

Mid-Atlantic/Northeast Visibility Union

MANE-VU



Regional Communications and Outreach Efforts to Address Haze

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Overview of Presentation

➤ Background

➤ Outreach Products

➤ Planning

➤ Assessment

What is MANE-VU?

Regional Planning Organization
addressing EPA's regional haze rules and
reducing visibility impairment in major
national parks and wilderness areas

- Helping states coordinate work regarding SIP requirements (regional haze, ozone, & PM)
- Works closely with the states to get out the message about regional haze

MANE-VU Members

Connecticut

Delaware

District of Columbia

Maine

Maryland

Massachusetts

New Hampshire

New Jersey

New York

Pennsylvania

Rhode Island

Vermont

St. Regis Mohawk Tribe

Penobscot Nation

U.S. EPA

U.S. Fish and Wildlife

U.S. Forest Service

U.S National Park Service

Partners

**Ozone Transport Commission
(OTC)**

**Mid-Atlantic Regional Air
Management Association
(MARAMA)**

**Northeast States for
Coordinated Air Use
Management (NESCAUM)**

Communications Strategy

Reach out to the public, stakeholders, and decision makers to raise awareness of reduced visibility in the MANE-VU region and to communicate the public health and environmental effects of the contributing pollutants.

Final Objective: Achieve support for haze reduction efforts.

Planning Stages

- Assessment Study
- Regional Haze Message Guide
- Focus Group Study
- Stakeholder Outreach Strategy

Assessment Study

Purpose: Assemble “baseline” of existing educational and outreach materials on regional haze.

- Determined what could be used in MANE-VU region
- Identified audiences, potential partners, and appropriate messages and approaches
- Determined next steps for communications effort

Message Guide

Purpose: To develop a common language up front.

- Worked with partners and members to come to agreement
- Provided to all members and partners

Focus Group Study

Purpose: To assess the public's knowledge of "haze" for use in development of outreach materials

- Evaluated public awareness of issue
- Tested messaging
- Determined that reduced visibility got their attention, but the potential health impacts of haze make them care about the issue

Stakeholder Outreach Strategy

Purpose: Education, awareness and involvement of MANE-VU Stakeholder groups

- Developed extensive database of stakeholders
- Maintaining ongoing communication
- Will utilize media outlets

All the Ingredients

- Suite of existing resources
- Audiences identified
- Common language
- Assessment of awareness levels
- Tested messaging
- Comprehensive strategy

Baking the cake...

Key Work Products

- Media Resource Guide – completed
- Fact Sheets – completed
- Logo & Tagline – completed
- Website Maintenance – ongoing
- Biannual Newsletter – ongoing

Key Work Products – Continued

- Boilerplate Press Releases – ongoing
- Tri-Fold Brochure – completed
- Model Presentations – completed

Media Resource Guide

- About regional haze
- Why haze matters
- About MANE-VU
- Key MANE-VU contacts
- Review Process – Communications Committee
Input

MANE-VU Fact Sheets

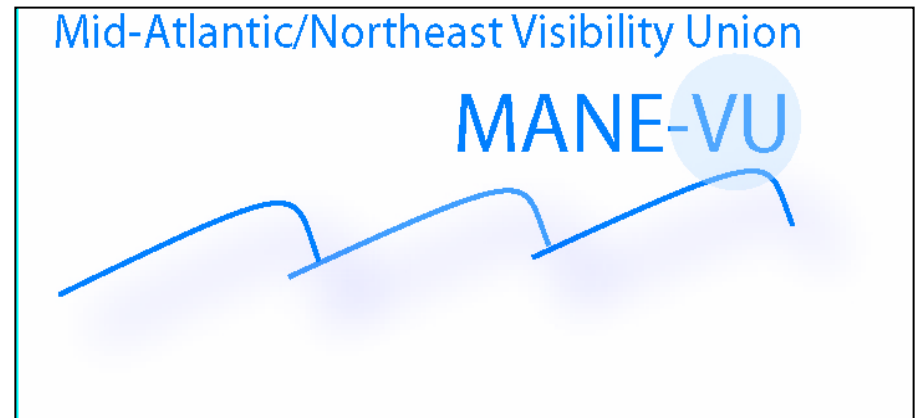
- “What Everyone Needs to Know About Regional Haze”
- “The Health Effects of Regional Haze”
- “What Everyone Needs to Know About MANE-VU”

Design Elements

- Logo design – provided the committee with several different style options
- Tagline design – provided several options that incorporated health and visibility issues (still deciding on tagline)
- *Presented all the options to the Communications Committee*

LOGO Development

- Five “families” of logos were developed
- Similar color scheme (blue, green, orange)
- Ranged from modern to classic design
- Provided several options and ideas



Tagline Development

- Five “families” of taglines were developed
- Some focused on visibility
- Some focused on visibility and health impacts
- Final tagline will focus on visibility and health impacts – due to findings in focus group report

Stakeholder Outreach

- Database used to ensure an inclusive Regional Haze SIP development process
- Newsletter, website and regular updates used to maintain ongoing communication
- Inform and educate targeted groups through media outlets

Stakeholder Outreach – The SIP Process

- Educate stakeholders about regional haze, the SIP process, & opportunities for involvement
- Elements of the Outreach Process – Biannual newsletter & periodic electronic updates & invitations to comment on template elements
- Key SIP elements (e.g. the SIP template) taken out for review

Assessment of Success

In terms of stakeholder outreach:

- Are stakeholders responding to the newsletters/invitations, etc?
- Are stakeholders sending comments on work products?
- Are stakeholders attending public meetings?
- Result – Establishing a working relationship between MANE-VU and stakeholders.

Assessment of Success

In terms of our members:

- Are members participating in calls, meetings, etc.?
- Are members included in the production process?
- Are members pleased with and utilizing the work products (i.e., brochure, press releases, etc.)?

Lessons Learned

- ***Messaging is key – need to develop and follow a guide***
- Planning in the early stages is critical to start the machine rolling
- Keep the plan flexible – states will adjust as needed
- Key terms are a big hang up
- Combine messages for several pollutants
- Communication is expensive – time & money

Lessons Learned

- Coordinate with state media offices
- Find the right time for “haze awareness” press releases
- Remember that timing and strategizing (e.g. distribution, “buy-in”) of work products is KEY

Questions?

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