

MEETING SUMMARY

AIR QUALITY FORUM

April 14, 2026

10:00 – 11:30 a.m.

MARC Board Room/ Hybrid

Attendance

Members & Alternates

John Frederick, MoDNR
Dr. John Neuberger, Sierra Club
Juan Yin, MoDOT
Andy Savastino, City of Kansas City
Will Wetherell, MoDNR
Emily Olack, Jackson County Public Health
Robert Gilliland, Clay County Public Health
Michael Park, City of Lee's Summit Public Works
Rollin Sachs, Kansas CoChair
Kelly Gilbert, MEC
Leah Farris, Clay County Health Dept.
Leena Divikar, K-State Pollution Prevention Institute
Allison Smith, KDOT
Tiffany Le

Others

Sully Brown, Weather or Not

MARC STAFF

Karen Clawson
Bob Pentuic
Nordia Epps
Bridget Koan
Doug Norsby
Patrick Trouba
Lukas Yanni
Lynelle Haugabrook
Tom Jacobs

1. Introductions and Determination of Quorum

Quorum was met.

2. Approval of February Meeting Summary*

The meeting summary for February was APPROVED.

3. Ozone Season Outlook by Weather or Not

Sully Brown with Weather or Not gave an overview for this upcoming Ozone Season. Ocean temperatures are warming, as El Nino patterns develop. Drought conditions are expected to continue across the US. Reference previous years with similar conditions to this, Weather or Not identified 2009, 2004, 2004, and 2018 (in this order) as the Top Analog years to predict this year's pattern. Sully highlighted exceedances in the 2009 analog year. With four total Orange days, and no Reds. Similar results from other analog years. Expect like-typical seasons, with June-August as peak of ozone alert day potential, and the pattern breaking in September/October, lowering potential.

April-May, Above-normal temperatures, normal precipitation. Higher precipitation, cloud cover, faster-moving air, inhibits ozone production.

June-July, Above-normal temperatures (relatively mild), normal precipitation. Lower storm/rain chances increase potential exceedance days.

August-September, Transition-period. Higher chances of precipitation, normal temperatures. Higher wind speeds in this pattern can channel wildfire smoke to KC area. Ozone exceedance not expected to be high.

October-November, Similar to Aug-Sep. Ozone exceedance days possible.

4. 2026 Air Quality Public Awareness Campaign

Karen Clawson presented MARC Air Quality's Public Awareness Campaign. This yearly campaign will run from May through October in the region. With an increased budget of \$245,000, 20% of that total budget will be focused on minority populations. The plan is based on findings from 2025 public-awareness survey, and metrics captured both internally at MARC and externally from advertising partners.

Online ads run May-September via various providers. Targeting images, videos, e-blasts, and scrolling messages allow for agility and on-demand messaging, especially around alert days. Direct traffic to the website.

Television ads run on all local stations, and their digital channels, as well as Telemundo and Univision.

Audio ads will run on streaming and radio, including Spanish-language stations. 15-30 second spots.

Outdoor ads will primarily run on transit, RideKC buses and bus shelters. Billboard ads run July-September, and move around network based on availability throughout the region. Can also flip to Ozone-Alert images.

Digital-Out-Of-Home ads will run on digital screens throughout the metro, including at gas pumps.

Sponsorships will run on Telemundo and Audacy for the World Cup, and KCTV 5 Air Quality Index.

Social Media ads will run on faceBook, Instagram, YouTube, KMBC, Stel City, Etc.

Print ads run June-August. These ads allow MARC to target more directly, especially for minority populations, parents, and millennials.

Karen also shared the updated campaign images and focus. Seeing a need to stand out among general public-health advertising, MARC put out an RFP for a new creative agency to partner on these ads, and chose Propaganda Creative out of Spokane, WA. This campaign aims to address misconceptions around Ozone Alerts, modify habits to address air-quality, target the under-35 demographic (which requires a more authentic and community-driven message-style). Propaganda Creative will also provide an Ozone Action Alert kit with fast, coordinated media to deploy on OAD's.

MARC chose an eye-catching, youthful (but still broad), campaign. Karen presented a draft of the campaign refresh, which focuses on how to respond to ozone alerts, and behaviors that can address high ozone levels. Including eye-catching images, humorous and informative copywriting, that encourage positive behaviors and connection to the AirQKC website.

5. EPA Plans for Air Monitoring for World Cup (tentative)

EPA was not available to present at this meeting. Karen noted that they are working on phase 1 of planning for AQ monitoring, and hope to present to the Forum in June on their workplan.

6. Bike Month Campaign and Activities

Patrick Trouba, Transportation Planner, presented information around Bike Month, which runs through May. Patrick highlighted Ride-A-Bike and Bike-To-Work Day.

MARC is running an ad campaign for the month. This year's theme is "Find Your Trail," which includes local art, couples with the release of the new Regional Trails & Bikeway Maps. Event in Bike Month include EBike Petting Zoos, which give people opportunities to try E-Bikes, and speak with owners and bike shop operators. There will be two of these events in Bike Month. May 9 in Overland Park, and at the North-East Chalk Walk on May 30th. Patrick and Brookside Farmers Market are also working on a Groceries by Bike Day, which will be either May 16th or 23rd.

Patrick closed his presentation by encouraging the Forum to bike more, including casual/recreational biking, group rides, biking to work, and encouraging city governments to enact a Bike Month proclamation.

7. MARC Move to 801 Penn

Karen Clawson shared information regarding MARC's office move in August. Because of this move, meetings in June/July will likely be moved 100% online. AQF's August meeting will likely be able to be in-person at 801 Penn, but between construction and move logistics, information is still being hammered-down.

8. Partner Updates/ State Rule in Progress

State Rules – MO

John Frederick shared an update from the Missouri Air Program. March 26ths Air Conservation Committee meeting saw the adoption of one new rule, and seven amendments. Fees have been consolidated into the new rule. EPA also amended MO's emission fee rule, and published a final rule for approved delegation request for anhydrous ammonia. EPA then published rules on clean-data determination in the St Louis nonattainment area to reclassify that area as in attainment in 2015. A 60-day consultation process has begun for Hays SIP revision, and will be presented for public hearing at July ACC meeting. The next meeting will be on April 30th in Wildwood, MO.

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No parties present from KS.

No partner updates.

9. Other Business

No other Business

10. Next Meeting – Tuesday, June 9th at 10:00 am.

11. Adjourn

**Action item*

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