



# **EXPANDING STAKEHOLDER ENGAGEMENT**

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## **Developing an Outreach Strategy**

**Thursday, October 10, 2019**

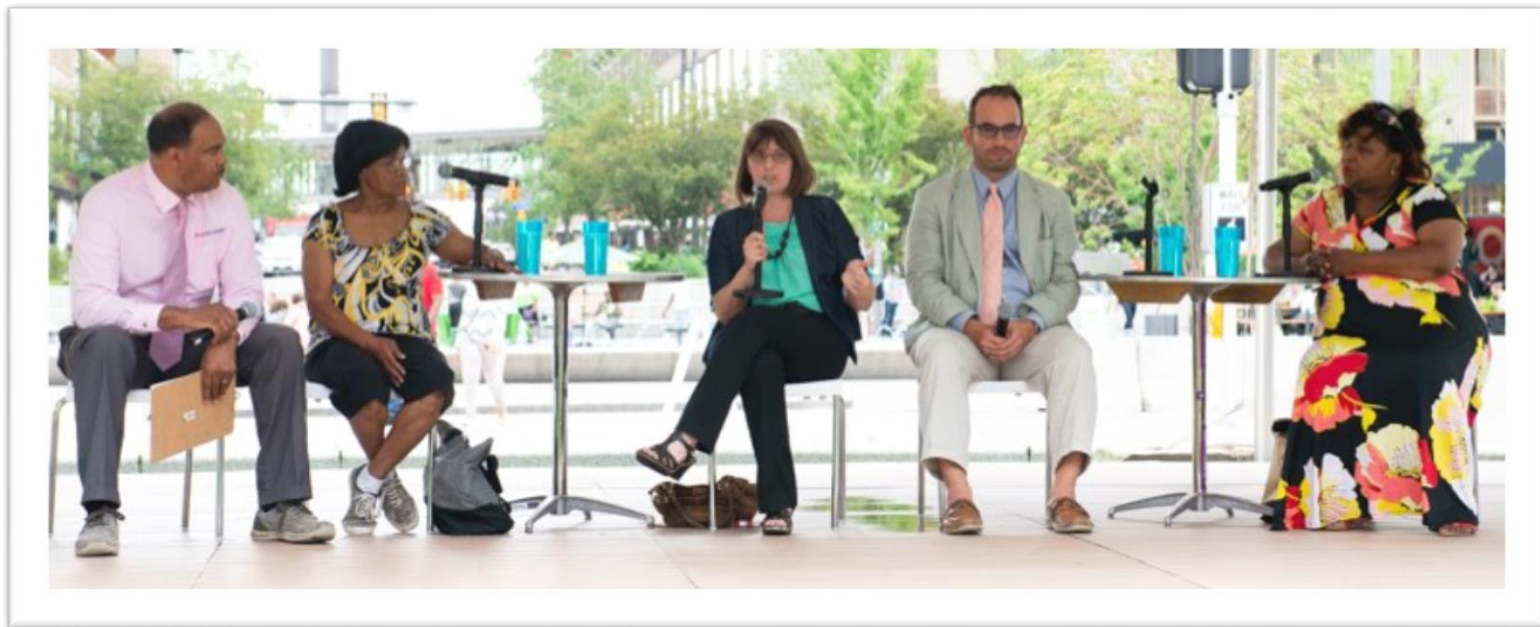
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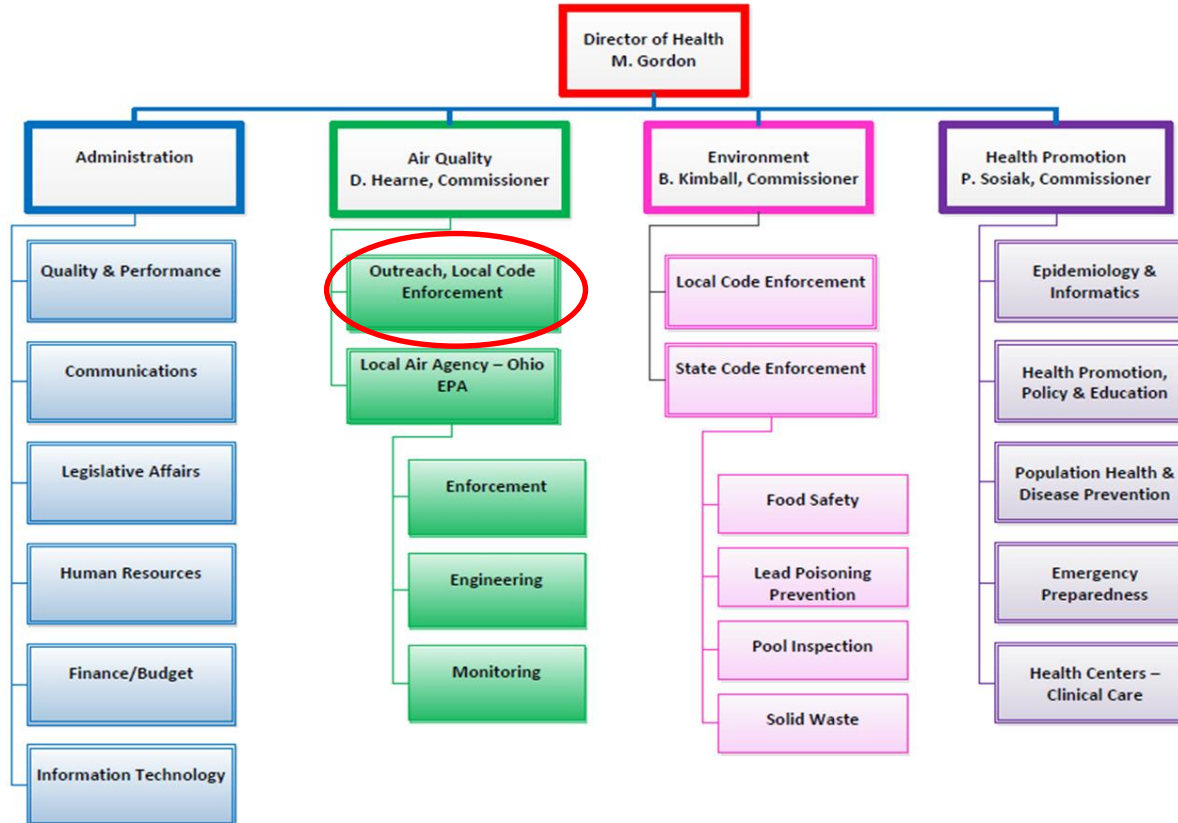
Cleveland Department of Public Health

# A brief introduction...



***For the Love of Cleveland, City Club Forum Series: Air: Breathing Life into Tomorrow***  
***Rick Jackson, IdeaStream | Dianne Howard, Community Activist | Christina Yoka, Cleveland Division of Air Quality***  
***Joe MacDonald, Northeast Ohio Areawide Coordinating Agency | Yvonka Hall, NEOhio Black Health Coalition***

# Our Organizational Structure



# Issue 32: Paving the Way for the Outreach Team



- Payroll tax increase proposed in 2016 that would raise municipal income tax from 2% to 2.5%
- Issue passed with 51% in favor
- Purpose of the additional revenue is to enhance services to City of Cleveland residents through increased staffing and new/enhanced services
- Added 750 jobs to City of Cleveland across all Departments
- In 2017, Division of Air Quality is approved to add the Outreach team. The first Outreach staff are added in 2018

# Our Team: Cleveland Division of Air Quality Outreach

Chief of Air  
Pollution  
Outreach

Health  
Outreach  
Specialist

Health  
Outreach  
Specialist

Indoor Air  
Quality  
Specialist

Environmental  
Enforcement  
Specialist

Environmental  
Enforcement  
Specialist

Environmental  
Compliance  
Specialist

# Expanding Stakeholder Engagement: Establish and Invest in Your Team



- If expanding your stakeholder and outreach audiences is a priority, management must invest in the staffing to make it happen
- Investment means dedicating staff to the task, appropriate training, and clear expectations

# Investing in Your Team: Training

## The Goals of this training...

1. Staff will understand Divisional, Departmental and City procedures and policies that may pertain to working at community engagement events
2. Staff will know how to set up the standard Division of Air Quality display and be informed of how materials may be customized depending on the audience
3. Staff will learn about best practices for engaging the community and will be able to deliver a consistent message about the work done at DAQ



## Getting Set-up

- Show up on time!!
- 3 totes
  - Set up materials
  - Activity materials
  - Giveaways and information
- 3 sections to the table
  - Newsletter sign up and giveaways
  - Kid's corner
  - Information and pamphlets
- Table set-up may change depending on the needs of the event



## Material Tracking and Visitor Count

### Material Tracking

A spreadsheet template for tracking materials. It has columns for 'Material', 'Quantity', and 'Date'. The 'Material' column lists various items like 'Air Quality Display', 'Pamphlets', 'Signs', etc. The 'Quantity' and 'Date' columns are for recording data.

### Visitor Count

A spreadsheet template for tracking visitors. It has columns for 'Date', 'Time', 'Name', 'Address', 'City', 'State', 'Zip', 'Phone', and 'Email'. The 'Date' and 'Time' columns are for recording when the visitor came. The other columns are for recording their contact information.

## Engage your Audience

## What you're not saying matters too!

- Present yourself appropriately
- Approachability is important!
- Make eye contact, and say "hello" to establish a conversation
- Use plain language



# Developing a Metric Based Outreach Plan



*"I want to expand my stakeholder and outreach audiences...."*

Who is the audience that you are trying to reach? Why are you trying to reach them?

What metrics will define your success? People spoken to, meetings held, presentations given, constituent calls to organization...?

Have you set realistic expectations for your metric based goal? Do you have a baseline or are you just now developing a baseline?

How does this outreach plan relate to the overall work of your organization?

When will this work be completed?



# Our Early Outreach Goals

## Increase our Community Presence

- Establish an annual calendar of events with an evaluation method
- Create a visual display that will rotate between host institutions

## Implement an Idle Reduction Campaign

- Deploy particulate air monitors to local schools and combine with vehicle idle reduction resources
- Collaborate with local partners on a public awareness campaign

## Build Partnerships with Community Organizations

- Coordinate one-on-one meetings with CDC and non-profit representatives

## Engage the Regulated Community

- Host industry related workshops

## Develop an electronic community strategy

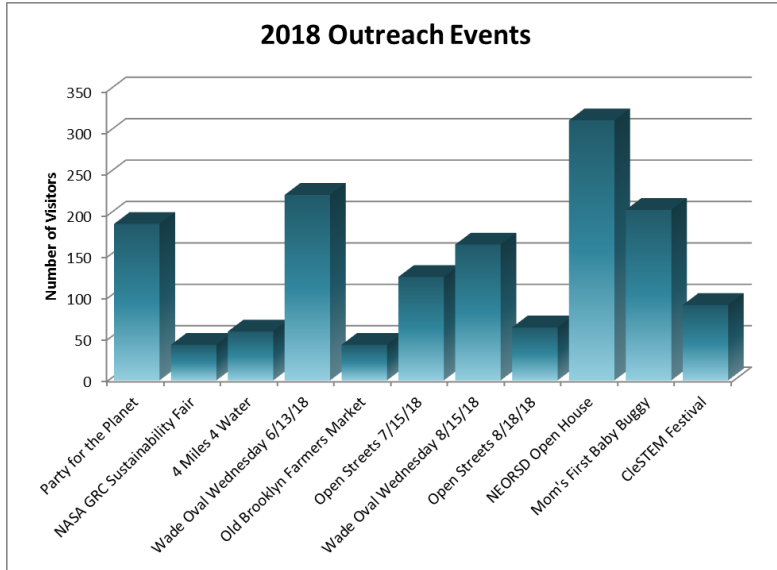
- Utilize free electronic resources to communicate to the public including e-newsletters and social media

## Create a Speakers Bureau

- Develop key presentations that are readily available to present at a wide variety of meetings/events

# Goal: Increase Community Presence

## Outreach Events: Total for 2018



## Outreach Events: May – July 2019



# Goal: Develop a Speakers Bureau

May 2, 2019	Air Quality and You Presentation
May 4, 2019	Monitoring Particulate Matter
June 3, 2019	Cleveland Air Code Update Group Presentation
June 7, 2019	Cuyahoga 50 Staff Presentation
July 11, 2019	Cleveland Air Code Group Presentation
July 18, 2019	For the Love of Cleveland Panel Discussion
July 18, 2019	Air Monitoring Presentation
July 23, 2019	Cleveland Air Code Presentation to MetroHealth
July 30, 2019	Cleveland Air Code Presentation to Cuyahoga County Office of Sustainability
September 5, 2019	Cleveland Air Code Update Large Group Presentation
September 17, 2019	Air Quality and Climate Change
October 1, 2019	Healthy Homes Indoor Air Quality Session Facilitation
October 10, 2019	NACAA Public Outreach Committee
October 16, 2019	Sustainable Cleveland Idle Reduction Session Facilitation
October 17, 2019	National Environmental Health Association Climate Change and Air Quality

# Goal: Building Community Partnerships



- Create a target list of organizational types and individuals (Begin with your existing network)
- Show up! Attend meetings, conferences, and events.
- Be open to new ideas

# Air Pollution Code Update: Stakeholder Meetings

## Cleveland Division of Air Quality Goals

1. Internal administrative review of the air pollution code
2. Meet with a variety of stakeholders to learn about their air quality concerns
3. Utilize community feedback to identify areas of internal processes that can be improved



# City of Cleveland Code of Ordinances

## Part Two: Health Code, Title V: Air Pollution Control

Chapter	Definitions	Chapter 273	Hydrocarbon Limitations
Chapter 253	Ambient Air Quality Standards	Chapter 275	Carbon Monoxide Limitations
Chapter 255	Administrative	Chapter 277	Miscellaneous Limitations
Chapter 257	Installation and Modification Permits	Chapter 279	Procedures and Other Requirements
Chapter 259	Operation Permits & Variances	Chapter 281	Hazardous Air Pollutants
Chapter 261	Exemptions	Chapter 283	Emergency Episodes
Chapter 263	Fees	Chapter 285	Testing and Monitoring Equipment
Chapter 265	Visible Air Contaminant Limitations	Chapter 287	Penalties
Chapter 267	Odors	Chapter 289	Constitutionality
Chapter 269	Particulate Limitations	Chapter 291	Advisory Committee
Chapter 271	Sulfur Compounds Limitations		Appendices

# Stakeholder Meeting Process



1. Develop a target list of stakeholders to contact
2. Create staff assignments
3. Conduct initial meetings; evaluate
4. Incorporate feedback into subsequent meetings
5. Close the loop and report back
6. Identify further opportunities for collaboration

# Circling back to this partner opportunity...







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