Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, February 1st, 2018; 10:00 – 11:30 am
Meeting Summary

Attendance

Doug Norsby, MARC  
Chris Brame, Weather or Not  
Paul Lampe, MARC  
Nordia Epps, MARC  
Matt McKinley, City of KCMO  
Erik Wolf, WYCO  
Luke Rodriguez, WYCO  
Darrin Dressler, MARC

SUMMARY

1. Introductions and Summary approvals

Introductions were made and the October and November meeting summaries were approved.

2. Ozone season look ahead

- March will likely have near normal temperatures and precipitation with the typical day-to-day temperature swings common for spring. However, the amount of expected moisture in the near term will not provide relief for the drought currently developing in the region. More accurate ozone forecasting will be possible as spring weather begins to define the extent and intensity of drought conditions. Despite low precipitation early in the season, there is still lot of time to overcome the drought and keep ozone levels low as we transition into summer.

3. Alternative transportation reports

- Rideshare activities, outreach and program development

Rideshare is working with local Amazon fulfillment centers to bring the guaranteed ride home programs to their campuses. There have been discussions about making the program more user friendly by using other transit outlets as well as working with RideKC for low-income residents. New software coming to the Rideshare website will tie in more modes of transportation, trips and communication all on one page. An origin and destination map is being developed that will show commuters in the Rideshare database where people live, work and how they travel.

4. Public Education Campaign

- 2018 Ozone Media Campaign planning

Plans for 2018 have targeted television, radio, and online/social as platform priorities. A renewed effort to reach millennials will include Instagram for the first time. The 2017 theater outreach is being dropped this year with funding being shifted toward television/radio sponsorship messaging. Transit and billboards will remain the same while print will be cut down – reflecting the continuing decline within the power of print to reach a wide audience. As in past years, vendors will track any additional ads beyond the contract for the program to use as grant match.

- Regional Air Quality related events

⇒ Public Awareness Survey results

Unlike the past where majority of information was consumed through television, now, the distribution of information needs to be diversified even more. The survey also found that
even though more people better understand air quality issues and how to help, the willingness to do something to reduce air pollution hasn’t changed. The trend of fewer people willing to use public transit has continued despite the survey indicating support for government to invest in it more heavily.

⇒ **Clean Air Action Plan update**

The Clean Air Action Plan actions and goals framework is nearing completion. Action 1 involves multi-model linking for public transit and closing the gaps between unconnected transportation networks. Action 2 aims to use new technology with transportation to improve traffic management and emission reducing strategies. Lastly, Action 3 will increase public education and sustainability initiatives.

⇒ **Workshops, trainings, other activities**

Sustainable Success Stories recently celebrated 10 years. On the VW settlement case, Kansas and Missouri are developing plans for public review and comment. Requests for projects using this funding will possibly be ready by summer.

4. **Other updates**

*Matt McKinley, City of KCMO*

- The City of Kansas City is working on land development ordinance updates which require developers to replace trees that they knock down or invest in tree planting elsewhere. Ordinances for the amount of tree canopy that can be removed during development will also change. The main objectives are to increase tree canopy, reduce heat island, reduce illegal dumping, and decrease the need for vacant lot maintenance.

6. **Roundtable**

N/A

Next meetings: March 8th, May 10th, and July 12th.

*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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