



# 2022 ANNUAL PROGRAM REPORT



*An education, public awareness  
and outreach effort by:*



# TABLE OF CONTENTS



|  |    |
|--|----|
| Situation Analysis .....                                   | 1  |
| Objectives and Performance Tracking.....                   | 2  |
| Program Messaging .....                                    | 3  |
| Studied Outcomes of 2022 Program Strategies .....          | 4  |
| Campaign Snapshot .....                                    | 12 |
| Moving Beyond Impressions & Traditional Media In 2023..... | 14 |

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## SITUATION ANALYSIS

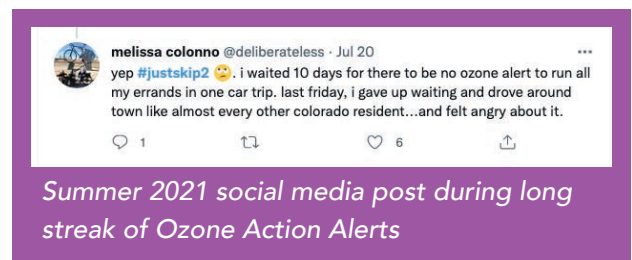
*Simple Steps. Better Air.* (SSBA) continues to be a valuable communication vehicle to illustrate the problem with air quality in the Denver metropolitan area and North Front Range, and to encourage and champion actions that eliminate pollution. At the outset of its seventh program year, communication strategies were planned that have been reliable and effective in increasing awareness of ground-level ozone among target audiences<sup>1</sup>, as well as new strategic components to better influence behavior change of Coloradans.

### KNOWN STRENGTHS OF THE CAMPAIGN IN EARLY 2022:

- Program partners join SSBA year after year to expand its visibility, encouraging their own audiences to complete “simple steps” that lead to better air quality in our region
- Stakeholder agencies such as the Colorado Department of Public Health and Environment (CDPHE) and municipal and county health departments align messaging, adding to the credibility of SSBA as a health-focused program
- Resources that SSBA provides, especially content, are useful tools for communities when trying to engage constituents and residents about air quality issues

### KNOWN CHALLENGES FOR THE CAMPAIGN IN EARLY 2022:

- While 2021 public research showed SSBA’s two target audiences had a higher than ever level of awareness of air quality issues, there were signs of message fatigue coming into the seventh year - with near daily Ozone Action Alerts in summer 2021, the Colorado Department of Transportation (CDOT) needed to pause electronic messages over roadways to make room for essential road safety messages
- There was uncertainty of what environmental differences would exist in 2022 and how late in the summer ozone season the program messaging would need to run



### KNOWN OPPORTUNITIES FOR ENGAGEMENT AND OUTREACH IN EARLY 2022:

- Leverage paid media to reach more Coloradans with a higher frequency of messages
- Build on our social media following to allow more two-way communication by providing content that tells a simple story; make it easy for target audiences to connect the dots between air quality education and awareness and programs that offer something in return for actions that improve air quality

<sup>1</sup>*Simple Steps. Better Air.* has two primary target audience segments: parents with kids 4-16 years old and employed adults 22-32 years old

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## OBJECTIVES AND PERFORMANCE TRACKING

The 2022 SSBA Strategic Communications Plan was developed in early 2022 and presented to the RAQC in the spring. Based on the program’s key objectives, progressive outcomes and goals were developed – in short, what does achieving greater success of communication strategies look like, and in areas where there are challenges, what benchmarks would demonstrate success? The following grid reflects planned goals and eventual outcomes.

| STRATEGIC OBJECTIVE   | KPI*  | 2021 TOTAL  | 2022 GOAL  | 2022 OUTCOMES  |
|---|---|---|--|--|
| Build on momentum of awareness through paid/earned/owned media, and partnerships to encourage specific actions each week that can reduce ground-level ozone and positively impact GHGs* | Increase year-over-year paid impressions with new tactics   | 19.8M<br>(19,795,834)                               | 10% increase paid media impressions (21M)  | 140% increase (47.6M)  |
|   | Maintain/exceed level of earned media mentions  | 768   | Maintain 2 year avg earned media mention (788)   | ~ 513  |
|   | Offer additional and expanded messaging/assets for the RAQC TV Meteorologist Advisory Group                           | 20 versions   | 26 versions for TV meteorologists  | 53 assets/versions created   |
|   | Increase partner posting of SSBA #JustSkip2 content   | 57x   | Increase use of campaign hashtag #JustSkip2 content 15% (66x)  | 37% increase (78x)   |
| Engage in direct stakeholder outreach through an SSBA content-focused event that is executed through digital media  | Hold annual event for SSBA Community Collaboration Group; Offer branded SSBA materials                                | 2-day virtual event in May/ SSBA Toolkit            | May 2022 virtual event (expanded toolkit) <sup>2</sup>   | Customized content toolkit push during virtual stakeholder meetings Feb - May for Nat'l Air Quality Awareness Week; SSBA Community Collaboration Group & RAQC Local Gov. Working Group Joint Meeting, May 24th with toolkit/survey; custom content for Skip2Win Sweepstakes with Denver7 and Pedego Electric Bikes in Aug/Sept |
| Work with one organization, local government, or corporate partner to introduce an SOV-commute reduction program, suggest a process to track, measure and report behavior change        | Achieve participation in at least one program, collect metrics for trip reduction and demonstrate emissions reduction | Not offered in 2021 due to COVID-19 and remote work | Achieve participation with a program, collect metrics for trip reduction and demonstrate emissions reduction (minimum 15 individuals track and report commuting behaviors) | Offered community-based program to Westminster and Golden; progress made in collaboration with municipalities to identify what a program would look like and include   |
| Achieve sufficient in-kind to meet grant requirement by EOY 2023*   | Achieve at least half of total amount needed by the end of 2023   | \$104,464   | Secure 50% of two-year in-kind match requirement (\$187,088)   | Program in-kind paid media exceeded two-year match requirement by 35% in single year (\$253k)  |

\*Terms to know: GHG - greenhouse gases

EOY - End-of-year (2-year match requirement = \$187,088)

KPI - key performance indicators

<sup>2</sup>Expanded toolkit: additional assets

created based on partner feedback

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## PROGRAM MESSAGING



New messaging for 2022 addressed health impacts of air pollutants other than ground-level ozone and actions to prevent poor air quality



Messaging used on SSBA channels was further customized for unique audiences and seized timely opportunities in summer months



Diverse tactics in 2022 ensured suburban and rural audiences were exposed to SSBA messages

## ALERT DAY MESSAGING:

Simple Steps. Better Air. provided alert messages and calls-to-action on 46 Ozone Action Alerts between mid-May and late-September. Email, SMS text, and social media are the primary tactics used to deliver messages. This year, there were increased contacts for email alerts (131 more in 2022 than 2021) and text alert sign-ups with individuals using 303, 720, and 970 area codes (nearly 80 more in 2022 than 2021).

## STUDIED OUTCOMES OF 2022 PROGRAM STRATEGIES

Heading into the 2022 summer ozone season, the SSBA Team considered the communication strategies that would both elevate regional programs that reduce emissions and continue to leverage the credibility created by the campaign over seven years. The following are brief studies of how these strategies went to work and resulted in some of the best performance metrics SSBA has ever had.

### STRATEGIC PARTNERSHIPS EXTEND CAMPAIGN SEASON

*Simple Steps. Better Air.* maintains partnerships within multiple sectors, including local and state government and education, advocacy organizations, industry, and media. Many of these partners continue to be important influencers and advocates of air quality issues in that their work complements, enhances, and elevates the campaign year-round.

**Our Challenge.** Collaborate with CDPHE and its Air Pollution Control Division (APCD) to support community engagement and create content that explains the complexity of air pollution in a straightforward way and that provides equitable resources for monolingual Coloradans. Communication about air quality issues for Black, Indigenous, and People of Color (BIPOC) is becoming more intentional and frequent, yet context is needed to illustrate how various sources of air pollution may impact Coloradans differently based on factors such as where they live or access to programs.

**Our Approach.** The SSBA Team worked with CDPHE/APCD to support conversations it began with the public, including native Spanish speakers, in early 2022. Content was needed to promote listening sessions held throughout winter and spring months. It was also determined that both English and Spanish media was necessary that could briefly explain the basics of ground-level ozone in our region, where it comes from, and consequences to Coloradans' health. This video and graphic media would be ideal to publish on the state's communication channels and SSBA's channels, and to offer to all local governments and organizations in the Regional Air Quality Council's network, especially those communities with disproportionately impacted citizens. In the longer term, SSBA planned to utilize video and graphic assets created during the national week of recognition in early May, Air Quality Awareness Week, to engage the public broadly to be aware and alert of summer air pollution, and to take action to protect health and prevent poor air quality each week.

### How It Worked.

- The SSBA Team worked with APCD to produce a toolkit with multiple colorful graphics, copy for digital communication, links to listening sessions hosted by APCD, and bilingual videos in English and Spanish.
- The SSBA Team promoted the listening sessions and the toolkit to partners and stakeholders each month between January and May (emphasis on Air Quality Awareness Week).
- During the promotion of the APCD listening sessions the first week of May, there were more than a dozen new opt-ins to text and email Ozone Action Alert notifications.
- So far both videos have more than 300 combined views on SSBA's YouTube channel



# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



**Our Challenge.** Inspire new and increased ridership for the region’s various transit agencies participating in Colorado’s first, free fare August, a program to benefit air quality. Despite the ease of riding public transit in Metro Denver and the North Front Range, we were faced with common perceptions that transit is complicated and that independence is lost without a personal vehicle.

**Our Approach.** The SSBA Team understood it had a role in content development and promotion for this initiative given that it aimed to reduce vehicle emissions. Public transit has long been a core message of the campaign. It also was a great opportunity to link arms with the Regional Transportation District (RTD), as well as the City of Loveland and Greeley-Evans Transit (GET), and the North Front Range Metropolitan Planning Organization (NFRMPO) after the pandemic forced lower ridership. Through conversations with partners, two messaging areas took form: take the bus or train to places you want to go or see - not your office building, and get even farther by combining public transit with another mode, such as a bike or scooter.

## How It Worked.

- SSBA worked directly with RTD, NFRMPO, GET and the City of Loveland in July 2022 to determine shared messaging that would encourage users of transit during the month of August. Multiple messages were developed and shared among the agencies and the team.
- RTD General Manager and CEO Deborah A. Johnson joined RAQC Executive Director Michael Silverstein in July for an SSBA paid segment on the daily lifestyle broadcast, Great Day Colorado. The more than five minute segment at an RTD bus stop provided essential information about “Zero Fare for Better Air,” the process for riders, and the relevance and importance of use of mass transit to improve air quality.
- Throughout July and August, SSBA utilized transit-positive content related to “Zero Fare for Better Air” and other free transit programs in the region on the campaign website, on social media channels, and in nearly 20 Ozone Action Alert notifications.



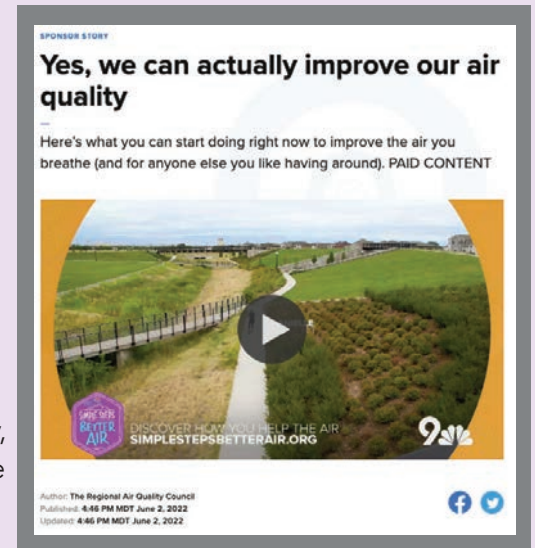
- SSBA was mentioned about 20 times in the Twitter-based conversations during August free fares month. SSBA’s top tweet was its July 28th Twitter post featuring “Zero Fare For Better Air” content with 1,390 impressions delivered and 36 engagements with our partners and stakeholders.

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



**Our Challenge.** Find a way to direct the narrative on the Denver region’s air quality issue leveraging the SSBA Team’s relationship with news media.

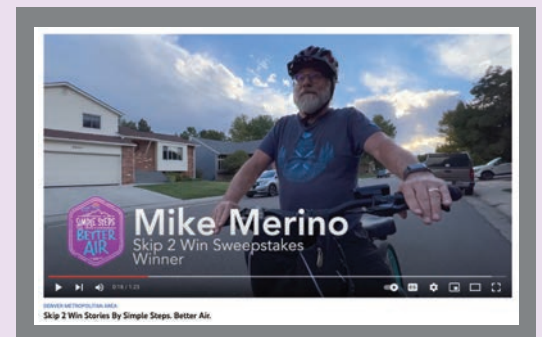
**Our Approach.** Launching the season with sponsored content was the idea when SSBA decided to write an article for the popular news media website, 9news.com. The article would be published at the beginning of June, the official start of summer ozone season. SSBA would craft the narrative and both dispel the myths that exist about behavior change and offer third party validators who could speak to programming that exists to reduce emissions. Steve Erickson of the Denver Regional Council of Governments and Sheryl Machado with the Denver South Transportation Management Association would provide the quotes that supported the article’s call-to-action: there are two things the public can do immediately to improve air quality in their community. Additionally, links to 9news reports about air quality were added to enhance the credibility of the information and aesthetically, appear more like produced news content.



Winding down the ozone season with a giveaway that would also generate great content was the strategy behind the “Skip 2 Win Sweepstakes” in late August-early September. SSBA would be able to push its message “Skip two car trips each week for better air” and incentivize action with a free e-bike rental. New partner, Pedego Electric Bikes, would provide two of its popular e-bike models to a winner for one full week, offering to both drop off/pick up the bikes from the winner’s home, and teach him/her how to properly operate and stay safe on the bikes. Denver7, the Denver ABC News affiliate, would host the contest and sign ups, promote it on its website, and require those who entered to provide qualitative feedback about their own driving behaviors and perceptions.

## How It Worked.

- “Yes, We Can Actually Do Something About Air Quality” on 9news.com had more than 900 digital readers and the average time spent on the article was just over 10 minutes. Our partners at 9news noted that this was twice as long as time spent on the average 9news.com news reports on other pages of its site.
- The “Skip 2 Win Sweepstakes” generated more than 750 impressions on Denver7’s website and close to 100 individuals went to the contest page that featured our content. A south metro resident, Mike Merino, was an enthusiastic winner of the e-bike rental and agreed to talk about how the bikes would provide a new way for his family to get around without a car...he and his wife even took the bikes to Breckenridge for a few days. The “Skip 2 Win Stories” video and social media content SSBA created was featured for weeks on its digital/owned channels. Mike Merino purchased an e-bike for his family after the free week and is using it to avoid car trips.





# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



Additional partners were added and/or collaboration was expanded in 2022. An exciting effort to provide a customized toolkit to Denver City Council and their staff began in early summer. This led to direct collaboration with Denver City Council District 4 to promote alternate transportation as an air quality-positive option to get to the community's South by Southeast party in August. SSBA appreciates the ongoing work of its 100+ local and state governments, public health and education, news media, advocacy, and business and industry partners to use SSBA content in their own conversations about air quality, and that our partners understand their audiences are our audiences.

*"The Simple Steps. Better Air. campaign helps me and other Denver City Council members easily engage and educate our residents on an important health and environment topic. We share the goals of improving air quality and promoting alternative transportation. We value this important partnership."*

— Kendra Black, Denver City Councilwoman for District 4



## ENGAGING MEDIA INFLUENCERS AND EARNING FREQUENT EXPOSURE

*The RAQC TV Meteorologist Advisory Group consistently uses SSBA alert and call-to-action messaging to inform the public about poor air quality. There were more than 250 unique broadcast mentions for keywords in 2022, securing 7M+ impressions.*



*Denver-based media personality Kathie J highlighted SSBA messaging for her special broadcast TV show on Earth Day; during a Facebook Live broadcast watched by 1.7k people, Kathie J promotes electric vehicles as a way to reduce emissions for National Drive Electric Week.*



*Chief Meteorologist Dave Fraser from Fox 31-TV shares SSBA content created for Air Quality Awareness Week with his large social media following.*

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## OWNING THE NARRATIVE

Paid media\* as a strategy provided the campaign with another level of access to our target audiences and the general public. Digital, broadcast, billboard, transit, and event-based advertisements were used to emphasize essential calls-to-action.

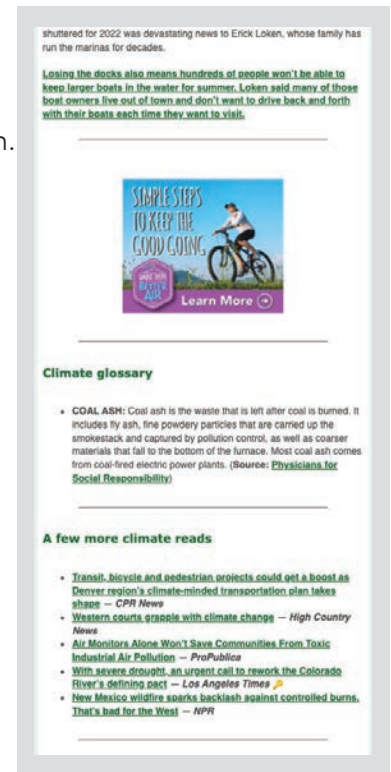
An estimated **47,661,895 impressions** were delivered through targeted paid media tactics. That represents a 140% increase from 2021. Our paid media partners were asked prior to the beginning of the summer campaign to support new grant requirements, and those partners delivered in a big way. **Our paid media partners secured \$253,346 in bonus media value in a single year**, exceeding the two-year requirement by 35%.

## HIGHLIGHTS OF 2022 PAID MEDIA

- Influential subsets of paid media platforms leveraged for success: 9News article, “Yes, We Can Actually Do Something About Air Quality” (related ads garnered 264k impressions & 178 clicks to program website), Colorado Public Radio’s climate-focused newsletter (Increased reach, open rates, and clicks to program website from 2021), and Fox 31-TV’s partner The Weather Channel app (weather-triggered and customized ads garnered 100k impressions & 183 clicks, and best click-through-rate of .20%)
- Social listening\*\* drove well above benchmark click-through-rates, 1.58% CTR, on banner ads; creative ads that featured more diverse individuals within our two target audience segments were many times, preferred in AB testing; top performing target audience segments: *Climate Air & Control, Family Trip Pics, Environmentally Conscious, and family trip videos*
- Paid broadcast impressions began to shift more heavily into digital platforms that are better targeted to our audiences (ex. 322k impressions in 2022 vs. 84k in 2021 on Denver7+ streaming platform; 9news delivered 885k more targeted digital impressions than broadcast impressions)
- SSBA shared paid media resources with partners who had additional incentive to offer, including: Ace Hardware, RTD, DRCOG/Way To Go, Pedego Electric Bikes)

“Simple Steps. Better Air. really cares about introducing people to new, helpful ways of getting around. It was a pleasure working with them to tell the story of how e-bikes are giving people a mobility option that can contribute to better air. We even got a sale out of it. Love a promo that pays for itself.”

— Paul Mutch, Pedego Electric Bikes



\* Paid media is defined as marketing that is purchased, including branded TV advertisements, public service announcements or appearances, online/digital ads, including paid social media posts, and print advertising. In most situations, organizations pay for an agreed upon number of placements or impressions (how many times a brand or message was delivered).

\*\*Social listening is tracking audience conversations and mentions related to products or topics on social media platforms, and then following the audiences to other digital sites and platforms where ads with your content are delivered to them.

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## DIGITAL/OWNED\* MEDIA METRICS SHOW UNPREDICTABLE ECOSYSTEM



Content created for YouTube led to social media metric gains in 2022. With the popularity of Tik Tok and video content that is categorized as entertainment, SSBA was able to both draw viewers to its channel and offer multiple videos about air quality - both informative and fun. There were 53% more views than 2021 and 124% more watch time than similar time periods in 2021. As a valuable tool for information, YouTube continues to be helpful to SSBA in that it's easy for the public to access and because of its popularity - it's the second most-used search engine after Google.



While SSBA has grown both followers and reach of its social media platforms, the updates to Meta's (Facebook and Instagram's parent company) algorithm have impacted the overall engagement of the program's Facebook and Instagram feeds. Studies show that Facebook Page engagements have continued to decline. Twitter metrics show a very different picture for SSBA in 2022. In the following graph, SSBA's following on Twitter has steadily increased year-over-year, and after a large dip in engagement in 2021, engagement on SSBA's account rebounded more than 200%. Still, there were highlights in engagement related to SSBA content. The use of SSBA's unique hashtag, #JustSkip2, was used by partners 78 times between May and September, a 37% increase from 2021.



### Simple Steps. Better Air. Social Media Trends

|  | 2019 Followers | 2020 Followers | 2021 Followers | 2022 Followers | 2020 Engagements | 2021 Engagements | 2022 Engagements |
|--|----------------|----------------|----------------|----------------|------------------|------------------|------------------|
|  | 937            | 945            | 956            | 966            | 218              | 147              | 513              |
|  | 1,616          | 2,156          | 2,400          | 2,723          | 1,200            | 1,500            | 343              |
|  | 135            | 184            | 228            | 247            | 643              | 380              | 315              |

Metrics provided through Hootsuite social media management

\*Owned media is defined as any online content created, controlled and used by a branded program or organization to reach audiences. This includes a website, social media channels, blogs, email marketing, or videos, white papers and essays that can be used online to provide insight and information.

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## SIMPLESTEPSBETTERAIR.ORG WEBSITE

Knowing the value of content in the digital world, the program website was refreshed bimonthly between May and October 2022. Content about events such as Bike To Work Day, Zero Fare for Better Air, and the Skip2Win Stories was featured on the homepage while the “Simple Steps” page remained the quick, a la carte menu for individuals who want to know what air quality actions are right for them. These more frequent content updates provided new information to visitors, made it easier to learn the most impactful actions that improve air quality, and reminded the public of timely campaign activities. That strategy, paired with paid media that used stronger targeting methods, drove trends and created a positive trajectory compared to 2021. Between June 23 and August 14, traffic to the website never fell below 300 daily users despite fewer Ozone Action Alert days than last year.

### SimpleStepsBetterAir.org Analytics & Trends

|                      | 2019   | 2020   | 2021   | 2022   | YOY % Change |
|----------------------|--------|--------|--------|--------|--------------|
| Users                | 9,103  | 11,628 | 9,305  | 11,628 | +25          |
| Sessions             | 11,893 | 13,782 | 10,574 | 13,782 | +30          |
| Avg Session Duration | 42 sec | 1:18   | 32 sec | 28 sec | -12          |
| Pageviews            | 16,915 | 21,417 | 14,317 | 48,132 | +236         |
| Bounce Rate          | 80.9%  | 78.7%  | 81.5%  | 90%    | +9           |

*\*Annual tracking periods are September 1 - August 31*

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## CONTENT COLLABORATION SPOTLIGHT - SSBA/RAQC AND SUFFER BETTER

### 2022 Running Up For Air Event

A longtime nonprofit partner, [Suffer Better](#), worked closely with SSBA at the first of the year to develop content that aimed to meet two objectives: inspire trail runners to sign up for an SSBA-sponsored event that brings attention to our regional air quality and raises private funds for climate advocacy organizations, and educate participants about how air quality impacts them as endurance athletes. The result was a short, three minute video featuring RAQC staff that described current air quality challenges for outdoor enthusiasts and called on the viewer to take action immediately to reduce vehicle trips that lead to air pollution.

“I love the idea of making sure our athletes understand the role they can and should play.”

— Peter Downing, Founder, Suffer Better

Both SSBA, the RAQC, and Suffer Better distributed the video and related content on social media, newsletters, and in stakeholder conversations in January and February. The video was also provided to Suffer Better’s “Running Up For Air” event partners across the western region of the U.S. so they could share it with their race participants.



Simple Steps. Better Air.:  
Running Up For Air 2022



# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## CAMPAIGN SNAPSHOT/ONE-PAGER



# 2022 COMMUNICATIONS RESULTS

## SUSTAINED MESSAGING THROUGH PARTNERSHIPS

JANUARY



**Simple Steps. Better Air: Running Up For Air 2022**

SSBA and advocate organization Suffer Better's Running Up For Air event (content creation)

FEBRUARY



RAQC TV Meteorologist Advisory Group pre-ozone season meeting (social conversation)

APRIL-MAY



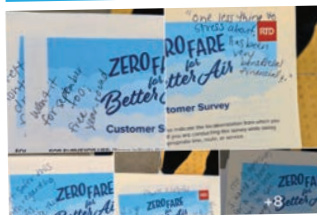
SSBA-RAQC and CO Air Pollution Control Division releases "Colorado's Ozone Challenge" (content creation)

APRIL-MAY



SSBA-RAQC and CO Air Pollution Control Division releases Spanish-version "Ozono en Colorado" (content creation)

AUGUST



SSBA collaborates with DRCOG, RTD & regional transportation providers for no-cost rides in August (social conversation)

SEPTEMBER



SSBA and Drive Electric Colorado team up to highlight Nat'l Drive Electric Week (social conversation)



**78**  
#JustSkip2 tags by partners  
37% increase from 2021

**124%**  
More Watch Time  
**53%**  
More Views

Y.O-Y change attributed to 7 new videos on SSBA and partner YouTube channels

National Air Quality Awareness Week & Community Collaboration Symposium

SSBA and multiple partners kick off awareness campaign season



**10**  
New SSBA partners in 2022 spanned all strategic sectors  
(Currently 100+ partners)

# 2022 SIMPLE STEPS. BETTER AIR. PROGRAM REPORT



## EARNED MEDIA

### KEY STATS & TRENDS

- **1st Ozone Action Alert and coverage on June 10th**
- 250+ broadcast mentions and 7 Million+ impressions of keywords: "ozone", "poor air quality", and "Simple Steps. Better Air."
- **46 OAAs May - October 2022** vs. 70+ OAAs in the same period in 2021
- Additional summer coverage of RAQC Ozone State Implementation Plan from local and statewide media outlets
- SSBA distributed information & content May - October → 12+ meteorologists including those in the "RAQC TV Meteorologist Advisory Group," and reporters



## DIGITAL (OWNED) MEDIA



**258% ↑ traffic**  
(New Users)



**Primary traffic to website from:**

- #1 Denver7.com
- #2 KDVR.com
- #3 9News.com



**~130k Reached on Twitter, FB, Instagram**  
Largest Reach Ever

## PAID MEDIA



More than 24 Million impressions from paid media partners, including local news partners

Consistent with 2021 results

**Yes, we can actually improve our air quality**

Here's what you can start doing right now to improve the air you breathe (and for anyone else you like having around). **READ CONTENT**



**NEW:** Article written and sponsored by SSBA posted to 9News.com at beginning of ozone season secures **900+ views** - visitors on page **2x longer** than station avg for news content

**Newest delivery methods and strategies like social listening used to target the public with call-to-action messages**

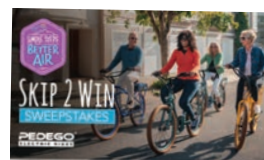
**1.58% click-through-rate** on digital ads with "listening"

Highest number of clicks/impressions of digital ads on **Denver7+**

**Near 99% video-completion-rate** on OTT content from 9news

Weather-triggered ads on TheWeatherChannel.com deliver **custom ads from Fox 31**

Contest with PEDEGO Electric Bikes and Denver7 garnered **more than 340k impressions, 402 clicks,** and captured qualitative feedback from those entered to win.



## MOVING BEYOND IMPRESSIONS & TRADITIONAL MEDIA IN 2023

The 2022 campaign season saw some true successes, especially in areas where communication strategy resulted in record-breaking impressions counts. But the issue at hand is how to move beyond the numbers and begin to create behavior change at a community-level, digging deeper into the needs of Coloradans who may want to do the right thing for air quality and the environment, but struggle to change their habits and routines with any consistency.

As in years past, many of our trusted program partners will be central to the success of a new approach. Here are some of the ways the program will look to leverage those partnerships:

- Work directly with local governments and organizations to spotlight projects that already have or promise to increase mobility options and reduce driving. SSBA can develop content that helps to amplify this progress. It can also facilitate conversations with the public about air pollution and health impacts.
- Utilize new media, including podcasts, to reach younger audiences looking for thoughtful dialogue on air quality and climate change.
- Welcome new voices and perspectives in SSBA content. Multi-tactic communication strategies for monolingual Spanish-speakers will include research, earned, paid or sponsored, and partnership outreach.
- Enhance toolkits and resources for elected leaders used for constituent conversations around actions we must take to improve our region's air and meet federal ozone standards.
- After securing more bonus paid media than was required in a two-year federal match, collaborate with our partners to use the latest hyper targeting tools to reach the two campaign target audiences (parents of children under 16 and young, working adults).
- The upcoming program year is scheduled to include public opinion research and analysis. The SSBA Team will work with our research partner to understand what behaviors have been influenced by our efforts since 2016 and program needs that organizations like the RAQC can support.