

Program Making Impact as Ozone Season Ends

The Central Oklahoma region completed another ozone season with passing grades as the region maintained its clean air status to stay in compliance with federal air quality standards. Sunny, low-wind days in the region were plentiful, but anomalous weather conditions in early July and support from citizens helped contribute to the Central Oklahoma region's moderate ozone readings this summer. The region did experience a few exceedances at several air quality monitoring sites, but the cumulative readings were not enough to violate the standards set by the Environmental Protection Agency.

There were seven Clean Air Alert Days for ozone called in 2003, which indicates a reduction in the incidence of Alert Days over the past three years. Last year, there were six Alert Days issued, and in 2001, there were eight. The three-year average number of Alert Days issued between 1998-2000 was 12.6 days. The number of Alert Days issued is not an accurate depiction regarding the actual levels of air pollution in the region. Alert Days are simply days in which a meteorological model predicts there would be high levels present. Officials with the



Bridget Young, media director for Third Degree Advertising, helped promote clean air habits with Team Ozone this summer in Bricktown. The team was a component of the region's air quality public education program.

state Department of Environmental Quality have also noted that ozone readings have been on a slight decline in recent years.

Reaching the Public

All this is good news, as the region continues to promote the benefits of clean air attainment through its annual public education program. This summer,

the ACOG Clean Air Committee continued its award-winning program with a media campaign that utilized television, radio, movie theater, billboard and Internet mediums to spread the word, as well as a "street team."

- The electric mower campaign radio schedule had a potential to reach 68.5 percent (411,200) of metro ...See "Street Team" on page three.

Inside Perspective:

ACOG Staff Hits the Streets for United Way	2
FOI Oklahoma to Hold Annual Conference	2
What's New Around the Region	3
ACOG Calendar	4

TIP Ready for Development

The Association of Central Oklahoma Governments (ACOG) will begin development of a new Transportation Improvement Program (TIP) for Central Oklahoma this winter. The TIP will identify transportation priorities for spending federal, state and local dollars on transportation improvements that will address all modes of travel, including streets and highways, transit, air, bicycle and pedestrian.

The TIP will address transportation

priorities during the next three federal fiscal years, which will extend from Oct. 2004 to Sept. 2007, and all improvements will be consistent with the 2025 OCARTS Transportation Plan, as required by federal law. Local communities and other agencies responsible for transportation services within Central Oklahoma will set project priorities, including the Oklahoma Department of Transportation, ...See "TIP Development" on page three.

ACOG Staff Hits the Streets for United Way

ACOG staff participated in the association's annual United Way of Central Oklahoma fundraising campaign last month that featured an exciting week chock-full of fun, entertainment and regional educational opportunities.

This year's featured event revolved around a "scavenger hunt" which split the staff up into four groups. Each team was given a list of items in the region to collect, and nine different situations that required photographic proof that the group visited the sites and accomplished the tasks. The team with the most cumulative points won a prize, but the focus and emphasis of the week was placed on fundraising for the United Way. The week capped off with the increasingly popular annual chili cook-off, auction and a slide

show where each team showcased their efforts. This year, 10 chili-makers competed, and all those that attended had a grand and festive time.

This year's United Way drive organizers at ACOG were Yvonne Anderson, Central Oklahoma Clean Cities program manager, and Daniel O'Connor, associate planner with Transportation Planning and Data Services. The organizing team laid out the intricate treasure hunt and helped garner auction items and prize incentives from generous Central Oklahoma sponsors and businesses. This year, ACOG staff helped raise over \$7,500, keeping ACOG's giving record intact.

The United Way of Central Oklahoma serves the region as a "community safety net" by improving the health, safety, education and economic well being of families and individuals in need. The United Way helps support 67 partner organizations and agencies that reach one out of three Central Oklahomans each year. An allocation staff of volunteers annually reviews and audits each

partner agency and helps provide recommendations on how to maximize and leverage program resources, which also helps guarantee accountability.

For more information, visit the United Way of Central Oklahoma at www.unitedwayokc.org, or call 236-8441 to learn how your organization or company can help.



ACOG staff members [from left to right] Diane McCullough, Stephen Willoughby, Julie Smedlund, Doug Rex [kneeling] and Melissa Baldwin were one of four teams that had to "collect" photos. Here, they are interacting with an Oklahoma City firefighter under the "with people" category.

Central Oklahoma *Perspective*

Offering Regional Leaders News and Information

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Association of Central Oklahoma Governments

*"Providing Regional Leadership in
Central Oklahoma Since 1966"*

Established in 1966, the Association of Central Oklahoma Governments (ACOG) is a voluntary association of cities, towns and counties. ACOG helps member governments plan for common needs, cooperate for mutual benefit and coordinate for sound regional development.

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FOI Oklahoma to Hold Annual First Amendment Conference

FOI Oklahoma, an organization committed to educating individuals and organizations on the First Amendment, is sponsoring the fifth annual First Amendment Congress November 6-7 at the University of Central Oklahoma in Edmond. ACOG, along with a host of other organizations, is co-sponsoring the two-day symposium that will address current issues facing the First Amendment.

Threats and fears of terrorism, along with Homeland Security and Patriot Act policies have impacted constitutional rights and how citizens, schools, organizations and governments respond to issues related to the First Amendment, freedom of information and open records laws.

Speakers include Carole Arnold, KOMA-AM radio host; Drew Edmondson, Oklahoma Attorney General; Sue Hale, executive editor of the Daily Oklahoman;

William Hinkle, attorney and ACLU spokesperson; Jeffrey Becker, Oklahoma City Police Department; Brent Rinehart, Oklahoma City Councilmember, Joey Senat, Oklahoma State University; Jan Sanders, Spokane (Wash.) Public Libraries; Mike Sherman, Daily Oklahoman; Keith Stephens, Mercy Health System Oklahoma; Rick Tepker, University of Oklahoma; Mark Thomas, Oklahoma Press Association; Albert Ashwood, Office of Emergency Management and Rebekah Zahn, Neighborhood Alliance, Inc.

The symposium is designed for those wishing to attend a specific day, or both days. The program for Nov. 6 focuses on high school and college students, and the Nov. 7 program will emphasize professional issues.

For complete registration information, visit FOI Oklahoma on the Web at www.foioklahoma.org.

“TIP Development”

...Continued from page one.
the Central Oklahoma Transportation and Parking Authority (COTPA), and area airports.

Anyone wishing to submit a comment or suggest a transportation improvement for consideration in the upcoming TIP is encouraged to do so by the end of November. Recommended projects will be forwarded to the appropriate city, county, transportation agency or the Oklahoma Department of Transportation for its consideration in development of local priorities and future budgets. A preliminary draft of the FFY 2005-2007 TIP will be available from ACOG next spring for public review and comment.

For more information or a copy of the TIP schedule, call Holly Massie at ACOG.

“Street Team”

...Continued from page one.
adults, ages 18-54, an average of 7.7 times.

- The impact for network television advertising was 60.7 percent of the Oklahoma City metropolitan media market population (361,500 people), in the age range of 18-54, reached an average of 3.7 times.
- The reach for cable television advertising on Cox Communications/CableRep was based on households: Advertising was able to reach 96.1 percent of Oklahoma City metropolitan cable subscribers (225,000) approximately 46 times.
- The general radio schedule had a potential of reaching 60.7 percent of metro adults (361,500), aged 18-54, an average of 3.7 times.
- The combined daily potential reach for four outdoor billboards was 164,873 vehicles.

As a result of the program, the ACOG Clean Air Committee, which includes ACOG, the Greater Oklahoma City Chamber of Commerce, the Oklahoma Department of Environmental Quality (DEQ), Metro Transit and OGE Energy Corp., developed valuable relationships with campaign partners, including Cox Communications, CableRep Advertising, Black and Decker/Dewalt, Citadel Communications, Redbud ...See “Clean Air” on page four.



Around the Region

- Several Central Oklahoma municipal administrators were honored at the recent **Oklahoma Municipal League** annual conference. **Glenn Lewis**, Mayor, **Moore**, was among the nominees for **Mayor of the Year**. **James Crosby**, City Manager of **Yukon**, and **Mary Hatley**, **Norman** City Clerk, were nominated for the **Don Rider Award**, which recognizes administrators that have helped develop communities. The city of **Edmond** was also recognized for several OML Innovation Awards.

- The city of **Oklahoma City's** Web site, **www.okc.gov**, was recently recognized by **Brown University** as one of the Top 10 city government Web sites on the Internet. In its annual survey of municipal Web sites, Brown University graded over 20 factors, including readability, content, disability access and navigability. The city's site was ranked ninth among the 70 municipal sites that were studied.

- With winter approaching, and the potential for home fires on the increase, the **Oklahoma SAFE KIDS Coalition** reminds communities of the group's "Save-A-Life" program. The program offers 50 free smoke alarms to municipal fire departments providing that communities offer a local funding match. Each year, smoke alarms save lives and property across the region. For more information, contact SAFE KIDS at 271-5695.

- The **Segway Human Transporter** (HT) is starting to make its impact in a variety of ways in the region. Last month, **Downtown Oklahoma City Inc.** reported that security personnel for the Oklahoma City course would use the Segway.

Tinker Air Force Base also revealed that the base received a \$500,000 appropriation to purchase 100 HTs for use at Tinker's maintenance center. **Martin Wheeler**, environmental protection specialist, said that the Segway was being tested by aircraft maintenance personnel and that it has become highly effective and versatile in transporting maintenance personnel around the base.

- The **Oklahoma County Home Finance Authority (OCHFA)**, a trust of **Oklahoma County**, has relocated its offices from across the hallway at 21 E. Main in Bricktown, to office space with ACOG. OCHFA's programming includes a mortgage revenue bond program that has provided over \$600 million in mortgages to first-time homebuyers. OCHFA Executive Director **Ed McGee** said that the trust is also developing a new initiative known as the County Urban Revitalization Effort (CURE) that will utilize county resources to build new homes on vacant, County-owned lots. Another program will establish a HUD-designated HOME Consortium for all of the communities in Oklahoma County. McGee can be reached at 234-2264.



Ed McGee, OCHFA Executive Director

“Clean Air”

...Continued from page three.

Energy and local radio and television stations with addressing the importance of clean air and transportation issues related to clean air in Central Oklahoma.

Survey Says

This spring and fall, the Committee conducted the first substantial public opinion surveys on air quality in Central Oklahoma. The impact of the Alert Day program and public education efforts have been difficult to measure prior to this year. The survey was collected from a sample of nearly 400 Central Oklahoma households in April and October. Some of the post-season survey results include:

- Almost 69 percent of respondents had remembered hearing about an Alert Day notice this summer.
- Nearly 72 percent of respondents polled last month believe that knowing when an “Alert Day” was called was important.
- When asked if they practiced specific actions on Alert Days, nearly 57 percent of respondents said that they postponed mowing the lawn, and 61 percent said that they gassed up their car in the evening.

Both the pre-season and post-season surveys are available on ACOG’s Web site

November

- 11th ACOG Offices Closed for Veteran's Day
- 13th Areawide Planning Technical Advisory Committee, 9 a.m.
Intermodal Transportation Technical Committee, 10 a.m.
- 14th Garber-Wellington Technical Committee, 10 a.m.
- 18th Operation FireSAFE, 10 a.m.
Clean Cities Stakeholders, 1 p.m.
- 20th 9-1-1 Board of Directors, 1 p.m.
Intermodal Transportation Policy Committee, 1:20 p.m.
ACOG Board of Directors, 1:45 p.m.
Garber-Wellington Policy Committee, 2:30 p.m.
- 27th ACOG Offices Closed for Thanksgiving Day

December

- 11th Intermodal Transportation Technical Committee, 10 a.m.
- 18th 9-1-1 Board of Directors, 1 p.m.
Intermodal Transportation Policy Committee, 1:20 p.m.
ACOG Board of Directors, 1:45 p.m.
Garber-Wellington Policy Committee, 2:30 p.m.
- 25th ACOG Offices Closed for Christmas Day

at www.acogok.org.

Even with the good summer, the region still faces a substantial challenge to remain in compliance with the Clean Air

Act in the future. Concerted efforts by citizens, businesses and governments will have to continue to keep Central Oklahoma’s air clean.

Central Oklahoma Perspective

Association of Central Oklahoma Governments

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