

**Air Quality Public Education Committee
Tuesday, October 5th, 2010, 10:00 – 11:30 a.m.
Meeting Summary**

Attendance

Mike Boothe, Johnson Co. Env. Dept.
Whitney Bynum, UG-DAQ
Bridget Moss, KCATA
Ron McLinden, Transit Action Network
Ryan Hamel, SBEAP
Lucy Thompson, MDNR

Tom Jacobs, MARC
Doug Norsby, MARC
Stephanie Williams, MARC
Jody Ladd Craig, MARC
Marge Gasnick, MARC

SUMMARY

1. Introductions and Approval of August 3rd, 2010 Meeting Summary

Participants introduced themselves and the August 3rd, 2010 Meeting Summary was approved.

2. Ozone Season Update

Doug relayed a report from Mike at Weather or Not. There was one violation reported on August 11th with 4 yellows issued in September, but we are now that we are into October high ozone levels are increasingly unlikely. If the standard gets set at 65ppb, the reported ozone levels for this year would have resulted in 33 violations. As it was we had four violations, 6 violations if we include the two monitors just outside our Air Quality Maintenance Boundary. The new NAAQS is supposed to be released at the end of the month.

3. 2010 Public Education Survey

Amanda explained that MARC normally does an annual public education awareness survey, but as part of this surveying process an additional supplemental survey is done the day after an Ozone Alert Day to determine whether people have modified any of their behaviors. It is a very small survey with low sample counts that evaluates many of the same things as the larger, more intensive annual survey. Further, the responses are highly dependent on which day of the week the Ozone Alert day occurred. MARC staff requested feedback on whether the Ozone Alert Day survey was being used by any programs and if this was a valued evaluation tool.

An additional developing concern more broadly is that current survey methodology relies on land line phones and mail for soliciting feedback. This may begin resulting in an unrepresentative sample of the population. Options are being discussed with the survey contractor to broaden the survey methodology, and we are considering using focus groups as a supplement to the survey in order to be able to ask follow up questions, etc.

Members in attendance felt that as long as the behavioral change questions were asked in the end of season survey, then that would be sufficient.

4. 2010 Public Education Campaign

- **Media Campaign Update**

We still have some radio and TV ad spots running for the next couple of weeks, but the media campaign is drawing to a close.

- **Outreach Events**

The coloring contest ended August 31st. We had very good participation from both Kansas and Missouri resulting in about 100 entries evenly split across age groups.

The event we are currently focusing on is an Air Art exhibition which will be coming up in November. There is an open call for entries right now and have received two proposals so far. As a way to ramp up interest, we supported a week of workshops on environmental art during the week of September 16th

There are three more emissions clinics being planned. We had a great experience coordinating with Johnson County Environmental Program's September HHW event where we evaluated 42 cars. We will be doing another event with Johnson County during their October HHW in addition to mobile HHW events at Riverside and Liberty.

Tom Jacobs recommended that everyone strongly consider attending an Academy for Sustainable Communities presentation under the Leadership Program by Sarah James. She is a cutting edge planner in sustainable design who has worked in Sweden on helping many of their municipalities adopt some of the most advanced sustainable practices on the planet.

5. Alternative Transportation Reports

- **Transit Agencies**

The Troost Max opening date will be January 1, 2011. Construction is 80% complete and there will be an art dedication in November to official open the public art located at three of the stations. KCATA is working on a lot of public education about how the Max service will run compared to their existing corner-to-corner system. They have also been showing off their hybrid bus at Festival in the Park last weekend and plan to participate in Lee's Summit Sustainability Fair this next weekend.

Ron reported that JCT launched a new bus route west of Waldo and south on Quivera connecting to JCCC and the Edward's Campus. Ridership is a little low, but promotion has not really begun. TAN has blogged to promote the option to ride the JO downtown during the day to Union Station which has been picked up by KC Kids Fun.

- **Ride Share**

Marge reported that we finished up the Green Commute Challenge on August 30th as planned. The awards luncheon took place September 24th and was well received by everyone. There were 45 employer teams with 1155 individual participants. There were nearly 616,509 miles of driving reduced. We presented a couple new awards this year including best workplace promotion and lead by example. KCATA won both of those awards, but ideas from all submissions will offer good case studies for new participants. RideShare will also be at the Lee's Summit Sustainability Fair. The 2011 Guaranteed Ride Home Program will be doing their annual push and renewal shortly. Marge also noted that there

have been a series of letters to the editor that relate to ride sharing and alternative commuting modes.

- **Transit Action Network**

We are continuing to encourage Johnson County Transit to post more on-street transit information. There was a dedication ceremony for Bike/Ped facilities across the Heart of America Bridge and KCATA drove their “Walk, Bike, Bus” bus across during the ceremony. In addition, TAN is working to try and get the City of Kansas City to restore reduced funding for transit by meeting with City Council and City Administrative staff by capping the amount of funding drawn from the ½ cent sales tax for non-transit purposes.

6. Grant Updates

The Johnson County DERA grant was supposed to end at the end of September, but only about one-quarter of the invoices have been processed. Everything is moving along now and with a six month extension everything should be completed. Shawnee has a new fire truck, Dean Machinery is about halfway finished with engine rebuilds. Doug asked about public events or releases with the projects. Mike said that they will be working with the EPA at the very end of the project to do some big public event wrap-up.

Fuel operated heaters are going on buses in Missouri. There are three school districts installing 75 heaters on their own. These are well underway. Another 44 heaters are being installed by contractors at three additional school districts.

7. Discussion: Public Education Survey questions – 21:00

As ozone season comes to an end we have ETC conduct an Air Quality public awareness survey. The answers to the questions can be used to promote programs or probe areas for inadequate education. There are eleven questions that have been used for about ten years and two others that have been used for the last four or five years. These are great for showing trends over time. Surveys have been taken by phone and mail using a stratified sample of 825 individuals in the last survey. The survey helps us understand how people obtain their information and the extent to which peoples’ knowledge about air quality has increased over time.

Tom Jacobs suggested that questions might be added to include questions that would help us test public understanding and potential responsiveness to some of the different things expressed during the Clean Air Action Plan stakeholder engagement that could likely become part of our agenda.

While acknowledging the importance of keeping the survey short, Jody stressed the importance of keeping the existing questions the same and trying to explore these ideas as a new question since these reflect a willingness to support future actions or goals. This was met with broad approval. Tom encouraged everyone to consider identifying questions on stable trends that no longer provide useful information. These could be removed to create survey space.

Jody singled out questions 21-23 for consideration of removal. These were broad questions related to general feelings toward the environment, trustworthiness, and prospects for the future. Tom suggested that this information might be obtained from National surveys rather than a program development survey.

Ron expressed concern about the length of several multi-part questions particularly as part of a telephone survey. He and Jody also identified some wording that could be subject to various interpretations. These minor changes were duly noted.

Amanda and Doug will be making changes. It was suggested that any suggested changes be sent to Amanda prior to November 1st.

8. Roundtable

Doug thanked everyone who came to the Clean Air Action Plan engagement and participated in the event. Mike B. said three of the participants thought it was great, one thought that it was overwhelming but he learned a lot, and one was expecting more about new regulations that would be coming from the process.

Tom invited everyone to consider the Sustainable Success Stories Workshop. Over the last several years we have put out calls for submittals on projects that demonstrate regional efforts to raise the bar on lowering impact and improving sustainability. This event celebrates those efforts and serves as an opportunity to share information and network. The focus this year is on energy and water quality.

Ryan shared that they are hosting a webinar on November 10th geared toward small autobody shops and collision repair specialists. It is on a regulation that affects their work – including an emphasis on providing training, best management practices, and other related air quality requirements.

Mike mentioned the Efficiency Kansas Energy Program which provides an energy audit of your house, which takes about three hours, and generates a report containing recommendations for \$100. Then they link you with a low interest loan program that allows you to make the modifications. The audit is normally \$500-600! It is limited to the first 1500 people, and Missouri has a similar program.

Next meetings: December 7th, 2010 and February 1st, 2010

Parking: Free parking is available when visiting MARC. Visitors and guests should park on the upper level of the garage. An entrance directly into the conference area is available from this level. To enter this level from Broadway, turn west into the Rivergate Center parking lot. Please use any of the available spaces on the upper level at the top of the ramp. For directions to the MARC offices, visit www.marc.org/mapandparking.htm

Special Accommodations: Please notify the Mid-America Regional Council at (816) 474-4240 at least 48 hours in advance if you require special accommodations to attend this meeting (i.e., qualified interpreter, large print, reader, hearing assistance).

Title VI Compliance: MARC fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information or to obtain a Title VI Complaint Form, see www.marc.org, or call 816.474.4240.