

MARC

Mid-America Regional Council



IMAGE OF UNION STATION AND DOWNTOWN KANSAS CITY, MO., COURTESY OF ALITA SLEDZ

Regional Air Quality Planning and Policy: A Seat at the Table

Mid-America Regional Council



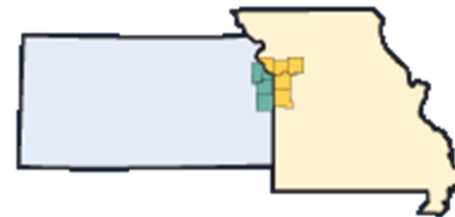
- A nonprofit association of city and county governments
- The federally designated Metropolitan Planning Organization for the Greater Kansas City region
- A forum for the region to work together to advance social, economic and environmental progress



The Kansas City Region

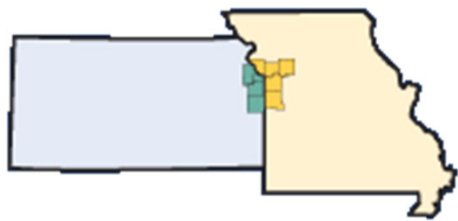


- Two states
- Nine counties
- 119 cities
- 2.1 million people
- 4,400 square miles

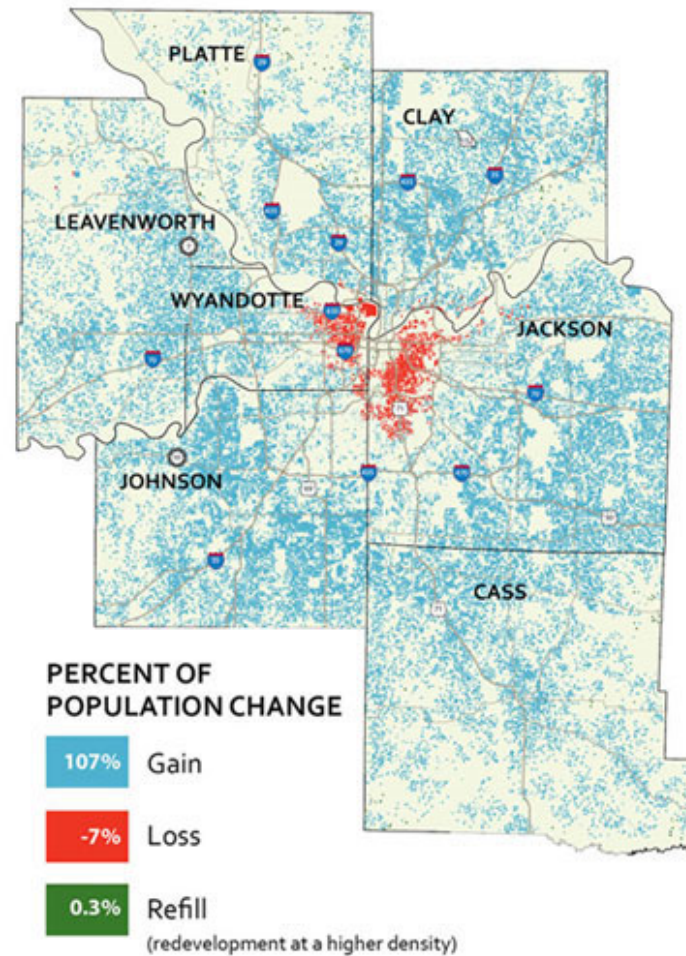


Regional Issues

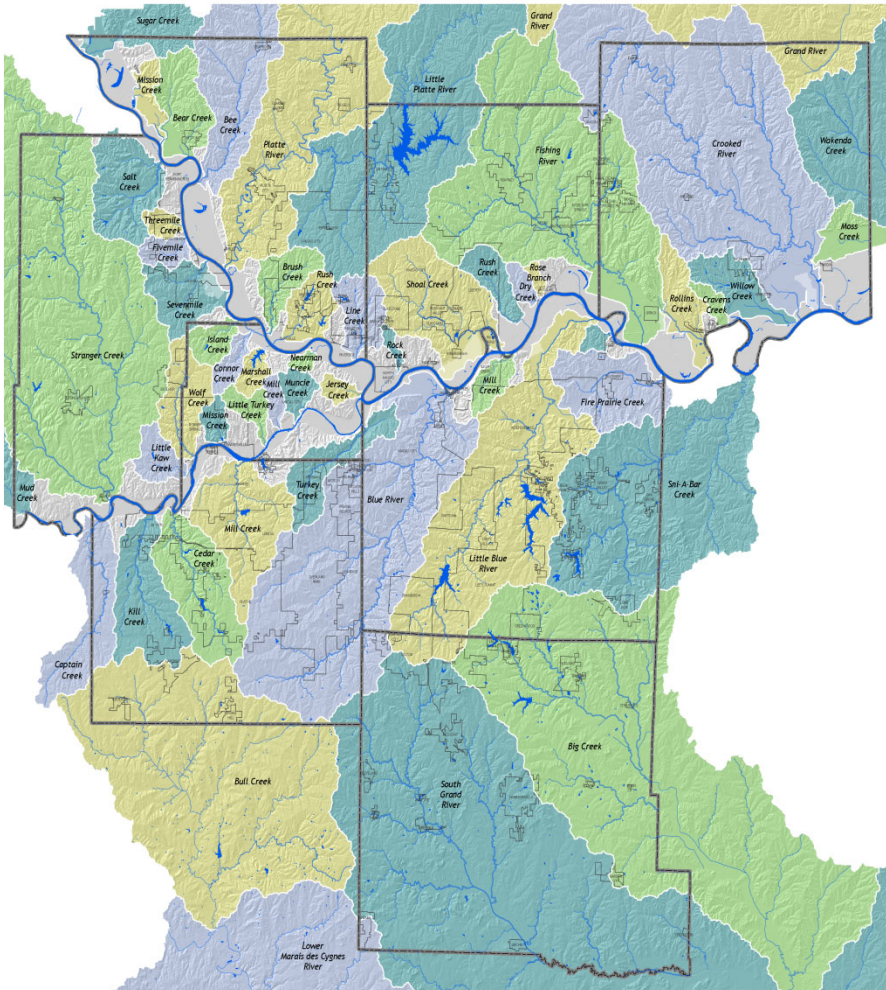
- Growth
- Transportation
- Energy
- Waste Disposal
- Emergency Response



Baseline Scenario 2040

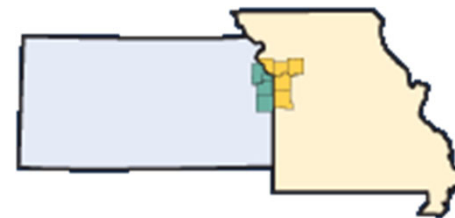


Regional Environment



The region shares:

- Watersheds
- Airsheds
- Ecologically Sensitive Lands



MARC and Sustainability



- Issues are interconnected.
- All perspectives must be considered.
- Solutions must be multifaceted.



IMAGE OF WALKABLE URBANISM AT MARKET STREET IN OVERLAND PARK, KAN., COURTESY OF URBAN ADVANTAGE

Enable the Change – Education



- Regional Tools
 - Planning Resource Guides
 - Purchasing Programs
 - Development Codes
 - Demonstration Projects
 - Professional Training
- Set an Example
 - Adopt Organizational Policies
 - Pilot Test Programs
 - Demonstrate the Commitment

MARC's Committees

Work in each program area is accomplished through committees made up of:

- Local, state and federal officials
- Technical staff
- Business and civic leaders
- Advocacy groups
- Interested citizens



Air Quality Forum - Purpose



LEADERSHIP

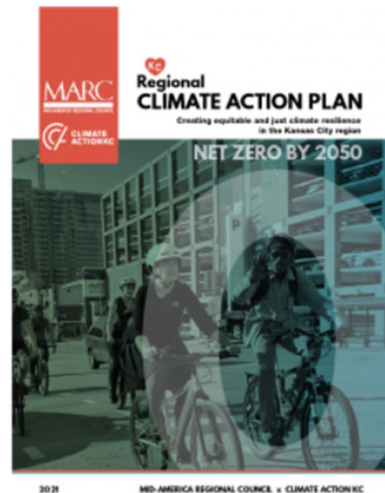
- Identify regional challenges and serve as a problem-solving forum
- Promote consensus and commitment to regional solutions
- Educate and engage the public in decision-making processes
- Provide regional comments and responses to proposed statutory changes and rulemaking



Air Quality Forum – Public Support



Plans and Studies



Lawrence Berkeley National Laboratory

Heat Island Mitigation Assessment and Policy Development for the Kansas City Region

Promoting the Vision

- Coordinate policies that guide regional progress
- Develop regional plans for addressing air quality issues
- Conduct research and provide technical support to local leaders

Air Quality Program Role

Enabling Change

- Advocate for regional issues at the state and federal levels
- Promote supportive policies among local governments
- Allocate regional resources to tackle air quality challenges



IMAGE OF WALKABLE URBANISM AT MARKET STREET IN OVERLAND PARK, KAN., COURTESY OF URBAN ADVANTAGE

Programs – Actionable Change

- Programs

- Environmental

- Air Quality
 - Water Quality and Green Infrastructure
 - Solid Waste
 - Energy
 - Climate



- Transportation

- RideShare
 - Bicycle Pedestrian Program
 - Operation Green Light

Program Goal Translation

- Programs

- Environmental

- Air Quality
 - Water Quality and Green Infrastructure
 - Solid Waste
 - Energy

- Transportation

- RideShare
 - Transit Oriented Development
 - Bicycle and Pedestrian Advisory Committee

Building a Sustainable Community

- Complete Streets
- Creating Sustainable Places
- MetroGreen
- Small Cities Programs
- Green Workforce Development
- Climate Action Plan

Research Support

- Research

- GIS

- Environmental

- Solid Waste Management
 - Green Infrastructure
 - Urban Heat Islands

- Transportation & Land Planning

- Transit Oriented Development
 - Electric Vehicle Infrastructure
 - Natural Resource Inventory

- Statistical Analysis

- Population
 - Land Use
 - Transportation

- Modeling

- Clean Air Action Plan
 - Transportation modeling
 - Operation Green Light
 - Greenhouse Gas Analyses
 - Energy Use



Promote Success and Progress

- Communications
 - Media
 - Presentations
 - Recognition of Good Work
 - Printed Materials
 - Web site Development
 - Social Media
 - Building Partnerships
 - Grant Writing
 - Video Development

View this message on the Web. [SHARE](#) [f](#) [t](#) [e](#)

Workplace Partnership Newsletter

take CARE of our AIR



RideShare website upgrade makes it easier to find someone to share a ride

Need to find ways to stretch a tight budget further in 2012? Take a look at your commute to work. Transportation [costs](#) are the second-largest expense for most households. You might be surprised to find that with just a little extra planning, choosing alternatives like carpooling or riding the bus — even if it's only once a week — could add up



STAY UPDATED

During the ozone offseason, the AirQ Workplace Partnership E-Tips is published monthly. Get plenty of green tips and information year-round by following us on [Twitter](#) or [Facebook](#).



KANSAS CITY CARPOOL CHALLENGE

THANK YOU!



Questions?

Contact:

Doug Norsby
Senior Environmental Planner
Mid-America Regional Council
Dnorsby@MARC.org

