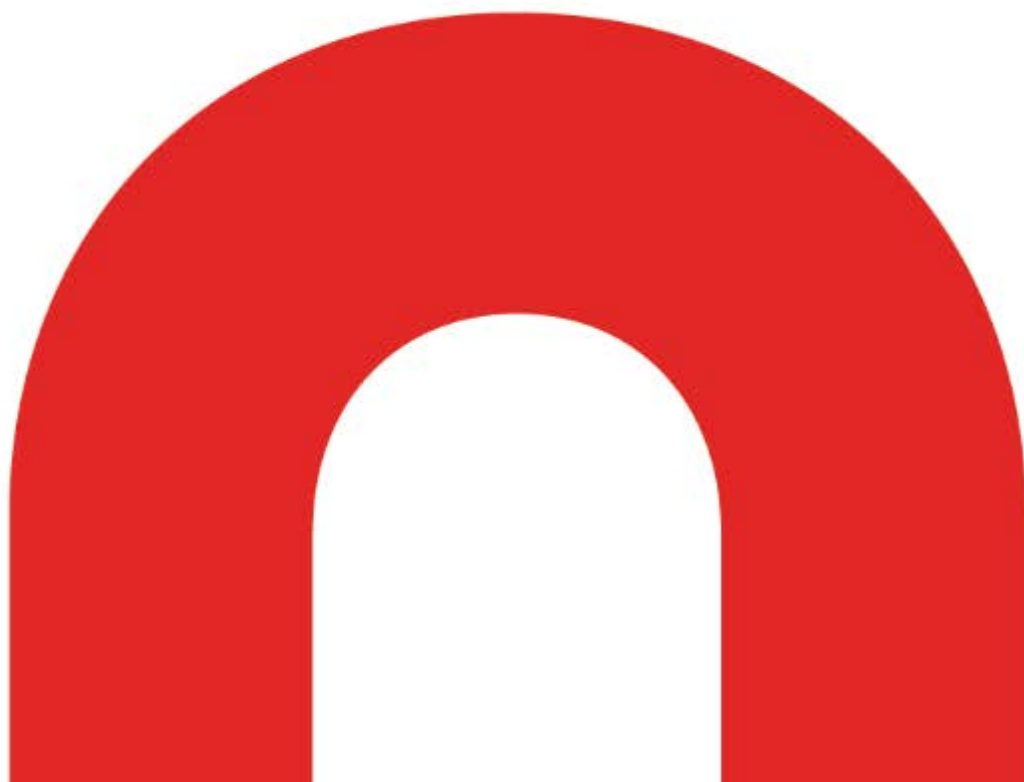


**AIR QUALITY
PUBLIC EDUCATION
CAMPAIGN
2018-2019**

Positive Change is in the Air



**ONE
ALBUQUE
RQUE**

OPPORTUNITY

Engage Albuquerque residential and business community in maintaining our air quality.



SOLUTION

Create and implement a phased public education campaign on ground-level ozone that builds on the *One Albuquerque* vision while motivating our community to adopt positive behaviors that improve air quality.



ONE ALBUQUERQUE VISION

Albuquerque is more than a place. It's where people can aspire to be whoever they want to be. It's where different cultures converge on the crossroads and live together with respect. It's where opportunity is born. It's where the living is real. It's One City.



ONE
ALBUQUE
RQUE

CAMPAIGN GOALS

- Public Awareness of Ozone Levels
 - Diverse audiences/language outreach
- Health Alerts to protect sensitive groups
- Behavior Change to protect the environment
- Position CABQ Air Quality as a clean air resource
- Maintain Attainment Clean Air Standards

CAMPAIGN LAUNCH

Audiences: Residents, Vulnerable Populations, Thought Leaders, Albuquerque Businesses, City Leadership and Policy Makers, City Partners

Timeline: Phased Approach – media and website presence fully active May – Sept. 2019

THANK YOU

Contact

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