses and encourage positive actions for air quality improvement

### Marketing Outreach:

- Direct mail to businesses with telemarketing follow-up, radio, TV, outdoor, online and search engine advertising, as well as, on-site promotion, air quality awareness school module promotion, and direct mail and telemarketing to plant retailers.



# Contact info

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

