Central Ohio
End of Ozone Season

MORPC Commission
December 10, 2015

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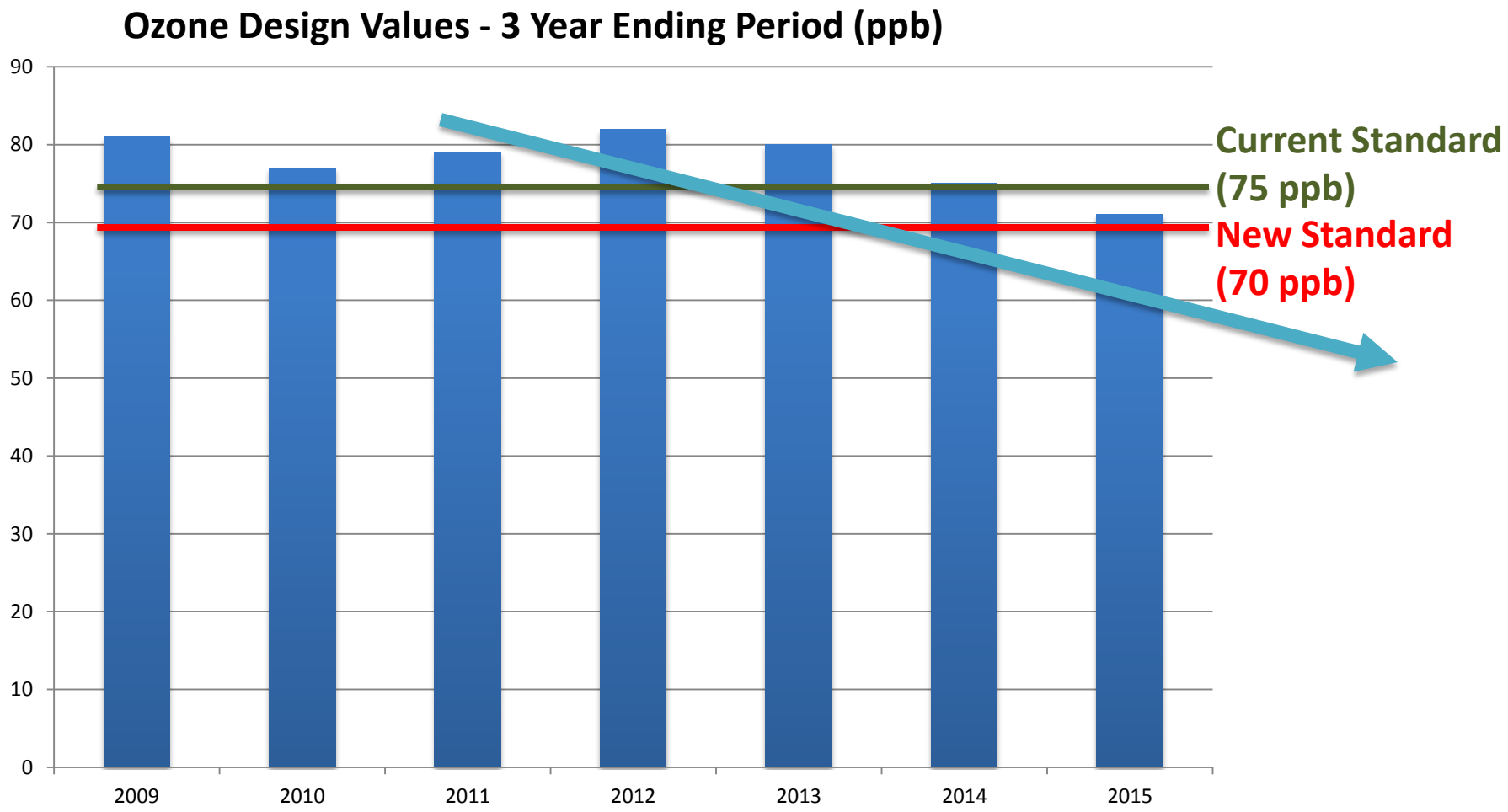
Mid-Ohio Regional
Planning Commission

Improvement in Ozone Levels in Central Ohio



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2015 Air Quality Program Highlights

- New Enviroflash Subscribers in 2015 Doubled from 2014
- MORPC Air Quality hotline Spanish option added
- Comprehensive Marketing Campaign:
  - Development of 6 Air Quality PSAs with ABC
  - Good Day Marketplace appearance
  - Sponsored social media posts
  - Targeted e-mail marketing
- TV Media Story on Sept 12 with NBC

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Christina O'Keeffe
cokeeffe@morpc.org

111 Liberty Street, Suite 100
Columbus, Ohio 43215

Phone: 614.233.4192

www.morpc.org