



Strategic Planning Process

- Kick-Off Meeting – February 2022
- Virtual Planning Sessions (two) – March
- Final Meeting – May
 - Drop-in session for those that wished to continue discussion
 - Survey to prioritize goals and objectives
- Strategic Plan delivered to Board – June
- **Next Steps:**
 - Implementation of Year 1 objectives/goals
 - Monitor implementation progress
 - Annual review

The “Strategic Plan”

The plan builds on Clean Air Partners’ significant successes and the strength of the board.

Emerging Themes:

- A commitment to environmental justice that requires the inclusion of voices from communities most impacted by poor air quality.
- A desire to establish new partnerships in underserved communities and in sectors that are aligned with the work of Clean Air Partners.
- A belief that messaging and calls to action can be data-driven and respond to shifting priorities.
- An opportunity to raise the profile of Clean Air Partners and, in time, connect its work to climate change.

Goals and Objectives

- Clean Air Partners' four program areas form the organizing principle for the plan's goals and objectives.
 - Education and Outreach
 - Marketing
 - Special Projects
 - Program Administration
- 25 objectives; each include specific metrics and milestones
- Objectives were prioritized over a 5-year timeline (based on results from member survey)

Year 1 Objectives

Education and Outreach

Objectives	Metrics and Milestones
identify and include educators (e.g., science directors, school nurses, teachers), students, and community members from underserved or disproportionately impacted neighborhoods in discussion and decision-making through board membership or the establishment of an education advisory panel.	<ul style="list-style-type: none">• Number of new board members.• Establishment of education advisory panel.
Clean Air Partners will cooperatively educate, update, and support local and state elected officials regarding regional air quality and its connection to climate change.	<ul style="list-style-type: none">• Number of updates and presentations to BMC and MWCOG committees.• Number of one-on-one meetings with local and state elected officials.• Number of requests for information from local and state elected officials.

Year 1 Objectives

Marketing and Public Awareness

Objectives	Metrics and Milestones
<p>conduct an internal assessment of marketing assets in Year 1 to a) update relevant language on the website, social media channels, and program materials, and b) identify board members with expertise in climate change and provide media training if needed.</p>	<ul style="list-style-type: none"> • Assessment is conducted. • Language and messaging are adjusted. • Board members with expertise in climate change are identified. • Media training is provided.
<p>continue to develop and disseminate public awareness campaigns that help individuals understand the connection between their own actions and air quality/climate change and demonstrate air quality co-benefits with climate messaging.</p> <p>Campaigns will rely on available data to develop messages and calls to action that have the greatest chance for adoption and/or demonstrate a positive impact on air quality.</p>	<ul style="list-style-type: none"> • Review 2021 OpinionWorks survey data to inform initial campaigns. • Develop new messaging and campaign materials to include new calls-to-action. • Number of messages disseminated over multiples channels over time. • Number of impressions through all channels. • Use future OpinionWorks surveys to assess shifts in public opinion.

Year 1 Objectives

Program Administration

Objectives	Metrics and Milestones
conduct an annual orientation for new and current board members.	Annual feedback from participants to gauge value.

Next Steps

- Work with the appropriate subcommittees to assist with implementation
- Board assistance with elected official outreach and engagement
- Track progress and report back to the Board in September 2023.