MEETING NOTICE
Air Quality Public Education Committee
MARC Broadway Room
600 Broadway, Suite 200
Thursday, November 8th, 2018, 10:00 – 11:30 a.m.
AGENDA

Attendance
Darrin Dressler, MARC
Doug Norsby, MARC
Karen Clawson, MARC
Jaclyn Brown, UG DAQ
Nordia Epps, MARC
Matt McKinley, City of KCMO
Paul Lampe, MARC
Royce Handy, MARC

SUMMARY

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

2. Ozone season update
   The Ozone season final update was rescheduled as Weather or Not was unable to attend.

3. Alternative fuels and transportation reports
   - Kansas City Clean Cities Coalition
     o Clean cities held a gaseous fuels workshop in October targeting fleets throughout the region who have expressed interest in moving toward alternative fuels. The workshop included information about infrastructure needs, safety issues, and other factors for consideration when transitioning to natural gas or propane.
   - Rideshare activities – Green Commute Challenge 2018
     o Rideshare finished wrapping up the 2018 Green Commute Challenge. All awards and certificates have all been hand-delivered with a particular acknowledgement given to the overall winner: the City of Kansas City, MO. A software update for the website being reviewed which is intended to make the website more user-friendly with specific updates to trip matching and incorporation of payment options. The Guaranteed Ride Home protocol is being reviewed so that changes to the process can accompany the GRH renewal notifications.
   - Ride KC
     o RideKC has recently started a high school transit service. This is a program to get free bus passes into the hands of students who may not have consistent transportation or access to bus routes, etc. They are rolling out more programs with different institutions, similar to this one and UPASS, which provides more access to resources, education, and employment.
4. Public Education Campaign

- **2018 Ozone Campaign initial results**
  - The media campaign utilized $146,000 this year and reserved 16% of that budget to reach minorities. Television remains the platform where most of the ad money is spent, but it has a very wide reach of five million impressions. A substantial radio ad campaign spread funding among various stations to reach specific audiences, and constituted our second largest media element realizing 3.9 million impressions. We continued to expand our use of an online ad component. Online outreach through various providers allows more specific targeting of audiences, and current industry practice pushes ads to both the vendor websites as well as to companies with whom the vendor interacts. The online portion of the campaign resulted in about 4.7 million impressions at a cost per impression rate lower than television. In addition, there were a lot of added online value deals provided by television and radio vendors that included extra banners, bonus sponsorships, and email blasts worth over $82,000. Ten ads placed on buses rendered over 5.4 million impressions because the messaging on the buses actively moved through different communities. Four digital billboards generated 3.2 million impressions along high traffic corridors where messaging could be directed at traveling commuters. As in the recent past, we continued to cut back on print ads to redirect that funding to online ads, however the print ads still received 1.8 million impressions. Social media, including Facebook, Twitter and YouTube were all used to promote various videos, graphics, gifs and other creative which were published to coincide with certain events and weather conditions. Though only 200,000 impressions were made through social media, they were targeted, timely and comparatively inexpensive. Overall, the cost per thousand for the entire campaign was $5.55, 0.36 cents less than 2017.
  - There have been 14,000 more website visits with 18,000 more page views than 2017, but this is probably attributable to the contrasting ozone seasons. The most views came to our page from ads located on The KC Star, and Spectrum.
  - The season closed with promotion of the video created by MARC where local board members and government officials thanked regional residents for helping to keep the air clean which played over YouTube.

- **Regional Air Quality related events**
  - The 2018 emission clinics finished in October, and there were a few new locations during the season that performed well. The next season schedule will not be determined until February, but there may be good opportunities to revisit some of those high performing locations.
  - Sustainable Success stories honored eight local projects. This year the emphasis was on infrastructure projects and benefitting from sustainability concepts. Details about the recognized projects can be found on the MARC website.
  - Sustainable Communities has released webinars related to bicycling and safety.
  - Over 2000 Air Q Children’s Books have been distributed through Head Start programs, and more are yet to be delivered.
5. Roundtable

There was discussion about e-scooters, safety, and the future of dock-less transit. Karen made a suggestion to bring in a presentation about the role the scooters may play as they become a fixture of downtown. PSP projects are being bid, and the RFPs can be found on marc.org. The VW settlement money is being combined with state DERA funding for both Missouri and Kansas. Missouri has already done a lottery for school buses: Twenty-four were funded with DERA money and another 43 were supported by VW money. Within the Kansas City metro region, Liberty, MO school district was selected in the draw, but Grandview and Grain Valley have been placed on the alternates list. Despite initially missing out with the lottery, Grain Valley is in the process of moving towards propane and qualify with their school bus replacements.

Next meetings: January 10th, March 14th, and May 9th.

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.