

**Air North Texas Coalition**  
**Thursday, May 19, 2022**  
**1:30 – 3:00 pm**

**Agenda**

1. Introductions ..... Kimberlin To, NCTCOG
2. Overview
  - a. March 17 Meeting ..... Kimberlin To
3. Discussion
  - a. Air Quality Update ..... Nick Van Hassen, NCTCOG
  - b. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Corner
    - ii. Outreach Items
    - iii. Clean Air Action Day – August 3
  - c. Website Quantification/Social Media Report ..... Alissa Soto, NCTCOG
  - d. Spring Outreach ..... Thao Tran, NCTCOG
4. Other/Member Updates ..... Kimberlin To
5. Additional Items ..... Kimberlin To
  - a. **Next Meeting Information:**  
Thursday, July 21, 1:30 PM  
Call in number: 1-903-508-4574  
Conference ID: 855 972 552#



# Air Quality Update

Air North Texas Coalition

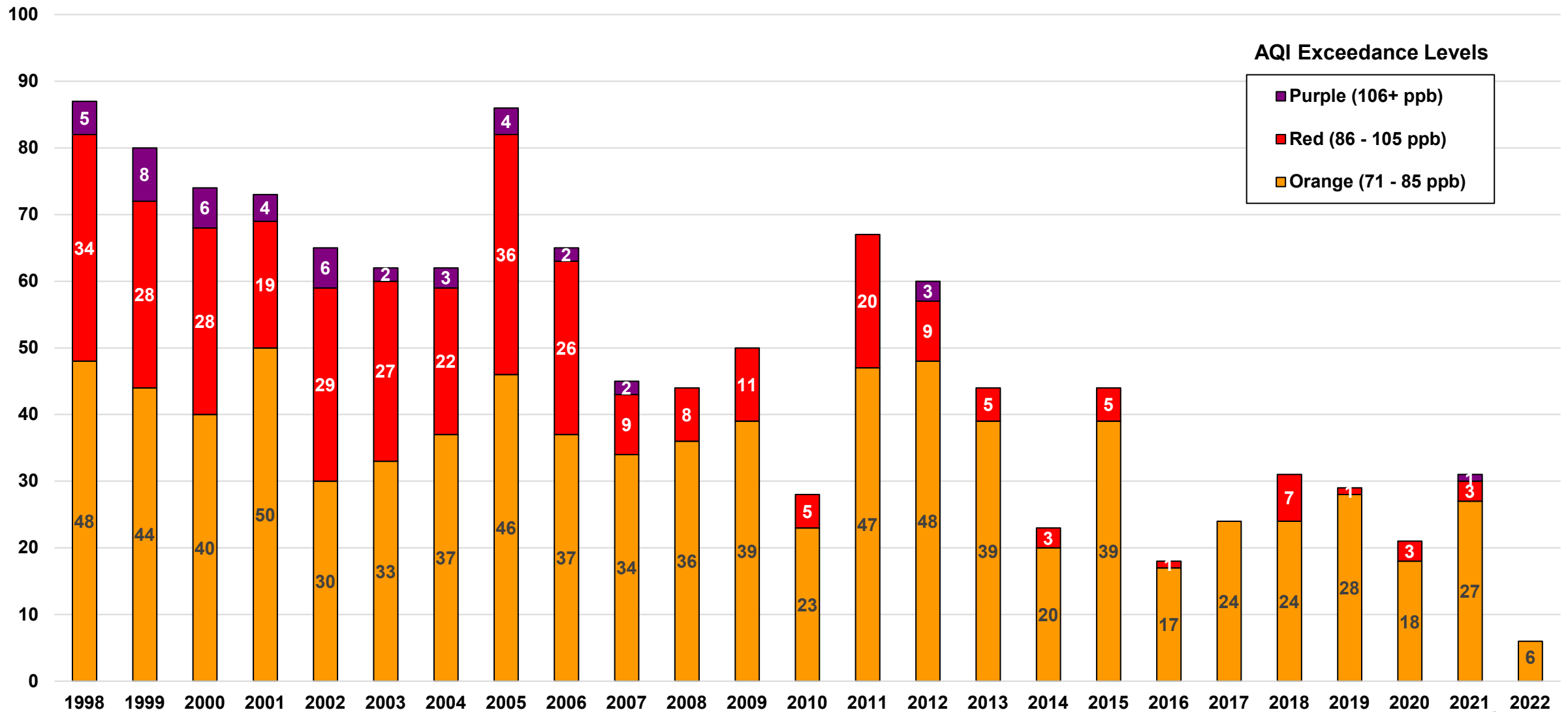
May 19, 2022  
Nick Van Haasen



North Central Texas  
Council of Governments

# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of May 17, 2022)



Exceedance Level indicates daily maximum eight-hour average ozone concentration.  
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

Source: TCEQ, [http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr\\_monthly.pl](http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl)  
ppb = parts per billion

# Regulatory Ozone Monitor Locations with Design Value

## As of May 17, 2022

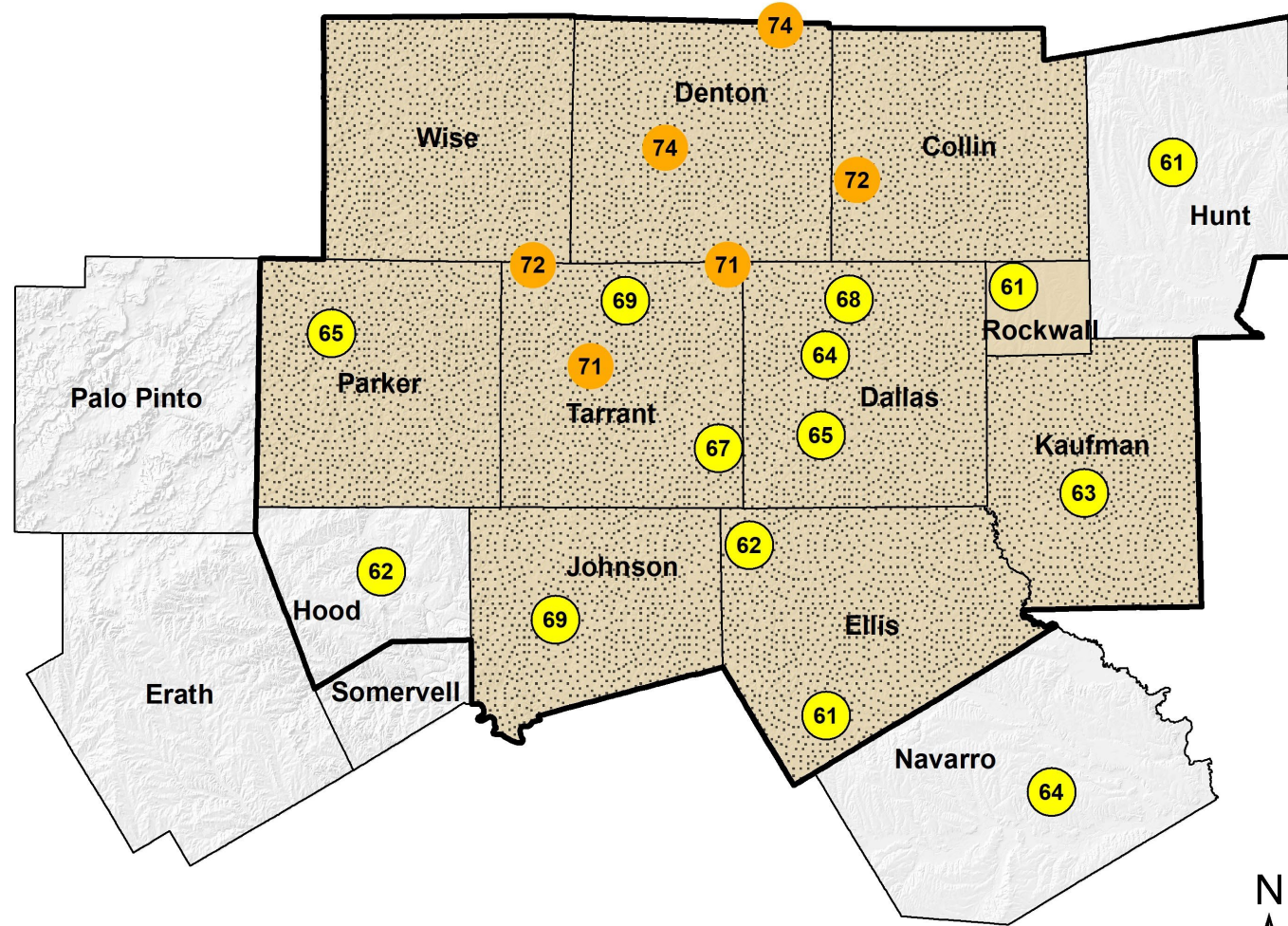
**Legend**

- Counties Designated Nonattainment Under 2015 8-Hour Ozone NAAQS
- Metropolitan Planning Area
- Counties Designated Nonattainment Under 2008 8-Hour Ozone NAAQS

**2020 - 2022 Design Value (ppb)**

- Ozone Monitoring Sites: 56-70 ppb
- Ozone Monitoring Sites: 71-85 ppb

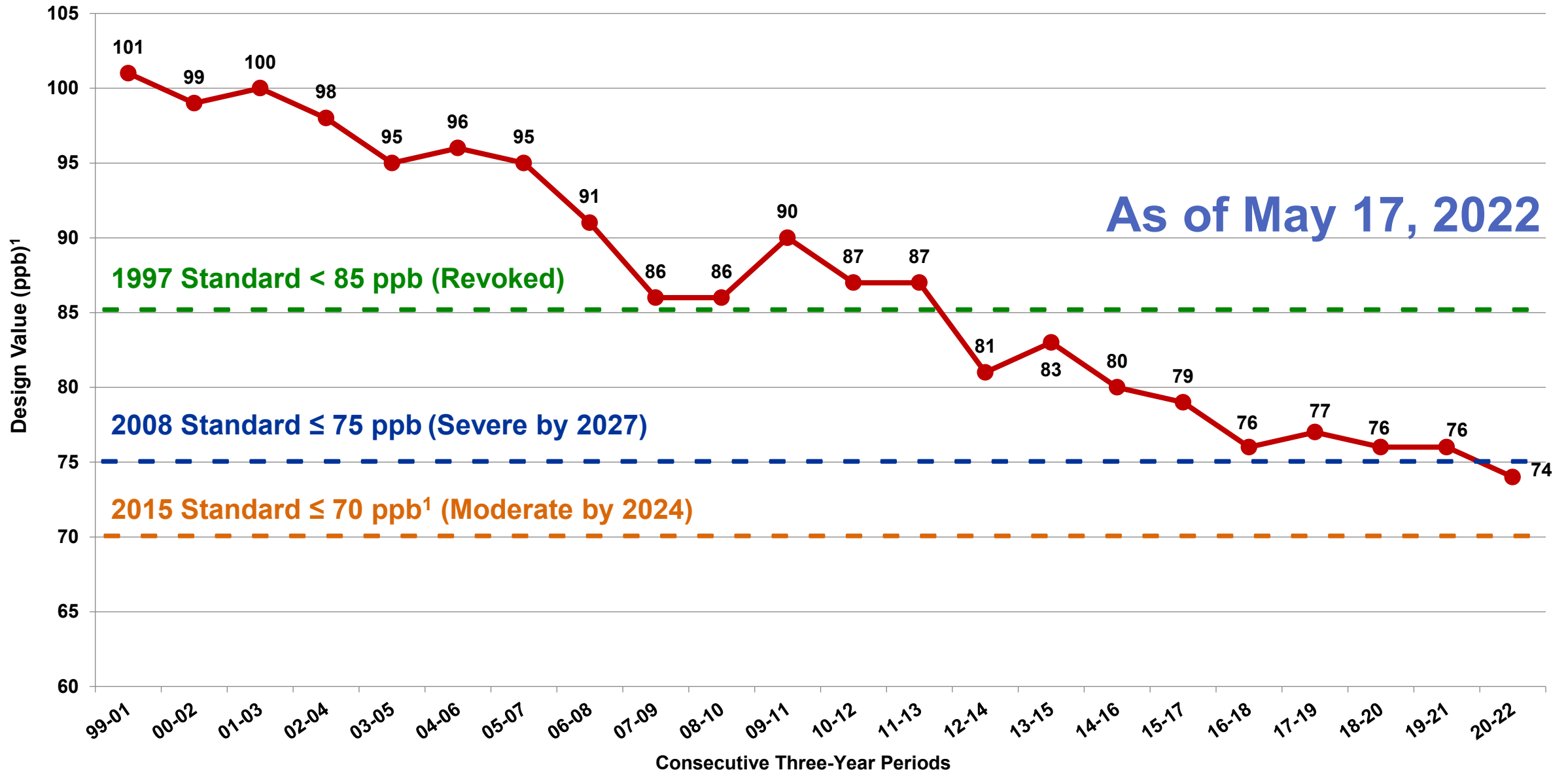
Colors represent Air Quality Index Breakpoints



North Central Texas Council of Governments



# 8-HOUR OZONE NAAQS HISTORICAL TRENDS



<sup>1</sup>Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

# For More Information

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<https://www.nctcog.org/trans/quality/air/ozone>



# ***AIR NORTH TEXAS***

Campaign Bi-monthly Quantification & Social Media Report

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Air North Texas Coalition | May 19, 2022

# Air North Texas Web Analytics

Visits	1,050	Increased	By 12% compared to 2021
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Avg. Time	1:08	Increased	By 7 seconds compared to 2021
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Pageviews	2,058	Increased	By 11% compared to 2021
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New Visits	1,014	Increased	By 13% compared to 2021
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# Visits by Device



495

18% increase  
compared to 2021



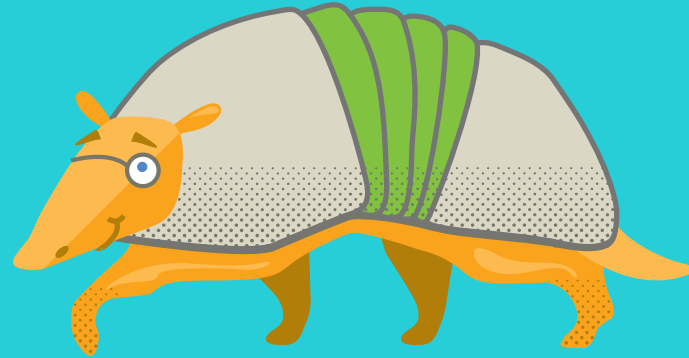
21

6% increase  
compared to 2021



763

10% increase  
compared to 2021

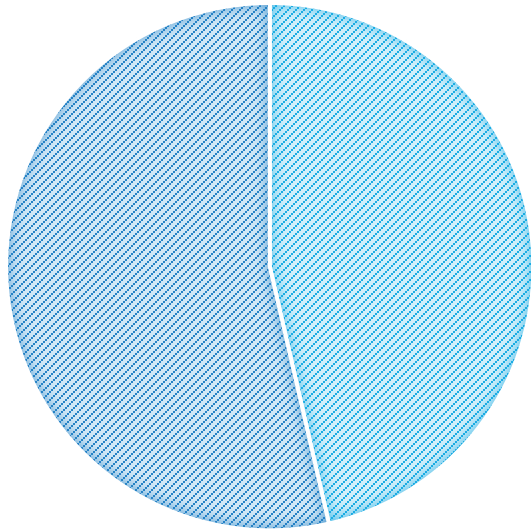


***ANTx ANALYTICS***

# Visitor Demographics

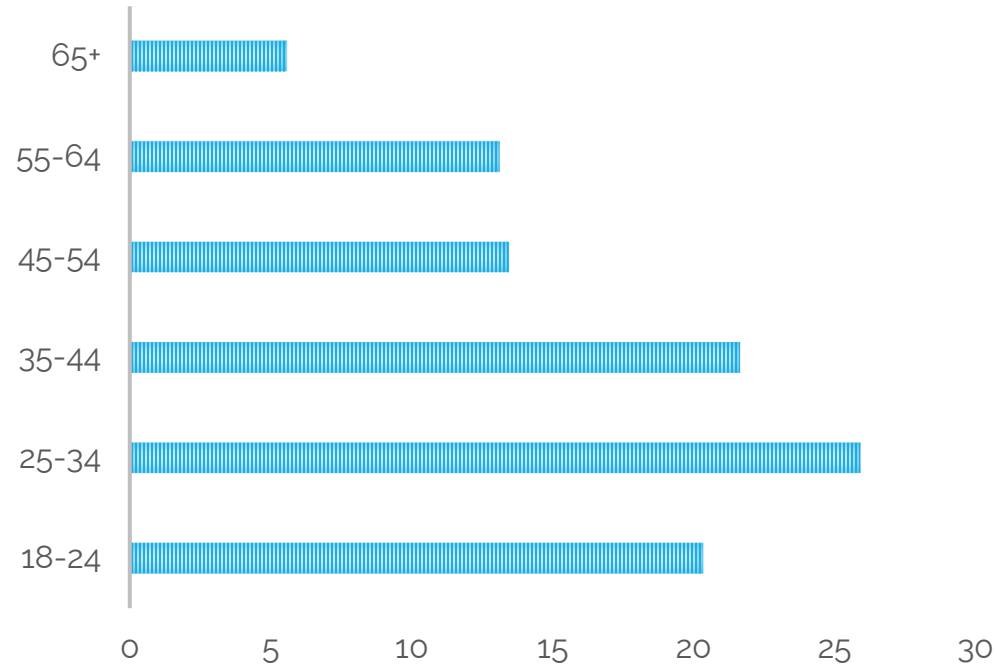
## GENDER

■ Women ■ Men



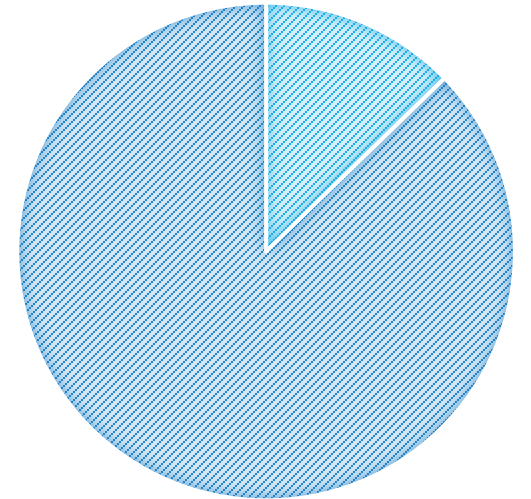
## AGE

■ Age

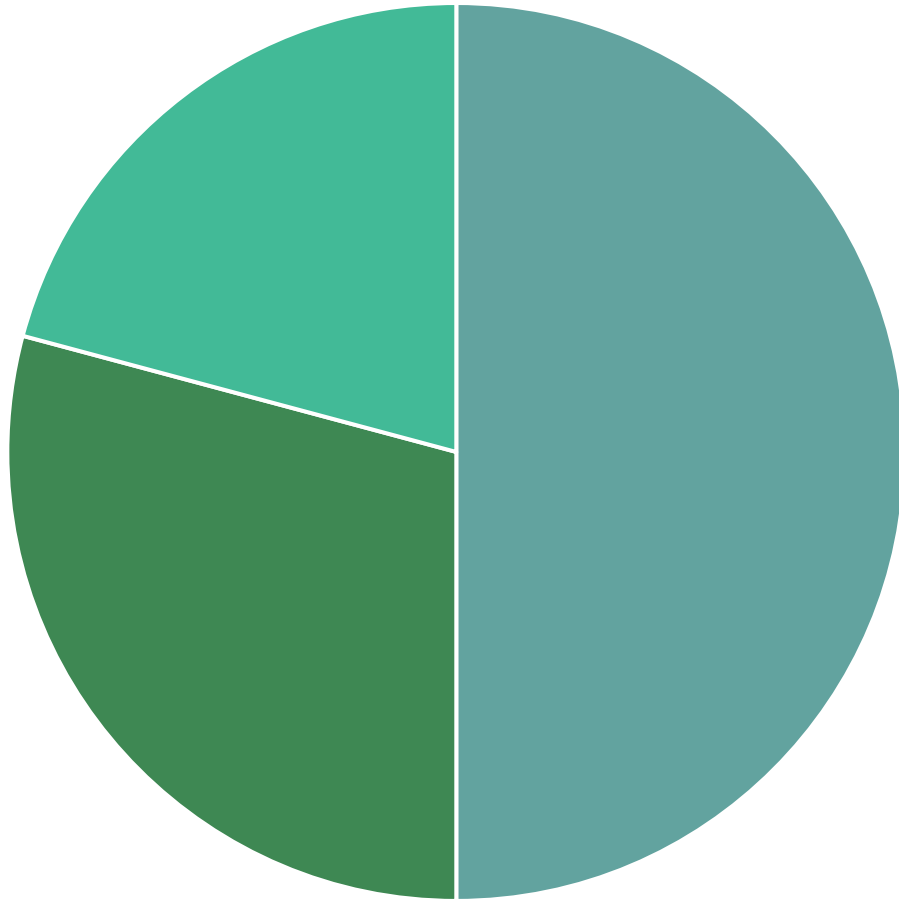


## VISITORS

■ Returning Visitors ■ New Visitors

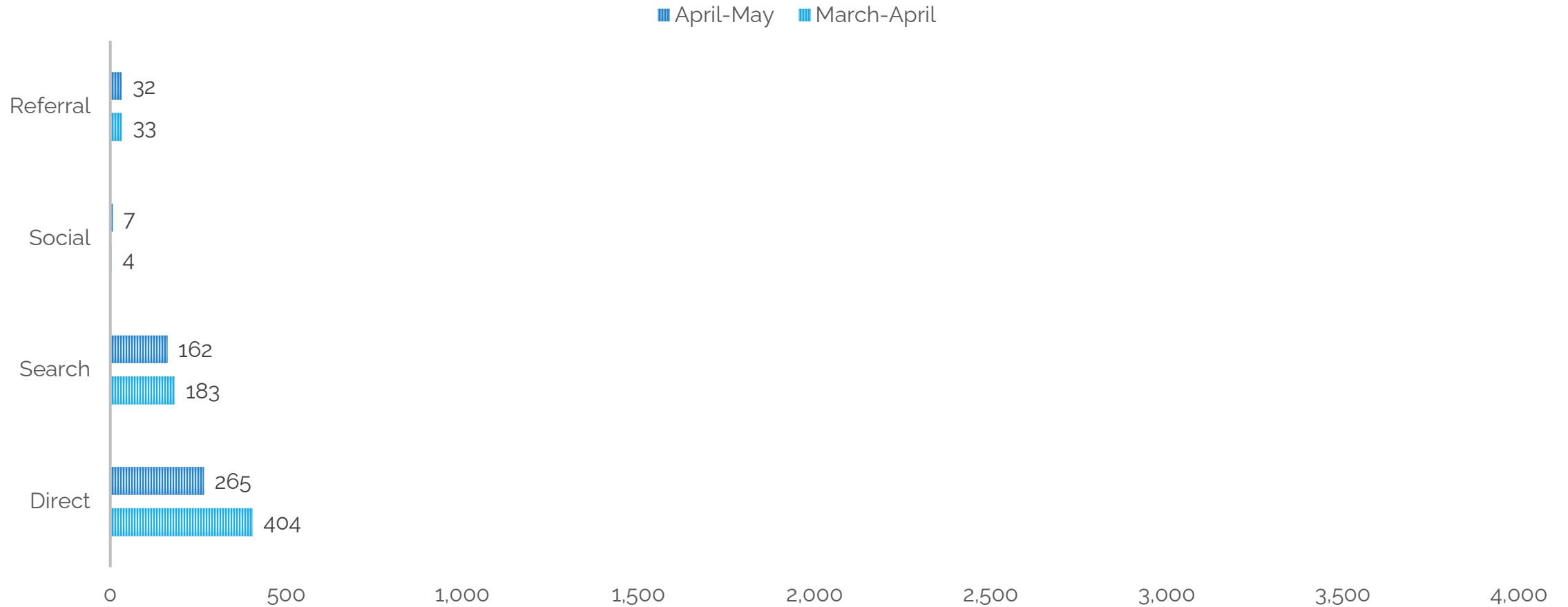


# Top Directed Sites

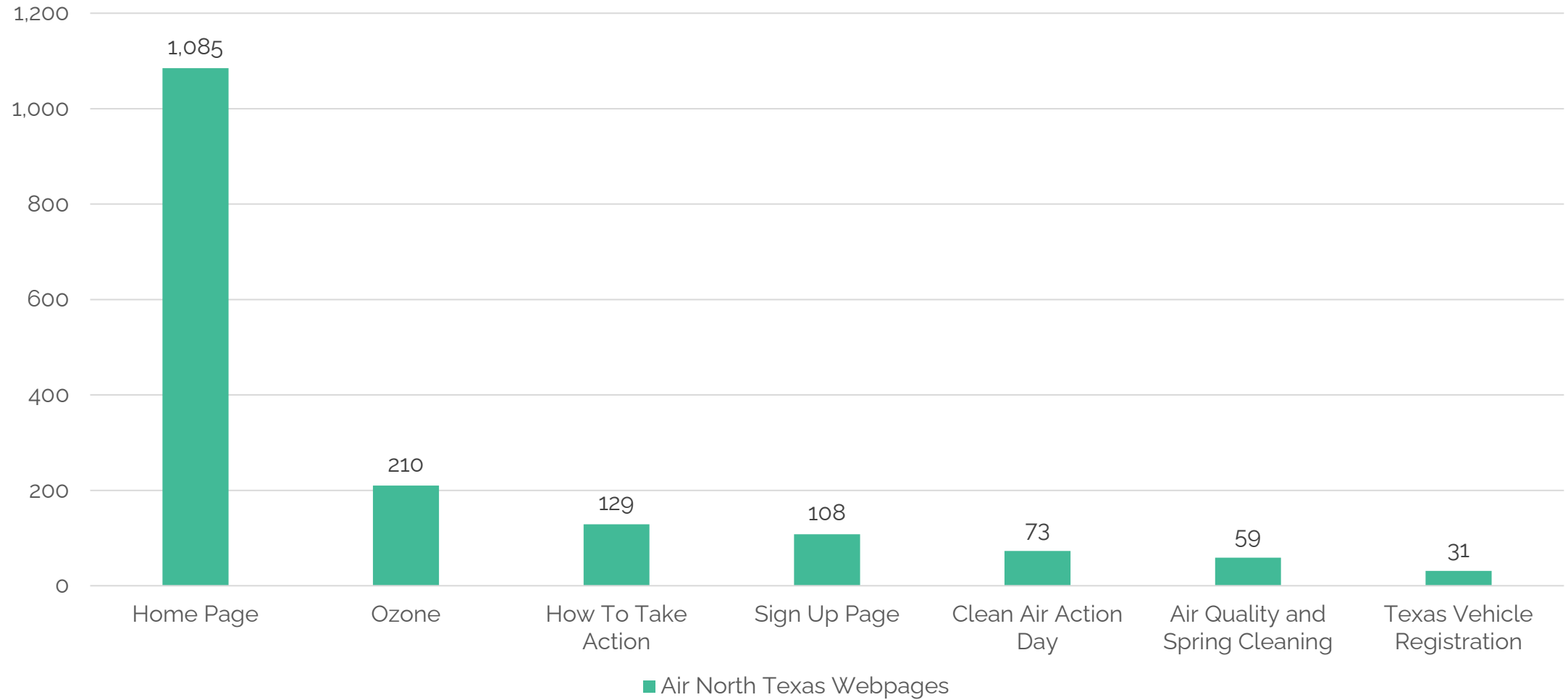


- City of Irving
- City of Fort Worth
- City of Dallas

# How Visitors Found Air North Texas



# Top Pages Viewed





***AIR NORTH TEXAS***  
***PARTNERS***



# City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



Grand Prairie, TX @gp\_tx · Apr 13

It's that time of the year! Spring bird migration is currently happening, so let's show our fellow air travelers the Texan spirit by turning off all non-essential lights from 11 p.m. - 6 a.m. as Spring bird migrations is taking place. #AirNTX #LightsoutTX



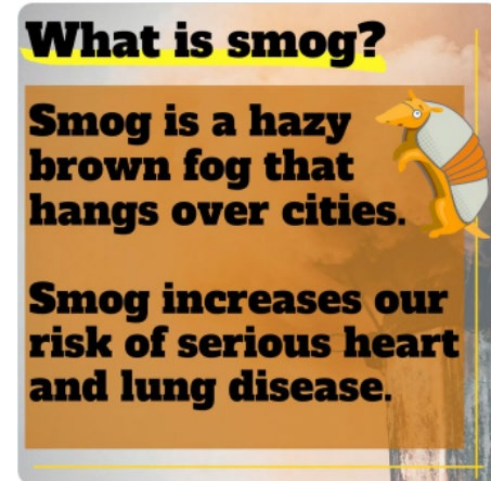
Grand Prairie, TX @gp\_tx · Apr 30

One clean air action a day will lengthen someone's life. Air pollution affects everyone and may cause severe harm to others who have a lung disease such as asthma. Visit [ow.ly/vzbp50IGNpH](http://ow.ly/vzbp50IGNpH) to learn more on the importance of acting against air pollution. #AirNTX



Grand Prairie, TX @gp\_tx · Mar 25

Smog is another word to describe ground-level ozone which typically is a hazy brown fog that hangs over our city especially in the warmer months. Do your part to reduce the air pollution in North Texas by visiting, [airnorthtexas.org](http://airnorthtexas.org). #AirNTX



Grand Prairie, TX @gp\_tx · May 7

Did you know that....the snake plant is mighty; it will release oxygen at night allowing you to breath better and filters out formaldehyde and benzene among other things! #AirNTX



Grand Prairie, TX @gp\_tx · Mar 7

Fresh air has never looked so green! Plants naturally clean the air and you can do your part for clean air by simply planting plants that will help purify our air while also beautifying your home. #AirNTX







**City of Carrollton** @CarrolltonTX · Apr 22  
Happy #EarthDay from our intern Recyclops.

(No Polluticorn was harmed in the making of this video.)

Thanks to @NewmanSmithHS for letting us borrow the football pads.

We hope we made you proud, @rainwilson.



**City of Cedar Hill** @CedarHillTX · Apr 8  
Come celebrate Earth & Arbor Day with your community!



**City of Irving** @thecityofirving · Mar 3  
Ozone season runs from March through November. During this time people are asked to do their part to improve air quality like carpooling, maintaining their vehicle and conserving water. Follow the link and meet Arlo the AIRmadillo to learn more.  
[#AirNTX cityofirving.org/CivicAlerts.as...](https://www.airntx.com/cityofirving.org/CivicAlerts.as...)



**City of Denton, TX** @cityofdentontx · Apr 20  
Spring is in the air! ☀️

Celebrate Earth Day this Saturday at the @kdbdenton Denton Redbud Festival. There will be so much happening, from food and fashion to live music and vendors!

Find out all the details about this FREE award-winning festival:  
[fb.me/e/2lAtZycdH](https://fb.me/e/2lAtZycdH)



**City of Mesquite, TX** @cityofmesquite · Apr 22  
Happy Earth Day!


[#KeepMesquiteBeautiful](https://www.facebook.com/keepmesquitebeautiful/)





# City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

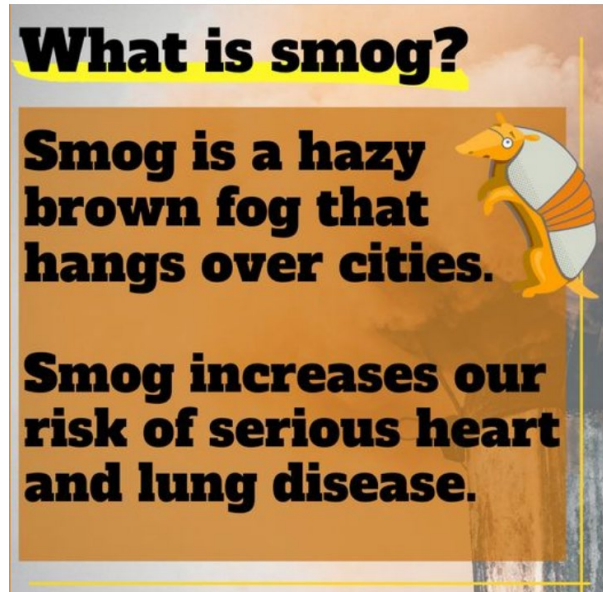
 City of Grand Prairie - Municipal Government  
April 30 at 1:00 PM · 🌐

One clean air action a day will lengthen someone's life. Air pollution affects everyone and may cause severe harm to others who have a lung disease such as asthma. Visit <https://www.airnorthtexas.org/> to learn more on the importance of acting against air pollution for your fellow North Texans. #AirNTX



 City of Grand Prairie - Municipal Government  
March 25 · 🌐

Let's take it back to the basics and talk about smog. Smog is another word to describe ground-level ozone which typically is a hazy brown fog that hangs over our city especially in the warmer months. Now that you know the basics of smog, do your part to reduce the air pollution in North Texas by visiting [www.airnorthtexas.org](http://www.airnorthtexas.org). #AirNTX



 City of Grand Prairie - Municipal Government  
April 13 at 12:00 PM · 🌐

It's that time of the year! Spring bird migration is currently happening, so let's show our fellow air travelers the Texan spirit by turning off all non-essential lights from 11 p.m. - 6 a.m. as Spring bird migrations is taking place. #AirNTX #LightsoutTX





# NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department  
April 22 at 3:28 PM · 🌐

...

NCTCOG Transportation Department  
March 25 · 🌐

...

NCTCOG Transportation Department  
April 29 at 3:02 PM · 🌐

...

NCTCOG Transportation Department  
Yesterday at 10:20 AM · 🌐

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This Earth Day make planet-smart choices & become an #EPASmartWay partner. Get access to free tools, information, recognition & technical assistance. Gain insight into freight operations & invest in our planet through smarter, more fuel-efficient choices. [www.epa.gov/smartway](http://www.epa.gov/smartway)

Lead by example! #EPASmartWay partners are freight industry leaders—implementing practices throughout their supply chains to drive efficiencies, cost savings & freight transportation emission reductions that also help address climate change. [epa.gov/smartway](http://epa.gov/smartway)

Ozone Action Day – Ozone in the DFW area Saturday is predicted to be at Level Orange, unhealthy for sensitive groups. Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity. Current ozone information: <http://bit.ly/9nC9vy>. Consider a clean air choice: <https://bit.ly/3gqCM1U>.

Air pollution can irritate asthma indoors and outdoors, especially during days when air quality is worse. Replace air filters regularly and check air quality before heading out to keep your health in check. Sign up for air pollution alerts at <http://airnorthtexas.org>. #AQAW2021



# ANTx NCTCOG CONTACTS

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Air North Texas Coalition Web Page:

<https://www.nctcog.org/trans/about/committees/air-north-texas-coalition>





## 2022 Outreach Events

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**Monday, February 7 -  
Tuesday, March 8**

### **February Public Meeting**

**Presentations:** Mobility 2045 Update, Dallas Regional Trail Branding & Wayfinding Project, Title VI/Language Assistance Plan Update, DFW Clean Cities Update: 2021 Annual Survey

**Highlighted Information:** Interactive Public Input: Map Your Experience, Mobility Plan Administrative Revisions, Regional Smoking Vehicle Program (RSVP), Vehicle Incentives & Funding Opportunities

**Monday, March 14**

### **March Public Meeting**

**Presentations:** Mobility 2045 Update, Autonomous Vehicles 2.2/2.3 Projects: Round 2, 2023-2026 Transportation Improvement Program, Regional Parking Utilization Database

**Online Review & Comment:** Proposed Modifications to the List of Funded Projects, Unified Planning Work Program Modifications

**Highlighted Information:** Interactive Public Input: Map Your Experience, Mobility Plan, Regional Smoking Vehicle Program (RSVP), Vehicle Incentive & Funding Opportunities

**Friday, April 1**

### **UNT University Day**

**Denton Campus, 11 am - 1:30 pm**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, GoCarma, Try Parking It, Active Transportation Program, Look Out Texans

**Saturday, April 2**

### **Denton County Extension Office Equine Clinic**

Environmental Justice Informational Booth

**Saturday, April 2**

### **Fix My Ride,**

**Denton, 10 am - 4 pm**

**Informational Booth**

**Program Areas:** Car Care Awareness, Regional Smoking Vehicle Program, Mobility Plan, State of Texas Broadband Survey

**Sunday, April 3**

### **Oak Cliff Earth Day**

**Lake Cliff Park, Noon - 5 pm**

**Informational Booth**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, GoCarma, Try Parking It, Active Transportation Program, Look Out Texans

**Saturday, April 9**

### **GRACE Car Care Workshop**

**Denton, 10 am - Noon**

**Informational Booth**

**Program Areas:** Car Care Awareness, Regional Smoking Vehicle Program

**Wednesday, April 20**

### **UT Arlington Earth Day Fair,**

**University Center Mall, 10 am - 3 pm**

**Informational Booth**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, Try Parking It, Active Transportation Program, Look Out Texans

**For additional information or for future outreach opportunities, please contact:**

Thao Tran, Communications Specialist [tctran@nctcog.org](mailto:tctran@nctcog.org)



## 2022 Outreach Events

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**Thursday, April 21**

**UNT Health Science Center Earth Day Fair,  
Fort Worth, 11 am - 1 pm  
Informational Booth**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, Try Parking It, Active Transportation Program, Look Out Texans

**Thursday, April 21**

**UT Dallas Earth Day Fair  
Richardson, 10 am - 1 pm  
Informational Booth**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, GoCarma, Try Parking It, Active Transportation Program, Look Out Texans

**Saturday, April 23**

**City of Lewisville's Colorpalooza  
Old Town Lewisville, 10 am - 7 pm  
Informational Booth**

**Program Areas:** Environmental Justice, Mobility Plan, Air North Texas, Regional Smoking Vehicle Program, GoCarma, Try Parking It, Active Transportation Program, Look Out Texans, State of Texas Broadband Survey

**Saturday, April 23**

**Grapevine Earth Day**

Air North Texas and GoCarma items distributed at event

**Friday, May 20**

**Bike to Work Day**

Bike/Ped and Try Parking It items distributed at DART stations

**Saturday, May 21**

**City On A Hill Festival  
Burleson High School, 10 am – 2 pm  
Informational Booth**

**Program Areas:** Car Care Awareness, Regional Smoking Vehicle Program, Air North Texas, Look Out Texans, Active Transportation Program

**For additional information or for future outreach opportunities, please contact:**  
Thao Tran, Communications Specialist [tctran@nctcog.org](mailto:tctran@nctcog.org)