

CAPCOG 2015 Air Quality Outreach and Education Report

Prepared by the Capital Area Council of Governments for the City of Austin

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Introduction

The Capital Area Council of Governments (CAPCOG) is submitting this *Air Quality Outreach and Education Report* to the City of Austin's (COA's) Air Quality program under an interlocal agreement (ILA) between CAPCOG and COA for \$80,000 that was executed on April 8, 2015.

The stated purpose of the ILA as described in its Scope of Work (SOW) was to assist with implementing regional emission reductions identified in the Ozone Advance Program (OAP) Action Plan, as follows:

1. Assist in implementing fleet management measures;
2. Provide incentives for participating in the MyCommuteSolutions.com website; and
3. Coordinate region-wide marketing, outreach, and education efforts.

This report:

- documents all work performed and the use of funds under this agreement;
- includes copies and summaries of all data, analysis, reports, and all other goods or services obtained or generated using COA funds;
- provides additional information on outreach and education activities reported by other entities or funded by other sources as part of the coordinated regional air quality outreach and education efforts in 2015; and
- includes a comparison of 2015 activities to recommendations in the last year's report and recommendations for 2016.

Summary of Activities Completed with City of Austin Funds

CAPCOG has used the funding provided by COA to complete the following activities described in the SOW:

• Task 1: Assist in Implementing Fleet Management Measures:	\$14,479.40;
• Task 2: Provide Incentives for MyCommuteSolutions.com:	\$1,918.03;
• Task 3: Coordinate Regional Outreach and Education Activities:	\$47,525.47; and
• Task 4: Administration:	\$9,392.42.
<u>TOTAL</u>	<u>\$73,315.32</u>

Of the total \$80,000.00 authorized under this ILA, therefore, a total of \$6,684.68 went unspent. This is primarily attributable to spending less than planned on the MyCommuteSolutions.com incentives under Task 2.

Review of Charges

CAPCOG submitted a total of three invoices under this interlocal agreement accounting for the total \$80,000. These were itemized as follows.

Table 1. Expenses by Invoice and Task Number

Task Number & Description	Invoice 1 2015M 157 5/29/15	Invoice 2 2015M 180, 9/28/15	Invoice 3 2016M 102 1/26/16	Total
1 – Fleet Outreach	\$0.00	\$14,480.25	(\$0.85)	\$14,479.40
2 – MyCommuteSolutions	\$0.00	\$1,380.00	\$538.03	\$1,918.03
3.1a – Radio Advertising	\$24,335.00	\$450.00	\$10,380.00	\$35,165.00
3.1b – Electronic Advertising	\$0.00	\$86.97	\$0.00	\$86.97
3.1c – Print Advertising	\$0.00	\$0.00	\$0.00	\$0.00
3.2a – Events: Booth Fees	\$0.00	\$720.00	\$0.00	\$720.00
3.2b – Events: Promotional Items	\$0.00	\$1,940.20	(\$803.70)	\$1,136.50
3.2c – Events: Other Expenses	\$0.00	\$815.20	\$94.00	\$909.20
3.3 – Misc. Other Activities	\$0.00	\$3,640.00	\$5,867.80	\$9,507.80
4 – Administration	\$0.00	\$3,946.84	\$5,445.58	\$9,392.42
TOTAL	\$24,335.00	\$27,459.46	\$21,520.86	\$73,315.32

Invoice 1 reflected the cost of the June – September advertising purchased by CAPCOG.

Invoice 2 included:

- Task 1: the total chargeable amount for the subcontract with Lone Star Clean Fuels Alliance (LSCFA);
- Task 2: incentives purchased up to the date the invoice was submitted;
- Task 3.1a: copyright released for audio recordings of radio ads;
- Task 3.1b: domain name for www.AirCentralTexas.org;
- Task 3.2a: booth fees for four community events in Bastrop, Caldwell, and Williamson Counties;
- Task 3.2b: wristbands, pens, and buttons;¹
- Task 3.2c: tent for events;
- Task 3.3: staff expenses for Fred Blood through 9/11/2015; and
- Task 4: staff expenses for Andrew Hoekzema and Linda Daubert through 9/11/2015 and other expenses through 8/31/2015.

Invoice 3 includes:

- Task 1: an \$0.85 adjustment to reflect the final amount invoiced by LSCFA;
- Task 2: additional incentives for an October contest;
- Task 3.1a: an additional round of radio advertising conducted in October-November;
- Task 3.2b: a correction to the charge for the tent in invoice 2;
- Task 3.2c: travel expenses for Fred Blood for outreach activities;

¹ CAPCOG inadvertently included the tent twice in invoice 2 – once under Task 3.2b and once under 3.2c. This is corrected in invoice 3.

- Task 3.3: staff time for Fred Blood for outreach activities, \$4,000 in contractual expenses with BrightLeaf Group for logo, branding guidelines, and print piece design;
- Task 4: staff time and other charges for CAPCOG staff time & transactions for this ILA, including procurements, invoice processing, review of deliverables with subcontractors, and MyCommute Solutions contest administration.

Comparison to Amounts Estimated in Scope of Work

The following table shows the amounts actually spent for each task compared to the amount anticipated.

Table 2: Comparison of actual expenditures to expected expenditures

Task Number & Description	SOW Budget	Actual	Difference
1 – Fleet Outreach	\$18,000.00	\$14,479.40	(\$3,520.60)
2 – MyCommuteSolutions	\$8,000.00	\$1,918.03	(\$6,081.97)
3 – Regional Outreach	\$49,000.00	\$47,525.47	(\$1,474.53)
4 – Administration	\$5,000.00	\$9,392.42	\$4,392.42
TOTAL	\$80,000.00	\$73,315.32	(\$6,684.68)

In accordance with the interlocal agreement, transfers among the four tasks amounted to less than \$8,000 from what was budgeted.

Task 1: Assist in Implementing Fleet Management Measures

Under this task, CAPCOG contracted with Lone Star Clean Fuels Alliance (LSCFA) to work with fleet managers for organizations that have made commitments to reduce emissions as part of the region’s Ozone Advance Program Action Plan. A total of \$14,480.25 was spent on this project between July and December 2015. CAPCOG is including the final report prepared by LSCFA as an appendix to this report.

Work Performed by LSCFA

Work that LSCFA completed included:

- Collecting fleet information from 10 fleet managers;
- Analysis of fleets for TERP grant eligibility;
- Meetings with 7 fleet managers regarding emission reduction measures;
- Compilation and analysis of responses from fleet managers;
- Additional outreach to fleet managers who had not responded to LSCFA’s initial data collection efforts to notify them of availability of TERP grants.

General Recommendations from LSCFA Based on Work Performed

LSCFA provided the following overall recommendations to CAPCOG for regional air quality planning efforts:

- Re-assessment of voluntary emission reduction measures related to fleets, including removing any obsolete measures or measures that tend to be standard practice for fleets;
- Possibly add to the list of commitments the following two measures:
 - Training for employees in driving habits that reduce emissions;

- Grants for electric vehicle charging stations;
- Changes to the commitment process:
 - Ensure that commitments are made at the management level with a plan of action adopted by the organization and measures put in place to assess performance;
 - CAPCOG should provide information on costs and benefits of measures being considered to help fleets assess the impact of taking action wherever possible;
 - More commercial fleets should be recruited to make commitments under the OAP Action Plan; and
 - More outreach regarding the benefits of implementing the OAP emission reduction measures.

Possible Tasks for Future Work

LSCFA also made the following recommendations for future work that could be made into a scope of work for 2016 or beyond:

- Continue to follow up with organizations to collect fleet data and information;
- Where sufficient data are obtained, estimate baseline fleet emissions;
- Offer fleet analysis assistance regarding potential grant applications to replace older, higher-emitting heavy-duty vehicles and non-road equipment;
- Where possible, carry out cost-benefit analysis on items in the current list of emission reduction measures and provide this information in readily available format;
- Work with the CAC and CACAC to make the commitment process more meaningful for fleet managers;
- Include school districts in the OAP Action Plan outreach and support;
- Undertake research regarding other agency Clean Fleet Policies and draft a standard policy for CAPCOG to use in the Austin-Round Rock MSA.

CAPCOG Assessment

This project proved valuable to gaining insight into:

- the meaningfulness of the fleet-related emission reduction commitments made by organizations participating in the OAP Action Plan;
- the challenges in collecting fleet information from these organizations generally;
- the perspectives of fleet managers on their organization's participation in the plan and the emission reduction commitments; and
- characteristics of several actual fleets that should provide a foundation from which CAPCOG can perform additional analysis and emissions assessments as part of ongoing planning efforts.

The lack of responsiveness from fleet managers was challenging and indicated the possibility that many of the commitments that each organization has made as part of the OAP Action Plan may not be particularly meaningful. The responses that LSCFA was able to get, along with the discussions with fleet managers seemed to confirm this, with many fleet managers indicating that original commitments made as part of the Early Action Compact (EAC) process or the 8-O₃ Flex Plan were made by personnel who are no longer at the organization, or the commitment was simply a standard practice that wouldn't really constitute an emission reduction "measure."

While the hope for this project was to try to maximize emission reductions from the fleets owned and operated by organizations participating in the OAP Action Plan, it became evident during the course of this project that some more basic work with the fleets and organizations was needed to conduct

assessments of fleet emissions, review steps that can be taken beyond standard procedures to reduce emissions, and secure buy-in from the organizations to implement these measures and track their performance.

The challenges identified by fleet managers associated with some of the grant programs that can be used to reduce emissions from fleets were also notable. Given the importance of such grant programs to reducing emissions from heavy-duty vehicles and non-road equipment, it is evident from the work that LSCFA completed that:

- Many fleet managers are reluctant to even go down the road of replacing/repowering/retrofitting vehicles or equipment at all;
- Retrofits are particularly unappealing to fleet managers;
- For those fleet managers that are interested in grants to reduce emissions from their fleets, many indicated that they would need or greatly appreciate assistance in applying for the grants.

Overall, CAPCOG believes that LSCFA's work in 2015 helped show the need for a more meaningful emission reduction commitment process, more work to gain buy-in from fleet managers for any emission reduction commitments that would be considered, and that there is a clear need for technical assistance from CAPCOG in applying for emission reduction grants for fleets.

Task 2: Provide Incentives for MyCommuteSolutions.com

Under this interlocal agreement, CAPCOG provided incentives for participating in CAMPO's MyCommuteSolutions.com website in order to encourage commuters to use alternatives to single-occupancy vehicle commuting, including walking, biking, using mass transit, carpooling, vanpooling, and telecommuting. CAPCOG also developed a plan for continuing these incentives into 2016.

Initially, CAPCOG had expected to be able to simply provide funding to CAMPO in order to administer contests. However, due to staff turnover and other logistical hurdles, this wound up not being feasible. The solution that CAPCOG and City of Austin staff developed involved developing a new custom sub-site for MyCommuteSolutions.com that would be made available to all participants in the Ozone Advance Program Action Plan.

A total of \$1,918.03 was spent on prizes for commuters who won "commuter contests" sponsored and administered by CAPCOG during 2015. Prizes included:

- Gift cards for Waterloo records;
- Earbuds and speakers;
- Starbucks gift cards; and
- Fun Fun Fun music festival tickets.

These prizes were given to commuters who logged commutes in the Clean Air Coalition's custom MyCommuteSolutions sub-site.

The length of time required to develop the custom sub-site and set up and administer contests constrained CAPCOG's ability to spend the full \$8,000 budgeted for this task. CAPCOG did develop a plan to spend the remaining \$6,000 that was left for this task, but due to ongoing concerns about the status of the MyCommuteSolutions website (CAMPO's current contract with the company hosting the site expires in June 2016 and there are no concrete plans to extend it at this point), City of Austin and

CAPCOG decided not to include that work on this interlocal agreement and instead use it as a guide for the next interlocal agreement authorized by Austin City Council for FY 2016.

Contest 1: September 2015

The first contest was called the “Music in the Air Commuter Contest,” and was held throughout the month of September for all organizations participating in the regional Ozone Advance Program (OAP) Action Plan. Prizes for this contest included headphones, speakers, a musical digital download, and a Starbucks gift card. In order to be eligible, a commuter had to log an alternative commute at least once a week between September 1 and September 30 for a chance to win. The total cost of prizes for this contest was \$1,384.03. There were two rounds of prize drawings – one for the first two weeks of the contest, and the other for the last two weeks of the contest.

One of the primary objectives for this contest was to generate interest in the site and thereby sign up new users, particularly in organizations other than City of Austin and Travis County, both of which had almost all of the registrations prior to this contest. Approximately 4-5% of the employees from these two entities are registered in the MyCommuteSolutions website. As of 8/23/2015, there were a total of 804 users in the MyCommuteSolutions system from the organizations participating in the OAP Action Plan. By the end of the September contest, an additional 33 users joined MyCommuteSolutions from these organizations – a 4% increase. The following table summarizes these data by organization.

Table 3. Summary of MyCommuteSolutions users before and after September 2015 contest

Organization	As of 8/23/2015	New	Total as of 10/1/2015
ACC	0	1	1
CAPCOG	2	5	7
City of Austin	541	5	546
City of Bastrop	0	1	1
City of Elgin	0	1	1
City of San Marcos	0	1	1
City of Sunset Valley	0	1	1
Bastrop County	1	0	1
Hays County	0	0	0
Travis County	260	17	277
TOTAL	804	33	837

Contest 2: October 2015 Committed Commuter Contest

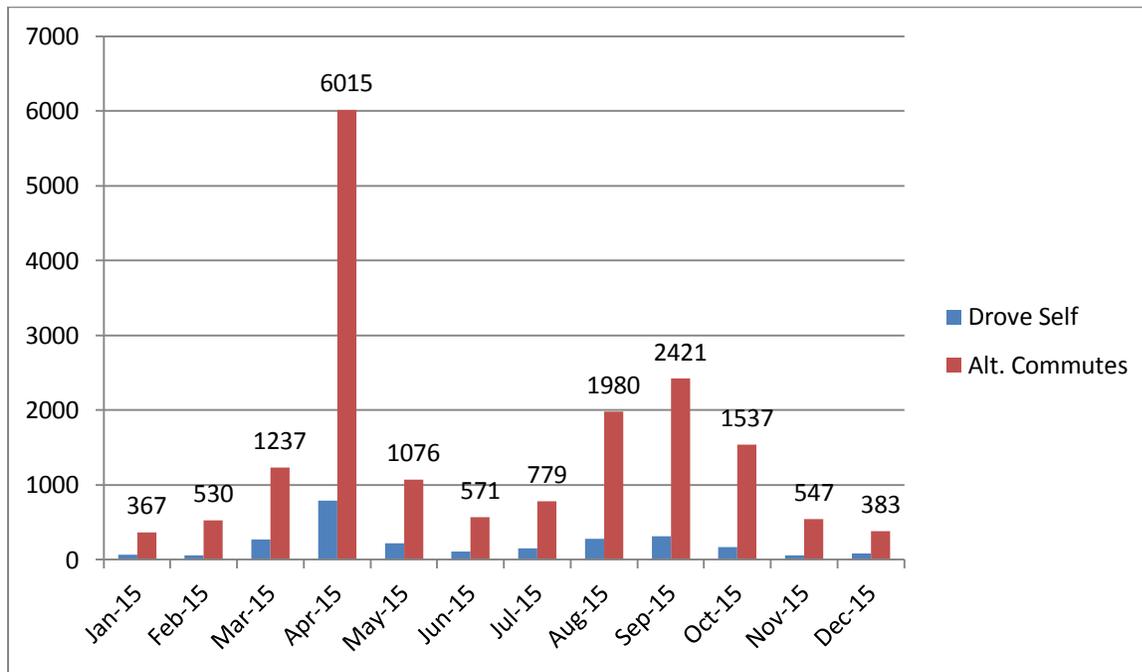
CAPCOG sponsored a second contest from October 18th-31st. Whereas the objective of the September contest was to increase the number of people logging alternative commutes, the objective of the 2nd contest was to increase the number of alternative commutes that existing users took. In order to qualify, a user must have recorded four roundtrip alternative commutes in at least two months between March and August 2015. A total of 84 registered users met this criterion. Then, the commuter had to log four round-trip commutes in the last two weeks of October. During this period, 40 users met the requirement for logging at least 4 commutes in the last two weeks of October and requested the prize. Of the 24 users that overlapped these categories, three commuters were then randomly selected to win a pair of single-day Fun Fun Fun Fest tickets. CAPCOG double-checked each winner to ensure that the user had not previously won a contest in September. These users had recorded an average of 6.18

commutes every two weeks from March – September 2015, but that jumped to an average of 17.91 commutes logged over this two-week period.

Data Analysis from MyCommuteSolutions

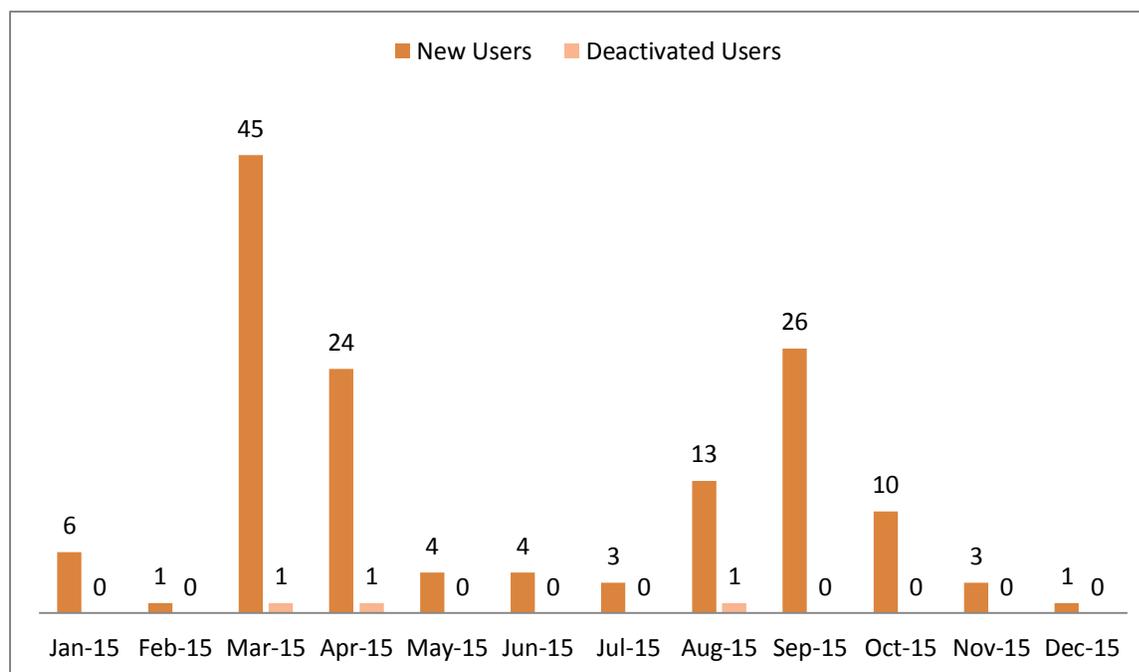
The following figure shows the total number of entries into the MyCommuteSolutions site from CAC registered users by month in 2015. There is a clear spike in entries in August, September, and October that coincides with the contests run by CAPCOG, but the largest spike occurred in April. The average number of alternative commutes per day in September 2015 was 81, compared to 12 per day in both January and December 2015, and 19 per day in July.

Figure 1. MyCommuteSolutions entries from CAC-registered users in 2015 by month



There is also a clear spike in the number of new registered users that coincides with these contests.

Figure 2. New and deactivated users by month, 2015



2016 Incentives Schedule

The following table outlines the planned incentives for 2016. The total amount of incentives planned is \$6,000. The costs below are approximate for many of the prizes.

Table 4. CAPCOG plan for 2016 MyCommuteSolutions incentives

Month & Year	Incentive Contest Theme	Users Focus	Max Cost
March 2016	Ozone Season Kickoff	New User Incentives	\$1,000
March-October 2016	Milestone Contest	All	\$1,200
April 2016	Air Quality Awareness Week	All	\$600
May 2016	Mobilize Williamson County	Jurisdictions in Williamson County	\$600
June 2016	Mobilize Hays County	Jurisdictions in Hays County	\$600
August 2016	Back to School	All	\$700
September 2016	Mobilize Bastrop County	Jurisdictions in Bastrop County	\$600
October 2016	Car Free Month	All	\$700
Total Spend	n/a	n/a	\$6,000

All location-specific incentive programs will require close coordination with the jurisdiction’s CACAC representative to set up, promote, and encourage usage of the myCommuteSolutions.com platform. This could include getting involved with additional personnel in those jurisdictions, such as the

benefits/human resources team to promote the system as a benefit, and the communications team to distribute materials to employees.

Ozone Season Kickoff for New Users – March 2016

Starting on March 1, 2016, the first 100 new registrants of myCommuteSolutions in the Clean Air Coalition subsite will automatically win a small prize (approximately \$10 in value), with 50 prizes reserved for employees of organizations other than City of Austin and Travis County, since those two organizations currently dominate the list of users. The first 100 new users to register at myCommuteSolutions.com will qualify for this contest. Possible prizes could include:

- Uber/Lyft gift card
- Car2Go credit
- Coffee gift card

Table 5. Ozone Season Kickoff Contest

Prize	Winners	Cost Each	Total Cost
Local gift card or other	100	\$10	\$1,000

Milestone Contest – March through November 2016

From March 1st through November 30th, all users will have the opportunity to win progressively more valuable prizes through a milestone contest. Each prize tier will be limited by a certain quantity available, where the first commuters to reach those tiers would be able to claim the prizes until they ran out. Prize qualification would be computed based on using an alternative commute a minimum of 25% of the time. An alternative commute on 25% of typical workdays is equal to five (5) roundtrip commutes per month, or 10 logs. The prize examples outlined below are an example of how this contest could be operated.

Table 6. Milestone Contest

Prize Example	Qualifier	Winners	Cost Each	Total Cost
Lunch Bag	2 months of logging at 25% = 20 points	10	\$20	\$200
Travel Mug	5 months of logging at 25% = 50 points	10	\$50	\$500
Umbrella	7 months of logging at 25% = 70 points	5	\$100	\$500
Total		20		\$1,200

Air Quality Awareness Week – April 2016

This incentive program will operate the entire month of April in support of Air Quality Awareness Week, which is April 26th-29th, 2016. Titled “Blue Skies,” this contest will include the full Clean Air Coalition, and all modes of alternate commuting. Commuters will be eligible if they log a minimum of two (2) round-trip commutes during Air Quality Awareness Week. Six winners will be chosen to win a backpack with solar charging capability, valued approximately \$50-\$150.

Table 7. Air Quality Awareness Week Contest

Prize	Winners	Cost Each	Total Cost
Solar Backpacks	6	\$100	\$600

Williamson County – May 2016

The first location-based contest will be focused on Williamson County since it has the largest number of employees among the city and county governments participating in the CAC outside of Travis County. The contest will run for 2 weeks, requiring 1 roundtrip alternative commute per week (4 logged commutes total) to be entered in the contest. Since the City of Round Rock, the largest in the county, has branded itself “The Sports Capital of Texas,” the prize will be some type of fitness monitoring device, like Fitbit, or other.

Table 8. Williamson County Contest

Prize	Winners	Cost Each	Total Cost
Wearable Fitness Device	6	\$100	\$600

Hays County – June 2016

The myCommuteSolutions team will work with CACAC representatives in San Marcos, Buda, and Hays County to set up, promote, and encourage usage of MyCommuteSolutions in Hays County CAC jurisdictions. This incentive would focus on enrollment with minimal logging requirements. Any user that logs 2 roundtrip alternative commutes over the month would be eligible for a prize drawing.

Possible incentives could include:

- Family glass-bottom boat tour at the Meadows Center for Water and the Environment
- Gift Certificate to the Cycle Hub
- Gift Certificate to a local restaurant
- Gift Certificate to the outlet shopping mall in San Marcos

Table 9. Hays County contest

Prize	Winners	Cost Each	Total Cost
TBD	10	\$60	\$600

Back to School – August 2016

This campaign would operate differently than others in that it would not target specific Clean Air Coalition members, but instead work on enrolling college students in the system. Many colleges and universities exist in the Austin-Round Rock MSA, including UT Austin, Texas State University in San Marcos, St Edwards in Austin, Austin Community College, Huston-Tillotson, Southwestern University in Georgetown, and a branch of Texas A&M in Round Rock. Several of these schools would be chosen to

engage with and hold a registration drive to encourage students to join the system, and remind them of the single-ride matching options. Incentives could be distributed for registration, and would be low value, but more numerous. These prizes could be a simple item like a slice of pizza, a donut, or a one-time B-Cycle or bus pass.

Table 10. Back to School contest

Prize	Winners	Cost Each	Total Cost
TBD	350	\$2	\$700

Bastrop County – September 2016

This program will focus on Bastrop County employees. Because Bastrop has thus-far had minimal involvement in myCommuteSolutions, the team would closely coordinate with the CACAC representative to promote the contest in person at county offices. This incentive would focus on getting people registered into the system and will likely revolve around a food event, such as offering morning donuts or a lunch-time carpool-mixer. A possible prize for new registrants would be a lunch bag or kit, to encourage eliminating a lunch-time commute.

Table 11. Bastrop County contest

Prize	Winners	Cost Each	Total Cost
Food Handouts	N/A	\$100	\$100
New registration prizes	100	\$5	\$500

Car-Free Month – October 2016

Car-Free Month incentives will specifically target bicycling and walking, but will not be limited to commutes alone. By October, ideally all of the CAC jurisdictions will have a higher level of overall participation. Participants will be eligible for the contest by logging any four (4) trips made by bicycle or walking, even personal or one-time trips.

Table 12. Car Free Month contest

Prize	Winners	Cost Each	Total Cost
Gift certificate to local bike or shoe store	14	\$50	\$700

Summary for MyCommuteSolutions

The MyCommuteSolutions site provides the CAC with an opportunity to incentivize and track alternative commuting among employees of CAC members, and the data available on participation in the site demonstrates that such incentives do work. The data shows spikes in participation when there are contests underway, with participation falling back down after a contest ends. In 2015, CAC users logged a total of 17,443 alternative commutes, or 67 per work day (260 work days per year).

Task 3: Coordinate Regional Outreach and Education Activities

Under this task, CAPCOG paid for regional air quality outreach and education activities targeted at the general public as identified in the 2014 Outreach and Education Plan. CAPCOG coordinated air quality outreach and education activities in the region, particularly outside of the city limits where CAPCOG's efforts would have a comparative advantage in leading such efforts relative to COA staff. This included a first-of-its-kind coordinated regional radio advertising procurement, support for in-person outreach at community events, designing a logo and branding guidelines for "Air Central Texas," and designing a new print piece for school outreach.

Comparison of Sub-Task Cost Estimates to Actual Expenses

The table below shows a comparison of the estimated expenses for each sub-task and cost element for each sub-task compared to actual expenses.

Table 13: Comparison of actual expenditures to expected expenditures

Subtask Number & Description	SOW Estimate	Actual	Difference
3.1a – Radio Advertising	\$25,000.00	\$35,165.00	\$10,165.00
3.1b – Electronic Advertising	\$5,000.00	\$86.97	(\$4,913.00)
3.1c – Print Advertising	\$5,000.00	\$0.00	(\$5,000.00)
3.1 – Regional Advertising	\$35,000.00	\$35,251.97	\$251.97
3.2a – Events	\$3,000.00	\$720.00	(\$2,280.00)
3.2b – Promotional/educational Items	\$5,000.00	\$1,136.50	(\$3,863.50)
3.2c – Other supplies	\$1,000.00	\$909.20	(\$90.80)
3.2 – Events	\$9,000.00	\$2,765.70	(\$6,234.30)
3.3 – Misc. Outreach and Ed. Activities	\$5,000.00	\$9,507.80	\$4,507.80
Regional Outreach Total	\$49,000.00	\$47,460.47	(\$1,4392.42)

Task 3 Overview

In consultation with COA staff, CAPCOG shifted resources within subtask 3.1 – Regional Advertising from what was planned for electronic and print advertising to radio advertising mid-way through the year, although the overall spending for regional advertising differed by less than 1% from what was estimated in the SOW. The main reason for this shift was the lack of readily available designs for print or electronic advertising. The single expenditure related to electronic advertising was for the purchase of the domain name www.AirCentralTexas.org. For the time being, this URL redirects to CAPCOG's main air quality page, but eventually, the hope is to build a new website similar to the "Air North Texas" page. The section below provides additional details for the radio advertising conducted in 2015 using resources provided through this interlocal, as well as other radio advertising that was facilitated in coordination with this purchase through separate ILAs with Travis County and COA. This portion of the report provides the deliverable for subtask 3.1.

Subtask 3.2 – Events involved payments for expenses needed for in-person outreach at community events, including booth fees at several large community events within the region, promotional/education items designed to promote the "Be Air Aware" message, and a "Clean Air Coalition" tent that could be used by CAPCOG staff and other regional air quality staff for outreach events. The section below provides details about events within the region. Since staff time spent by CAPCOG staffing these events is accounted for under Subtask 3.3 – Miscellaneous Outreach and

Education Activities. Therefore, this section does not specifically detail CAPCOG's specific role in these events. This portion of the report provides the deliverable for subtask 3.2.

Subtask 3.3 – Miscellaneous Outreach and Education activities covered under tasks 3.1 or 3.2. The two primary expenses under this subtask were: 1) staff time used for events and presentations, and 2) a \$4,000 contract with a graphic designer. The lack of suitable designs for electronic or print advertising prompted CAPCOG and COA staff to invest in a contract with a graphic designer to develop a logo and branding guidelines for Air Central Texas. These two items cost \$1,500 and \$1,000, respectively. CAPCOG also paid the graphic designer \$1,500 to design a new Air Central Texas print piece for school outreach.

Task 3.1: Regional Advertising

Advertising can be an efficient way to communicate air quality messages to a large number of people in the community. A single 30-second radio ad can reach thousands of people for a small fraction of the resources that would be needed to contact the same population individually. In 2015, CAPCOG again purchased regional air quality advertising under the ILA with the City of Austin. The goal of these ads were to reduce emissions from personal vehicles by encouraging residents to carpool or vanpool to work, and to "Drive a Clean Machine." With the exception of the cost of purchasing the www.AirCentralTexas.org domain name, all of the funding for this subtask was used for radio advertising.

Outcomes for air quality radio advertising can be quantified and measured using ratings compiled by the Nielson Company.² The most important metrics used by CAPCOG in this project were:

- **Average Quarter-Hour (AQH) Persons:** the average number of persons listening to a particular station for at least five minutes during a 15-minute period;
- **Gross Impressions (GIs):** the sum of the Average Quarter-Hour Persons audience for all spots in a given schedule, calculated by multiplying the AQH persons for a given advertising schedule by the number of spots in that advertising schedule;
- **Net Reach:** the number of different persons reached in a given schedule (available for a single station and multiple station schedules);
- **Frequency:** the average number of times a person is exposed to a radio spot schedule; calculated by dividing the # of gross impressions by the net reach;

Procurement for June-September Advertising

For 2015 radio advertising, CAPCOG used a combination of funding from COA under this ILA (fund code 787), a separate \$35,000 ILA with COA for radio advertising specifically (fund code 788), and a \$20,000 ILA with Travis County for radio advertising in support of the Drive a Clean Machine (DACM) program (fund code 790).

In this advertising campaign, CAPCOG sought to maximize the total number of AQH persons that would hear the ads through the advertising campaign at least 3 times. Therefore, CAPCOG asked each station to submit proposals for advertising between June and September that would achieve this goal with ads run between 6 am-10am and 3pm – 7pm Monday –Friday (peak commute times). CAPCOG then ranked each station based on the cost per AQH person reached and selected the top 11 stations.

² http://www.arbitron.com/downloads/terms_brochure.pdf

Table 14. Selected Radio Stations for June-September Advertising

Station	Cost	Spots Purchased	Total AQH Persons	Cost per AQH Persons	Gross Impressions	Cost Per 1K Gross Impressions
KBPA-FM	\$8,360	44	11,800	\$0.71	517,000	\$16.17
KKMJ FM3	\$3,150	60	4,100	\$0.77	246,000	\$12.80
KLBJ-AM	\$5,525	34	6,200	\$0.89	209,100	\$26.42
KLBJ-FM	\$6,240	48	6,200	\$1.01	295,200	\$21.14
KROX-FM	\$6,760	52	6,200	\$1.09	322,400	\$20.97
KLZT-FM HD2	\$3,150	42	2,700	\$1.17	111,300	\$28.30
KUT	\$10,540	68	8,800	\$1.20	598,400	\$17.61
KVET-FM	\$10,880	68	8,950	\$1.22	608,600	\$17.88
KUTX	\$4,250	85	2,700	\$1.57	232,900	\$18.25
KGSR-FM	\$6,200	62	3,800	\$1.63	235,600	\$26.32
KASE-FM	\$14,280	85	8,660	\$1.65	736,100	\$19.40
TOTAL	\$79,335	648	70,110	\$1.13	4,112,600	\$19.29

In addition to the spots that were purchased, Emmis Communications offered a minimum of five, 30-second spots between 6 am and 12am Monday-Sunday for every two weeks purchased, per station, with a guarantee of an additional 25,000 gross impressions during each two-week period.

CAPCOG assigned the costs for each radio station ad buy to each funding source based on funding source restrictions and priorities. The \$20,000 from Travis County could only be spent on DACM messages, so the costs of the ad buys on stations that would best target listeners who would qualify for the program were assigned to this funding source. CAPCOG calculated the targeted # of AQH persons for each station based on the % living in Travis and Williamson Counties, and the % with household incomes of below \$75,000. CAPCOG then calculated the cost per targeted AQH person and ranked the selected stations from lowest cost per targeted AQH person to highest targeted AQH person.

Table 15. Stations Targeted for DACM messages in June-September Campaign

Station	Cost	Total AQH Persons	% Living in Travis and Williamson Counties	% with HH Incomes < \$75K	Targeted DACM AQH Persons	Cost per Targeted DACM AQH Persons
KKMJ FM3	\$3,150	4,100	94%	65%	2,521	\$1.25
KBPA-FM	\$8,360	11,800	78%	58%	5,345	\$1.56
KLZT-FM HD2	\$3,150	2,700	83%	72%	1,936	\$1.63
KROX-FM	\$6,760	6,200	91%	67%	3,766	\$1.79
TOTAL	\$21,420	24,800	86%	63%	13,568	\$1.58

This schedule included a Spanish-language station (KLZT-FM-HD2), which enabled approximately 1,900 AQH persons who listen to this station who are primarily Spanish-speaking to receive this message. This ensured that a portion of the roughly 9% of the population in Central Texas who speak Spanish but do not speak English well (as reported by the Census Bureau) had access to this information on the same footing as the English-language advertising.

Since the total cost for these stations exceeded the \$20,000 in CAPCOG's ILA with Travis County, CAPCOG used \$1,420 from this interlocal to pay for the costs of purchasing ads on KBPA-FM during this time frame (17% of the total cost). Travis County funding paid the total costs of the ads run on KKMJ-FM3, KLZT-FM-HD2, and KROX-FM during this time frame.

For the remaining 7 stations, CAPCOG ran a message designed to promote reductions in vehicle miles traveled. The costs for ads run on KLBJ-AM, KLBJ-FM, and KGSR during this period were paid for exclusively using funds from this interlocal agreement (fund 787), with 47% of the cost of the sponsorship messages run on KUT also paid for out of this fund. The \$35,000 ILA between CAPCOG and the City of Austin paid for all of the ads run on KVET-FM and KASE-FM, all of the sponsorship messages run on KUTX, and 53% of the sponsorship messages run on KUT. The following table shows the breakdown of these expenses by station, company, and fund code.

Table 16. Allocation of June-September Advertising Costs to Local Funding Sources

Vendor	Station	Cost	Fund 787 (COA, this ILA)	Fund 788 (COA)	Fund 790 (Travis County)
Emmis	KBPA FM	\$8,360	\$1,420	\$0	\$6,940
Emmis	KLBJ AM	\$5,525	\$5,525	\$0	\$0
Emmis	KLBJ-FM	\$6,240	\$6,240	\$0	\$0
Emmis	KROX-FM	\$6,760	\$0	\$0	\$6,760
Emmis	KLZT-FM HD2	\$3,150	\$0	\$0	\$3,150
Emmis	KGSR FM	\$6,200	\$6,200	\$0	\$0
Entercom	KKMJF3	\$3,150	\$0	\$0	\$3,150
iHeartRadio	KVET-FM	\$10,880	\$0	\$10,880	\$0
iHeartRadio	KASE-FM	\$14,280	\$0	\$14,280	\$0
KUT/KUTX	KUT	\$10,540	\$4,950	\$5,590	\$0
KUT/KUTX	KUTX	\$4,250	\$0	\$4,250	\$0
TOTAL	TOTAL	\$79,335	\$24,335	\$35,000	\$20,000

Procurement for October-November Advertising

CAPCOG purchased a 2nd round of radio ads that ran in October and November. For this procurement, CAPCOG asked each company to provide information on the AQH persons, gross impressions, net reach, frequency, and demographics that would be reached by re-running the same schedule for the 11 stations that had been selected for the June-September period for an additional 4 weeks between October and November. Since the "frequency" of the advertising campaign was no longer able to normalize the AQH person statistics across stations in this situation, CAPCOG ranked each proposed based on the cost per 1,000 gross impression, selecting the three stations with the lowest cost per 1,000 impressions.

Table 17. Selected Radio Stations for June-September Advertising

Station	Cost	Spots Purchased	Frequency	Total AQH Persons	Cost per AQH Persons	Gross Impressions	Cost Per 1K Gross Impressions
KKMJ-FM3	\$2,520	48	2.7	4,100	\$0.61	196,800	\$12.80
KVET-FM	\$3,300	24	1.8	8,900	\$0.37	213,600	\$15.45
BOB-FM	\$4,560	24	1.5	11,500	\$0.40	274,800	\$16.59
TOTAL	\$10,380	96	Not calculated	24,500	\$0.42	685,200	\$15.15

Post-Air Data on Air Quality Ads Run by CAPCOG under this ILA

Using \$34,715.00 in funding provided under this ILA, CAPCOG purchased 279 radio ads³ on seven stations to encourage local residents to reduce their vehicle miles traveled (VMT) through carpooling and vanpooling, and to apply for grant funding from the Drive a Clean Machine (DACM) program to repair or replace their vehicles. These ads ran from the beginning of June through mid-November. Overall, these ads achieved approximately 2,642,479 gross impressions (GIs) at an average cost of \$13.44 per GI.

Table 18. Summary of Air Quality Ads run under this ILA

Station	Company	Amount	Ads Attributable	Gross Impressions Attributable
KBPA-FM	Emmis	\$5,980.00	31.47	669,076
KLBJ-AM	Emmis	\$5,525.00	34.00	364,700
KLBJ-FM	Emmis	\$6,240.00	48.00	569,700
KGSR	Emmis	\$6,200.00	62.00	326,800
KKMJ FM3	Entercomm	\$2,520.00	48.00	196,800
KVET-FM	iHeartRadio	\$3,300.00	24.00	222,000
KUT	KUT/KUTX	\$4,950.00	31.94	295,403
TOTAL	n/a	\$34,715.00	279.41	2,642,479

Post-Air Data Other Air Quality Ads Run by CAPCOG during 2015

As described above, CAPCOG also purchased air quality radio ads using funding provided through a separate ILA with City of Austin for \$35,000 (CAPCOG fund code 788) and an ILA with Travis County for \$20,000 (CAPCOG fund code 790). The following table identifies the amounts paid for air quality radio advertising out of all three of these funds to each of the four companies CAPCOG purchased advertising from. Across all three of these funding sources, **a total of 1,053 air quality ads** were run from June through November at a total cost of \$87,715.00. Of these, 230 of the spots were complimentary based

³ Funding for ads run on Bob FM between June and September was split between this interlocal and Travis County, with this funding covering 16.99% of this cost. Therefore, 7.47 ads out of 44 total run on Bob FM during this period were attributable to this interlocal agreement. Funding for sponsorship messages on KUT between June and September was split between this interlocal and a separate radio-specific interlocal with the City of Austin for \$35,000, with this funding covering 46.96% of the 68 messages that were run, resulting in 31.94 ads being attributable to this interlocal.

on CAPCOG purchasing a certain quantity of spots. The air quality radio advertising purchased using this ILA’s funding represented 40% of CAPCOG’s total air quality radio advertising expenditures in 2015.

Table 19. Radio Advertising Expenditures by Source of Funds and Radio Company

Fund and Program Code	Source of Funds	Entercomm	Emmis Communications	iHeartRadio	KUT/KUTX	TOTAL
771-789	City of Austin	\$2,520.00	\$23,945.00	\$3,300.00	\$4,950.00	\$34,715.00
788-788	City of Austin	\$0.00	\$0.00	\$25,160.00	\$9,840.00	\$35,000.00
790-790	Travis County	\$3,150.00	\$16,850.00	\$0.00	\$0.00	\$20,000.00
TOTAL	n/a	\$5,670.00	\$40,795.00	\$28,460.00	\$14,790.00	\$89,715.00

Messages for Air Quality Ads

In consultation with the CACAC Outreach and Education subcommittee, CAPCOG developed three messages that were used for air quality ads that ran in 2015. One was a 30-second message designed to promote reductions in vehicle miles traveled (VMT) through carpooling and vanpooling that ran on KLBJ-AM, KLBJ-FM, KVET-FM, KGSR-FM, and KASE-FM:

HOW WOULD YOU LIKE TO REDUCE TRAFFIC DELAYS, SAVE MONEY ON GAS, AND HELP KEEP OUR AIR CLEAN? BE AIR AWARE THIS OZONE SEASON. CLEAN UP YOUR COMMUTE. ASK YOUR EMPLOYER TO SUPPORT AN EMPLOYEE CARPOOL OR VANPOOL PROGRAM. FOR TIPS ON CLEAN AIR COMMUTING AND OTHER CLEAN AIR STRATEGIES, VISIT AIR CENTRAL TEXAS DOT ORG. THAT’S AIR CENTRAL TEXAS DOT ORG. A MESSAGE FROM THE CENTRAL TEXAS CLEAN AIR COALITION

A second was a 30-second message designed to encourage eligible residents of Travis and Williamson Counties to apply for funding from the Drive a Clean Machine (DACM) program. This message ran on KBPA-FM, KKMJ FM3, KROX-FM, and KLZT-FM-HD2 (in Spanish). These stations were selected for this message because they were more likely to have audiences that would qualify for funding based on the percentage of listeners who live in Travis or Williamson Counties and with household incomes that would meet the program criteria. Running ads on KLZT-FM-HD2 ensured that residents who speak Spanish and do not speak English well (which makes up about 8-9% of the population based on figures from the Census Bureau) had an opportunity to find out about the funding.

DID YOU KNOW THAT AS OF MARCH 1 OF THIS YEAR, YOU WILL NOT BE ABLE TO REGISTER YOUR VEHICLE IF IT FAILS AN INSPECTION? THIS OZONE SEASON, BE AIR AWARE, AND DRIVE A CLEAN MACHINE. QUALIFIED RESIDENTS OF TRAVIS AND WILLIAMSON COUNTIES CAN RECEIVE UP TO SIX HUNDRED DOLLARS TO REPAIR OR THIRTY FIVE HUNDRED DOLLARS TO REPLACE A

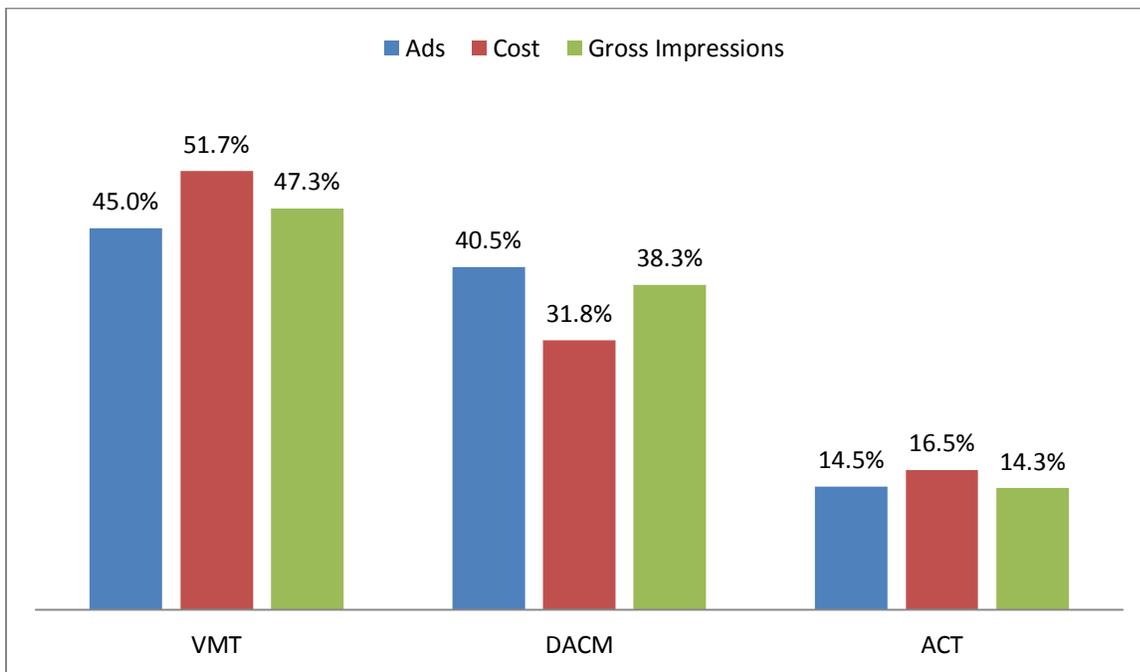
VEHICLE THAT FAILS AN EMISSIONS TEST. FOR MORE INFORMATION, VISIT AIR CENTRAL TEXAS DOT ORG. THAT'S AIR CENTRAL TEXAS DOT ORG. A MESSAGE FROM THE CENTRAL TEXAS CLEAN AIR COALITION.

Finally, KUT and KUTX ran 15-second sponsorship messages that indicated where listeners could obtain information on air quality. Since public radio stations have very specific rules about the content of sponsorship messages, such as no call to action, and in this case only use 15-second spots, CAPCOG needed to design this message differently.

SUPPORT COMES FROM THE CENTRAL TEXAS CLEAN AIR COALITION. HELPING CENTRAL TEXAS RESIDENTS BE AIR AWARE THIS OZONE SEASON. TIPS ON CLEANING UP COMMUTES AND OTHER CLEAN AIR STRATEGIES FOR CENTRAL TEXAS AT AIR CENTRAL TEXAS DOT ORG. THAT'S AIR CENTRAL TEXAS DOT ORG.

The following figure shows the distribution of ads, cost, and gross impressions by message.

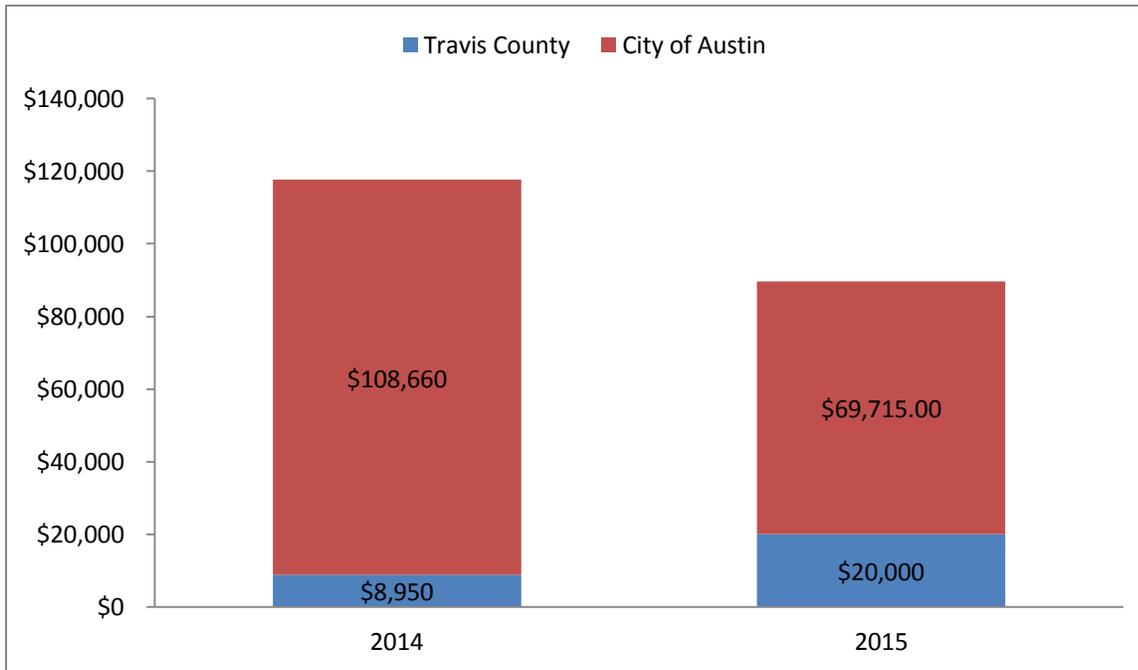
Figure 3. Distribution of messages run in 2015



Comparison to 2014 Radio Advertising

2015's radio advertising represented a decrease in total air quality radio advertising expenditures funded by the City of Austin and Travis County compared to 2014. This chart does not show the amount of expenses incurred by CAMPO to promote the Commute Solutions Program in 2015. In 2014, the total was \$16,143.69.

Figure 4. Comparison of Air Quality Radio Advertising Expenditures for 2014 and 2015



This also represented an overall 25% decrease in the number of spots from the 1,425 run by City of Austin, CAPCOG (using funding provided by City of Austin), and Travis County in 2014. The following table compares the number of ads run on each station in 2014 compared to 2015.

Table 20. Comparison of air quality radio ad spots run by station, 2014 and 2015

Station	Spots, 2014	% of Spots, 2014	Spots, 2015	% of Spots, 2015
KLZT-FM	252	17.7%	0	0.00%
KLBJ-AM	225	15.8%	88	8.36%
KBPA-FM	197	13.8%	109	10.35%
KUT-FM	137	9.6%	68	6.46%
KUTX-FM	137	9.6%	85	8.07%
KPEZ-FM	130	9.1%	0	0.00%
KGSR-FM	100	7.0%	104	9.88%
KKMJ-FM3	75	5.3%	108	10.26%
KASE-FM	70	4.9%	85	8.07%
KROX-FM	60	4.2%	104	9.88%
KLZT HD2-FM	42	2.9%	105	9.97%
KLBJ-FM	0	0.0%	99	9.40%
KVET-FM	0	0.0%	98	9.31%
TOTAL	1,425	100.0%	1,053	100.0%

Based on this comparison:

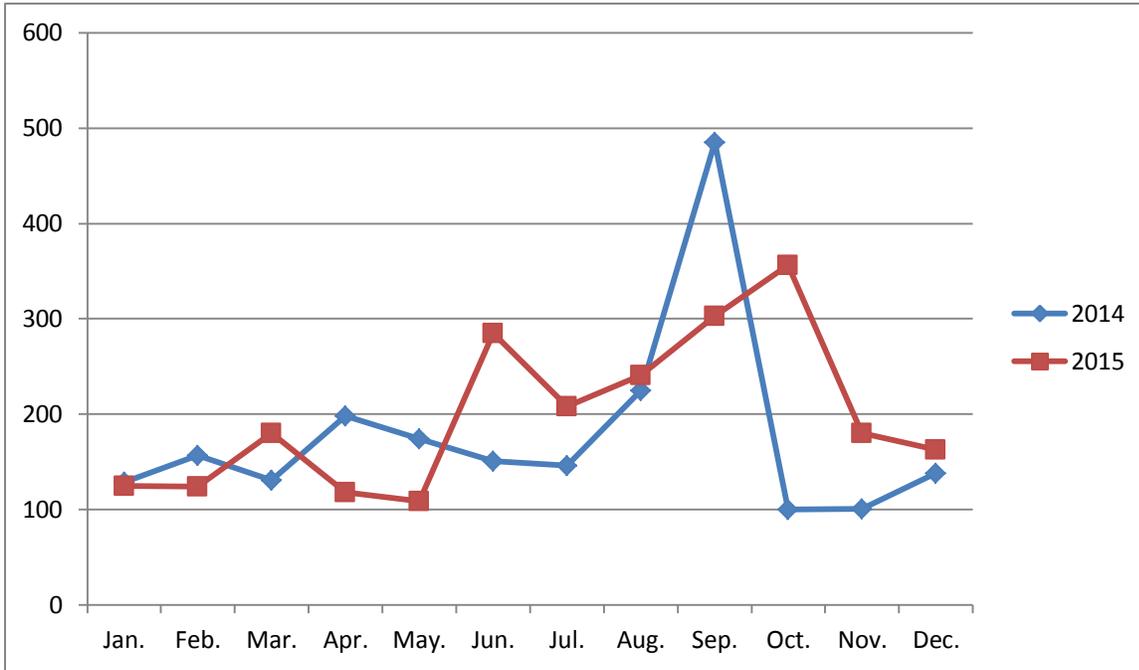
- There was significant overlap in the stations on which ads ran in 2014 and 2015. Such stations accounted for 73.2% of the spots that were run in 2014 and 81.3% of the spots that were run in 2015.
- The percentage of spots that were run on Spanish-language radio (KLZT-FM and KLZT-HD2-FM) decreased from 20.6% of all ads that ran in 2014 to 10% of all ads run in 2015. This is more consistent with the % of residents of Central Texas who speak Spanish but who do not speak English well (8.9% of the total population 5+ for the Austin-Round Rock MSA in 2014), but is less than the 21.6% of the population 5+ who speak Spanish at all.⁴
- In 2015, the ads were more evenly spread out among 11 stations, with no station accounting for more than 11 % of all air quality ads run, whereas nearly half of all spots that were run in 2014 were on just three stations.

CAPCOG Air Quality Page Website Traffic During 2015

One metric that can be used to measure the impact of the outreach and education efforts is the number of hits on CAPCOG's website, especially after CAPCOG started conducting radio advertising encouraging people to visit www.AirCentralTexas.org, which currently re-directs to CAPCOG's main page. Website traffic definitely increased in 2015 compared to 2014, and the jumps in the number of monthly website hits coincide with CAPCOG's air quality radio advertising efforts. CAPCOG's radio advertising in the 1st part of the 2014 ozone season did not direct listeners to CAPCOG's website, but the ads in August and September did, and there is a clear spike in web traffic in September 2014 that then fades once the ads stopped, although the traffic remained at a significantly higher level than the year before. Once CAPCOG's radio ads began in June 2015 and were sustained at a high level through September, there was an even larger spike in visits, with the peak number of visits occurring in October 2015 when the 2nd round of ads were running. There were also other factors, such as the release of EPA's new ozone standard and wildfires that caused interest in air quality to rise between July and October, so it is possible that not all of the increased traffic was due to outreach efforts.

⁴ http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_5YR/B16001/320M200US4812420

Figure 5. CAPCOG Air Quality Main Page Website Hits By Month: 2014 and 2015

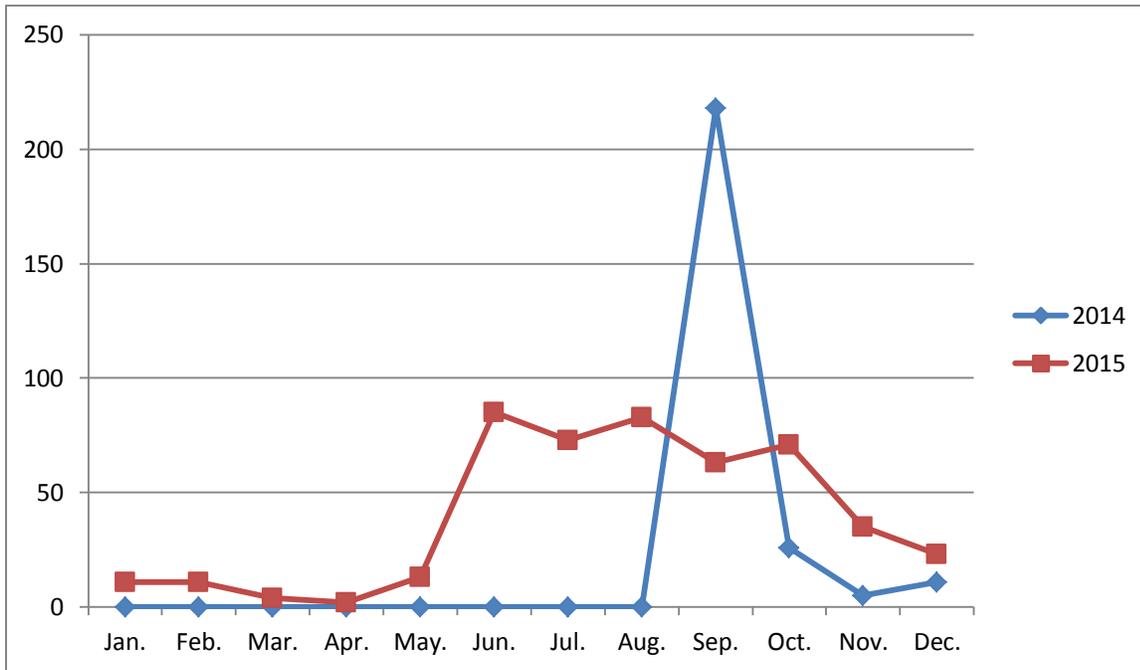


In conjunction with its radio advertising, CAPCOG set up two pages with prominent at the top of CAPCOG’s main air quality page that were supposed to tie in with the radio advertising messages:

- “CLEAN UP YOUR COMMUTE: GET FUNDING TO DRIVE A CLEAN MACHINE;” and
- “CLEAN UP YOUR COMMUTE: TIPS FOR CARPOOLING AND VANPOOLING.”

The figure below shows the page hits by month for the “Drive a Clean Machine” page for 2014 and 2015. This same page was used in 2014 to coincide with advertising that took place in the fall.

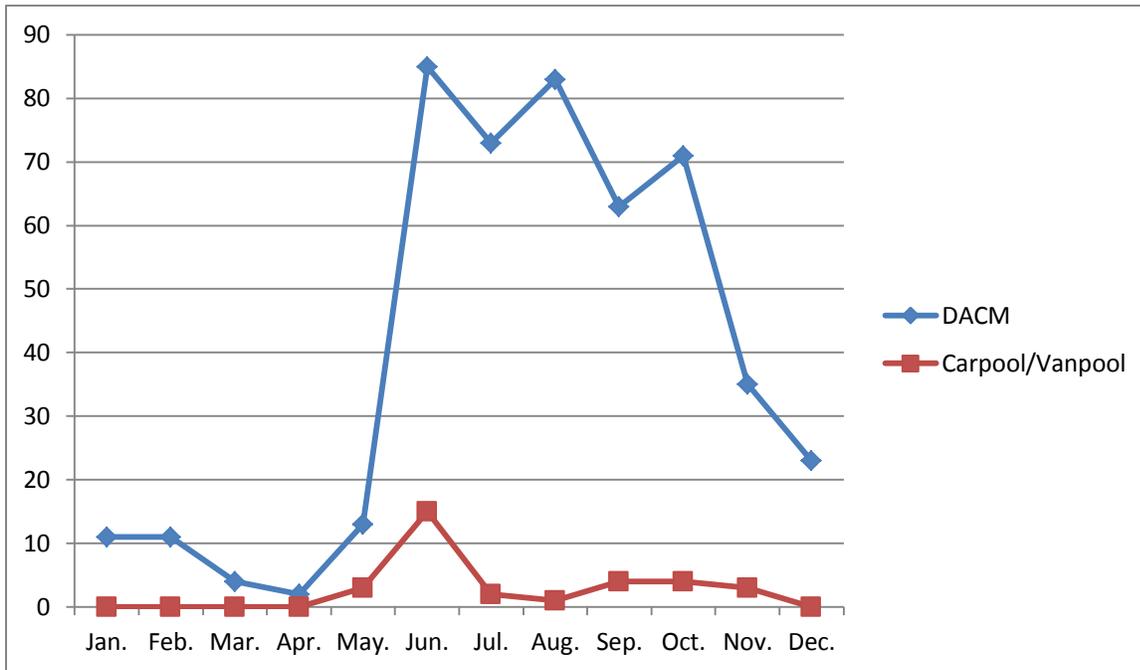
Figure 6. CAPCOG DACM Page Hits By Month: 2014 and 2015



Unlike the advertising promoting cleaner vehicles, in 2014, which was heavily concentrated in 2-week periods in September, the ads in 2015 were much more evenly spread out between June and November. This helps explain why there was such a sharp spike in hits in September 2014 period and a less pronounced but more sustained increase in hits between June and November 2015. The reference point would be the average number of hits/month between October 2014 and May 2015, when no ads were run (10.4 hits per month). CAPCOG estimates that the DACM advertising accounted for approximately 208 extra hits on this page in September 2014 and 348 extra hits between June and November 2015.

While the web traffic on the DACM page clearly documents the impact of CAPCOG’s radio advertising, the web traffic on CAPCOG’s other page did not show much of an impact from the radio advertising at all. The following figure shows the number of hits on the carpool/vanpool tip page compared to the DACM page for each month of 2015.

Figure 7. CAPCOG Carpool/Vanpool Tips Page Hits by Month



While there were a handful of hits in June 2015 right when the advertising campaign began, it quickly tapered off, and in any case was only a small fraction of the number of hits that the DACM page got. This is a similar result to what occurred in 2014 when CAPCOG had similar page with a prominent link on signing up for air quality alerts – only 32 visited that page despite making that a specific prompt in a \$15,000 ad buy in the May/June period in 2014.

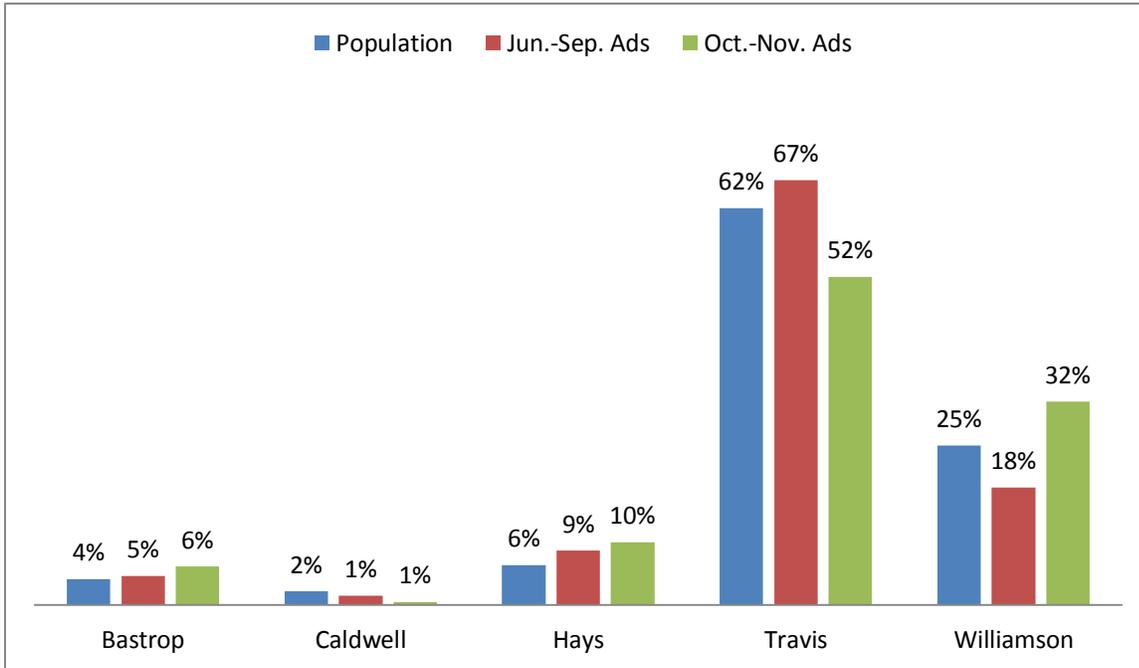
While website traffic isn't the only measure of the impact of advertising, and it certainly isn't a perfect one, these data indicate that radio ads can motivate people to visit an air quality website, but the material concern for being able to get assistance to get a new car was far more effective at driving traffic to the website than other messages that may have less of a direct personal benefit to the listener.

Demographic Profiles for Radio Ad Campaigns

This section compares the demographic data from the advertising campaign to the actual population of Central Texas based on County, household income, and whether the listener was part of a targeted group – people who are predominantly Spanish-speaking.

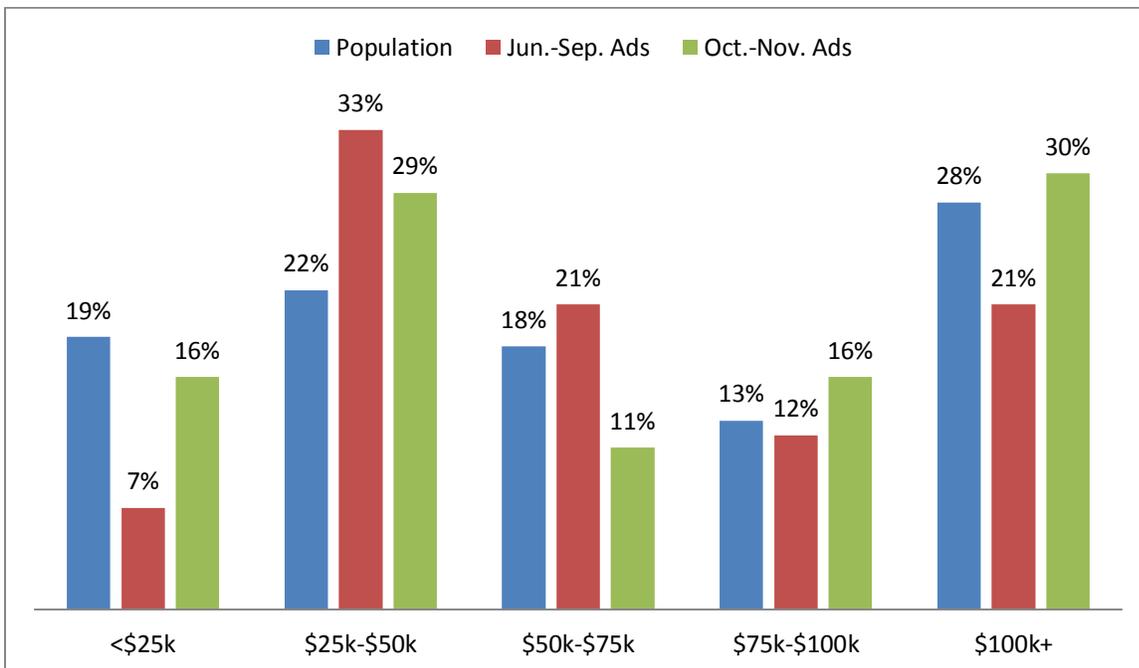
The figure below compares the listening audience to the adult population in each county. This shows decent geographic representativeness across the two sets of ads that were run.

Figure 8. Radio ad audience by County compared to population



The next figure compares household income of the listening audience for each time period to the population as a whole. As this comparison shows, the listening audience for these ads did not include as high a percent of listeners in households with incomes of less than \$25,000 as there are in the general public, although there were higher percentages in the \$25,000 - \$50,000 range during both campaigns. The \$50,000 - \$75,000 and \$75,000 + ranges were roughly comparable.

Figure 9. Radio ad audience by household income group compared to population

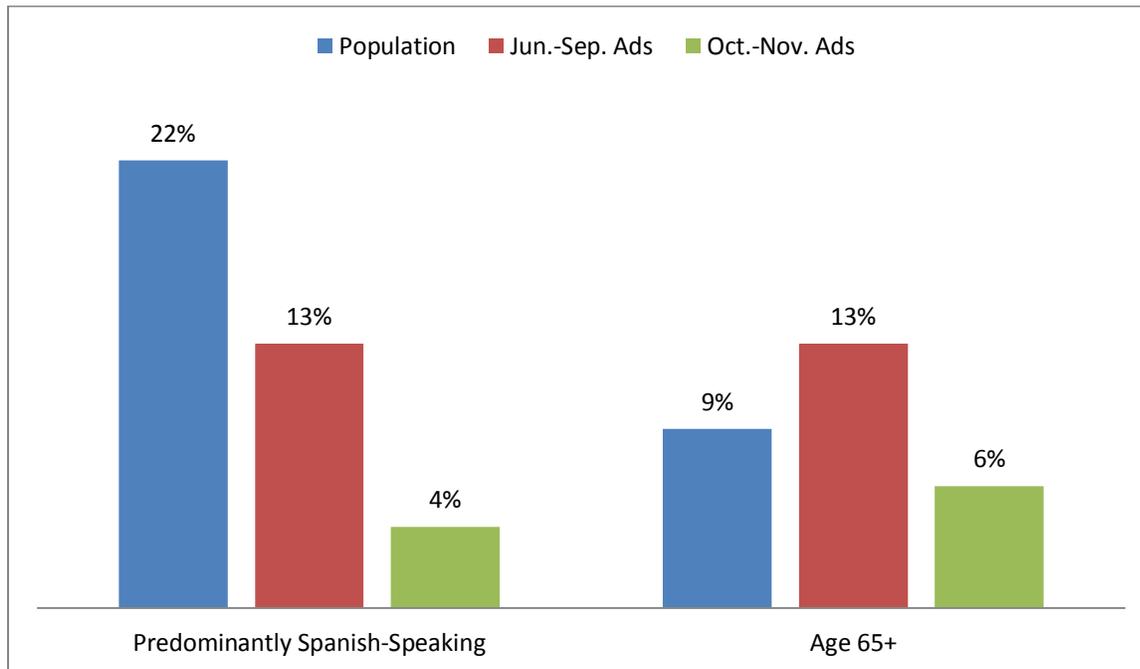


Finally, the figure below compares the % of listeners who fell into two targeted sub-groups. These groups included: 1) people who are predominantly Spanish-Speaking who do not speak English well, and 2) seniors.

Since a sizeable portion of the population in the region predominantly speaks Spanish, CAPCOG included some exclusively Spanish-language ads that were run on KLZT-HD2. Of the 22% of the population who primarily speak Spanish, 41% do not speak English well (9% of the total population). For this advertising campaign, the KLZT-HD2 advertising ran a Spanish-language version of the “Drive a Clean Machine” message, since data from the American Community Survey (ACS) show that residents of Central Texas who are predominantly Spanish-speaking in the region are already far more likely to carpool or vanpool than the general population, and since this is a funding opportunity, ensuring that this population was aware of the funding was important from a social equity standpoint. The key point with this campaign is that a significant segment of the population would be more likely to be receptive to a Spanish-language message, and a sizeable segment of the population would only be able to understand the message if it was in Spanish.

Seniors are considered a “sensitive group,” and so might be more receptive to air quality messages than the general public, and there is more of a public health gain from increasing the general air quality awareness of a senior than adults who are age 18-64.

Figure 10. Radio ad targeted audience group compared to population



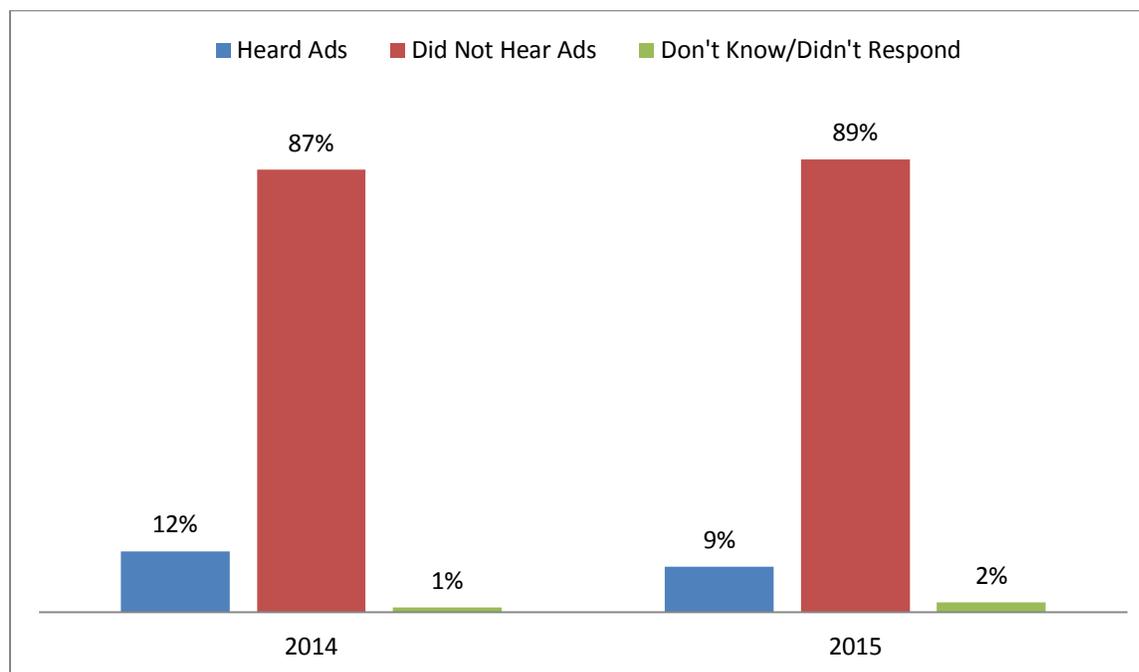
Only one set of Spanish-language ads was run during this campaign, primarily to target the 9% of the population that only speaks Spanish but does not speak English well, The other 13% of the population that predominantly speaks Spanish but does speak English well should be able to understand any English-language ads that were ran. The Spanish-language ads on KLZT-FM- HD2 got very close to the 9% mark in terms of both gross impressions and in terms of average number of people who received a Drive a Clean Machine Message.

Table 21. Analysis of DACM ad statistics for Spanish-language audience

Data Point	All DACM Ads	Spanish-Language Ads	Spanish Language % of DACM
# Ads Run	426	105	25%
Spending	\$28,500	\$3,150	11%
Gross Impressions	2,232,400	173,200	8%
AQH (Jun. – Sep. Only)	20,600	1,700	8%

Analysis of Impact of Radio Advertising

CAPCOG's Air Quality Program conducted regional phone surveys of Central Texas residents in fall 2014 and fall 2015 as part of its near-nonattainment grant. The surveys included a number of air quality-related questions, including whether the respondent recalled hearing air quality radio ads in the past year. This provides an independent measurement of the extent to which the radio ads were able to reach residents of Central Texas frequently enough for a resident to generally recall an air quality message.

Figure 11. Percentage of survey respondents who recalled hearing air quality radio ads in the last year

The Census Bureau estimates that the 18+ population in the Austin-Round Rock MSA in 2014 was 1,420,315.⁵ Expanding this to the population as a whole, this translates into approximately 170,438 residents in 2014 and 127,828 residents in 2015. CAPCOG's sampling methods and questionnaire changed somewhat between the two surveys, and the difference in the percentage of respondents recalling having heard an air quality radio ad is within the margins of error for these surveys (+/- 4% for the 2014 survey, and +/- 4.5% for the 2015 survey), but the decline is generally consistent with 33%

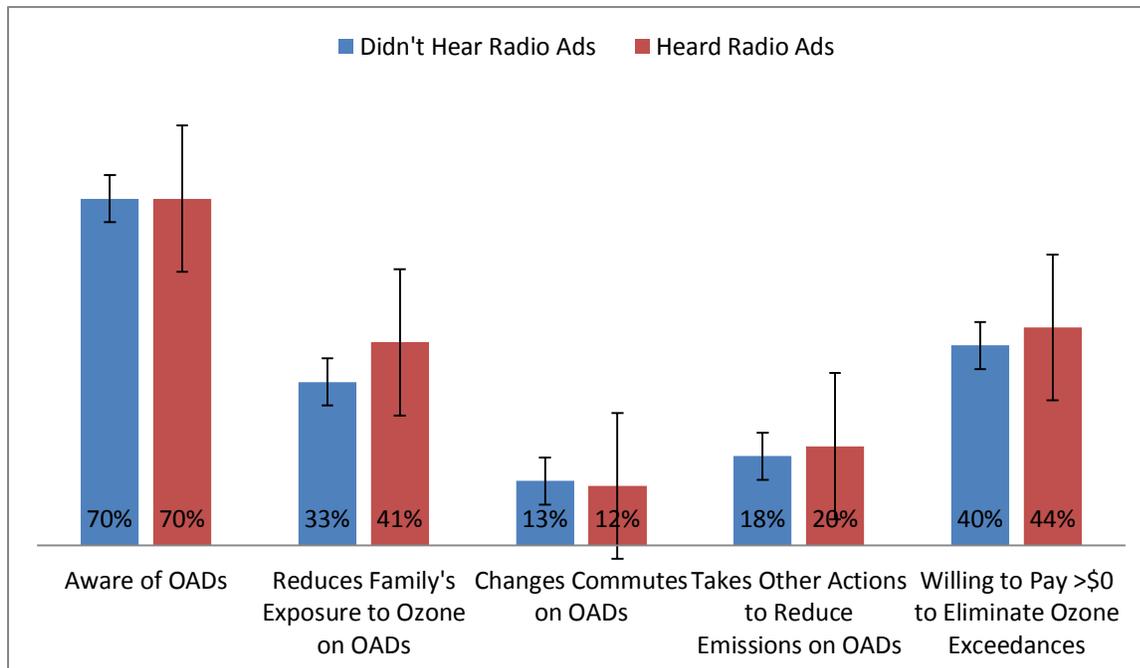
⁵ <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

reduction in the number of gross impressions achieved through radio advertising in 2015 compared to 2014.

Beyond knowing the percentage of adults who recall hearing a radio ad, it is also possible to use the surveys to assess whether there are statistically discernable impacts of the radio ads on behavior. This can be assessed by comparing the percentage of respondents who were willing to change behavior among respondents who heard radio ads to the percentage of respondents who were willing to change behavior among respondents who did not hear radio ads. Due to the limited number of respondents who recalled hearing air quality radio ads in 2014 (71 respondents) and 2015 (44 respondents), the margin of error for analyzing responses to other questions for this subset of respondents is large enough to require a fairly substantial difference between the two subgroups in order to determine if the survey results demonstrate a statistically significant difference. The margin of error for the 2014 survey respondents who recalled hearing radio ads was +/- 11.63% and for the 2015 was +/- 14.77%. The following figure shows a comparison of key responses by people reporting that they did or did not report hearing air quality radio ads in the last year. The error bars represent the margin of error for the sub-group of respondents. Key questions included:

1. whether or not the respondent was aware of ozone action days (OADs);
2. whether the respondent takes steps to reduce his or her family's exposure to ozone on OADs;
3. whether the respondent changes commutes on OADs;
4. whether the respondent takes other action on OADs; and
5. what amount of money the respondent is willing to pay monthly to contribute to reducing ozone exceedances.

Figure 12. Air quality awareness and changes in behavior based on hearing air quality radio ads

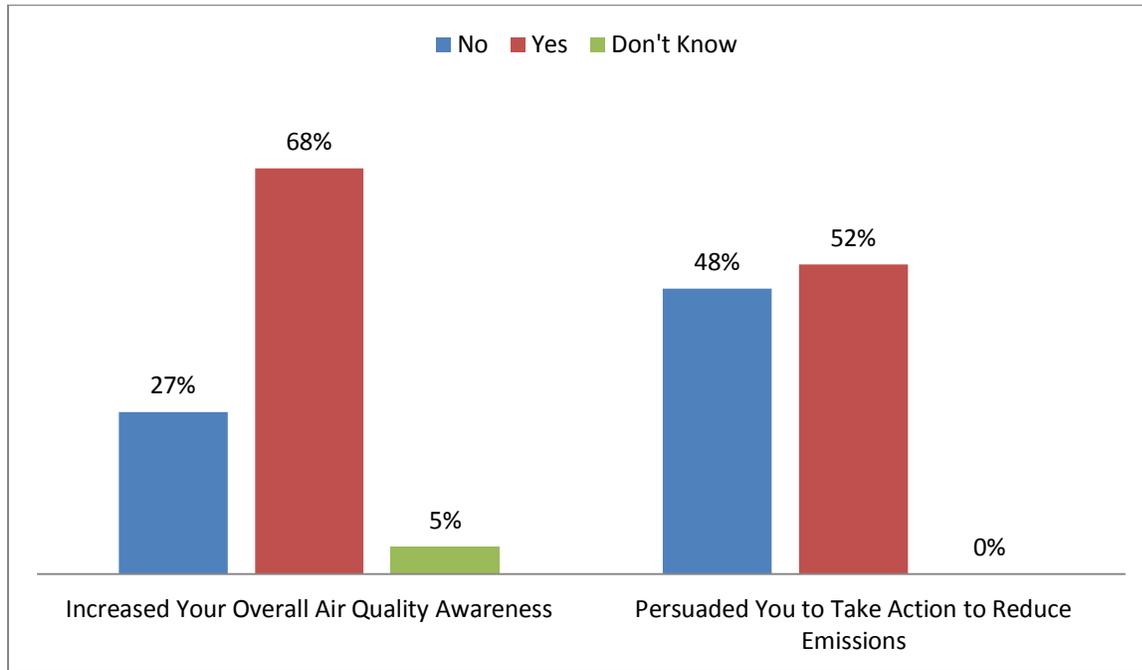


None of these comparisons demonstrates that there is statistically significant difference in responses to these questions based on whether the respondent reported hearing air quality radio ads. There are nearly identical percentages of respondents who indicated being aware of OADs, changing their

commutes on OADs, taking some other action to reduce emissions on OADs, and being willing to financially contribute to eliminating ozone exceedances. The lack of any clear substantive difference in such metrics for 2015 is similar to the data in 2014. However, the 8% difference between the 2015 responses regarding taking action to reduce ozone exposure on ozone action days is notable, particularly since this is outside of the margin of error for the subset of respondents who did not report hearing radio ads. This may indicate that radio advertising is not effective at modifying emissions-generating behavior, although it may be effective at encouraging pollution-avoiding behavior.

In the 2015 survey, CAPCOG asked a few additional questions of respondents who reported recalling hearing air quality radio ads in the past year. The figure below summarizes these results.

Figure 13. Self-reported impacts of air quality radio ads



These data suggest that the 2015 radio advertising helped persuade an additional 66,000 people (52% of the 9% of the population who heard the radio ads who were persuaded to take action to reduce emissions). These results also suggest that there ought to be a much larger impact from hearing the radio ads than in actual reported behavior, such as changing commutes or taking other actions, than what was seen in the comparison between the responses from people who heard the ads to those who didn't.

Task 3.2: Events

While advertising is efficient at delivering a message to many people, it is inherently limited by its format ad delivery system. In-person outreach in settings such as community events offers an alternative way to reach people who may not listen to the radio or may tune out when commercials are aired. Being physically present in a community also can help persuade members of that community to be more receptive the next time they hear an air quality ad or pay attention more the next time the local meteorologist gives an air quality forecast.

Under Task 3.2, CAPCOG paid for costs associated with in-person outreach and education activities associated with events. These costs included booth registration fees, outreach/educational items to hand out at events, and other supplies needed for conducting this kind of in-person outreach.

Funding from this interlocal was used for \$2,660.20 in expenses, including the following:

- Booth fees: \$720.00
 - Luling Watermelon Thump (Caldwell County): \$350
 - Hutto Olde Tyme Days (Williamson County): \$150
 - Lockhart Chisolm Trail Roundup (Caldwell County): \$200
 - Elgin Hogeye Festival (Bastrop County): \$20⁶
- Outreach/educational items: \$1,136.50
 - Wristbands: \$578.10
 - Pens: \$338.40
 - Buttons: \$220.00
- Other expenses: \$815.20
 - Tent with “Clean Air Coalition” printed on it: \$803.70
 - Mileage to staff events: \$11.50

Events Data

CAPCOG tracked information on outreach events throughout the year. The City of Austin also tracked event data. The information most important for this analysis was the number of staff-hours and the number of people contacted at each event.

⁶ This event got rained out.

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Table 22. Events staffed by CAPCOG and other CACAC members – all data available, 2015

Event Name	Event Dates	County	Location	# Staff	# Staff Hours	# Contacts	Contacts Per Staff Hour	Basis for Estimates
AISD Sustainability Fair	2/25	Travis	Austin City Hall	2	8	39	4.9	CAPCOG
Zilker Garden Festival	3/28 – 3/29	Travis	Zilker Gardens, Austin	3	12	328	27.3	COA
IBM Earth Day	4/16	Travis	IBM-Austin	2	8	87	10.9	CAPCOG
Austin Zoo Earth Day	4/18	Travis	Austin	1	2	9	4.5	CAPCOG
City of Austin Earth Day	4/18	Travis	Mueller – Austin	3	4	250	62.5	Travis County
Travis County Health Fair	4/22	Travis	700 Lavaca St., Austin	2	8	160	20.0	COA
Dell Earth Day	4/22	Williamson	Dell – Round Rock	2	6	145	24.2	CAPCOG
Wimberley Market Days	6/6	Hays	Wimberley	4	12	520	43.3	CAPCOG and COA
Chisolm Trail Roundup	6/11 – 6/13	Caldwell	Lockhart	1	35	940	26.9	CAPCOG
Luling Watermelon Thump	6/25 – 6/28	Caldwell	Luling	3	26	750	28.8	CAPCOG
City of Austin Safety Conference	6/30	Travis	Palmer Event Center – Austin	4	12	60	5.0	COA
Getting Connected	9/2	Travis	Palmer Event Center – Austin	4	9.5	58	6.1	COA
ACC Riverbat Bash	9/17	Travis	ACC Highland	3	10	123	12.3	CAPCOG
Pecan Street Festival	9/27	Travis	6th St. Austin	3	6	260	43.3	COA
Hutto Olde Tyme Days	10/18	Williamson	Hutto	2	10	263	26.3	CAPCOG
TOTAL	n/a	n/a	n/a	n/a	169	3,992	23.7	n/a

Table 23. Events staffed by CAPCOG and other CACAC members – only partial data available, 2015

Event Name	Event Dates	County	Location	# Staff	# Staff Hours	# Contacts	Total Attendance Estimate
Art Squared	6/13	Hays	San Marcos	?	?	?	225
Department of Aging and Disabilities Wellness Council Health Fair	?	?	?	2	?	151	?

In addition to these data, CAPCOG also obtained estimates for total attendance for the following events listed above:

- AISD Sustainability Fair: 54
- Zilker Garden Festival: 6,000
- Travis County Health Fair: 400
- Wimberley Market Days: 5,000
- Art Squared: 225
- Chisolm Trail Roundup: 2,600
- Luling Watermelon Thump: 30,000
- ACC Riverbat Bash: 300
- Pecan Street Festival: 200,000⁷

⁷ Based on prior experience, this estimate seems high.

Based on Texas Workforce Commission data, the average hourly wage for local government employees in the 2nd quarter of 2015 (the most recent data available) was \$21.70.⁸

Financial support included the payment of booth fees, the use of promotional/educational items, the use of the “Clean Air Coalition” tent, and staff-related expenses (salary and travel only, accounted for in Task 3.3) required for staffing and supporting these events.

Comparison to 2014

The following table provides a summary of some of the major data points tracked for events that CAPCOG and other CACAC members staffed in 2015.

Table 24. Comparison of event data for 2014 and 2015 for which all information is available⁹

Data Point	2014	2015	Difference	% Difference
# Events	30	15	-15	-50%
Staff Hours	176.5	169	-8	+5%
Persons Reached	2,127	3,992	+1,865	+88%
Persons Reached per Staff Hour	12.1	23.7	+11.6	+96%

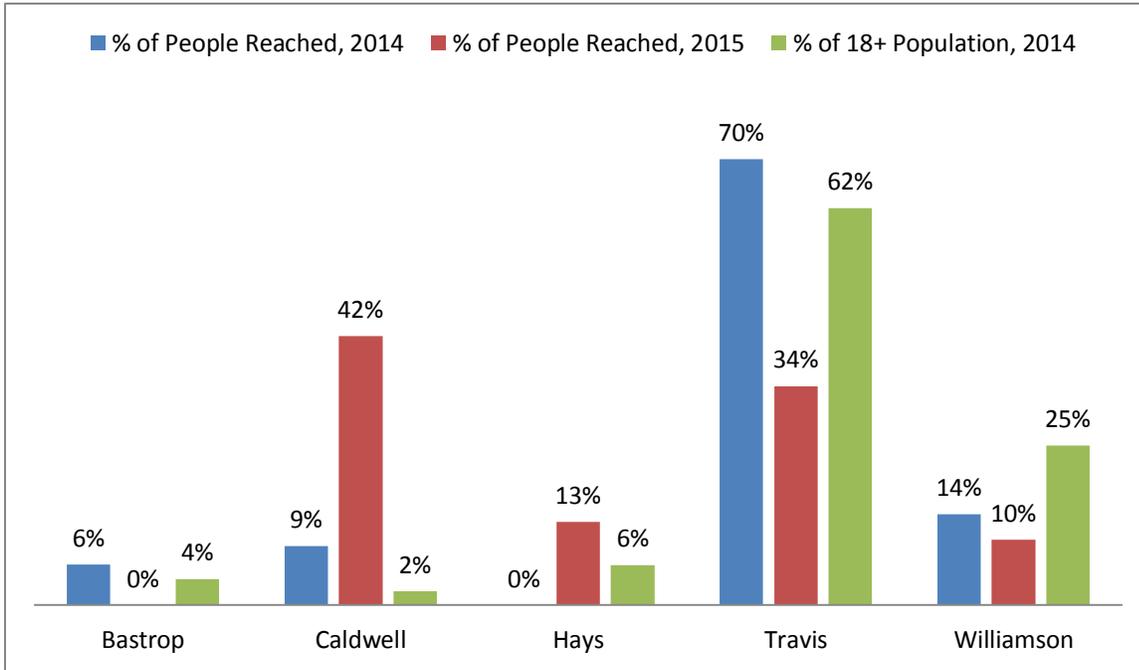
As the table shows, while there were fewer events and staff time spent staffing events in 2015 compared to 2014, there was a substantial increase in the number of people who were reached, increasing the efficiency of these substantially compared to 2014, when event staffing was far less coordinated. Using the average hourly rate described above for local government employees, the cost for the staff time for these events totaled approximately \$3,700 for 2015, not counting travel costs or fringe benefits. This yields a cost ratio of \$0.92 per person contacted (\$920 per thousand). This is many times higher cost per person contacted than the cost for radio advertising, which was about \$15 per thousand in 2015. While this is a much better ratio for events than in 2014, a cost-benefit analysis of the use of staff time for such events strongly points to the need to recruit volunteers to staff such events rather than relying on paid local government personnel.

The figure below shows a comparison of the geographic distribution of the people reached through events in 2014 and 2015, along with the distribution of the adult population within the MSA in 2014.

⁸ Texas Workforce Commission. Quarterly Employment and Wages. Local Government employees, 2nd Quarter 2015 for the Austin-Round Rock MSA. Avg. Weekly Wages = \$868; @ 40 hours per week, hourly wage = \$21.70. <http://www.tracer2.com/cgi/dataanalysis/industryReport.asp?menuchoice=industry>

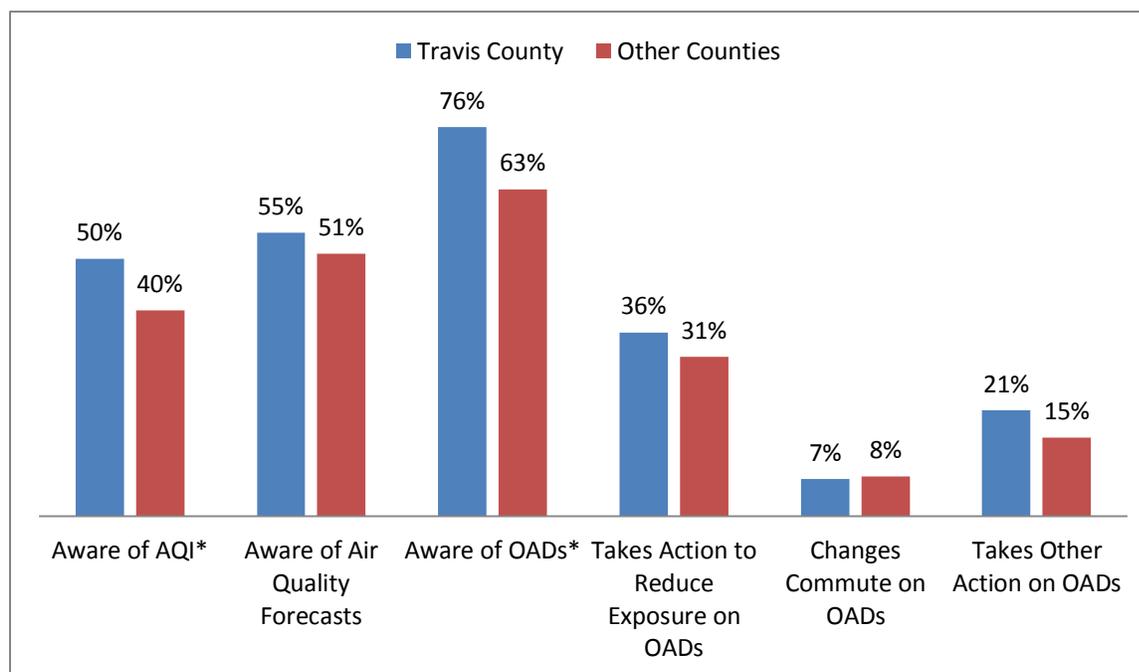
⁹ Excludes the 3 events for which CAPCOG only has partial data for 2015. These reached at least another 311 individuals. Outreach event data from 2014 report is used, with data from the Central Texas Environmental Summit added.

Figure 14. Geographic distribution of people reached through events, 2014 and 2015



This chart shows a disproportionate % of people reached through events were in Caldwell County relative to the county’s population, and disproportionately lower percentages in all other counties.

CAPCOG’s 2015 survey data did show that there were some noticeable (though not necessarily statistically significant) differences in the levels of air quality awareness and willingness to take action to reduce emissions between responses from Travis County and the other counties in the MSA (grouped together). Responses that had statistically significant differences at a 95% confidence level are marked with an asterisk.

Figure 15. Variation in selected 2015 survey responses by county type

These results suggest that there is a benefit in focusing more heavily on outreach efforts in the other four counties relative to their % of the population since fewer of them are aware of the air quality index or ozone action days. That being said, achieving a more balanced distribution of people reached through in-person outreach activities in 2016 would be a good goal.

Task 3.3: Miscellaneous Outreach and Education Activities

Task 3.3 included miscellaneous outreach and education activities not specifically described elsewhere. During this period, this included \$9,507.80 in expenses:

- A portion of the salary/wages paid to CAPCOG’s part-time air quality program specialist to pay for time spent on outreach activities: \$5,442.80;
 - June 2015: 44 hours (34% of Fred Blood’s time);
 - July 2015: 54 hours (81% of Fred Blood’s time);
 - August 2015: 78 hours (78% of Fred Blood’s time);
 - September 2015: 95 hours (98% of Fred Blood’s time);
 - October 2015: 47 hours (35% of Fred Blood’s time);
 - November 2015: 2 hours (3% of Fred Blood’s time);
- A contract with a graphic designer: \$4,065.00:
 - Designing an “Air Central Texas” logo: \$1,500.00
 - Creating an “Air Central Texas” branding guideline document: \$1,000
 - Designing an air quality flier for schools: \$1,565.00.

Task 4: Administration

Task 4 under in CAPCOG’s scope of work covered CAPCOG staff time required to complete administrative work required for Tasks 1, 2, and 3. This included:

- Conducting procurements for contracts for fleet outreach under Task 1, for radio advertising under Task 3.1, and for a graphic designer under Task 3.3;
- Monitoring the performance of contractors, processing invoices, and reviewing deliverables;
- Conducting procurements for other expenses such as booth fees, promotional items, rewards for participation in MyCommuteSolutions.com (under Task 2);
- Developing radio advertising messages (under Task 1), content for an Air Central Texas school flier (under Task 3.3), and commuter contests (under Task 2); and
- Processing payment authorizations, preparing invoices, etc.

Whereas only the salary expenses associated with direct outreach activities from CAPCOG’s former part-time, temporary Air Quality Program Specialist Fred Blood were charged to Task 3.3, salary charges for CAPCOG’s Air Quality Program Manager Andrew Hoekzema and from CAPCOG’s former full-time Air Quality Program Specialist Linda Daubert were charged to Task 4. The following table details the number of hours spent by CAPCOG’s two full-time air quality personnel charged to this project during 2015.

Table 25. Full-time CAPCOG Air Quality staff time charged to this ILA

Month	Andrew Hoekzema	Linda Daubert	Combined
May 2015 ¹⁰	16	0	16
June 2015	3.5	0	3.5
July 2015	1	0	1
August 2015	1	5	6
September 2015	25	43	68
October 2015	4	14	18
November 2015	0	0	0
December 2015	0	0	0
January 2016 ¹¹	0	0	12
TOTAL	50.5	62	112.5

Other expenses included in this task include:

- Fringe Benefits (allocated each month based on program salary expenses);
- Copy Expenses;
- Postage (used for sending MyCommuteSolutions prizes to winners);
- Accounting Services (allocated each month based on # of transactions);
- Payroll/Personnel Services (allocated each month based on # of FTEs);
- Regional Travel (used for meetings regarding MyCommute Solutions); and
- Indirect costs (charged as a % of program salary expenses; 25.99% in FY 15, 27.8% in FY 16).

Copies of CAPCOG’s cost allocation plans for FY 2015 and 2016 are available on CAPCOG’s website.¹²

¹⁰ Actual staff time required to complete June – August radio procurement in May 2015 exceeded 16 hours, but was cross-subsidized by CAPCOG’s FY 2014-2015 near-nonattainment grant.

¹¹ Actual staff time required to prepare this report was approximately 60-80 hours. CAPCOG paid for this time using other funding sources. For future planning, the budget for preparing similar reports should be approximately \$4,000 - \$5,500.

¹² <http://www.capcog.org/divisions/administration/financial-reports>

Conclusions and Recommendations

This section provides conclusions that can be drawn from outreach and education activities described in this report, a comparison of activities in 2015 to the recommendations made in the 2014 report, and recommendations for outreach and education activities in 2016.

It should be noted here that this report does not cover all air quality outreach and education activities that were completed during this period by CAPCOG. For example, time spent doing outreach to CAC members, schools, preparing press releases, etc. that as charged to CAPCOG's near-nonattainment grant was not covered in this report. The purpose of this report is to provide the City of Austin and CAC members general information on air quality activities that were funded and carried out through the use of local resources, whether they were interlocal contracts with CAPCOG for radio advertising or the use of staff time to conduct in-person outreach at community events throughout the region that was paid for using local funding.

Recap

In general, CAPCOG believes that regional air quality outreach and education activities were successful and built on the progress that was made in 2014 towards a more coordinated, organized outreach effort captured in the Outreach and Education Plan. Almost as importantly, in the areas in which CAPCOG or regional partners faces challenges, the lessons that were learned from those experiences will help the regional effort improve efforts in 2016.

While the Fleet Initiative (Task 1 of the SOW for this ILA) was not able to achieve as much as CAPCOG and the City of Austin had initially hoped in terms of getting new emission reductions, the work performed helped provide CAPCOG and the CAC with a much clearer understanding of the opportunities and constraints for achieving emissions reduction through fleet operations and practices. The clearest future opportunity that was identified in the LSCFA's final report was for regional assistance to small- and medium-sized fleets in applying for emission reduction grants such as TERP. It was also clear that many fleet managers do not currently seem to make air quality concerns a priority, even if their jurisdiction has made emission reduction commitments related to their fleet. To the extent that fleet emission reduction strategies are a part of the OAP Action Plan moving forward, a lot more needs to be done to get the staff responsible for these fleets on-board with what is going to be expected of them.

Implementing the incentives for participation in MyCommute Solutions (Task 2) was more of a challenge than had been expected due to factors beyond CAPCOG's control. Namely, changes in the staff and management at CAMPO in 2015 and logistical barriers to simply providing the incentives to CAMPO to use in this effort forced CAPCOG and the City of Austin to find other solutions. That delayed full implementation of this task, which is why the full \$80,000 authorized for this contract was not spent. Once CAPCOG set up the incentives in September and October 2015, there is clear evidence that it had an impact on participation in the program, and that maintaining such levels of participation requires providing such incentives on an on-going basis.

The regional advertising, in-person outreach through events, and development of a logo, branding, and a new school flier for Air Central Texas under Task 3 were successfully executed, and CAPCOG's regional survey in 2015 indicates that the regional outreach effort is having an impact on levels of air quality awareness and on willingness to take steps to avoid ozone exposure, but for a 2nd year in a row, did not seem to indicate that they managed to persuade significant parts of the public to take action to reduce emissions. The survey results did seem to show that the efforts led by City of Austin and CLEAN AIR Force to educate meteorologists may have had a disproportionately large impact on air quality awareness within the region. Fewer ads were run in 2015, but the process used to do the procurement

and collect and analyze data after the ads were run provided a set of objective criteria to evaluate the performance of the regional advertising that had not previously existed, and there is some evidence that the ads had some impact on interest in the DACM program and levels of air quality awareness generally.

Review of Recommendations from 2014 report

CAPCOG prepared a set of recommendations in the 2014 report. The table below summarizes these recommendations and what, if any, action was taken in 2015 in response to these recommendations.

Table 26. Review of 2014 recommendations and 2015 actions taken

Recommendation in 2014 Report	Action Taken in 2015
<p>Prepare a short list of high-impact emission reduction measures that can be implemented in less than a year to focus the 2015 outreach and education messages on.</p>	<p>None.</p>
<p>Focus the message for 2015 on the urgency of reducing emissions to reduce the risk of being designated nonattainment.</p>	<p>At most, if not all, of CAPCOG’s outreach activities, staff emphasized the importance of achieving emission reductions in the near-term in order to reduce risk of a nonattainment designation.</p>
<p>Conduct outreach to the local TV and radio broadcasters and meteorologists regarding the EPA’s ozone standard proposal.</p>	<p>City of Austin and CLEAN AIR Force hosted a luncheon for local meteorologists at the beginning of the ozone season. Anecdotally, TV weather reports seemed to feature air quality forecasts more frequently, and the survey data from October 2015 indicate that the increase in general air quality awareness may be largely or entirely attributable to the increased attention given to it from TV weather reporters.</p>
<p>Coordinate radio advertising buys and message development among City of Austin, Travis County, CAMPO, and CAPCOG.</p>	<p>CAPCOG purchased all of the air quality-related radio ads that Travis County and City of Austin would have otherwise purchased on their own in 2015 through interlocal contracts with each organization. CAMPO declined to participate in this joint radio buy. City of Austin and Travis County staff participated in the procurement process for this project.</p>
<p>Renew efforts to recruit key institutional actors to reduce emissions, including: Independent School Districts; Universities and Colleges; and Health Institutions.</p>	<p>Towards the 2nd half of 2015, CAPCOG began working in earnest to reach out to school districts and health institutions, including several of the largest school districts and St. David’s Health foundation. CAPCOG also met with U.T.’s Chief Sustainability Officer in June, although additional follow-up has not occurred yet.</p>

Recommendation in 2014 Report	Action Taken in 2015
<p>Develop “commitment cards” and online forms to help track individual and organizational commitments and conduct follow-up at the end of the ozone season through e-mails and phone calls.</p>	<p>CAPCOG hired a graphic designer under this interlocal agreement to design a logo and branding guidelines that will be used on future material. As part of the RFP process for this contract, firms were supposed to review the Air North Texas website design, including the section on individual commitments. The contractor CAPCOG selected – BrightLeaf Group – can easily design a commitment card in early 2016 under the current contract.</p>
<p>Improve the resource efficiency of staffing events. Be strategic about which events to staff. Recruit additional personnel – including volunteers – to help staff community events and conduct presentations – as part of the regional outreach efforts.</p>	<p>Data from the events in 2015 clearly showed significant increases in efficiency, although the continuing need to use paid staff members from partner organization remained a significant resource commitment, as well as a barrier to actually taking on the staffing of some events entirely, such as Frontier Days in Round Rock.</p>

Recommendations for 2016

CAPCOG’s recommendations for outreach and implementation assistance efforts in 2016 are listed below:

1. Modify the regional air quality outreach message to balance the need for short-term emission reductions, longer-term emission reductions, and exposure reduction;
2. Change the radio advertising strategy to focus on increasing overall levels of air quality awareness and exposure reduction;
3. Expand work with local meteorologists;
4. Expand outreach to institutions (schools, colleges, universities);
5. Recruit and train volunteers to staff events;
6. Focus Commute Reduction Efforts on Employers
7. Develop an Air Central Texas website and social media platforms;
8. Provide CAC members with technical assistance for fleet grant applications; and
9. Standardize outreach and education data collection in order to minimize confusion, improve accuracy, and reduce the amount of staff time needed to reconcile data from different sources.

Appendix A: Electronic Deliverables Submitted

CAPCOG is submitting the following electronic deliverables along with this report:

- Task 1 – LSCFA Final Report.pdf
- Task 3.1 – Radio Ad Data.xlsx
- Task 3.3 – ACT Branding Guidelines.pdf
- Task 3.3 – ACT Logos.zip
- Task 3.3 – ACT School Flyer.zip