

DRAFT

Air Quality Multi-Pollutant Process (AQMP) Communication Strategy

There will be several levels of stakeholder involvement during the air quality multi-pollutant process (AQMP). The North Carolina Division of Air Quality (NCDAQ) will communicate with a variety of stakeholders. Some of the challenges are to keep the stakeholders engaged throughout the process and determine the most effective ways to disseminate information.

The NCDAQ has an infrastructure already established to use as a foundation for determining stakeholders. The NCDAQ has preliminarily identified some of the stakeholders that are integral to this process:

- North Carolina State Agencies: Department of Transportation, Department of Commerce, Department of Agriculture, Department of Administration, Department of Public Instruction, Division of Forest Resources, Division of Water Quality, Division of Pollution Prevention and Environmental Assistance, NC Solar Center,
- Other State Air Agencies: Representatives from the States participating in ASIP/VISTAS (Alabama, Florida, Georgia, Kentucky, Mississippi, South Carolina, Tennessee, Virginia and West Virginia),
- Federal Agencies: US Environmental Protection Agency, Federal Highway Administration, Federal Transit Administration, National Park Service, US Department of Agriculture Forest Service, US Fish and Wildlife Service, US Department of Energy, Fort Bragg, Camp Lejeune, Seymour-Johnson,
- Local Agencies: Local air programs, Metropolitan Planning Organizations, Rural Planning Organizations, Councils of Government and Elected Officials,
- Regulated Community,
- Environmental Groups and
- Public Groups.

This is the first step in the communication process, which is identifying potential stakeholders. Additionally, NCDAQ is involved with established workgroups and committees that can be avenues for communicating with stakeholders. An example of a few of these committees and workgroups are the Outside Involvement Committee, Unifour Air Quality Committee, State Interagency Consultation Workgroup, Sustainable Environment for Quality of Life, Triad Early Action Compact Workgroup and Fayetteville Early Action Compact Workgroup. Due to the varied interests and expertise of the stakeholders, an integral part of the process is going to be developing conduits for disseminating information effectively and in a manner that keeps the various stakeholders engaged in the process. One means of achieving this is to create “subgroups” –group the stakeholders based on need and interests. For example, for the development of the mobile sources control strategies, the local, State and federal transportation partners, metropolitan planning organizations, rural planning organizations, environmental groups and local elected officials are needed to provide input for mobile emissions inventory development as well as evaluate potential control strategies. Generating “subgroups” is one potential way to foster effective communication among a diverse group of stakeholders.

Due to the broad scope of material that will be covered during the stakeholder process, another challenge is determining what information to provide to the stakeholders. Any success from the communication strategy starts with providing information that is useful to the stakeholders. One means of achieving this is to survey the stakeholders to determine what information NCDAQ can provide so the stakeholders have the information they need to provide input and feedback to remain fully engaged in the process. Some of the basic information that will be provided is potential multi-pollutant control strategies, control strategy evaluation process and implementation strategies. As previously stated, the stakeholders are diverse and of varying expertise and focus so not all of the information available is going to be pertinent to all of the stakeholders. Determining how much information to provide is a key component to capturing and maintaining the interest level of all of the stakeholders. In an effort to address this issue, NCDAQ will solicit comments from the stakeholders regarding how much information should NCDAQ provide, how often should information be disseminated, what is the most efficient and effective means of distributing information, and what is the best way for NCDAQ to advertise updates, milestones and other pertinent information.

With the technology available today, there are many tools available for communicating. The NCDAQ intends to utilize the various methods available to communicate with the stakeholders. The NCDAQ will add a link on our website to

specifically address the AQMP. The information on the website will target a wide audience and will contain reports, progress status, milestones, modeling results and meeting information.

In addition to the website, a list serve or list serves (depending on feedback from the stakeholders) will be created. The list serve(s) will provide stakeholders with more detailed information such as comprehensive progress reports, more frequent updates on modeling results, control strategies and evaluation process.

In order to encourage one-on-one communication, NCDAQ may conduct meetings and webinars in the Coastal, Piedmont and Mountain regions. The focal point will be brainstorming sessions on potential control strategies, the most effective control strategy evaluation tools, sharing information among the stakeholders and NCDAQ, control strategy implementation, specifically in local communities and their impacts on industry and citizenry, and communicate modeling results and milestones.

Press releases may be distributed to venues in the Coastal, Piedmont and Mountain regions to advertise stakeholder meetings, modeling results and other pertinent information, as needed.

Every effort will be made to communicate and disseminate information to all interested parties. Below is an outline summarizing the key points of the communication strategy:

- Use existing infrastructure to determine stakeholders,
- Create stakeholder “subgroups” to help keep stakeholders engaged in the process,
- Determine what, when and how information should be disseminated to the stakeholders,
- Obtain feedback from the stakeholders on the best ways NCDAQ can communicate pertinent information, and
- Utilize the various tools available for communication
 - NCDAQ website
 - List serve
 - Meetings
 - Webinars
 - Press releases.