

**Air Quality Public Education Committee
Tuesday, May 3rd, 2011, 10:00 – 11:30 a.m.
Meeting Summary**

Attendance

Mike Boothe, Johnson Co. Env. Dept.	Ryan Hamel, SBEAP
Jennifer Logan, Johnson Co. Env. Dept.	Matthew Arnold, MDNR
Brook Rentz, UG-DAQ	Bridget Moss, KCATA
Ruth Redenbaugh, MEC	Cris Lowe, JCT
Mike Knechtel, Weather or Not, Inc.	Ron McLinden, Transit Action Network
Marge Gasnick, MARC RideShare	Amanda Graor, MARC
Stephanie Blucker, MARC	Doug Norsby, MARC

SUMMARY

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

Participants introduced themselves approval of the March 1st meeting summary was postponed until the July meeting.

2. Ozone Forecasting

There were seven yellow days and an orange day in April. While an orange day in April is rare, it's not unheard of. There have been eight other occasions where this has happened since 2003. As is usually the case with elevated April ozone values, there is a contribution from rangeland burnings. This year we also had some unique contributions from western Oklahoma and western Texas fires where there has been drought and windy conditions. The violating monitor was Watkins Mill at 76 ppb. This does not necessarily foreshadow the rest of the summer. We are near normal moisture at the moment, but there is a lot of widespread drought to the west and southwest. If that reaches us, it could affect our ozone levels.

3. Clean Air Action Plan Update

The clean air action plan update is completed. The forum received the final draft last week and will go before the MARC Board at their May meeting. Once approved, we will post it on the website and begin moving forward with implementation. The four main areas are: Native landscaping and sustainable commercial landscaping practices, energy efficiency incentives for consumers, building energy codes and municipal buildings, and promoting transit oriented development with walkable, bikeable communities/complete streets design. There are specific three, five, and ten year goals for each one along with a technical analysis of emission reductions and cost effectiveness. This doesn't change anything in the original plan, but adds greater detail to the sustainability tenet of the initial planning document and compliments ongoing activities. An appendix updating projects undertaken under the plan will also be included. These updates will continue annually with a major analysis

every five years. Some of the projects in the plan have already been implemented even before the update has been officially adopted.

4. 2011 Public Education Campaign

- **Media Campaign**

Stephanie distributed a spreadsheet showing broadly how media outreach funding is going to be spread across media types. There will be a little print, some web and radio, and a lot of TV advertising. Network and cable TV are regular reported as information sources. We are planning to do some outdoor advertising on billboards and buses – particularly in Clay and Platte Counties. We are also looking for opportunities in Johnson County as well. Twelve to thirteen percent of the budget will target minority outlets. The Fox4 PSAs and billboards seem to have made a solid impression based on the recent public awareness survey.

- **Outreach Events**

There are a whole series of Bike Month events coming up in May. Many of the events are put on by individuals or small groups of people which are then coordinated through the bike/ped committee. This round-up of events offers a lot of variety in activity level, event size, and location so that no matter where you are in the metro area there are activities nearby that may interest you. Bike Walk KC is the main site for all bike activities. Missouri Bike Federation and Kansas Bicycle and Pedestrian Federation are working together to get events listed. These include social events, bike clinics, how to ride bike/bus, weekly rides, and clean up events. Bike week is a focused period of bike activities from the 16th to the 20th. Posters are available for handout.

Johnson County's Go Green event is 11-1:30pm on May 25th. This will be a PR event for the ARRA grant they are working on as well as providing environmental outreach and education primarily to their employees.

May 24th, there will be an ozone season kickoff with The JO, Johnson County Environmental, and MARC. KCATA and MARC will be doing gas cap testing at four locations during Air Quality Awareness Week on the first week of May.

Emissions clinic testing started last weekend and will continue heavily throughout May and June. These are being done with Missouri Solid Waste District and Johnson County HHW events utilizing the training of advanced automotive tech students. The number of tests per event average around 25 vehicles.

- **Gas Cap Testing**

We will be doing thirteen lots plus the KCATA lots and two Johnson County events. Many of these are happening this weekend. Brook and Whitney are going to work with Johnson County to learn a little more about using the equipment before doing some of their own events. There are many opportunities with The JO to do gas cap testing at Commuter Appreciation events. Most of these are throughout the month of June. MARC can help get the public releases about the events out to the public. These can be sent either to Doug or directly to Stephanie. It's really important to have all of the events in one location so that members of the public can go to a single location to find the entire

range of opportunities for testing. There is a map of locations that is regularly updated with both gas cap testing and emission clinics.

5. Alternative Transportation Reports

• Metropolitan Energy Center – Clean Cities

Ruth reported that the Kansas City Kansas School District had a public event celebrating their new CNG facility with 47 new CNG buses on March 16th. UMKC has a new station in place. KCPL has plans for 10 electric power charging stations which they will announce sometime in May. To speed the project along, these will all be free until December 2013 in order to avoid regulatory issues with selling electricity. There will be eight locations and a ribbon cutting at each host partner. It should only take a couple months for installation/construction. There will be two years of monitoring on how the stations are used to see if guidelines need to be developed. They want to see level of demand and whether valet parking should be considered. This is an ARRA funded grant. Kansas Gas Service will be upgrading an existing CNG station to make it acceptable for public fueling. Kansas City, MO is also going to do a public CNG station now that their fiscal year started. This will happen in the next week or so.

• KCATA

During bike week, KCATA will be at the City Hall breakfast with the bike there, walk there, bus on May 16th, and the same bus will also be at Bagels on the Bridge. They unveiled their new electric service vehicle at the Troost Park and Ride. June through September they will participate in the ozone program with 75 cent fares. This summer they will offer the twelve dollar youth monthly transit tag for people under 18. The big winners for their Earth Day art competition are Derrick Thomas Academy and Flannery Ross Murphy from Academy Lafayette. There were five 'How to Ride' clinics in April throughout the city and promoted them widely over radio, facebook, and web. There is a new TV commercial on which targets young professionals.

• Ride Share

Marge mentioned that a statewide RideShare program meeting with MODOT was held in Jefferson City. They are interested in taking a role in statewide carpool coordinating including putting together a statewide carpooling event. They have a network of carpool lots which they have been monitoring and would like to encourage their use. Part of this is determining what types of amenities are in demand. There was a lot appreciation event at one of the new MODOT lots in Blue Springs where RideShare and MARC's AirQ Program promoted the lot and tested gas caps. It was well covered by several TV stations throughout the morning. This actually generated some traffic interested specifically in having their gas cap tested. There will be a Green Commute Challenge again this summer and Revolve KC has asked to coordinate a bicycle panel for bicycle friendly businesses that will be timed around the challenge. This will be the fifth year for the challenge.

• Transit Action Network

The study is underway for the two mile long downtown street car and is expected to be completed as early as November. TAN is working to build support for the study by making presentations at various downtown interests. This is likely to be financed by a downtown development district. The Seamless Transit workgroup is continuing to meet at MARC with the goal of removing obstacles

between existing systems. They are developing scope of seamless transit to keep it from getting too broad or becoming threatening to the agencies involved. The latest issue revolves around the agencies resistance to directly accepting each others' monthly passes. Transfers are accepted, but passes are not.

- **Johnson County Transit**

In addition to the customer appreciation and ozone kickoff events, Cris reported that JCT is working on a mobile app with the Olathe Chamber coming in June. Budgets are tight, and they are conducting a customer survey about the service. So far response rates are better than expected. One early finding appears to be that they are reaching the sought after Hispanic demographic. The building and construction of the new park and ride lot at Oak Park Mall is to start in late May or early June. There are many long term plans for more structures at the other park and ride lots.

6. Roundtable

Amanda asked whether JCT or KCATA had considered using QR codes to relay bus schedule information. KCATA has looked at doing something like this briefly and JCT had not yet heard of this. Both transit agencies are actively looking for different options to communicate information and welcomed the potential value of this idea.

Next meetings: Sept. 6, 2011 and Nov. 1, 2011

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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