

AIR QUALITY PUBLIC EDUCATION AND OUTREACH STRATEGY UPDATE

**Air Quality Subcommittee
September 15, 2017**

NO ACTION REQUESTED

**No action is requested at this time.
This item is for presentation and discussion.**

PREVIOUS ACTION

**Staff has presented information on this topic to the
Subcommittee at previous meetings.**

BACKGROUND

- On June 9, 2017, after an RFP process, NOACA awarded contract to Markey Group to develop an Air Quality Public Education and Outreach Strategy for NOACA
- The Strategy will guide implementation of NOACA's Regional Strategic Plan, and help bring the region into compliance with EPA's National Ambient Air Quality Standards (NAAQS)



BACKGROUND

Markey Group began work in July and has completed the following items:

- **Kickoff Meeting between consultants and NOACA staff**
- **Project Management Plan (PMP) and Timeline (defines project and work schedule over the next year)**



BACKGROUND

Project Overview (as described in the PMP):

To provide information and generate awareness of outdoor air quality problems and solutions in Northeast Ohio



BACKGROUND

Consultant responsibilities:

- Clearly define NOACA's air quality role and mission
- Research best practices
- Define strategic imperatives
- Define target audiences and key messages
- Define how to deliver messages/action steps
- Create tools to measure success



NEXT STEPS

Complete market research and summarize what works (Q1)

Gather public input to develop mission statement and test ideas (Q1&2)

Design strategies aimed at the public, schools and colleges, hospitals, and employers (Q3&4)

Develop detailed action plan for NOACA staff (Q4)

Create detailed communications strategy (Q4)



NEXT STEPS

Public input:

- **Consultant will present ideas and seek feedback at upcoming meetings of NOACA's:**
 - Air Quality Subcommittee
 - Community Advisory Council
 - Business Advisory Council
 - Rural Advisory Council
- **Consultant will also seek feedback via smaller focus groups/phone interviews with subcommittee volunteers and chairpersons**



NORTHEAST OHIO



AREAWIDE
COORDINATING
AGENCY

NOACA: Planning For Greater Cleveland

NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

