

August 30, 2016

TO: NACAA Board of Directors

FROM: Craig Kenworthy, Local Co-Chair  
Anne Gobin, State Co-Chair  
Stephanie Steigman, Staff Liaison

RE: Reorganizing NACAA's Public Outreach Committee

#### Summary

With the advent of the internet, ease of searching for materials on air topics, and reduced staffing in air programs, maintaining the historic form and function of the Public Outreach Committee is not the best use of time and resources. The content of the monthly agendas and level of participation by committee members does not merit reserving an hour a month on 30 people's schedules. To improve engagement and relevance, we propose to redesign the committee framework to better reflect topics that merit conversation and sharing experiences around subject matter themes. It is our intention to select four topics annually for discussion on a quarterly basis

#### Background

The Committee has been holding monthly calls with limited attendance and very little discussion. The agenda topics are predominantly EPA updates about EPA programs. For topics that are of potential national interest, an effort is made by NACAA staff and the Committee chairs to generate a product that can be shared (e.g., a factsheet on the ozone NAAQS) or to schedule a well-attended annual meeting.

#### Revised form/format

Change is necessary to increase engagement in the committee and to improve its effectiveness. To that end, we propose to discontinue the monthly call and establish a quarterly call schedule for the next year. Each call will be dedicated to a specific issue/theme. During the call, presenters and participants can share some best practices on communicating the issue and we will encourage participants to discuss communication challenges they are encountering and ways to overcome them. Based on the topic areas chosen, other NACAA committees and EPA program staff will be invited to participate.

Themes for the next year could include:

Call 1– Personal monitors and communicating what the data means and how an air program is going to respond.

Call 2– Wood Smoke and how to address complaints/elevated levels.

Call 3 – Outreach on climate plans.

Call 4 – Mobile sources/diesel retrofits.

*Approved October 16, 2016*