

# **AIR QUALITY PUBLIC EDUCATION AND OUTREACH**

**Air Quality Subcommittee  
December 19, 2025**

# **ACTION REQUESTED**

**No action requested. This item is for information and presentation.**

## **PREVIOUS ACTION**

**The Air Quality Subcommittee has received previous updates on this agenda item.**

# BACKGROUND

## Air Quality Advisory Communications

From September 2025 through December 9, 2025

- No Air Quality Advisory Days during this period
- AQ Advisory emails sent to subscribers as needed
- Sign up for advisories on the NOACA Air Quality Advisories webpage
- Visit [www.airnow.gov](http://www.airnow.gov) for daily air quality status



# BACKGROUND

## Public Engagement and Outreach

### Media Messaging

- Media campaign messaging reflects air quality and rideshare programs
- Social media and Website Promotions
  - Gohio Commute App, CCA, CCAP
- Radio and Television
  - Audacy/Channel 3/WKYC
  - Radio ads played 4 times/week 3-4 times/day during October



# BACKGROUND

## Lake Eerie Challenge October 1-31, 2025

- Promoted through social media, NOACA website, and TV and radio ads
- Activation Zone at the Cleveland Monsters Game
- Weekly Winners
- Sponsors
  - Bike Cleveland
  - GCRTA
  - Laketrans
  - University Circle Inc.



# NEXT STEPS

**NOACA will provide quarterly updates to the Air Quality Subcommittee**



# 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.