Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, September 14th, 2017; 10:00 – 11:30 am
Meeting Summary

Attendance

Chris Brame, Weather or Not  Deanna Brink, KCATA  Paul Lampe, MARC
Matt McKinley, KCMO  Gwen Tyson, KCATA  Doug Norsby, MARC
David Albrecht, MEC  Darrin Dressler, MARC

SUMMARY

1. Introductions and Summary approvals
   Introductions were made and the meeting summary approval was postponed.

2. Ozone forecasting late season forecast and brief summer review
   (Chris Brame, Weather or Not)
   This preliminary review of ozone monitoring showed seven exceedances, the highest number since
   2012. The region also experienced five more days of moderate ozone levels than last year. Forecasting
   was good relatively speaking. There were 44 missed forecasts, but 27 of those misses fell within the
   acceptable 3ppb margin of error. The forecasting accuracy is similar to previous years as of this time.
   July had short periods of very hot days, but a cool May and rainy August have kept ozone levels down.
   (Presentation is available as an attachment)

3. Alternative transportation reports
   • Green Commute Challenge results and award details
     (Darrin Dressler, MARC)
     The Green Commute Challenge was very successful this year. There were 681 participants
     representing forty-six companies. Over the course of the challenge, they reduced travel miles by
     480,873 and prevented over 380,000 lbs of emissions. RideKC partnered on holding the
     challenge for the 1st time this year and gave away free bus passes. The grand prize awarded was
     a train trip and 2-night stay to Herman, Missouri.
     The closing event for the company coordinators and super performers will be held at the Gregg-
     Klice community center on September 22nd to honor those who contributions helped make the
     challenge a success and will include Arthur Bryant’s barbeque, door prizes, trivia, and fun.

   • Ride KC activities and events
     (Deanna Brink, KCATA)
     There are 15 routes changing for RideKC. The Main Street Max is moving to Grand, they are
     renumbering 7-10 routes, and some of the routes are being combined. All of these changes will
     take effect on October 1st. They are also having a “Catch the Max” public transportation
     celebration on October 1st at Washington Square Park from 2-4pm where the public can enjoy
     games, music, food, prizes and more.
4. Public Education Campaign  
(Paul Lampe, MARC)

- **2017 Ozone Media Campaign**
  While most of the results will be presented at the next meeting, a brief review shows an increase in social media followers, likes, and interactions for Air Quality. There are spikes of growth particularly related to promoted/sponsored posts which reach their highest level of effectiveness during Ozone Alert days.

- **Regional Air quality related events**
  - **Fall emissions clinics**
    Three more fall clinics remain: One in September and the final two in October.
  - **Workshops, trainings, other activities**
    Kansas City Clean Cities Coalition is working with school districts and district fleet operators in anticipation of VW funding being released for vehicle upgrades. RideKC unveiled the new stadium bus stop, and their bus operator rodeo is coming up on October 14th.

5. **Clean Air Action Plan update process and feedback***
(Doug Norsby, MARC)

An overview of the update process was given, and an explanation was made regarding how the new update will be incorporated with the existing plan. Committee members completed a comparison sheet and provided additional discussion about which practices they felt should be prioritized or updated.

6. **Roundtable and other discussion**

(a) The City of KCMO and KCATA are working towards establishing a site for a CNG filling station on 1819 Lydia.

(b) The Workplace Partnership Program has created a new informational sheet with updated and consolidated information that is available to anyone meeting outside business for education or regulation purposes.

Next meetings: November 9th, January 11th, and March 8th.

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