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MEETING SUMMARY

AIR QUALITY FORUM

April 11, 2023
10:00 – 11:30 a.m.

Members and Alternate in Attendance:

Angela Markley, Unified Government
Krystal Voth, City of Leavenworth
Allison Smith, KDOT
Doug Watson, KDHE
Kelly Gilbert, MEC
Richard Rocha, Bayer
Andy Savastino, Kansas City, Mo
Allison Crowther, K-STATE PPI

Jodi Gooseman, City of Kansas City, Mo.
Dan Williams, City of Kansas City, Mo.
Rollin Sachs, Johnson County
Gayle Bergman, UG Public Health
Justus Welker, Johnson County Transit
Britni O'Connor, MODOT
Carol Adams, KCMO EMC

Other Attendees:

Chris Brame, Weather or Not
Blake Butler, City of Kansas City, Mo.

Sullivan Brown, Weather or Not

MARC Staff:

Tom Jacobs, MARC
Kate Ludwig, MARC
Ron Achelpohl, MARC
Rachel Krause, MARC

Doug Norsby, MARC
Bridget Koan, MARC

1. Introductions and Determination of Quorum

2. March Meeting Summary*

Allison Smith makes motion to approve. Richard Rocha seconds.

3. Weather or Not's Seasonal Ozone Outlook

Background. First, we look at oceans for what the outlook would hold with the Sea Surface Temperatures. Three areas of the world are considered: Pacific Ocean near Alaska (Pacific Decadal Oscillation), are in the Atlantic ocean (Atlantic Multidecadal Oscillation), and the El Nino phase (El Nino Southern Oscillation). El Nino either makes impacts more or less intense. We are transitioning from La Nina to El Nino phase for summer/fall. We know the El Nino would not have as big of an impact as the PDO or AMO.

The analog years that have been chosen include 1991, 1972, 1965, 1957. Analog years are used to create an outlook of temperature anomalies. The impact of this on ozone us that the warmer temperatures would push for potential exceedances. Early mid-June is more of a give and take pattern. Through July and August would be more of a ridging pattern. The hotter temperatures in the peak of the ozone season and the forecasted below normal amounts of precipitation can also lead to more exceedances. In September and October, should have normal precipitation rates.

Season specifics for KC and ozone: April through June looks mild with active pattern keeps up clean. July and August look like ideal condition. Patterns quickly flip as we move into September and October. This brings cooler and periodic rain should keep end of ozone season calm. Details of the patterns get vaguer the further out the forecast.

Mid-range forecast. What we are seeing for April looks like the predicted analog pattern and mild. The pattern looking like it will have sporadic rain chances but are efficient. We are right on the edge of high heat in the plains but will probably stay out in the west. Precipitation outlook to be below normal.

Questions and Comments:

- Richard Rocha – What is the confidence level in these forecasts? Chris said that for the upcoming weeks, the confidence is fairly high, but the further out we look the less confident. Thunderstorms are the largest factor in throwing off predictions and adds uncertainty.
- Tom Jacobs – about fine particulate matter, how closely does ozone and PM track? Fairly close, especially with burning, but once burning season is done in mid-May, we see little burning and then they do not keep as close of an eye on PM with the day-to-day ozone tracking. Ozone impacts muted from fires from Rockies. It seems like when it is further away, the dispersion factor

- oSullivan Brown- California rain and snow in mountains and the water table is well saturated. How does that effect wildfire season, to be determined especially because it is just now melting and going into their water table. Hopefully this is a mitigation factor but the correlation with ozone and PM do need to be tracked together. If PM days are high but ozone is green, this helps us and gives less direct sunlight.
- Doug Norsby – NOx contribution from fires and why the proximity and how the NOx effects ozone?
- Sullivan Brown – Could be a good explanation and inclusion of the NOx effects the ozone and with the difference of flint hills burning with the Rockies. More likely to see impacts from local burning than those that are further away.

4. 2022 Ozone Season Public Awareness Survey Results

The report was pushed to May.

5. 2023 Ozone Season Campaign Plan

We build current campaign off of last year's surveys results. Not a lot has changed from year to year for communications channels. This year will be relatively similar to what we did last year. The campaign will be March through October with the majority of the funds being targeted towards minority populations. Television and radio will be broadcasting the ozone alerts. Sponsorships and tabling opportunities take place at various events such as the KC Current games. Tabling provides more interactivity with the public. Online success is most seen in banner ads and eBlasts. Homepage take over ads and with various providers. Graphics seemed to work last year, so those will stay the same. Transit ads with 1 Troost Max bus shelter, 3 Kings, 4 portraits which will go 29 weeks April to October. These will be on sides of the busses in different sizes and the shelters will have the Quinton images. Billboards will have 12 locations from June to August. Digital boards will switch for alter days but will stay the same for non-alert days. A new display will be at the new MCI airport at the baggage claim digital signs. Social media will take the majority of advertising dollars and posts will be boosted for ozone alter days.

- Rollin Sachs – taking advantage of what National Ambient Air Quality Week? Yes, we will have targeted social media messages for that day. Might also give opportunity to have more organic and media relations, especially if there is an alter during that time.
- Jim – Quasi update: targeting test markets to tie in PM2.5 alerts to tie in with the daily weather forecasts. But if he finds out more about the tie in, he will share.
- Kelly Gilbert- What are your thoughts on TikTok and its effectiveness? Not coming from a MARC account, a third party has the account. Steel city helps push out ads on TikTok. This is also done through Spotify and Pandora.

- Rollin Sachs – have you explored the idea of movie theater ads? We have not talked about that in the recent years. But post pandemic, with more people going to the movies it might be good to go back to. In her experience, it can be expensive and very targeted.
- Doug Norsby- we have done movie ads in the past. There was mismatching of audiences and the messages. The ads were in R rated movies when the ad is more targeted for PG or PG-13.
- Bridget Koan – Thinking more of an awareness ad, especially at the airport. Not a sign up but will be broader and more direct to the air quality page. Want to make sure to cater to the tourists and the locals.
- Doug Norsby – we do have ads running on gas station TVs when you fill up. Some businesses have similar ads at gyms. This would be digital, online out of home.

6. State Rules in Progress

Doug Watson said that Kansas submitted a letter of intent for EPA's Climate Pollution Reduction Grant. Trying to get a work plan in place to submit to EPA by the end of the month

Karen Clawson said that Missouri also submitted a letter of intent for the grant.

Richard Rocha – Two things on Missouri: Next air commission meeting will be in St. Louis and there will be a vote on non-attainment. Last forum meeting at MDNR for something very quickly is rolling out a bunch of stuff, for example, will be available to the public. Permits are issued draft so early on when someone files for something, you get an email, available to the public, promotes transparency.

7. Transportation or Partner Updates

Tom Jacobs – MARC intends to submit a letter of intent for the large metro EPA climate pollution reduction act grant program and by end of April/May have to submit a project scope and schedule to comply with all the requirements from EPA. One of the big requirements is setting the stage for EPA's implementation grants from that same program, which RFPs would be out in December. This year would need to identify regional priorities on air quality and climate to make a difference where we can.

Kelly Gilbert – mentioned last month about the RFI out, update, left it open longer than anticipated so the results are not ready yet. Also, the NEVI grant opportunity for transportation planning agencies, and they have a staff member working with KDOT on that if anyone needs connections.

Ron Achelpohl – there is a lot of money for EV projects with the infrastructure grant program from Federal Highway which is due at the end of May

Richard Rocha- Opportunities for changing energies, such as hydrogen. The fuel topic might be something to keep track of. We might need to have a larger conversation, especially for hydrogen, ethanol and biofuels.

Allison at KDOT – NEVI call for projects. Two-part application process beginning with a concept form. More information on the website including a webinar. Focusing on alternative fuel corridors, but also opportunity for other funding for community and workplace charging.

- Kelly Gilbert- can you clarify who is eligible. Private, local jurisdictions, schools. Alt fuels and a mile from the highway. There is opportunity for other funding. Priority locations are west of the metro.

Karen Clawson will forward out the email.

Karen Clawson – MARC launched carbon reduction act funding application is out as of the 30th of last month. Applications are being accepted through May 19th for transportation projects that reduce carbon emissions.

8. Connected KC 2050 Save the Date

Karen Clawson – We are starting to kick off the Connected KC 2050 as part of the regional transportation plan. Plan updates kick off workshop to focus on ten policy goals. Workshop will happen on April 18th at the Kansas City Central Public Library downtown. We are asking of representatives from modal, air policy, and other committees from climate and environment to participate. Wanting to focus on ten policy goals and then implementation of those. Also wanting to have table discussions on moving forward and updating.

9. Other Business

With no other business the meeting was adjourned.