MEETING SUMMARY
AIR QUALITY FORUM

March 10, 2020
10:00 – 11:30 a.m.
MARC Board Room, 600 Broadway, Suite 200
Kansas City, MO 64105

Members and Alternates in Attendance
Angela Markley, Unified Government
Doug Watson, KDHE
Jaclyn Brown, WYCO
John Neuberger, Sierra Club
Josh Wood, City of Olathe
Kelly Gilbert, MEC/KCRC
Mike Booth, JCDHE
Richard Blevins, Clay Co
Carol Adams, KCMO EMC
Rollin Sachs, U.G. DAQ
Scott Burnett, Jackson Co.
Sean Partain, MoDOT
Tiffany Le, KCBPU
Jodi Frisbee, KCMO
Todd Rogers, JCDHE
Mark Leath, MoDNR
Richard Rocha, Bayer

Others in Attendance
Catherine Reid, Aviation Dept.
Gina Bowman, B2G
Jackson Ward, JCDHE
Audrey McCalley
Ingrid Setzler, KC BPU
James Helguson, MoDNR
Chris Tatham, ETC

MARC Staff
Doug Norsby, MARC
Karen Clawson, MARC
Tiffany Le, KC BPU
Laura Machala, MARC
Jared Islas, MARC
Tom Jacobs, MARC
Kaleena Salazar, MARC
Patrick Trouba, MARC

1. **Introductions and Determination of Quorum**
   Introductions were made. Quorum was met.

2. **December Meeting Summaries**
   The summary was APPROVED.

3. **State Rules in Progress**
   A. Approve Comment letter responding to **10 CSR 10-2.330 Missouri SIP Rescission of the Low RVP**
Karen Clawson presented the final comment letter on the rescission of the low RVP requirement in Missouri. Ms. Clawson said that feedback from members was included in the letter and will be submitted by the March 24 deadline. Ms. Clawson summarized the comment letter for the committee:

- The letter acknowledges the diminishing utility of the low RVP requirement due to increased vehicle and fuel efficiency over time.
- The Air Quality Forum is concerned about the air quality status of the region and eliminating a rule that does have some benefit to air quality.
- The Air Quality Forum requests that the states of Missouri and Kansas work with MARC and the EPA to find a new generation of pollution control strategies to help maintain the Kansas City region’s attainment status.

The forum approved the comment letter.

4. Connected KC 2050 & Sub-allocated funds programming process update

Martin Rivarola provided an update to the committee on next steps in the process to develop a new regional transportation plan. The draft plan, which is a website, launched in March. Planning and policy committees will review the draft plan before it is finalized and released for final public comment and review in early May. Once the 30-day comment period concludes, staff will make necessary changes to the plan and proceed towards final plan approval in June.

The programming process is currently being refined and prepared for launch. There will be a 2-step application process. The current timeline is listed below:

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>April 23, 2020</td>
<td>Call for Projects Preapplication Workshop</td>
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<td>1st step preapplication call for projects launched</td>
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<td>Late May</td>
<td>Preapplication Deadline</td>
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<td>Late June</td>
<td>Staff Assessment Complete/Survey Released to Planning &amp; Policy Committees</td>
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<td>Late July</td>
<td>Planning committee review</td>
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<td>August 2020</td>
<td>Provide Staff technical/policy support to project applicants</td>
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<td>Early August</td>
<td>Second step application - call for projects initiated</td>
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<tr>
<td>Late August/Early Sept.</td>
<td>Second step application deadline</td>
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<tr>
<td>Sep-Nov 2020</td>
<td>Programming committees review and prioritization</td>
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<tr>
<td>Nov-Dec 2020</td>
<td>Policy committees review</td>
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<tr>
<td>January 2021</td>
<td>Final approval of programming recommendations</td>
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The pre-application process for projects will focus on primary/secondary project mode, project description, financial information, and how the project supported the Connected KC 2050 goals and policies. Staff will evaluate these project applications and rate as highly aligned, aligned, or not aligned with Connected KC 2050. The second stage of the application process will allow project sponsors to revise or clarify their projects to be better aligned, as needed. The committee role in this process will include concurrence with staff assessments and providing comments or recommendations that could enhance applications.

5. MARC Air Quality Public Awareness Survey and Campaign

Every year, MARC works with ETC Institute to conduct a public awareness survey to evaluate the effectiveness of each year’s public education campaign. Chris Tatham from ETC presented findings from the 2019 survey that are summarized below:
The percentage of residents who are concerned about air quality has stayed about the same over the past decade, but it is significantly lower than it was two decades ago.

Most residents continue to think it is important to know when it is an Ozone Alert Day.

Awareness of What an OZONE ALERT Day Means Has Increased Significantly:
- Up 21% since 2012

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Based on results for the survey, the Air Quality program will target campaign spending in 2020 in the following areas (subject to slight modifications based on information from media providers):

- **TV** (KMBC, KCTV5, WDAF Fox 4, KSHB, KMCI, KUKC, KGKC) $80,500
- **Sponsorship** (TV Weather and radio programming) $34,500
- **Online** (Targeted digital ads through various providers) $34,500
- **Radio** (Cumulus, Steel City, Entercom, Carter, Reyes) $34,500
- **Transit** (Adsposure) $13,800
- **Outdoor billboards** (Outfront, Lamar) $13,800
- **Social media** $9,200
- **Print** (Kansas City Star and minority newspapers) $9,200

**TOTAL** $230,000

6. **Climate Action Plan Update**
   Tom Jacobs said that the public workshop for the plan would not take place on March 31 due to the pandemic, but that MARC staff would be working to transition the engagement for the plan to an online platform in the coming weeks.

7. **Other Business**
   Karen Clawson mentioned holding an Air Quality 101 webinar, likely when the next meeting is scheduled for the Air Quality Forum on April 14th. The forum members agreed this was a good idea. Karen Clawson said that she would get this set up and send out meeting information.

8. **Adjourn**
   Meeting adjourned.