

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

# **PUBLIC AFFAIRS QUARTERLY UPDATE**

**External Affairs Committee**

**April 10, 2026**

# BACKGROUND

- **Aligned with External Affairs strategic priorities for CY2026**
- **Advance visibility, engagement, and public awareness**
- **Ensured inclusive, consistent outreach and advocacy efforts**
- **Quarterly Reports**
  - External Outputs
  - Public Interfacing



# BACKGROUND



Media Relations  
Communications



Marketing  
Visual/Digital Mobilization



Community Affairs  
Public Interaction



Public Policy  
Public Comments

# FY2026 QUARTERLY ACTION PLANS

Focused on three key areas, 3<sup>rd</sup> Qtr:

- **Brand Management**
  - Air Quality Awareness Campaign
  - NOACA Evergreen Messages
- **Public Engagement & Outreach**
- **Community Awareness**
  - Advocacy Messages & Program Announcements



# FOCUS AREA: BRAND MANAGEMENT

## 3rd Quarter

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

+ 20.9 %



Impressions:  
4,475,623

+ 5.34%



Reach:  
52,197

+ 12%



Engagement:  
29,303

# BRAND MESSAGING

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

⚡ Edgewater Park  
⚡ E. 55th Marina

Provide comments to [abunce@mpo.noaca.org](mailto:abunce@mpo.noaca.org) by March 17

**gohio** commute  
**Northeast Ohio Loves Transit Challenge** FEB 1-28

NOACA  
Participating Sponsors: RTA, LAKETRAN

**10,672.8**  
Miles covered

NOACA  
Participating Sponsors: RTA, LAKETRAN

**NOACA**  
Northeast Ohio Areawide Coordinating Agency

**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](http://noaca.org) for more info.

**NOACA**  
Northeast Ohio Areawide Coordinating Agency

**Upcoming Public Meetings**  
Month of March

13 20 27

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**BOARD OF DIRECTORS MEETING**

**gohio** commute  
**TRANSIT CHALLENGE**  
**Winners!**

1st Place: Sharan Burla  
2nd Place: Tim Kovach  
3rd Place: Shirley Murrell

NOACA  
Participating Sponsors: RTA, LAKETRAN

**NOACA**  
Northeast Ohio Areawide Coordinating Agency

Set your clock ahead one hour

Don't forget to **Spring Forward!**

# BRAND OUTREACH

## Cleveland Charge

- Sponsored Ads/Video
- Activation Zone
- 3500 Visitors



# PUBLIC ENGAGEMENT: NOACA NOW! Newsletter

NOACA Now Newsletter Issue #3  
April 1, 2026



**NOACA NOW**  
A monthly newsletter

## Executive Director & CEO Report

### Connected Leadership: Advancing Northeast Ohio Through Engagement at Every Level



Advancing Northeast Ohio requires more than planning—it requires partnership, coordination, and engagement at every level. From federal advocacy in Washington, D.C., to collaboration with state leaders and direct connection with our communities, NOACA is working to ensure that our region's priorities are aligned, supported, and moving forward together.

Our recent discussions with federal leaders focused on the future of transportation funding and the reauthorization of the Surface Transportation Act. These conversations are critical to ensuring Northeast Ohio remains competitive for resources that support infrastructure, transit, mobility, and economic development.

At the state level, we continue to strengthen relationships with legislators to align regional priorities with statewide goals. These partnerships are essential to advancing projects that improve safety, accessibility, and connectivity across our communities.

## BOARD + GOVERNANCE UPDATES

### NOACA Engages Federal Lead Washington, D.C.



NOACA leadership advanced Northeast Ohio's priorities during a strategic visit to Washington, D.C. Executive Director and CEO Grace Gallucci joined by NOACA's Government Affairs, met with members of Ohio's congressional delegation and Representatives Shontel Brown, Dave Joyce, Latta, Max Miller, and Marcy Kaptur.

Discussions focused on the upcoming reauthorization of the nation's surface transportation law, set to replace the Infrastructure Investment and Jobs Act (IIJA) when it expires in September 2026. The team also highlighted key infrastructure and economic development initiatives shaping Northeast Ohio's future.

**"Federal partnership is essential to advancing Northeast Ohio's future. These conversations ensure our region's priorities are understood, supported, and positioned for continued investment,"** said Grace Gallucci

While in Washington, NOACA also met with U.S. Department of Transportation leadership, including Assistant Secretary for Intergovernmental Affairs Melissa Mejias-Newton and a multimodal team from the Office of Government Affairs. Conversations reinforced the critical role of metropolitan planning organizations (MPOs), explored passenger rail opportunities, and emphasized continued federal partnership in advancing regional priorities.



### Board Approves PPR for Brook Park Infrastructure



At its regularly scheduled **March 13 meeting**, the NOACA Board of Directors approved the \$70.3 million infrastructure project to address anticipated congestion tied to the proposed Cleveland Browns stadium in Brook Park.

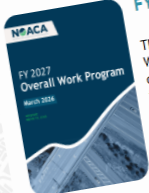
As every major investment must begin with the community in mind, NOACA focused on integrating safety, traffic flow, and pedestrian mobility into planning—both within the project area and in surrounding neighborhoods. NOACA has also recommended further studies to include the adjacent communities outside of Brook Park.

NOACA's Board of Directors also viewed a simulation illustrating how traffic around the proposed Browns stadium and other infrastructure operations after events. The analysis, presented by Dr. Ali Makarachi, Director of Traffic Strategic Initiatives, used color-coded vehicles to show where and when traffic is likely to occur. This analysis provides critical insight to support planning efforts to ensure the region is prepared to manage large-scale event traffic efficiently. This simulation enable NOACA to identify and anticipate challenges before they arise and plan smarter solutions that benefit residents, visitors, and regional businesses.

As the project review and approval process progresses, a federally required Conformity Analysis is underway, with an anticipated completion for the next NOACA Board meeting on **June 26**.

[View the simulation here \(1h 54min\)](#)

### FY 2027 Overall Work Program



The NOACA Board of Directors approved the Overall Work Program (OWP), the agency's five-year strategic plan, outlining budgets, planning activities and initiatives for the upcoming fiscal year through June 30, 2027.

The Overall Work Program (OWP) drives connected programs across Northeast Ohio by aligning planning, funding, and partnerships into a unified strategy. It ensures that every study, project, and investment advance regional mobility, strengthens communities, supports long-term economic growth, and enhances quality of life.

[2027 Overall Work Plan](#)

## HIGHLIGHTS: Major Projects in Action

### NOACA Recognizes Staff Excellence with Quarterly Employee Award



NOACA proudly recognizes outstanding staff performance each quarter with its "Macaroon Employee Award," highlighting employees who demonstrate excellence, innovation, and measurable impact in their work.

Congratulations to **Allison Bunce**, Planner I in the Transportation Planning and Engineering Division, for being named the 3rd Quarter Macaroon Award recipient.

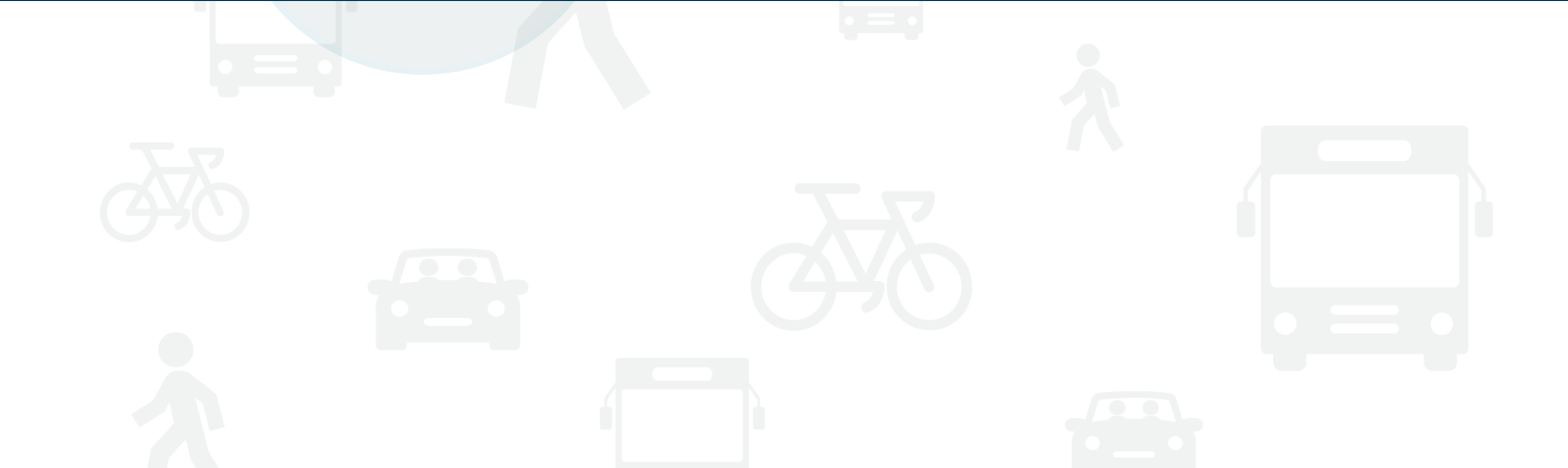
Allison was recognized for her leadership in conducting a National Environmental Policy Act (NEPA) review for NOACA's Phase II Electric Vehicle Charging Station (EVCS) program. Her ability to successfully complete this complex federal review process in-house not only demonstrated advanced technical expertise but also resulted in significant cost savings for the agency.

Her work reflects NOACA's commitment to efficiency, innovation, and delivering value to the region through strong internal expertise.



*Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*   *Achieving Increased Mobility*  

# PAID ADVERTISEMENTS



# 3RD QTR. ENGAGEMENTS

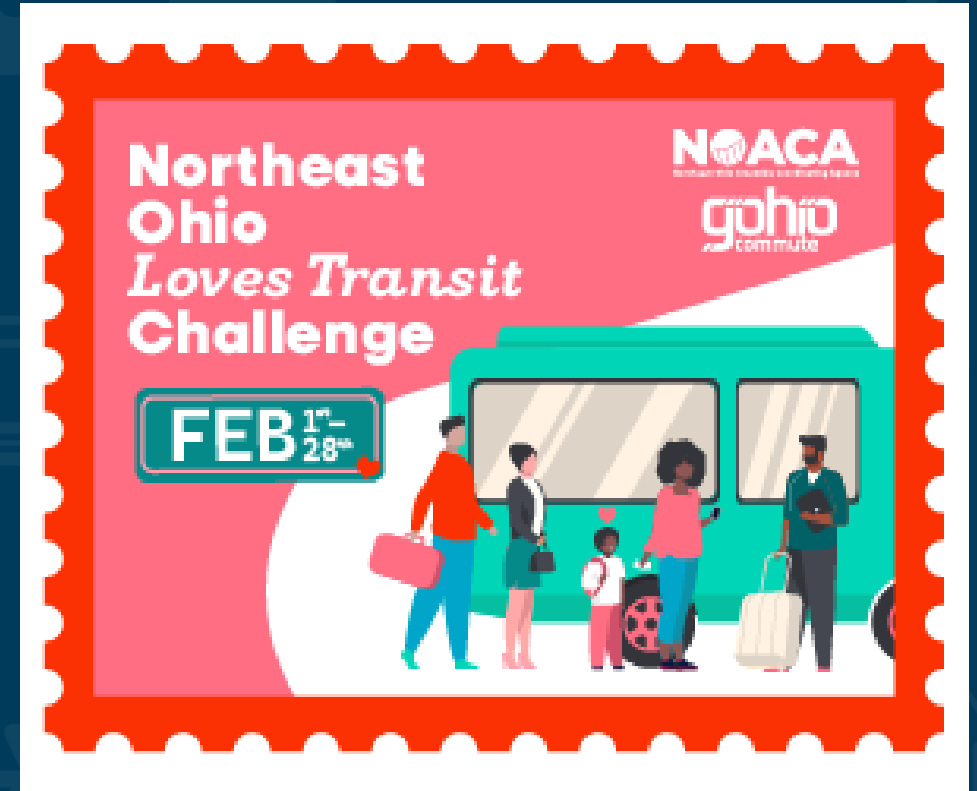
NOACA Love Transit Challenge

– February 2026

(Paid Advertisement)

“Air Quality Challenge”

WKYC TV and Audacy Radio Network (Drive Time)



# 3RD QTR. ENGAGEMENTS

NOACA Love Transit Challenge – WKYC-TV3 (February 2026)



- Daily Impressions: 27,307
- Total Impressions: 4,335,100
- 126.4% ROI delivery based on Streaming, Linear TV Posts, Promotions



**UPCOMING 4TH QUARTER**

# LOOKING AHEAD: FY2026 - 4TH QTR.

- **Aerozone TEDI Public Meeting**
- **NOACA NOW! Monthly Newsletters (April – June)**
- **Air Quality Trends Report (April)**
- **Air Quality Awareness Week (May)**
- **Go (Car)bon Free Campaigns (May)**
- **Evergreen Billboards (April – June)**
- **Updating Website ADA Content Accessibility and Translation Functions**

# PUBLIC MEETINGS



***PUBLIC MEETING***

## HELP SHAPE THE FUTURE OF THE AEROZONE!

Thursday, April 16  
6:00 pm

Middleburg Heights Community Center  
16000 Bagley Road

<https://www.aerozonetedi.org/home>

# FOCUS AREA: BILLBOARDS

Theme: *Connected Progress. Planning Today. Moving Northeast Ohio Forward*

- Static and Digital billboards (12 locations)
- Mid April – June 2026

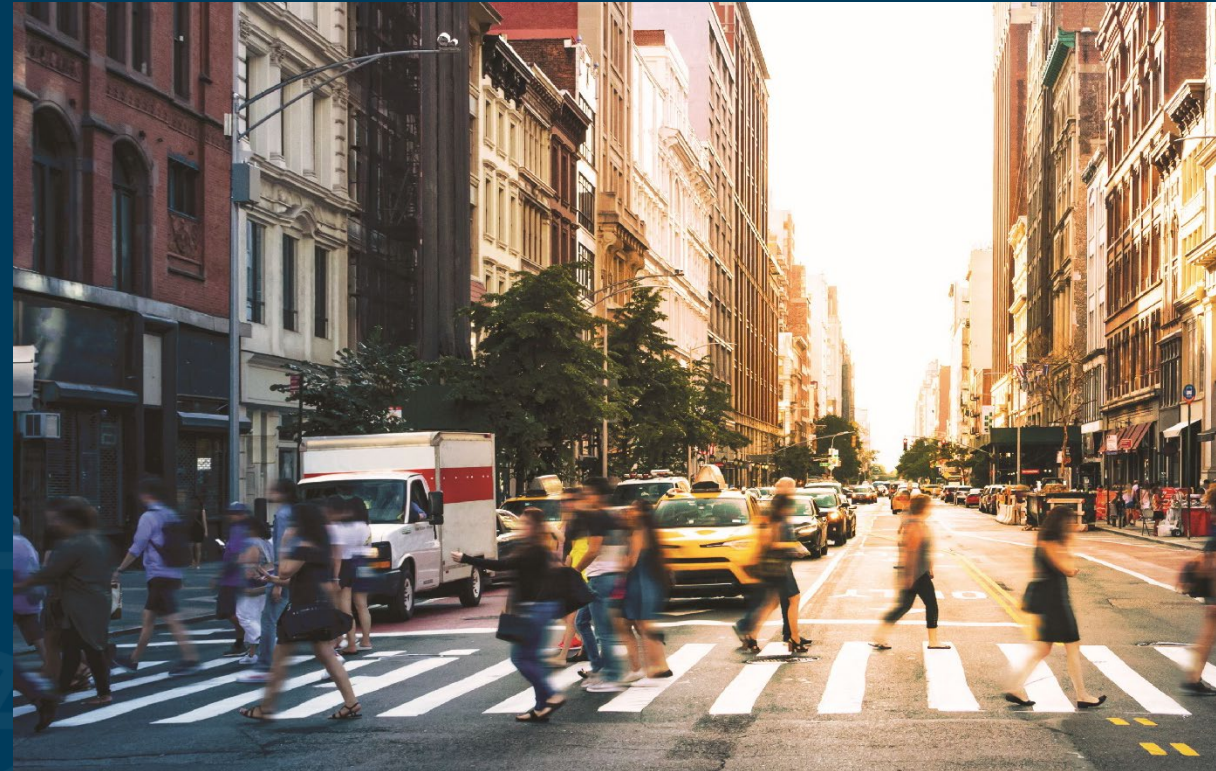
The core storytelling is a natural progression:

Connected Communities → Who we serve

Connected Mobility → What we improve

Connected Opportunity → Why it matters

Connected Future → Where we're going





# Connecting Progress.

Planning today. Moving  
Northeast Ohio forward.

NOACA.org



## Connecting Communities.

5 Counties. 164 Communities.  
One Regional Plan.

**NOACA.org**



## Connecting Mobility.

Safer Roads. Better Transit.  
More Choices.

**NOACA.org**



# Connecting Opportunity.

Transportation drives economic growth.

[NOACA.org](https://www.NOACA.org)



# Connecting Future.

Planning the next generation of mobility.

[NOACA.org](https://www.NOACA.org)

# FOCUS AREA: PUBLIC ENGAGEMENT

FY2027 forums, listening sessions in development with proposed topics:

1. Federal Surface Transportation Act Funding: What Comes Next?
2. Workforce Mobility & Access in a Hybrid Economy
3. Maximizing the role of Economic Development Districts (EDDs) in Federal Funding Competitiveness
4. Integrating Land Use, Transportation, and Brownfield Reuse



# COMMITTEE DISCUSSION

- 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.