MEETING NOTICE
Air Quality Public Education Committee
MARC Heartland Room
600 Broadway, Suite 200
Thursday, September 13th, 2018, 10:00 – 11:30 a.m.

AGENDA

Attendance

Chris Brame, Weather or Not
Darrin Dressler, MARC
Doug Norsby, MARC
Jaclyn Brown, UG DAQ
Lisa Womack, KCATA
Matt McKinley, City of KCMO
Paul Lampe, MARC
Philip Boyles, City of KCMO
Royce Handy, MARC

SUMMARY

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

2. Ozone season update
   We have been warm and mostly dry, leading to an increase in locally produced ozone. There have been
   twelve exceedances this year - the highest since our benchmark year of 2012, along with 56 moderate
   level days. We had 46 days at or above 90 degree including our first 100 degree day since 2012. The
   season was dominated by above normal temperatures lasting several months while rainfall from March
   through August was three inches below normal. Under these challenging meteorological conditions,
   Weather Or Not’s forecasting accuracy through August was at 81.5%, within a 3pt margin of error.

   While prolonged warming conditions and drought have played a big role in why we have seen higher
   ozone levels this year, there is still a strong possibility of a new pollution source that has not been
   pinned down. It appears to be a significant contributor to high ozone levels in our area that affects us
   even when we experience more seasonally typical weather.

   On July 10th, after intense discussion among their forecasters, Weather Or Not forecasted a high orange
   ozone alert. The day turned out to be a red alert, which we haven’t seen since 2012 and haven’t
   forecasted since 2007. This shows the severity of ozone levels in our region this season.

Alternative fuels and transportation reports

• Rideshare activities – Green Commute Challenge 2018
   The Green Commute Challenge was very successful this year! Forty-four teams consisting of 631
   participants reduced their driving by over 500,000 miles. In all, there were 45,471 logged trips which
   prevented 397,356 pounds of emissions and burned 1,947,804 calories. Over $2000 dollars in prizes
   and awards were presented to various winners at their employer sites.
• RideKC activities and events
  RideKC has been continuously focusing on community access to transit with an emphasis on jobs and healthcare. They have been doing outreach and tabling events throughout various communities to reach and educate customers and are currently working on a proposal to the National Center for Mobility Management. If the proposal is accepted, Kansas City, MO will be one of only two cities to host mobility meetings in our area.

3. Public Education Campaign

• 2018 Ozone Media Campaign update
  A “Thank You” video featuring public officials from each county in our region has been developed to thank the public for taking voluntary steps to help reduce emissions. In the process, the video highlights and reminds citizens to continue participating in those actions. We’ve made an effort to try different social media tools for online engagement including GIF’s, animations and video posts. Hopefully, using these innovative digital ads will encourage additional engagement.

• Regional Air Quality related events
  o Emission Clinics for the fall have begun, and the schedule is located on the AirQ website.
  o RideKC will be active in tabling events with H&R Block and other organizations, and they are producing a blog for work commuters that focuses on alternative transit options.
  o MARC’s sustainable success stories program is scheduled for December, and you can find all information on MARC.org. They are accepting nominations for all types of sustainable efforts and companies/organizations so please submit nominations if you know a project or program which deserves recognition.
  o The 2018 public awareness survey proposals were received and a short list of vendors has been determined.
  o The MARC Air Quality educational book *Wingin’ It*, has been distributed throughout the metro to Headstart programs and childcare centers. Our existing supply has been exhausted, but more books are being ordered for programs who have expressed interest in them.

4. Roundtable

N/A

Next meetings: November 8th, January 10th, and March 14th.

*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.