Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, November 9th, 2017; 10:00 – 11:30 am
Meeting Summary

Attendance
Doug Norsby, MARC
Chris Brame, Weather or Not
David Albrecht, MEC
Paul Lampe, MARC
Nordia Epps, MARC

SUMMARY
1. Introductions and Summary approvals
   Introductions were made and the September meeting summary approval was postponed pending quorum.

2. Ozone season wrap-up
   (Chris Brame, Weather or Not)
   The region experienced seven exceedances, with the highest being 79ppb, and 61 yellow days. Both of these numbers were higher than last year. There were 49 missed forecasts, but 30 of those misses fell within the acceptable 3ppb margin of error—an accuracy of 87.8%. When not including the margin of error, forecasting had an accuracy of 80%. These accuracy numbers were an improvement compared to 2016 largely because there were fewer forecast days that were on the margin between green and yellow. While the season had an average temperature that was slightly above normal and overall precipitation for the season was above average, high levels of rain and mild-weather in August skewed the seasonal averages.

3. Alternative transportation reports
   • Rideshare activities and program development
     (Doug Norsby, MARC)
     As agencies are needing help with marketing transportation program initiatives, Rideshare is reforming their network with other agencies to work together. They will be meeting routinely to talk about outreach, networking, resources and more.

4. Public Education Campaign
   (Nordia Epps, MARC)
   • 2017 Ozone Media Campaign
     The 2017 media campaign had a $164,244 budget (similar to last year) with most advertising focused from June to August. Commuters and minority populations were primary target audiences, and the campaign garnered close to 28 million impressions. This was fewer than last year, and the cost per 1,000 people was around six dollars, slightly higher than last year. The campaign focused on TV, radio, online, theater, transit, print, billboard and social media advertisements. The report is available upon request.
• Regional Air Quality related events

⇒ Kansas City Clean Cities: New website design & outreach
(David Albrecht, MEC)

Kansas City Clean Cities’ new website simplifies the display of their activities and features new design, updates on events and initiatives, and new categories. It is much more user friendly enabling a user to quickly drive to areas of interest. A new program focused on commercial and industrial buildings—CERT (Clean Energy Resource Center)—has been announced by the Metropolitan Energy Center which will focus on improving energy efficiency. Currently the program is just waiting on promised funding.

⇒ Public Awareness Survey
(Doug Norsby, MARC)

The Public Awareness Survey has been tested for both online and paper respondents. The release of the survey to the public is imminent.

⇒ Clean Air Action Plan update
(Doug Norsby, MARC)

All data for the Clean Air Action Plan has been collected by the consultants, and they will provide a draft of community priority areas before Thanksgiving. A mini workshop will be held in December, and by January, a final draft should be available.

⇒ Workshops, trainings, other activities

The Clean Fuels school district event will be held next Wednesday and the PACE event will take place at MARC next Thursday. The 10th annual Sustainable Success Stories event is scheduled for December 15th.

5. Other updates
N/A

6. Roundtable
N/A

Next meetings: January 11th, March 8th, and March 10th.

*Getting to MARC:* Information on transportation options to the MARC offices, including directions, parking, transit, carpooling, and bicycling, can be found online.

*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.

*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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