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RHDG selected to help BAAQMD clear the air

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The Bay Area Air Quality Management District (BAAQMD) has chosen Riezebos Holzbaur Group (RHDG) as their agency of record for advertising, marketing, and design for two major accounts are targeted at sparing the air from harmful exhaust pollutants.

The two contracts were awarded to RHDG for the Smoking Vehicles Campaign, and the Grants and Incentives program.

For Smoking Vehicles, RHDG will help the District get visibly smoking cars off the road through targeted advertising and community outreach. Smoking vehicles emit 10 to 15 times more pollution than well-tuned autos, and account for 20 to 30 percent of the harmful particulates in the air. The BAAQMD already receives nearly 35,000 calls a year to report smoking vehicles; now RHDG will help foster community outreach and behavioral change to smoke out offenders.

The Grants and Incentives program makes millions of dollars available to retrofit vehicle engines of all types, including freight trucks, marine vessels, locomotives, heavy construction machinery, and agricultural equipment. The Carl Moyer Grant makes \$22 million available for heavy-duty engines, while the Goods Movement Bond focuses on freight movement and is comprised of \$35 to 75 million in state and local funding.

RHDG is pleased to be working with the BAAQMD on these important and highly visible projects, and we are looking forward to seeing the results of our efforts pay off with cleaner air and better health for Bay Area communities.

For more information on the BAAQMD, smoking vehicles, and available grants, visit www.baaqmd.gov