



# NOACA

Northeast Ohio Areawide Coordinating Agency



# PLEDGE OF ALLEGIANCE

I pledge allegiance  
to the Flag  
of the United States of America,  
and to the Republic  
for which it stands,  
one Nation  
under God,  
indivisible,  
with liberty and justice for all.



# NOACA

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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.

The background 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 a dark blue horizontal band cutting through the middle. The text 'ACTION ITEMS' is centered within this band.

# ACTION ITEMS



# **CY 2026 EXTERNAL AFFAIRS FOCUS AREAS**

**External Affairs Committee  
January 30, 2026**

# **ACTION REQUESTED**

**Approval of the Calendar Year (CY) 2026 External Affairs Committee Focus Areas.**

## **PREVIOUS ACTION**

**Approval of the 2025 Committee Focus Areas**

# BACKGROUND

- Serves as NOACA’s central hub for information, context, and insight—across the region
- Strengthens understanding of NOACA’s role, decisions, and policies among stakeholders, partners, and the public
- Elevates the agency’s mission by aligning regional priorities through clear focus areas and coordinated messaging
- “Connected Progress”



# BACKGROUND

## Purpose

- The External Affairs Committee assists NOACA with its relationships with various government agencies and subdivisions, media and the general public through community awareness and advocacy approaches.

## Goals

- Ensure the efficient and effective development and implementation of the agency's outreach efforts to local elected officials, public agencies, community and business interests, and the public at large.
- Ensure that the agency's outreach addresses its core mission areas of transportation, air quality, and water quality to all communities.

# CY 2026 PRIORITY AREAS

- Proposed areas recommended are similar to 2025, with elevating communication, outreach, policy education, and advocacy initiatives.
- Ongoing key focus is continuing public involvement priorities outlined in the OWP and *WeNEO2050+* long-range plan
- Enhanced outreach and capacity building with our stakeholders and the general public.



# PROPOSED EXTERNAL AFFAIRS COMMITTEE PRIORITIES

2026 Proposed Focus Areas	Co-Lead
Advocacy and marketing for climate and clean energy investments including the electric vehicle charging stations, no-idling; focus group planning.	PUBLIC AFFAIRS
Engaging the Business, Community, Rural and Emerging Leaders Advisory Councils	EXECUTIVE
Advocacy and outreach for federal, state, and local priorities	EXECUTIVE/ GOVERNMENT
Brand Identity and Content Marketing to reach vast audiences	PUBLIC AFFAIRS
Communication Messaging (i.e. case studies, impact stories; public awareness through podcasts, social media; results from analytics/plan studies, etc.);	PUBLIC AFFAIRS
Advancing participation for the development of the climate pollution reduction planning outputs	SEP/PUBLIC AFFAIRS
Elevating program and outreach for the Vanpool Program, Workforce Accessibility and Mobility Tool; and Gohio Commute through various community affairs, outreach and mass media marketing approaches.	SEP/PROGRAMMING/ TPED/PUBLIC AFFAIRS
Develop county-specific engagement activities surrounding WeNEO2050+ and TIP to update the residents on important equity, transportation and environmental topics and issues.	PROGRAMMING/ PUBLIC AFFAIRS
Create a structured messaging platform to alert community on pertinent and emerging regional issues via website and online platforms.	PUBLIC AFFAIRS

# PROPOSED EXTERNAL AFFAIRS COMMITTEE PRIORITIES

2026 Proposed Focus Areas	Responsible Division
Build stakeholder partnerships through PA's Community Affairs function of the division.	PUBLIC AFFAIRS
Produce (4) speaker forums to build awareness and advocacy around priority projects and programs at NOACA.	EXECUTIVE/PUBLIC AFFAIRS
Translate plain, Spanish, and other languages of NOACA's web and print content to advance audience participation.	AGENCY WIDE/PUBLIC AFFAIRS

# PUBLIC AFFAIRS STRATEGIES

## COLLECT DATA, FORMALLY AND INFORMALLY

To gauge opinions and identify messages that resonate and align with NOACA and public concerns (Data Impacts)



## COMMUNICATE WITH OUR CONSTITUENTS DIRECTLY

Owned, placed and paid media to engage; social media and online platforms; traditional face to face (Digital Marketing/Focus Group)



## DEVELOP AND MAINTAIN A "FIELD EFFORT"

Partnerships, events, advocacy efforts, coalitions, collaborations, aligned with marketing and communications efforts and priorities (Community Affairs & Outreach)

## TARGET STRATEGIC INFLUENCERS

(Work with our leadership – External Affairs Committee and others); identify and cultivate relationships and stakeholders

- Advocacy/Forums



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## DEFINE "THE NARRATIVE"

Advancing NOACA's mission and goals align with public values (Content Marketing & Communications)



# NEXT STEPS

Based on the External Affairs Committee's input, NOACA will continue implementing work products identified within the focus areas and other recommendations.

# ACTION

## Approve the CY 2026 External Affairs Committee Focus Areas



Motion  
Second  
Discussion  
Put the Question





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# PRESENTATIONS