

# *Shifting the Lens of Air Quality Outreach*

## **A Proactive, Service-based Model**

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# Overview

- Mecklenburg County Air Quality background
- Creating a New Model
- Outreach as a Bridge, Clean Air as a Service
- Final Thoughts

# MCAQ: A Local Resource for Improving Air Quality

## MISSION

Lead and assist Mecklenburg County towards **meeting and maintaining compliance** with the health-based National Ambient Air Quality Standards.





## Monitoring

Collect real-time, accurate data



## Permitting and Enforcement

Assist local businesses in complying with local, state, and federal rules

## Mobile Sources

Reduce air pollution from cars, trucks, and off-road equipment

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# Education & Outreach



Charlotte Area  
NC Air Awareness

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# Reactive vs Proactive Outreach

- **Reactive outreach:** Passive. Being asked to present/table/etc., the community finds you, existing events. This often leads to doing outreach in the same places.
- **Proactive outreach:** Active. Finding (or creating) new opportunities to present AQ info, being conscious of places that have been overlooked, meeting people where they are (unconventional outreach locations)
- Striking a balance between these can help reach a greater audience



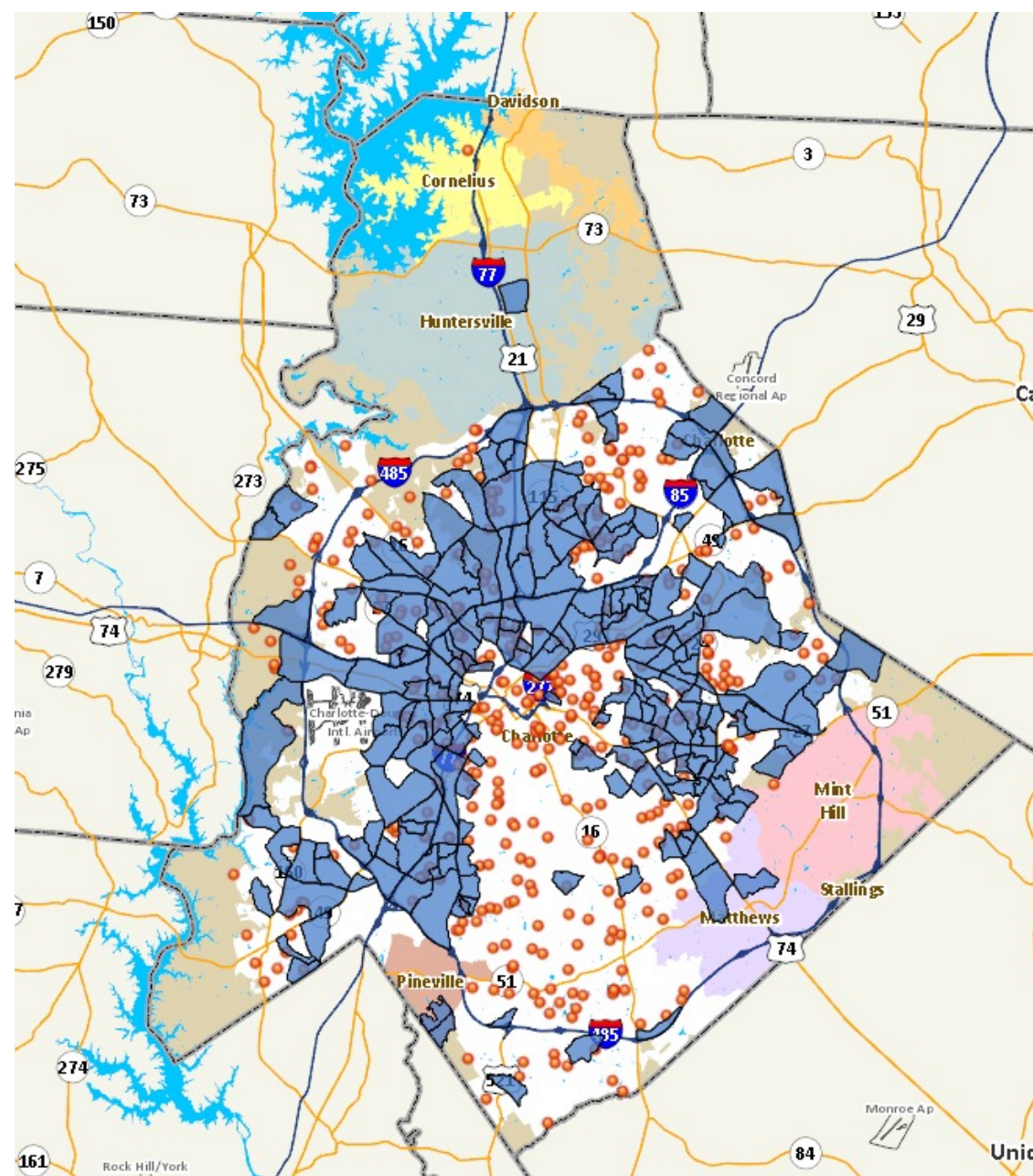
# Creating a New Model

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# Stakeholder Input

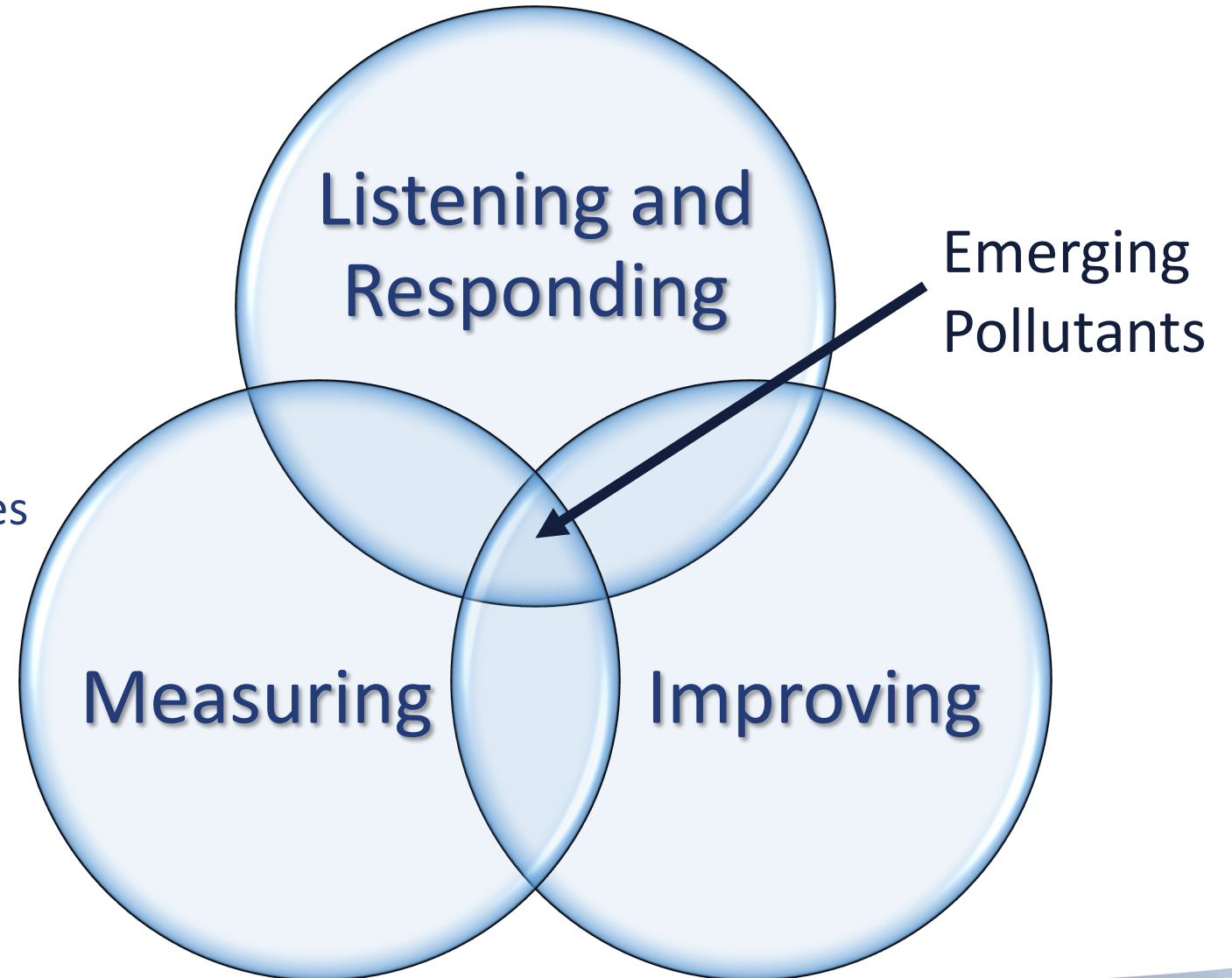
- Air Quality Commission
  - Desire to see more outreach, specifically in underserved communities
  - Created a map of Air Quality Target Areas
    - Based on Socio-Economic Status indicators
  - Broadening awareness of our agency and services
  - Connect to their contacts in the community
- Internal
  - What is the purpose of our outreach?
  - What can we provide to the community that is unique and meaningful?
  - Who? What? Where? Why?





# Outreach as a Bridge, Clean Air as a **Service**

- Measuring
  - Emission Inventories
  - Monitoring
  - Forecasting
- Listening and Responding
  - Environmental Justice
  - Dust and Odor Reports
  - Public Comment Opportunities
- Improving
  - Permitting and Enforcement
  - GRADE
  - Re-Zoning Reviews





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# Listening and Responding

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# Measuring

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# Improving

Assist local businesses in complying with local, state, and federal rules



# Final Thoughts

- Break the loop of reactive outreach
- Meet people where they are
- Consider what your community wants to know about air quality
- Don't be afraid to try something new