Air Quality Public Education Committee  
Thursday, March 12th, 2015; 10:00 – 11:30 am  
Meeting Summary

Attendance
Matt McKinley, KCMO OEQ  
Eric Wolf, WCDAQ  
Mike Boothe, JCDHE  
Chris Biran, Weather or Not  
Darren Dressler, MARC  
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. There is $3,000 of sponsorship money to be used on prizes.

3. 2016 Public Education Campaign
   - New Air Quality Workplace Partnership Campaign
     It’s a smaller, summer campaign to target the business community. We want to increase the number of businesses and organizations in the partnership.
   - Regional Air Quality Events
     - The Corporate Challenge has begun with 215 companies. We tabled the kickoff event and the 5K races. We plan to also be at the half marathon, bike races and the tug-of-war. We created some posters for them to use that notifies people to log their miles for the carpool challenge as well.
     - The first two emissions clinics are in Johnson County and Wyandotte County beginning this weekend.

4. Discussion: Communication outreach principles and practices
   Employees are taking issue with receiving an exorbitant amount of emails at work. Many may be ignoring or blocking Workplace Partnership E-tips from their coordinator. Are we sending out too many emails? Our current stance is to leave it up to the preference of the coordinator to determine when information needs to be withheld.
5. Additional Updates

- **2016 preseason Ozone Update**
  Chris Brian with Weather or Not gave a quick update on this year’s ozone season. We’ve had quite a few yellows already this season. The number of yellow days in April is the highest we’ve had since 2011. Most of them are due to the burning in Kansas. There was 69ppb reading at a couple monitors this past Tuesday, which is concerning because they were locally produced on a rather calm day.

- **Climate Resilience Activities**
  We had a couple focus groups in April: one with industry professionals and the other with leaders of nonprofits or community organizations. We got feedback on what is currently underway in terms of climate resilience actions and then what projects that should be started in the near future.

- **Other**
  MARC’s park & ride lot map was updated and is active on the website. If your organization has any upcoming events that you want to be posted or published let us know ahead of time and we will be sure to share on social media and e-tips.

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**Next meetings:** July 7th, September 8th, and November 10th.

**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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