

# CUYAHOGA RIVER AOC - MARKETING & COMMUNICATIONS SERVICES



## HALFWAY THERE!



The Cuyahoga River AOC (Area of Concern) was added to the list of the U.S. EPA's list of degraded waterways in 1987 upon identification of ten Beneficial Use Impairments (BUIs) listed by the Great Lakes Water Quality Agreement. But we are pleased to announce that we are "halfway there" having delisted five of the ten impairments with great strides being made toward complete delisting.

The following is a summary of our successes and current action plans.

### LIST OF REMOVED BUIs

#### Fish Consumption REMOVED

Reduction of contaminant levels in fish tissue to meet state or Lake Erie consumption advisory levels by removing the sources of contamination.

**RESULTS:** Removed by the U.S. EPA in December 2018 as advisories for consuming fish caught in the AOC need be no more stringent than advisories for fish caught in Lake Erie.

#### Fish Tumors/Deformities REMOVED

Meet regional or Lake Erie incident rates of Deformities, Eroded Fins, Lesions, and Tumors (DELTs).

**RESULTS:** Some fish with DELTs have been found in recent samplings but do not exceed allowable levels.

#### Eutrophication or Algae REMOVED

Waterway conditions are not impaired as a result of excessive algal growth due to sources of nutrients, or no persistent nuisance growth of algae or blooms of blue-green algae observed within the last three years. Additionally, waters meet the minimum and average dissolved oxygen criteria listed in the Ohio Water Quality Standards.

**RESULTS:** NEORSD's Long Term Control Plan has been approved and initiated. The city of Akron is implementing CSO reduction work.

#### Public Access REMOVED

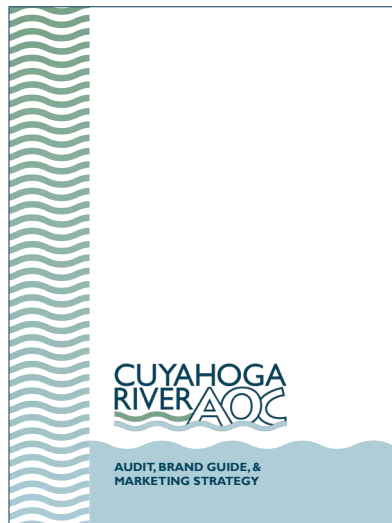
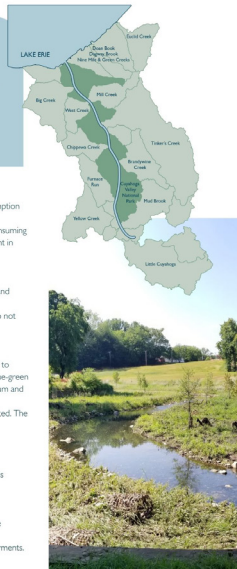
Access to ship channel and marinas for recreation and fishing is not impaired.

**RESULTS:** Local goals have been met to accommodate adequate public access improvements.

#### Degraded Aesthetics REMOVED

o No observed ongoing occurrences of sludge, oil, silt, or other objectionable materials that produce color, odor or other nuisances.

**RESULTS:** Confirmation of no recent or current instances of aesthetic impairments.



**CLIENT:**  
Cuyahoga Soil and Water Conservation District

**LOCATION:**  
Cleveland, Ohio

ORIGINAL LOGO



REFRESHED LOGO



## SCOPE OF SERVICE

EDG Creative initiated this process by conducting an audit, yielding initial findings and recommendations for enhancing social media, messaging, and branding. This research guided the development of a revitalized brand and color palette, reflected in Canva templates for various materials including brochures, flyers, social media posts, and other branded items aimed at educating and raising awareness for the AOC. A comprehensive marketing strategy was crafted to identify best practices and messaging techniques for maximum impact on their target audience. Tailored messaging was designed for project updates, historical insights, and other content categories to aid in the creation and development of both print and digital communications.

## PROJECT DESCRIPTION

The Cuyahoga River AOC is governed by an Advisory Committee whose role is to develop strategic priorities for removing BUIs and delisting the Cuyahoga AOC, and to advise Ohio EPA on measures to implement such strategies. The committee, was seeking a qualified marketing & communications team to lead a brand refresh, digital marketing strategy, and creation of outreach material design templates.

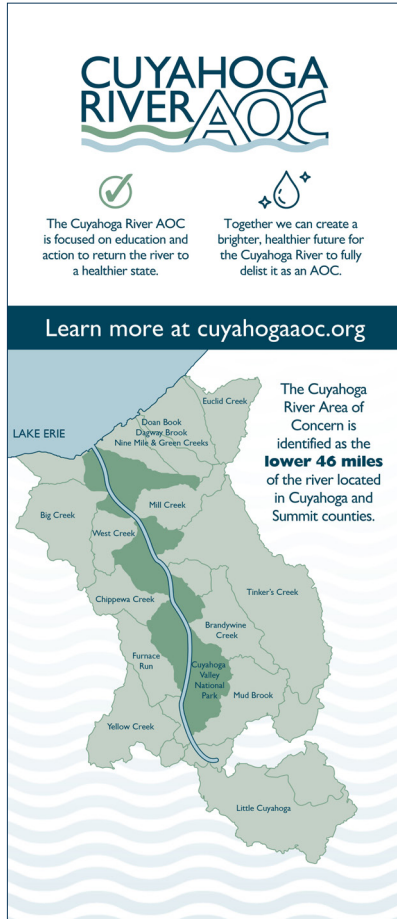
## IMPACT

With the updated brand, marketing strategy, messaging, and design materials, the Cuyahoga River AOC is positioned to better communicate and educate it's target audience through consistently branded pieces. These updates will steer the Cuyahoga River AOC to a successful delisting in the near future.

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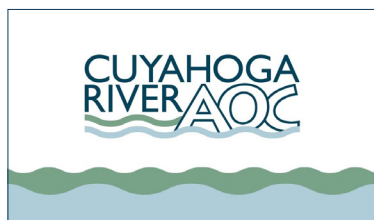
## OTHER BRANDED MATERIALS



BANNER STAND



BROCHURE



BUSINESS CARDS



POSTER



POWERPOINT SLIDES