

The background features a dark blue color with several faint, light blue icons scattered across it. These icons include a bicycle, a car, a bus, and a pedestrian walking. The icons are semi-transparent and serve as a decorative backdrop for the text.

PUBLIC AFFAIRS UPDATES

External Affairs Committee

January 30, 2026

ACTION REQUESTED

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

PREVIOUS ACTION

No previous action.

BACKGROUND

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



BACKGROUND

External Outputs (Public-Facing Deliverables)



Media Relations
Communications



Marketing
Digital Mobilization



Community Affairs
Public Interaction



Public Policy
Public Comments

FY2026 QUARTERLY ACTION PLANS

Focused on three key areas – 2nd Qtr.:

- **Brand Management**
 - Evergreen Messages
 - Promotional Campaigns
- **Public Engagement – Major Projects**
 - Public Meetings
- **Community Awareness**
 - Advocacy Messages & Program Announcements



FOCUS AREA: BRAND MANAGEMENT

2nd Quarter

- Increased visibility across digital & print platforms
- Developed key messaging and visual identity standards
- Media Presence

+ 6.2%



Impressions:
936,628

+ 2.1%



Reach:
27,921

+ 10.3%



Engagement:
10,208

BRAND MESSAGES



Northeast Ohio Area-wide Coordinating Agency

Upcoming Public Meetings

Month of January

09

23

30

View our full event calendar at noaca.org/about/calendar




THANKSGIVING TRAVEL SAFETY TIP #4




UTILIZE PUBLIC TRANSIT.

73+ million people are expected to travel by car this Thanksgiving, and that number could rise with the influx of flight cancellations (AAA). With car travel topping fatality rates due to distraction, impairment, and road rage, consider using public transit to stay safe this holiday season.



Survey Reminder

publicinput.com/ao50e2



Public Notice to Comment on Installation of Electric Vehicle Chargers

Michael Zone Recreation Center
Sterling Recreation Center
Campana Park

Provide comments to abunce@mno.noaca.org



We Are Hiring!

Planner II Transportation Modeling
Manager of Transportation Engineering
Senior Transportation Planner/Engineer
Transportation Planner II

Visit www.noaca.org/about/contact-us/jobs for more info



Public Notice to Comment on Installation of Electric Vehicle (EV) Chargers

Civic Center Complex, Mentor ←

Provide comments to abunce@mno.noaca.org by Jan. 19




Join us to discuss:

Regional Transportation Impacts of Browns Stadium

January 14, 6 - 8PM

Brook Park Elementary School Auditorium

17001 Holland Road
Brook Park, 44142

NOACA and the City of Brook Park invite interested parties to discuss traffic and transportation impacts tied to the Browns Stadium – covering roadways, traffic patterns and pedestrian/bike access affecting residents, businesses, visitors and the entire region.

Visit noaca.org for more info.



WINTER WEATHER DRIVING TIP #4



BE MINDFUL IN ICY CONDITIONS

Avoid cruise control in wintry conditions, steer in the direction of a skid, and use **slow, steady** acceleration and braking. Leave extra space between vehicles—about 8 to 10 seconds—and try not to stop while traveling uphill.

If a whiteout limits visibility, pull into a safe location and wait for conditions to improve. Avoid stopping on the shoulder unless it's an absolute emergency, as other drivers may not see your vehicle. (Source: AAA via NSC.org)

BRAND MESSAGE: MURAL DEDICATION



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BRANDING: NATIONAL RECOGNITION

NOACA received Honorable Mentions in three categories at the 2025 Ragan Communications/PR Daily Conference in Austin, Texas.

- Public Affairs - Issue Management
- Government
- Brand Identity Campaign: Climate Action Plan



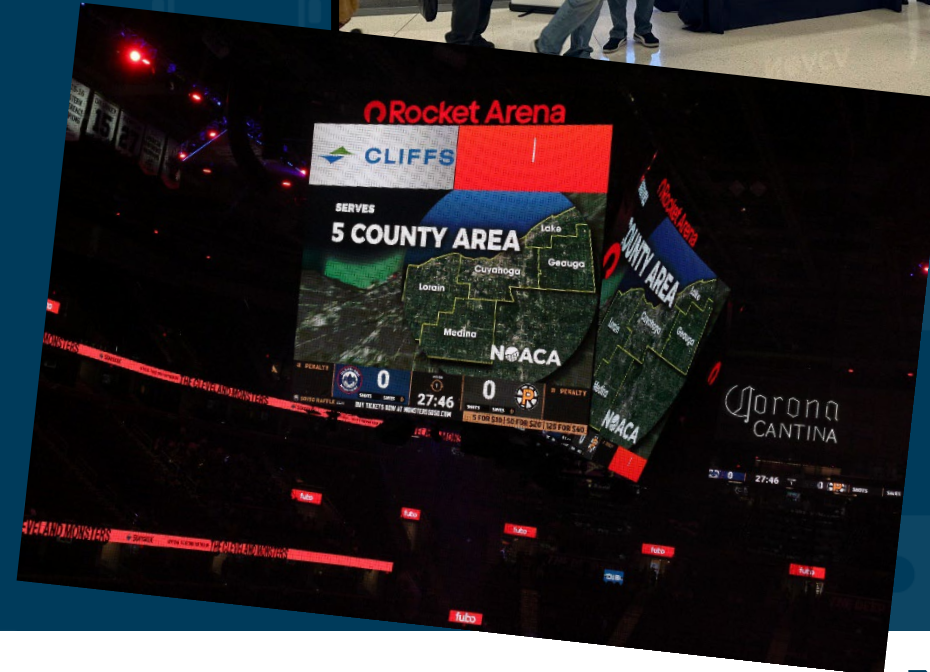
The background of the slide features a repeating pattern of light gray icons representing various modes of transportation: a bicycle, a car with two passengers, a bus, and a pedestrian. These icons are scattered across the white background, with some appearing larger than others. A dark blue horizontal band is positioned across the middle of the slide, containing the main title.

PAID ADVERTISEMENTS

PUBLIC ENGAGEMENT: BRANDING

October - December 2025

- Cleveland Monsters - Ads/Video spot (featured during Home Games – attendance average 11,000 fans) +2.3% website on days posted (123-237 views)
- Community Social Zone Area Over 500 guests stop by; 98 who downloaded the QRC



PAID ADVERTISEMENTS QTR. 2

Return on Marketing Investment (ROMI) Strategies

- Audacy Radio – 12 stations
 - Evergreen Messages – NOACA
 - Go Car(bon) Free Challenge
 - Drive Time AM/PM



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



Advertising ROMI:

- 280,334 Impressions
- 68,660 Unique Clicks

The background features a repeating pattern of light gray icons representing various modes of public transportation: a bicycle, a car with two passengers, a bus, and a pedestrian. A large, semi-transparent globe is also visible in the background, centered behind the text.

PUBLIC INVOLVEMENT AND OUTREACH


MEASURABLE IMPACT

- Increased community engagement and participation
- Growth in NOACA's visibility and brand recognition
- Improved community access and feedback through public involvement



PUBLIC MEETINGS

Collectively 300+
Attendance and
engagements



NOACA
Northeast Ohio Areawide Coordinating Agency

71 **I-71 Crossroads**
Regional Transportation Study

**I-71 Crossroads
Regional
Transportation Study
Public Meetings**

Wednesday, November 19 6:00 – 8:00 p.m. Strongsville Recreation and Senior Center 18100 Royalton Road Strongsville, OH 44136	Thursday, November 20 6:00 – 8:00 p.m. Brunswick Community Recreation and Fitness Center 3637 Center Road Brunswick, OH 44212
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THE AEROZONE IS TAKING OFF.

PUBLIC MEETING

Thursday, November 13th, 2025 at 6 pm

Middleburg Heights Community Center, 16000 Bagley Road

Help shape the future of Cleveland's greater airport district and its surrounding communities. Learn about the current study and contribute to ongoing transportation and economic development planning.



Scan the QR
Code to visit the
project website.



PUBLIC MEETINGS

Brook Park Regional Transportation and Traffic Impacts of Browns Stadium

- 200+ Attendance
- 147+ Survey/Handouts
- Materials are available at noaca.org
- “Connected Progress”



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Welcome Brook Park

Join us to discuss:
Regional Transportation Impacts of Browns Stadium

January 14, 6 - 8PM

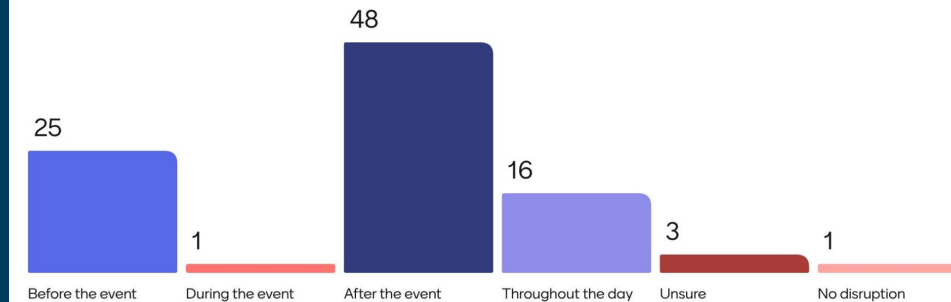
Brook Park Elementary School Auditorium
17001 Holland Road
Brook Park, 44142

NOACA and the City of Brook Park invite interested parties to discuss traffic and transportation impacts tied to the Browns Stadium – covering roadways, traffic patterns and pedestrian/bike access affecting residents, businesses, visitors and the entire region.

Visit noaca.org for more info.



If you are traveling to/through the area, but not attending a game/event, when would you expect the greatest travel disruption on event days?



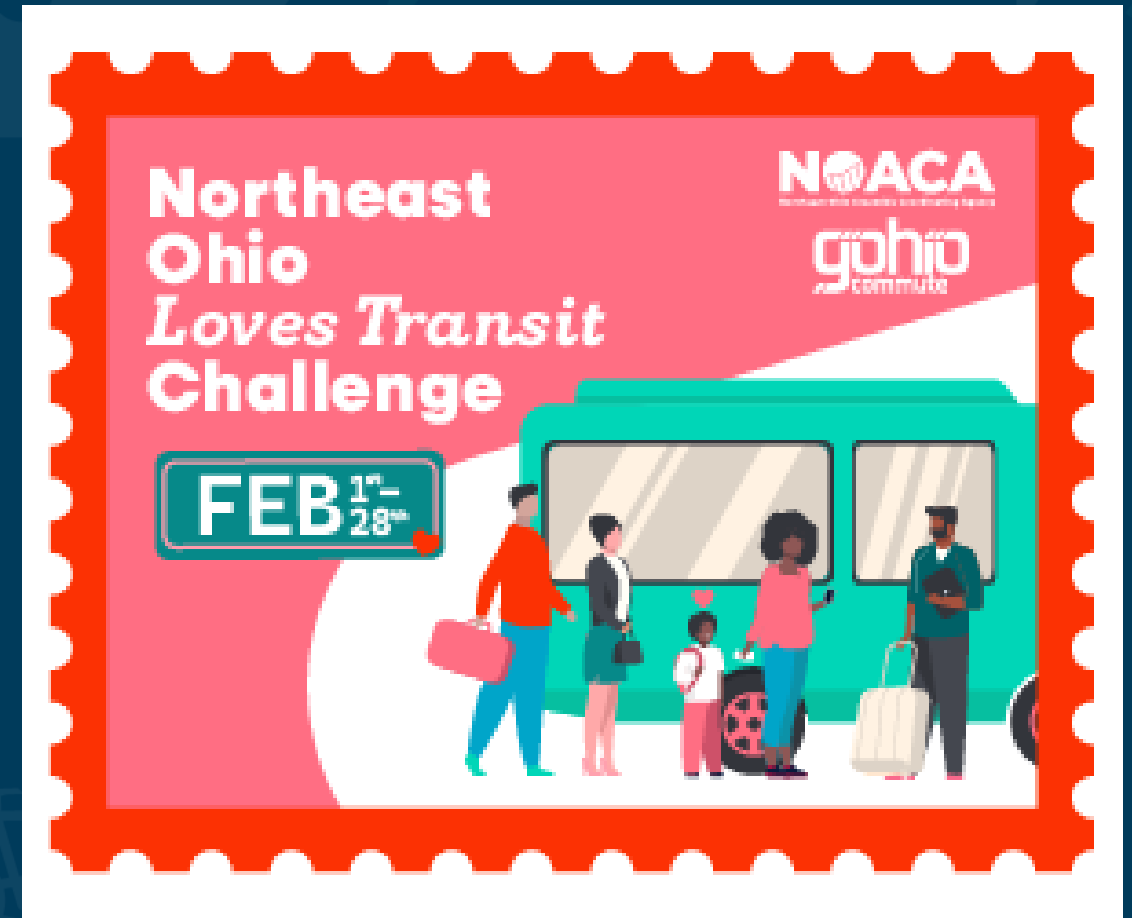


UPCOMING QUARTERS 3 & 4



CURRENTLY Q3: JANUARY - MARCH

- Northeast Ohio Loves Transit (February)
- Air Quality Trends Report (February/March)
- Cleveland Charge Sustainability Night/ Activation Zone (March)
- Safety Billboards (March)
- Monthly Newsletters



UPCOMING Q4: APRIL - JUNE

- Safety Billboards (April)
- Air Quality Go Carbon Free Challenge (April)
- Earth Day/Conservation Messages (April)
- Bike Month (May)
- External Affairs Forum (May)
- Podcast - “The NOACA Report” (June)
- Monthly Newsletters



COMMITTEE DISCUSSION

- Request input on additional FY2026 priorities
- Next steps and follow-up



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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.