MEETING NOTICE
Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, May 10th, 2018, 10:00 – 11:30 a.m.

AGENDA

Attendance
Chris Brame, Weather or Not     Jaclyn Brown, UG DAQ     Paul Lampe, MARC
Darrin Dressler, MARC          Luke Rodriguez, UG DAQ    Philip Boyles, City of KCMO
Doug Norsby, MARC              Matt McKinley, City of KCMO

SUMMARY
1. Introductions and approval of minutes
   Introductions were made and meeting summaries were approved.

2. Ozone season update
   March was a cool month with very breezy conditions. This caused for low ozone readings as most of the ozone created in March comes from Flint Hill burning and the burning was limited because of weather conditions. Outside of a few yellow days, March was completely green. April was a complete turnaround as we had the second coldest April on record while having the highest ozone level since 2014. April had 11 yellow days compared the last three years, which only had 5 in each month. Although Flint Hills used April as a month to catch up for March’s burning drought, burning only accounted for a few days of ozone levels. The main contributors for the high ozone levels came from upwind from places like Memphis, St. Louis, Chicago and more. We have been pretty consistent in March and April for the past few years, but this years was much different due to the impacts of drought.

Looking ahead for the rest of ozone season, there will still be an issue with precipitation and getting good rainfall into southwest/central Kansas. This could pose a problem for us if the drought continues to expand as it has over the last couple months.

3. Alternative fuels and transportation reports
   - Rideshare activities – Green Commute Challenge 2018
     The Green Commute Challenge starts on June 1 and will run until August 31. There has also been a change in the Guaranteed Ride Home program. It has been switched to a reimbursement model that will allow people to book GRH rides for themselves instead relying on the Rideshare program to set them up.
   - RideKC activities and events
     Ride KC has received federal funding for its Prospect Max project, and the agency will be offering reduced fares for ozone alert transit starts on June 1.
4. Public Education Campaign

- **2018 Ozone Media Campaign update – Air Quality Awareness Week**
  
The public education campaign is switching up a few tactics and they have adopted a new slogan for this year. They’re using the branding scheme of their previous Quinton based animation and graphics for current promotions. Bus ads have been spotted already and billboard, newspaper and magazine spots will be running soon. The main focus for this year is to get people to ride the bus or to carpool thereby reducing the number of single occupant vehicles on the road.

  Air Quality Awareness Week took place April 30 – May 4 and the public education campaign highlighted and promoted the daily themes of the week.

- **Regional Air Quality related events**
  
  - Emission Clinics for the year have been scheduled and you can see them on the AirQ website. On the last weekend in April there was a Household hazardous Waste event at Blue Springs where AirQ information was passed out at.
  
  - The Clean Air Action Plan was approved through the forum. The next steps are to share the plan with the Total Transportation Policy Committee and then the MARC board.
  
  - There were many public education outreach activities although Earth Day events were not as popular as in previous years. AirQ/Rideshare tabled at KU Medical Center for Arbor Day, Kansas City Corporate Challenge events, and various other locations. The City of Kansas City conducted a ‘trash bash’ for Earth Day. There were 1800 pounds solid waste collected including 450 pounds of tires, HHW, and a variety of bulky items.
  
  - The MARC Annual Assembly is June 8th at the Intercontinental Hotel on the Plaza. The executive director and CEO of the National League of Cities, Clarence Anthony, will be the keynote speaker.
  
  - Clean Cities will be putting together some workshops to explain the VW settlement options and application steps. State plans for the VW settlement have been written for both Missouri and Kansas, and public comments and revisions are ongoing. First calls for projects are expected to take place before the end of summer.
  
  - The annual DERA funding opportunity has been released and will close in June. There is more money available for projects than in recent funding opportunities. An ongoing KCMO fleet replacement project is nearing completion.

5. Other Updates

  KCPL will be going in front of the state for approval to start projects supporting KCMO’s commitment to fulfill their renewable energy pledge and reduce emissions. The City has a goal of gradually going to 100% renewable energy using community solar, wind energy, and more.

  While the Flint Hills burning has decreased this year compared to recent years, KDHE undertook a recent project of placing air monitors on drones. The results were shared in a recent field staff meeting and are being shared with NASA to confirm satellite based analyses.
Next meetings: July 12th, September 13th, and November 8th.

**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).

**Title VI Compliance:** MARC fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information or to obtain a Title VI Complaint Form, see www.marc.org, or call 816.474.4240.