

**Air Quality Public Education Committee
Tuesday, November 1st, 2011, 10:00 – 11:30 a.m.
Meeting Summary**

Attendance

Mike Boothe, JCED
Jenifer Logan, JCED
Brook Rentz, UG-DAQ
Cristil Miranda, MEC/KCRCCC
Ryan Hamel, KS SBEAP

Brian Koochel, W.O.N
Marge Gasnick, MARC RideShare
Jen Houston, MARC
Amanda Graor, MARC
Doug Norsby, MARC

SUMMARY

1. Introductions and Approval of November 1st, 2011 Meeting Summary

Participants introduced themselves and approved the November 1st meeting summary.

2. Ozone Forecasting and Season wrap up

Brian Koochel - The very warm temperatures of October coupled with dry conditions in the south led to fairly high background ozone concentrations. Coupled with local production, this caused two days in early October to fall into the yellow range and one day in the orange range (76). Although temperatures stayed warm, air mixing eventually lowered the background ozone levels. However, on the 23rd of October, ozone again reached the yellow range (62), which stands as the latest yellow reported since 2003.

Overall, this year would be considered a very active ozone season. There were nine oranges forecasted and 14 actual daily exceedances in the air quality maintenance area. Mr. Boothe stated there have been 41 monitor exceedances if Trimble is counted. Boothe reminded everyone that Trimble would be a monitor in our airshed next year once the redesignation of boundary lines have been approved by EPA. Though the boundary will expand in Missouri, Kansas recommended keeping only Wyandotte and Johnson Counties in the designated airshed.

• **RFP for next season**

Doug Norsby – RFP must be redone every year. The RFP is nearly completed for the next round, and will be posted in November.

3. 2011 Public Education Campaign

• **Current Media Campaign Wrap Up**

Jen Houston – In print ads, \$7,000 was budgeted and there is only \$450 remaining. \$83,000 was spent on television ads; \$30,000 was spent on web advertisement. Bus ads were extended through September, which saved money due to production and installation costs.

The Public Awareness Survey to evaluate the effectiveness of our outreach is just getting underway. Mr. Norsby noted the same wording has been kept for the Public Awareness Survey in order to facilitate a comparative analysis with previous surveys.

- **Air Quality Events**

The Sustainable Success Stories hosted by MARC will occur in December, and everyone is encouraged to Clean out their files on November 15th – national recycle day. Ryan Hamel encouraged anyone who knew someone that might be interested to take a look at their website to learn about internships opportunities in Kansas from a grant looking at energy efficiency. Clean Cities has a propane auto gas training starting today, and their heartland electrification with grant from DOE has been installing electric charging stations. Emissions clinics are wrapped up for the year. The last clinic at liberty was the largest to date. Gas cap testing is slated for an in house event at MARC, and PDF flyers are being prepared for MARC gas cap testing and other voluntary programs. Green Compute Challenge wrap up and awards event occurred September 30th.

4. **2012 Public Education Campaign**

- **Media Campaign**

MARC is at a formative stage of working with the transportation department to leverage the publication of the LRTP and the update to the CAAP to maximize air quality awareness. The next couple of years are important to put us on the right track for attainment status in 2013. There is a desire to expand the scope of outreach and develop a commercial which uses animated figures that hopefully will not look quickly outdated. MARC will begin publishing air quality instructional videos on Facebook and YouTube more heavily over the next two to three years.

- **Thought Shower: Regional Collaboration for 2012**

The regional Gas Cap Testing seemed to be quite successful. It appears to be viable at DMVs and could easily be added to various meetings or planned events. We are looking at Gas Cap testing as a possibility for the Sustainable Success Stories event or other large forum to see how it might work. A workshop in March may be a good time for testing as a lead-in to the ozone season. Having testing at the Health Department for employees may be an option that would also help generate improved awareness about ambient air quality among public health professionals. Getting information out the day before on vehicles has often proven beneficial, but these need to be situations where people are likely to return to the same location as part of their normal weekly routine.

Idle free zone signs are still available, and there is a lot of room to expand this program. Mr. Boothe has had success by giving signs away and requesting that a picture with the location be sent once the signs are installed. There are opportunities for both businesses and schools for idle free zone signage. Public libraries have not been heavily targeted for idle free zones, and despite our former lack of success, over time increased awareness could influence drivers at banks and drive-thrus where resistance to signage exists.

MARC Air Quality is planning an Air Ball event in May at the CBE and needs partners and sponsors. Direct requests for drug company sponsorships by MARC are not an option, but support from these companies

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received through other vendors might be possible. The event will be promoted to schools and youth sports teams, and mascots and college players will be asked to join.

5. Alternative Transportation Reports

Rideshare is updating their trip planning software system on the internet and will present the system at our next meeting.

Bridget reported that KCATA has route recommendations that will roll out in April. There are seven public meetings scheduled to comment on them.

The JO is gearing up for many 2012 changes in response to fairly drastic budget cuts. Four routes have been eliminated. Public comments are being taken through meetings, internet, and by phone. The downtown loop will be streamlined to eliminate a figure eight around crown center. The effect of "Bus on Shoulder" capability is being reflected in schedule time changes, drivers have been trained, and all changes will begin in January. Bus on Shoulder will allow the buses to move up to 35 miles an hour on the shoulder from 95th Street on I-35 buses to the Lamar exit.

Next meetings: TBA

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).

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