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

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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
- \( \text{Pm}_{10} \) and \( \text{Pm}_{2.5} \): 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

Every breath counts. Save the air.

Biking is good for you and the air

HealthPlus Bicycle Habitat & Trekbicycle, Inc.

3,100+ locations city-wide

Reebok

Espn

Ford

Regular service helps your car and the air.
Bus Stop shelter ads... cont’d

Sponsored by ECOFEST

Leaving a little room for the air.

When you gas up, don’t top off the tank.

Walking is healthier for you and the air.

Sponsored by ExxonMobil

Reebok
NYC Outreach efforts cont’d

Air Quality Awareness
Electronic Message Signs and Billboards in New York City

Major Deegan Expressway
Manhattan
125th St./12th Ave.

Times Square, Manhattan
Broadway/46th St.

Queens, NY
Long Island Expwy.
East Bound @ 48th St.

Gowanus Expwy.
South Bound @ towards Staten Island & the Belt System.

Yankee Stadium
Bruckner Expressway

SHEA (METS) Stadium

Billboards - Electronic Message Signs
BRONX AND NORTHERN MANHATTAN
VAN WYCK / WESTERN QUEENS
EASTERN QUEENS
GOIWANUS
STATEN ISLAND
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
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.
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
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 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.
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.
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, 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

“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
2004 Internet Ad

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

Live from Powells Lane ES
Westbury, NY

04:18:13 PM

High 71°
Low 62°

Temp

100 -
80 -
60 -
40 -
20 -
0 -
-20 -

Winds

N
E
S
W

5 MPH

Current

Humidity: 92%
Dew Point: 65°
Wind Chill: 68°
Pressure: 29.93"
Rain Today: 0.00"
Rain Rate: 0.00"/h
Monthly Rain: 3.54"

Forecast

Today
Hi: 75°
Lo: 70°
Chance Rain Shower

Wednesday
Hi: 80°
Lo: 70°
Thunder Storms
Sunrise: 5:46am
Sunset: 8:14pm
Moonphase: 79%
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.
2004 Plant Tags and Posters

- Distributed 2 posters and 200 plant tags to each participating plant store.
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
# 2004 Campaign Results, Season 1

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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.
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