MEETING NOTICE
Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, July 12th, 2018, 10:00 – 11:30 a.m.

AGENDA

Attendance

Chris Brame, Weather or Not
Doug Norsby, MARC
Jaclyn Brown, UG DAQ
Matt McKinley, City of KCMO
Paul Lampe, MARC
Philip Boyles, City of KCMO
Mike Booth, JCDHE

SUMMARY

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

2. Ozone season update
   Ozone has been extremely high this season so far and it doesn’t appear to be caused by the weather. There have been several days that have been higher than what is normally expected—11 days have stood out as unusually high including a read reading, according to Weather or Not, and there hasn’t been a red forecasted since 2007 or an actual red day since 2012. Although that 2012 red day was under the old less restrictive standards, the fact that we experienced a red monitor reading this year still shows the severity of ozone alerts and readings this season. The factor that has increased ozone in the region is still unknown among the normal triggers; when looking at comparative meteorological history, the 1 and 8-hr averages have not seemed to match. The source of these unusual readings is still being sought out as the frequency and location of monitors that are recording high levels are being studied. Through the end of July and into August, Weather or Not will be anticipating humidity levels and hot air pockets throughout the mid-west to breakdown, allowing for near normal temperatures and pattern changes. The drought of concern in the southwest has improved; however local drought has become worse. As areas to the West of us are improving, we are finally increasing our chance for local rain.

3. Alternative fuels and transportation reports
   - Kansas City Clean Cities Coalition Update
     Clean Cities submitted an application for DERA funding, but most of the funding has been applied outside of our region with only one truck replacement happening in our region.
   - VW
     Missouri has released their draft plan and guidance document for the VW settlement. The comment process has recently closed and they will be submitting a final plan and looking for projects in August.
     There was no update on the plan for Kansas beyond their intention of splitting the funding up among districts made up of clustered counties based on the number of registrations of affected VW vehicles.
- **Rideshare activities**
  
  Rideshare’s guaranteed ride home program is now allowing for commuters to set-up their own rides and then be reimbursed. This frees up staff to work on business outreach and other activities while also providing service outside of office hours.

  The Green Commute Challenge sign up has closed, participation has been very strong, and competitors have begun receiving awards. The challenge has spotlighted Vanpooling and encouraged participants to use less-common modes of transit that can also save money and reduce emissions.

- **RideKC**
  
  RideKC has made a commitment to focus on job access. Connecting workers to satellite locations represents an important mission because employers in these locations are having a difficult time finding workers. Offering dependable transit should attract more potential employees.

4. **Public Education Campaign**

- **2018 Ozone Media Campaign mid-season update**
  
  The ozone media campaign has secured and begun broadcasting ads on radio, T.V., weather app sponsorship, social media, transit and billboards. Most contracts are active, but there are a few outlets will start soon. Ads have been similar to ones in the past but were updated with new information and language.

  Amanda Graor was interviewed on 38 the Spot for general ozone information and details about the Green Commute Challenge. (The segment is on the Air Quality Facebook page.) There are 18 print and digital ad placements this year and most ads will be featured on minority papers like Northeast News, The Call, Kansas City Globe, Dos Mundos, etc. Messages have been consistent to overall themes for improving air quality but have been tailored for each audience. Online ads have included email blasts, websites, and more. Messaging reinforces and highlights the importance of protecting our air while also appealing to the viewer’s budget. For transit and outdoor ads, the messaging reflects other seasonal ads while being condensed for quick reading. Social media has had the most traffic as the need for promoted posts ads have grown due to the number of ozone alerts this season. The number of Twitter followers has grown, and there have been more interactions from followers across social media.

- **Regional Air Quality related events**
  
  - **2018 Emissions clinics fall schedule**
    - Emission Clinics for the year are scheduled and can be seen on the AirQ website. The next event is August 25th in North Platte County. There are also future clinics planned for September and October.
  
  - **Public education outreach activities**
    - The Corporate Challenge event ended in June and Air Quality partnered with Rideshare to table many of the events. DH Pace were the winners of this year’s Carpool Challenge event and overall participation in the contest was high.
Air Quality and Rideshare attended and shared information about the Workplace Partnership and the value of public transit access at the Building Owners and Managers Association (BOMA) expo.

In June, the Unified Government distributed information and provided an emission clinic servicing over twenty vehicles.

- **Workshops and trainings**
  - Amanda Graor conducted a basic training for the Air Quality Forum on air quality policy including definition of acronyms and a working understanding of the technical underpinnings informing policymaking.

### 5. Other Updates

Georgia Nesselrode from the Government Training Institute has retired from MARC. While she has left the organization, Johnathan Morris has since been hired to work on curriculum and leadership development training for GTI.

### 6. Roundtable

N/A

Next meetings: September 13th, November 8th, and January 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).

*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.