Air Quality Public Education Committee  
Thursday, March 10th, 2015; 10:00 – 11:30 am  
Meeting Summary

Attendance
Matt McKinley, KCMO OEQ  
Chris Biran, Weather or Not  
Eric Wolf, WCDAQ  
Mike Boothe, JCDHE  
Larrey Sadiq, K-State SBEAP  
Darren Dressler MARC  
Kathleen Waters, KDHE  
Doug Norsby, MARC  
Paul Lampe, MARC

SUMMARY

1. **Introductions and Approval of March 14th, 2016 Meeting Summary**
Introductions were made and the meeting summary was approved.

2. **Alternative Transportation Reports**
   - **Green Commute Challenge**
     Runs from June 1 to August 31. In the process of added more businesses and individuals. Want to increase the number from last year. There will be a kickoff event on Friday the 20th to give an overview of the website.

3. **2016 Public Education Campaign**
   - **Media Campaign Wrap Up**
     Our campaign for 2016 is about half of what we had for 2015. We are trying to strategically target folks based on results from the public awareness survey that was shared at the January meeting. We are also being mindful of the election year and the higher radio/television ad costs. This is an important year for us as a region. Our new AirQKC.org website was opened at the beginning of this month with our new outreach message, "Simple Solutions for Cleaner Air." We are trying to tie our messaging to a specific time and place for an even more targeted experience with the consumer.

   - **Regional Air Quality Events**
     - The Corporate Challenge Kickoff is April 15. Paul has designed an outdoor banner that can be taken to all events, this will be especially beneficial for ones that we don't table at. They will also have a banner for indoor events as well.
     - The emissions clinics schedule is posted to our website. Our first testing is on April 16th in Blue Springs.
     - This is the ninth year for the Green Commute Challenge. It runs from June 1st to August 31st. It's a player-based contest that asks individuals to log their transportation miles each day. We ask that if you know of any businesses that might be interested in participating in the challenge to send us their contact information. A mobile version of the website is available for people to log their miles from their phone.
SBEAP has a workshop for painters coming up on Tuesday, March 15. It provides a free certification. Larry also handed out fliers about open burning regulations for businesses and who they have to register with in Kansas to get approval to burn their waste.

4. Demonstration: AirQKC Website
   - AirQKC.org Website Redesign
     Doug and Paul walked the committee members through the design and interworkings of the new website. A great benefit of this site is that it allows us to update and edit it as we want/need to. The committee also discussed changing the "News" heading to a less-negative word.

5. Additional Updates
   - 2016 Preseason Ozone Forecast
     Chris Brian with Weather or Not gave a quick presentation on the upcoming season and the opening patterns. From April to June expect average temperatures and precipitation. From July to September we expect above normal temperatures. There are chances from April to June to see some early ozone exceedances if the southern pattern gets shifted north to our area. July through September shows some exceedances as well.
   - DERA/CMAQ Opportunities
     There has been a DERA opportunity announced with a deadline of April 26th. The total possible project funding is $300,000 to $1.5 million. We are looking at finding different partners on projects. CMAQ also as funding opportunities with a March 25th deadline. There is $5.8 million available on the Kansas side and $5.3 million on the Missouri side.
   - Climate Action Resilience
     Climate Action Champions, a climate resilience workshop series, had its first workshop to help envision the future of Kansas City with the effects of climate change. This workshop featured a climatologist from Iowa State, who discussed what the Kansas City region can expect in the coming years. Additional workshops are to come but no dates have been set. The attempt is to engage a wide variety of stakeholders in the area. We are working to try and get some visioning and focus groups together soon.
   - Other
     The Department of Energy is doing a heat island study for us, looking at abatement strategies. The EPA is also doing a study analyzing green infrastructure and its effect on urban heat islands. There was also a discussion about informing local meteorologists and the general public about the switch to the new ozone standard.

Next meetings: May 12th.