

The background features a dark blue gradient with faint, light blue icons of a bicycle, a car, a bus, and a pedestrian, scattered across the page.

PUBLIC AFFAIRS REPORT

External Affairs Committee

October 10, 2025

ACTION REQUESTED

No action is requested. This item is for presentation and discussion.

PREVIOUS ACTION

No previous action.

BACKGROUND



- **NOACA's Public Affairs division functions as the conveyor of information, context, and insights to external and internal audiences.**
- **Aim to enhance the understanding of our agency and the policies affecting stakeholders, partners, and the public at large.**
- **We actively seek to elevate our presence and mission by connecting priorities to the region with defined focus areas.**

BACKGROUND

- Aligned with NOACA's strategic priorities for FY2026
- Advanced Public Affairs mission: visibility, engagement, awareness
- Ensured inclusive, consistent outreach and advocacy efforts
- Quarterly Reports
 - External Outputs
 - Public Interfacing



BACKGROUND

Internal Operations

These are the **management, planning, and coordination activities** that keep the Public Affairs division running efficiently. They focus on *how* the work gets done and *who* is responsible for delivering it.



External Outputs (Public-Facing Deliverables)

These are the **visible products, communications, and engagements** that reach NOACA's stakeholders, media, and the public. They demonstrate the results of the internal operations.



BACKGROUND



Media Relations
Communications



Marketing
Visual/Digital Mobilization



Community Affairs
Public Interaction



Public Policy
Public Comments

FOCUS AREA: BRAND MANAGEMENT

1st Quarter

- Increased visibility across digital & print platforms
- Developed key messaging and visual identity standards
- Expanded media partnership regionally

+ 8.1%



Impressions:
110,628

+ 2.6%



Reach:
30,872

1 major

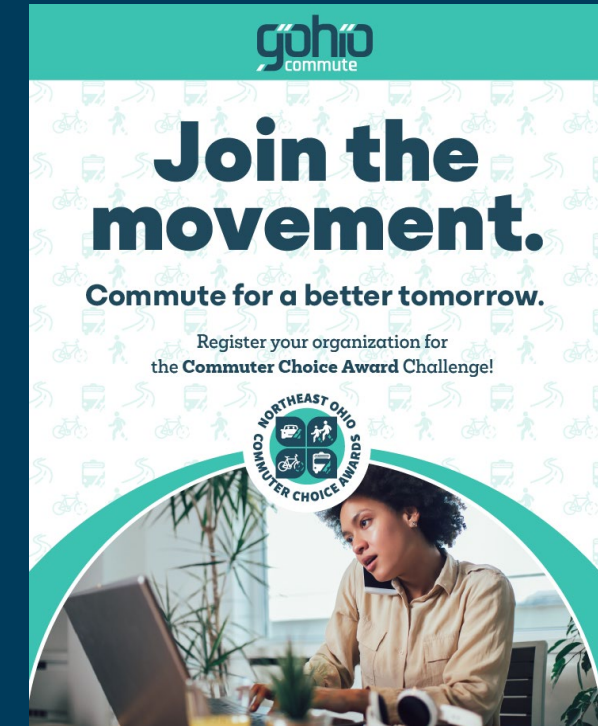


Engagement:
10,208

1ST QTR. ENGAGEMENTS

Summer July - August 2025: Commuter Choice Awards “Clean Air Challenge”

- WKYC and Crain’s Cleveland Business



2025 ANNUAL MEETING & LUNCHEON

2025
NOACA

Annual Meeting & Luncheon

Collaborative Innovation:
Building a Future of Connections



UPCOMING ENGAGEMENTS

Autumn Oct. 2025 - March 2026

Cleveland Monsters and Cleveland Charge

- Sponsored Ads/Video spot (every Home Game)
- 1- Sustainability Night
- 2 - Community Social Zone Area



PROMO VIDEO – ALL HOME GAMES



FY2026 QUARTERLY ACTION PLANS

Focused on three key areas – 2nd & 3rd Qtrs.:

- **Brand Management**
 - Evergreen Messages
 - Promotional Challenges – Air Quality
- **Public Engagement**
 - Comprehensive Climate Action Plan
- **Community Awareness**
 - Advocacy Messages & Program Announcements





PAID ADVERTISEMENTS

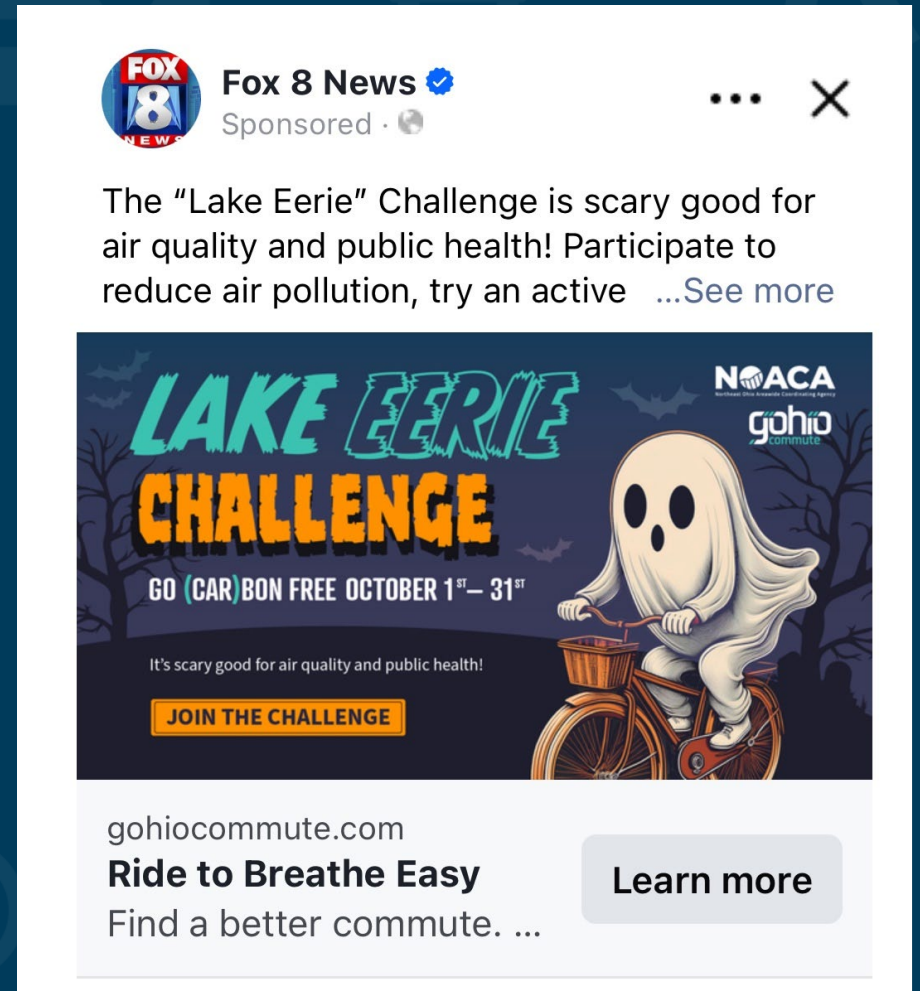
PAID ADVERTISEMENTS 2ND/3RD QTRS.

Return on Marketing Investment (ROMI) Strategies

- Billboard (Lamar and OutFront Media)
 - Pedestrian/Traffic Safety Messages (October - December)
- Radio (Audacy Radio and iHeart Radio)
 - Evergreen Messages – NOACA (8 stations to 25 by Qtr. 3)
 - Go Car(bon) Free Challenge (March)
 - Air Quality Week, Earth Day and Bike Month (April – May)

PAID ADVERTISEMENTS – 2ND QTR.

- TV ads WKYC - Channel 3 and WJW- Fox 8
 - Public Service Announcements w/ other outlets
 - Opportunity in January (3rd Qtr.) with WJW Air Quality Sponsor
- Publication Ads - Crain's Cleveland Business and others;
 - External Affairs Forums



The screenshot shows a Facebook post from Fox 8 News, a sponsored post. The post text reads: "The 'Lake Eerie' Challenge is scary good for air quality and public health! Participate to reduce air pollution, try an active ...See more". Below the text is a promotional graphic for the "LAKE EERIE CHALLENGE". The graphic features a ghost riding a bicycle, the text "GO (CAR)BON FREE OCTOBER 1ST - 31ST", and a "JOIN THE CHALLENGE" button. Logos for NOACA and gohiocommute are also present. Below the graphic, the URL "gohiocommute.com" is shown, along with the text "Ride to Breathe Easy" and "Find a better commute. ...". A "Learn more" button is located at the bottom right of the post.

LAKE EERIE GO (CAR)BON FREE



LAKE EERIE
CHALLENGE

GO (CAR)BON FREE OCTOBER 1ST – 31ST

[JOIN THE CHALLENGE](#)

NOACA
Northeast Ohio Areawide Coordinating Agency

goohio
commute

NOACA
Northeast Ohio Areawide Coordinating Agency

RTA

BIKE CLEVELAND

UNIVERSITY CIRCLE INC

LAKETRAN

CAMPAIGN – FY2026 Go Car(bon) Free Challenge – WKYC Ad



CAMPAIGN – FY2026 Go Car(bon) Free Challenge – WKYC “On the Go”



LAKE EERIE
CHALLENGE

GO (CAR)BON FREE OCTOBER 1ST – 31ST

REGISTER NOW
GOHIOCOMMUTE.COM

It's scary good for air quality and public health!

JOIN THE CHALLENGE

NOACA
Northeast Ohio Areawide Coordinating Agency

gohio
commute

The graphic features a cartoon ghost riding a brown bicycle with a basket. The background is dark blue with silhouettes of trees and bats. The text is in various colors and fonts, including a large, jagged, teal font for 'LAKE EERIE' and a bold, orange font for 'CHALLENGE'. The 'GO (CAR)BON FREE' text is in white with a blue outline. The 'REGISTER NOW' text is in a teal, italicized font. The website URL is in a bold, orange, italicized font. The 'JOIN THE CHALLENGE' button is a solid orange rectangle with white text. The NOACA and gohio commute logos are in the top right corner.



PUBLIC INVOLVEMENT AND OUTREACH

FOCUS AREA: COMMUNITY AFFAIRS

- Launch campaigns to educate residents on NOACA's programs & policies
- Table Events
- Leverage media coverage & public speaking engagements
- Strengthen partnerships to raise regional awareness



FOCUS AREA: PUBLIC ENGAGEMENT

- Hosted forums, listening sessions
- Enhanced digital engagement through campaigns & refreshed website & social media updates
- Overhaul updates to better navigate the website



MEASURABLE IMPACT

- Increased community engagement and participation
- Growth in NOACA's visibility and brand recognition
- Improved community access to planning tools and resources



LOOKING AHEAD: FY26 3RD AND 4TH QTRS.

- Capacity building and advocacy initiatives
- Expansion of digital and media strategies
- New strategic partnerships for broader regional impact



COMMITTEE DISCUSSION

- Request input on additional FY2026 priorities
- Discussion of opportunities for collaboration
- Next steps and follow-up



NOACA

Northeast Ohio Areawide Coordinating Agency

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.