

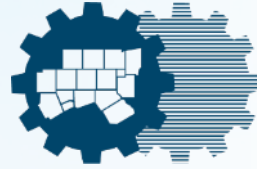
Air North Texas Coalition
Thursday, September 18, 2025
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. July 17 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. Progress Reports due tomorrow, Friday, September 19..... Kimberlin To
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Outreach Items
 - ii. Clean Air Corner
 - iii. Advertising
 - iv. Annual Awards Luncheon
 - d. Website Quantification/Social Media Report Kenny Bergstrom, NCTCOG
 - e. Events Schedule..... Kimberlin To
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, November 20
In-Person/Hybrid
NCTCOG Office
616 Six Flags Dr.
Arlington, TX 76011

Conference Call: 903-508-4574
Conference ID: 235 651 291#



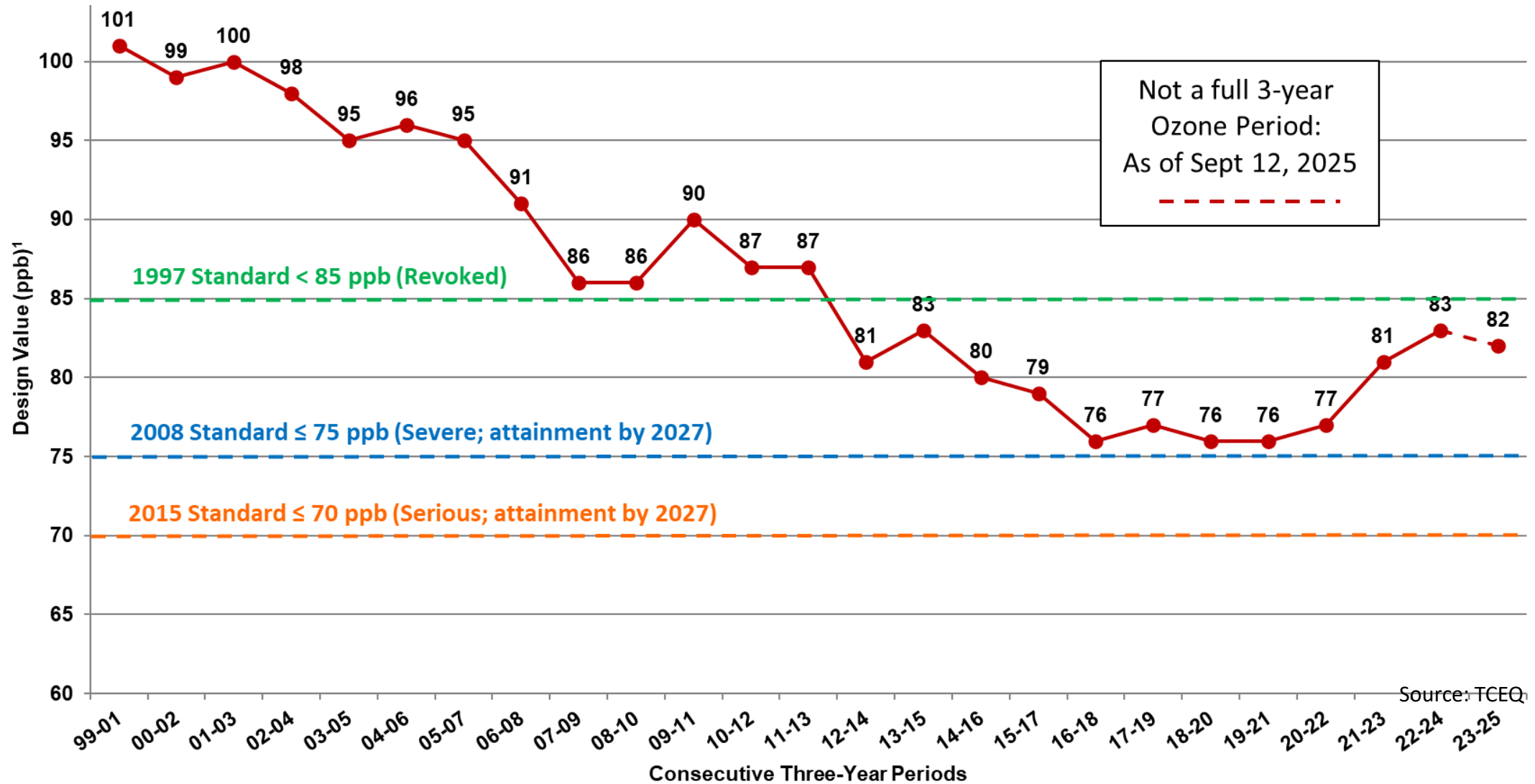


NCTCOG PRESENTATION

Air Quality Status Report

Daniela Tower | Air North Texas Coalition | 9.18.2025

8-hour Ozone NAAQS Historical Trends

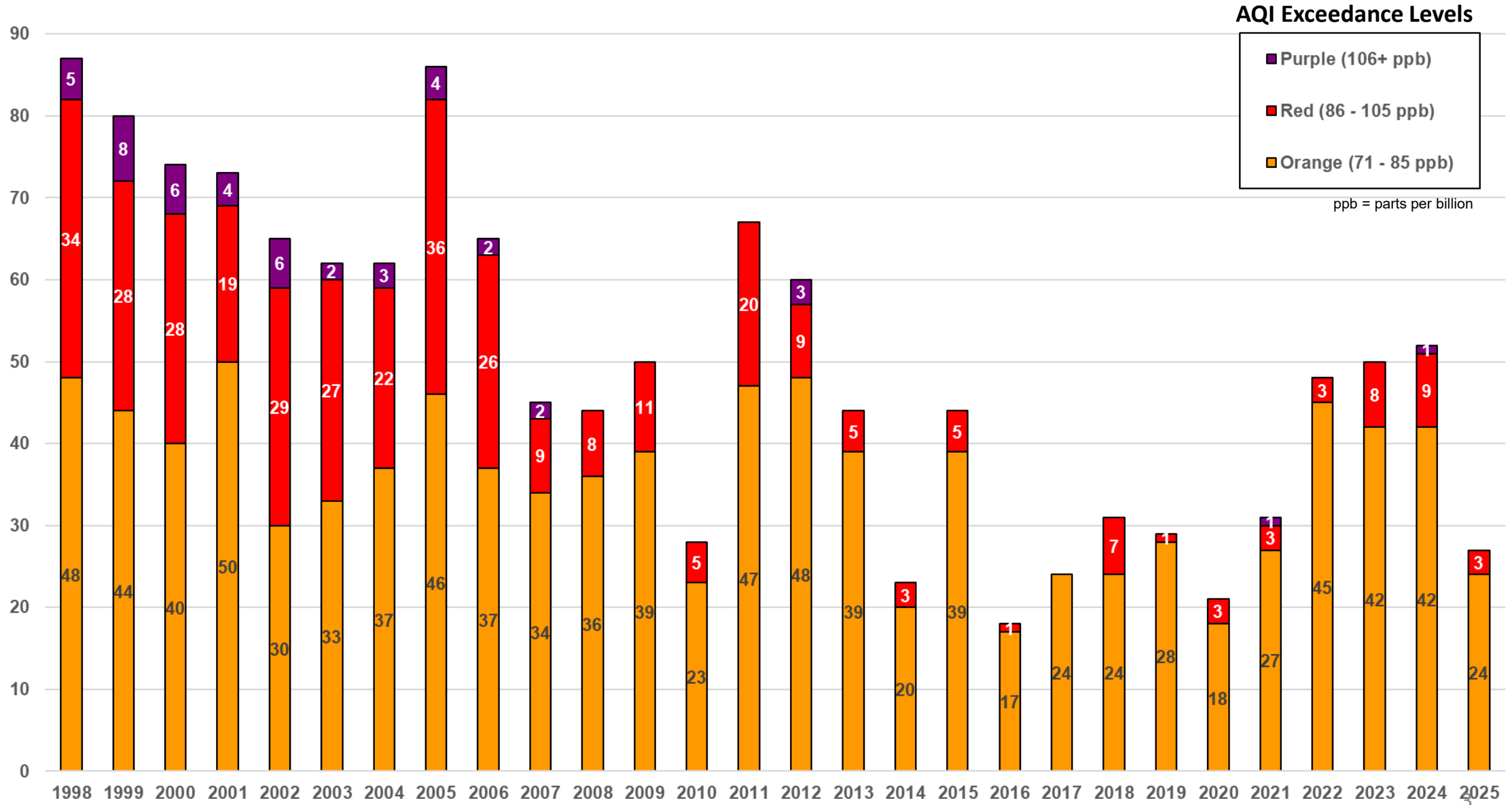


¹Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).



8-hour Ozone NAAQS Historical Trends

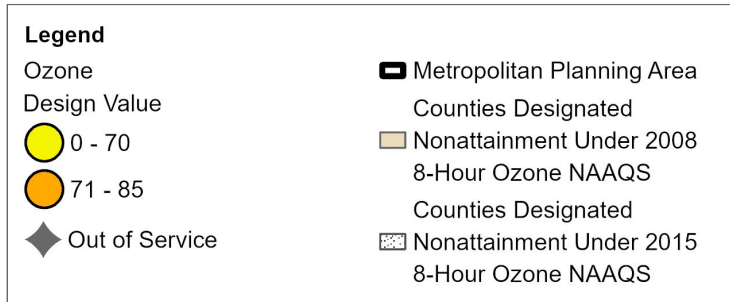
Based on ≤ 70 ppb – Ozone Season 2025, as of Sept. 12, 2025



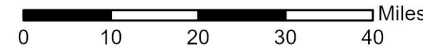
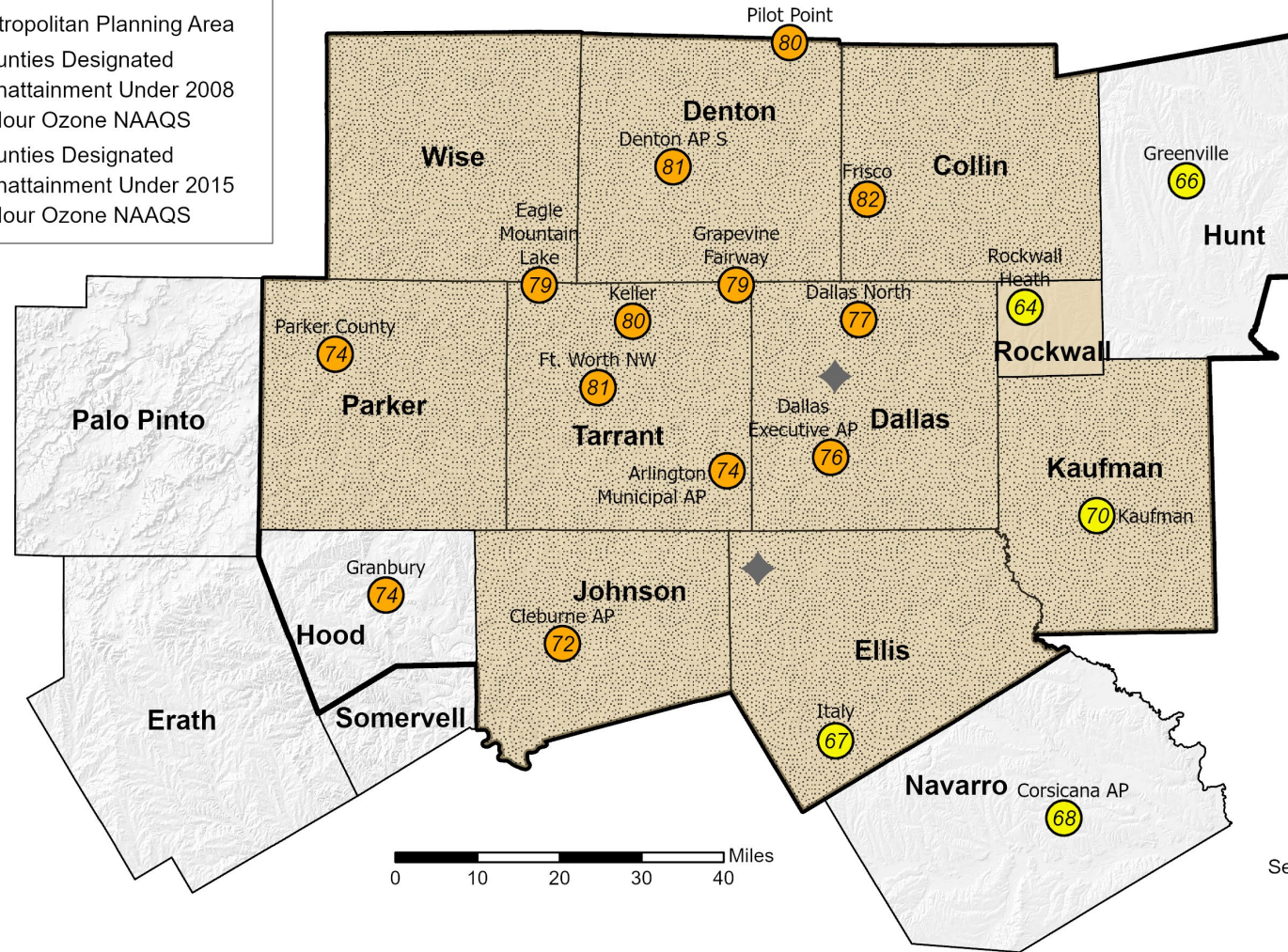
Exceedance Level indicates daily maximum eight-hour average ozone concentration.
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

Source: TCEQ http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl

Regular Ozone Monitoring Network – Current Design Values



As of Sept. 12, 2025



Ozone National Ambient Air Quality Standard

Monitor Values to Reach Attainment as of Sept. 12, 2025

Five Highest Monitors	4 th Highest 8h-Average for the Season			Current 2025 Ozone Season Design Value
	2023	2024	2025	
Frisco	82	84	81	82
Fort Worth Northwest	84	85	76	81
Denton Airport South	78	84	81	81
Keller	80	88	72	80
Pilot Point	81	83	77	80

Based on 2023 – 2025 TCEQ Ozone Monitoring Data

FOR MORE INFORMATION

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817-695-9286

JENNY NARVAEZ
Program Manager
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VIVEK THIMMAVAJJHALA
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DANIELA TOWER
Air Quality Planner
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ANALISA GARCIA
Air Quality Planner
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817-695-9170

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



Air North Texas Partner Progress Report Guidelines: 2025

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2024 through September 1, 2025.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2024, please give the date and indicate that the task is ongoing.
- Note that some sections request attachments.

Progress Reports will be used to select the 2025 Air North Texas Partner of the Year and the Outstanding Efforts awards, with categories for education, outreach, initiative, and an Arlo Ambassador award. A winner may not be selected for all categories previously mentioned. Please direct any questions to Kimberlin To at kto@nctcog.org or 817-608-2362.

Submit completed progress reports via email by close of business **Friday, September 19, 2025**. Please send reports to:

Kimberlin To
North Central Texas Council of Governments
Email: kto@nctcog.org

Thank you for your participation in the 2025 Air North Texas Progress Report.

Report Guidelines

I. Implementation Section

- a. Examples of promotion of the campaign and its messages – include descriptions of any of the following that your organization may have implemented:
 - **Website content**
 - Link to official Air North Texas website on your organization's website
 - Website content development and/or content revision for your organization's website
 - Provided content/information for the Air North Texas website

- **Education content**
 - Promoted the Air North Texas campaign through social media posts and/or online videos
 - Placed Air North Texas brand/logo on printed materials
 - Placed Air North Texas ads in print, online, TV, radio, billboard and/or other sources
 - **Community outreach**
 - Hosted and/or participated in one or more public/virtual events (i.e. community outreach event, Earth Day events, Clean Air Action Day, etc.) to generate awareness of the Air North Texas campaign
 - Recruited and encouraged general public audience to sign up as an Air North Texas member through Air North Texas website
 - **Press content**
 - Hosted and/or supported one or more press, promotion, or partner recognition event(s) for media and/or other stakeholders (offered transit passes, recognized Air North Texas partners, held a press event, etc.)
 - Issued at least one press release announcing your membership and participation in the Air North Texas campaign (i.e. Clean Air Action Day, recently joined as an Air North Texas partner)
 - Publicized your organization's involvement with the Air North Texas campaign
 - Published articles or other informational materials endorsing the partnership
 - **Arlo content**
 - Promoted the Air North Texas campaign by posting Arlo related content on social media posts
 - Placed images of Arlo on ads in print, online, TV, radio, billboard and/or other sources
 - Utilized Arlo in a contest or campaign unique to your entity
- b. When describing your promotional actions, be sure to include the following information:
- Date(s) implemented
 - URL (if applicable)
 - Specific examples/descriptions of implementation
 - **If discussing an event:** Please give name, location, date, and number of people reached
 - **If discussing an ad:** Please give name of publication, dates placed, and number of impressions/readers (if available)
 - Please give similar information for other implementation strategies
- c. Please attach supporting material if applicable (i.e. any examples of artwork, brochures, ads, press releases, media stories, giveaways, fliers, newsletter stories, website articles, photos, etc.).
- d. Include other implementation that is not discussed above, but shows innovation in its approach and/or method.

II. Future Implementation Section

- a. **See bulleted list above under I.a.** – please give a brief explanation if you plan to implement any of these marketing components or a marketing component in the future.
- b. Be sure to include when you plan on implementing the project (i.e. three months from now or six months from now).

III. Future Needs Section

- a. Please state specific needs your organization requests of Air North Texas.
- b. Please state what events, materials and/or information, you would like to see Air North Texas provide.
- c. Please list events for 2026 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.



AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | September 18, 2025

Air North Texas Web Analytics

Total Views

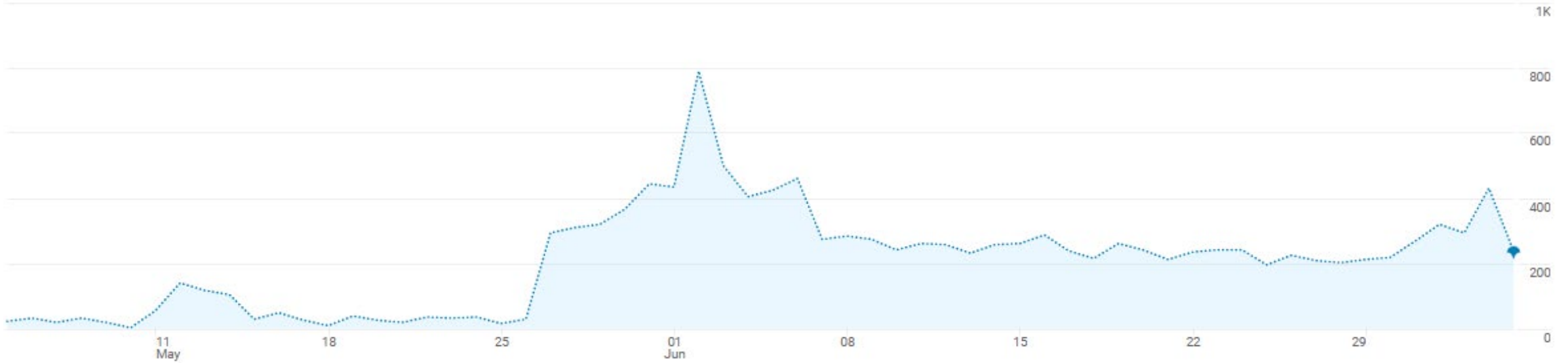
16,402

Users

11,628

Avg. engagement time per user

7s



Users by Device



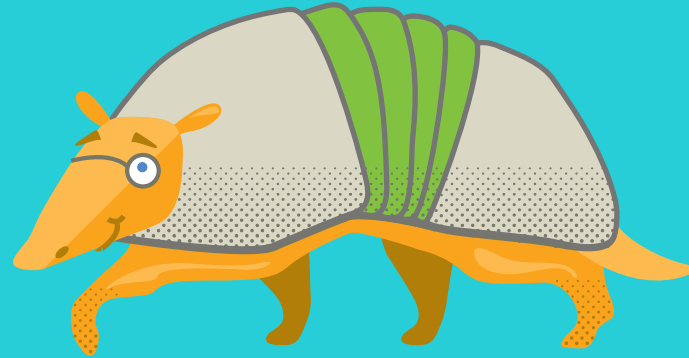
10,139
88.16%



29
0.25%

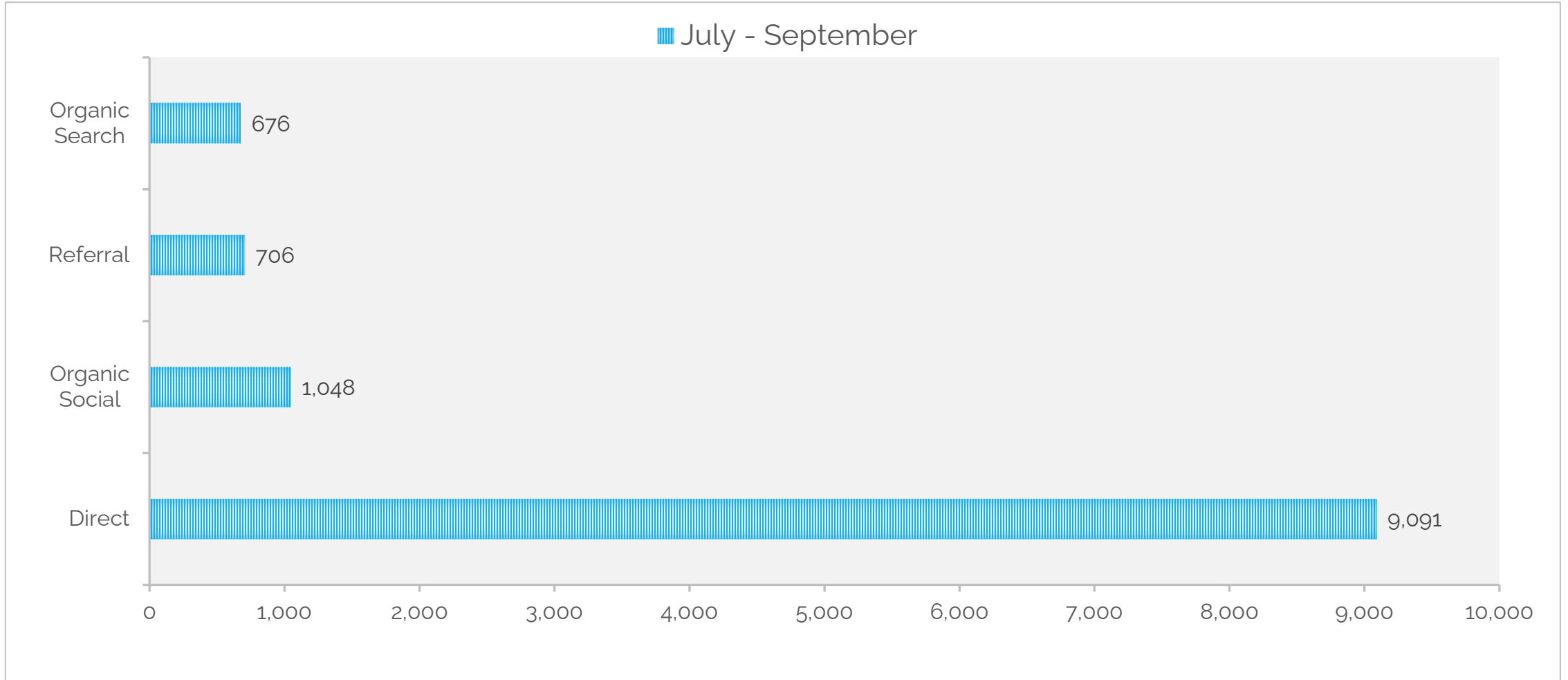


1,317
11.45%

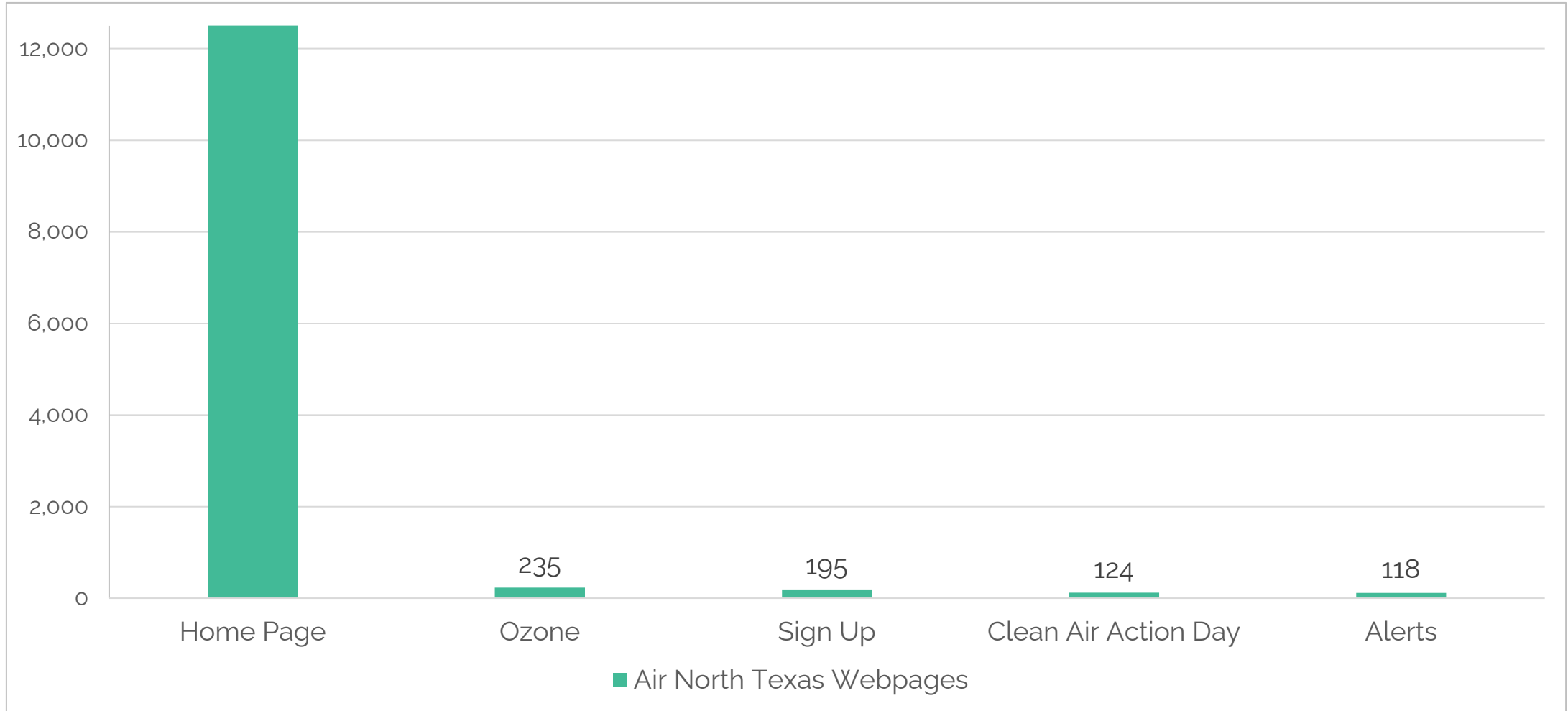


ANTx ANALYTICS

How Users Found Air North Texas



Top Pages Viewed





AIR NORTH TEXAS
PARTNERS



NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department
September 3 at 8:54 AM

September is one of the best months to get out and enjoy North Texas. The weather begins to cool, school spirit is high, and communities across the region come together to celebrate tradition, culture, and good food. From big-ticket events to small-town favorites, check out some of the festivals and fairs you won't want to miss in our latest post on Clean Air Corner! Find the link in our comments below.

NCTCOG Transportation Department
July 17

Ozone Action Day – Ozone in the DFW area Friday, July 18, is predicted to be at Level Orange, unhealthy for sensitive groups... [See more](#)

OZONE ACTION DAY
LEVEL ORANGE

NCTCOG Transportation Department
September 4 at 7:01 PM

September 12-October 12 marks National Drive Electric Month, a nationwide celebration to raise awareness about electric vehicles and clean transportation. To coincide w... [See more](#)

NCTCOG Transportation Department created an event.
August 25 at 11:17 AM

Arts & Autos
ELECTRIC AVENUE

DENTON, TX
SATURDAY
09-13-25
9AM - 3PM

This Saturday at 9 AM
Arts & Autos Electric Avenue
Denton
5 people going

Interested





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



ANTx NCTCOG CONTACTS

Kimberlin To

Communications
Supervisor

(817) 608-2362

kto@nctcog.org

Air North Texas Coalition Web Page:

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





2025 Outreach Events

<p>Saturday, January 11</p>	<p>TCU v. BYU Basketball Game Fort Worth, 1 pm Target Audience: College students, Alumni, Parents Programs & Projects: Drive Aware North Texas, Try Parking It</p>
<p>Monday, January 13</p>	<p>January Public Meeting Presentations: Work Zone Data Exchange Call for Projects, Broad EV Engagement Item, Local Clean Air Projects Showcase and Funding Opportunities Highlighted Information: Mobility 2045 – 2022 Update: Administrative Revisions, Air Quality Programs and Funding Opportunities, Try Parking It, Access North Texas</p>
<p>Tuesday, February 11</p>	<p>February Public Meeting Presentations: Federal/State Partnership (FSP) for the Intercity Passenger Rail Program, Mobility 2050: The Metropolitan Transportation Plan for North Central Texas, Community Noise Mitigation Program Grant, 2025 Strategic Transportation Funding Program Online Review & Comment: Proposed Modifications to the List of Funded Projects, Modifications to the FY2024 and 2025 Unified Planning Work Program Highlighted Information: Mobility 2045 - 2022 Update: Administrative Revisions, Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It</p>
<p>Monday, March 10</p>	<p>March Public Meeting Presentations: Mobility 2050: The Metropolitan Transportation Plan for North Central Texas, Start of 2025 Ozone Season, Title VI Program Update for 2025, Funding Recommendations to Upgrade Existing EV Charging Stations Online Review & Comment: Transit 2.0: Initial Draft Reports, Regional Transit Partnerships and Federal Discretionary Grant Funding Update Highlighted Information: Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It, Access North Texas</p>
<p>Saturday, March 29</p>	<p>Keep Fort Worth Beautiful (Cowtown Great American Cleanup) Fort Worth, 11 am– 1 pm Informational Booth Target Audience: Volunteers, Residents Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
<p>Thursday, April 3</p>	<p>Uplift Wisdom Education Expo Dallas, 11 am-4 pm Target Audience: Students and teachers Programs & Projects: Aviation Education</p>
<p>Saturday, April 5</p>	<p>Allen Earth Fest - CANCELED Allen, 2 pm – 5 pm Informational Booth Target Audience: Allen Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
<p>Monday, April 7</p>	<p>April Public Meeting – Topics Pending Director’s Approval Presentations: Mobility 2050: The Metropolitan Transportation Plan for North Central Texas, Regional Transit Performance Measures Update and Draft Targets, Transportation Alternatives Program Call for Projects: Recommended Funding Awards, NETEX Corridor Project Online Review & Comment: Regional Bicycle Safety Action Plan Survey</p>

For additional information or for future outreach opportunities, please contact:
Kimberlin To, Communications Supervisor – kto@nctcog.org



2025 Outreach Events

	Highlighted Information: Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It, Business Engagement Program
Saturday, April 12	Drive Safe: Car Crime Prevention and Awareness Resource Day Arlington, 10 am – 12 pm Informational Booth Target Audience: General Public Programs & Projects: GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans
Saturday, April 12	Cedar Hill Beautification and Arbor Day Cedar Hill, 10 am – 12 pm Informational Booth Target Audience: Cedar Hill Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education
Sunday, April 13	Oak Cliff Earth Day Dallas (Lake Cliff Park), 12 pm-5 pm Informational Booth Target Audience: Dallas Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education
Tuesday, April 15	El Centro College Dallas, 10 am – 2 pm Informational Booth Target Audience: Community College Students Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans
Tuesday, April 15	DFW Airport Employee Earth Day DFW Airport, 1 pm – 3 pm Informational Booth Target Audience: Employees, North Texas Residents Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans
Thursday, April 17	Texas Instruments Employee Earth Day Texas Instruments North Campus, 11 am – 1 pm Informational Booth Target Audience: Employees, North Texas Residents Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans
Saturday, April 19	Earth Day Celebration Grand Prairie, 1 pm – 5 pm Informational Booth

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2025 Outreach Events

	<p>Target Audience: Grand Prairie Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
Monday, April 21	<p>UTA Earth Day Fair Arlington, 11 am – 2 pm Informational Booth Target Audience: College Students Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Tuesday, April 22	<p>UNT Health Science Center Earth Day Fair Fort Worth, 3 pm – 5:30 pm Informational Booth Target Audience: College Students Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Tuesday, April 22	<p>Ericsson Earth Day Fair Plano, 11 am – 1 pm Informational Booth Target Audience: Employees, North Texas Residents Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Wednesday, April 23	<p>Lockheed Martin Earth Day Fort Worth, 10:30 am – 1 pm Informational Booth Target Audience: Employees, North Texas Residents Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Saturday, April 26	<p>Earth Day Grapevine Grapevine, 10 am – 1 pm Informational Booth Target Audience: Grapevine Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
Saturday, April 26	<p>Earth Day Mansfield Mansfield, 9 am – 1 pm Informational Booth Target Audience: Mansfield Residents, Families Programs & Projects: Environmental Justice, Map Your Experience, Air North Texas, Electric Vehicles North Texas (EVNT), DFW Clean Cities, Regional Smoking Vehicle</p>

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2025 Outreach Events

	Program (RSVP), Engine Off North Texas, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education
Monday, May 12	<p>May Public Meeting</p> <p>Presentations: Mobility 2050: Draft Plan and Transportation Conformity Analysis, Fort Worth 76104 Transit Needs Assessment – Initial Study Recommendations, Regional Bicycle Safety Action Plan, Strategic Selection of Safety Corridors</p> <p>Online Review & Comment: Proposed Modifications to the List of Funded Projects</p> <p>Highlighted Information: Mobility 2045 – 2022 Update: Administrative Revisions, Air Quality Programs and Funding Opportunities, Try Parking It, 511DFW</p>
Thursday, June 5	<p>June Public Meeting</p> <p>Presentations: Federal Certification Review, FY2026 and FY2027 Unified Planning Work Program, Update on Dallas-Fort Worth Air Quality Improvement Plan, North Texas Zero Emission Vehicle Project</p> <p>Highlighted Information: Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It, 511DFW</p>
Monday, July 14	<p>July Public Meeting</p> <p>Presentations: Mobility 2050: The Metropolitan Transportation Plan for North Central Texas, 2025 Public Participation Plan Update, Regional 10-Year Plan Update, 2026-2028 Disadvantaged Business Enterprise Goals, EV Charging Stations Call for Projects</p> <p>Highlighted Information: Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It, 511DFW</p>
Friday, August 1	<p>Dallas Mayor’s Back to School Fair</p> <p>Fair Park, 8 am – 2 pm</p> <p>Informational Booth</p> <p>Target Audience: Dallas County Residents, Families</p> <p>Programs & Projects: Active Transportation Program, Air North Texas, Look Out Texans, Walk to School Day, Freight North Texas</p>
Saturday, August 2	<p>Arlington ISD Back to School Kickoff</p> <p>AT&T Stadium, 8 am – Noon</p> <p>Informational Booth</p> <p>Target Audience: Arlington Residents, Families</p> <p>Programs & Projects: Active Transportation Program, Air North Texas, Look Out Texans, Walk to School Day, Freight North Texas</p>
Friday, August 8	<p>Tarrant County’s Back to School Roundup</p> <p>Tarrant County College South Campus, 8 am – 2 pm</p> <p>Informational Booth</p> <p>Target Audience: Tarrant County Residents, Families</p> <p>Programs & Projects: Active Transportation Program, Air North Texas, Look Out Texans, Walk to School Day</p>
Monday, August 11	<p>August Public Meeting</p> <p>Presentations: Heartland Flyer Funding for One Year, Safe Routes to School Regional Action Plan, Multimodal Delivery Project, Fiscal Year 2025 Public Transportation Funding Programs of Projects</p> <p>Online Review & Comment: Proposed Modifications to the List of Funded Projects</p> <p>Highlighted Information: Mobility 2045 – 2022 Update: Administrative Revisions, Air Quality Programs and Funding Opportunities, Try Parking It, Oak Farms Study</p>
Saturday, August 23	<p>Women in Aviation Career Exploration Day</p> <p>Dallas Executive Airport, 9 am – 4 pm</p> <p>Informational Booth</p> <p>Target Audience: Students, Educators, General Public</p> <p>Programs & Projects: Aviation Education</p>
Thursday, September 4	Public Works Roundup

For additional information or for future outreach opportunities, please contact:
 Kimberlin To, Communications Supervisor – kto@nctcog.org



2025 Outreach Events

	<p>Hurst Conference Center, 8 am – 4 pm Informational Booth Target Audience: Public works professionals, city/county employees, consultants, representatives from special districts, etc. Programs & Projects: Drive Aware North Texas, DFW Clean Cities, Electric Vehicles North Texas, Try Parking It</p>
Saturday, September 13	<p>Arts & Autos – Electric Avenue: A National Drive Electric Month Event Downtown Denton, 9 am – 3 pm Co-hosted Event Target Audience: North Texas residents, Electric Vehicle enthusiasts, Car enthusiasts Programs & Projects: Air North Texas, DFW Clean Cities, Electric Vehicle North Texas</p>
Tuesday, September 16	<p>UTA Maverick Autonomous Vehicle Research Center Grand Opening Fort Worth, 9 am – 12 pm Informational Booth Target Audience: North Texas residents, Educators, FAA Programs & Projects: Aviation</p>
Friday, October 3 – Saturday, October 4	<p>Aviation Discovery Fest Dallas, 9 am – 4 pm Informational Booth Target Audience: North Texas residents, Students, Educators Programs & Projects: Aviation</p>
Wednesday, October 8	<p>Ericsson Safety, Security, Sustainability Week 2025 Plano, 11 am – 1 pm Informational Booth Target Audience: Ericsson employees, North Texas residents Programs & Projects: Air North Texas, Drive Aware North Texas, Try Parking It</p>
Saturday, October 11	<p>Girls in Aviation Day Dallas, 9 am – 3 pm Informational Booth Target Audience: North Texas residents, Students, Educators, Parents, Aviation Businesses Programs & Projects: Aviation</p>
Monday, October 13	<p>October Public Meeting – Topics Pending Approval Presentations: RTC Transit Subcommittee and Implementation of Transit 2.0, Dallas-Fort Worth Air Quality Improvement Plan Update Online Review & Comment: FY2020-2024 Annual Project Listing Highlighted Information: Interactive Public Input: Map Your Experience, Air Quality Programs and Funding Opportunities, Try Parking It, Business Engagement Program</p>
Tuesday, October 14 – Thursday, October 16	<p>National Aviation Business Association Las Vegas, 9 am – 5 pm Informational Booth Target Audience: Aviation Businesses, Aircraft Owners/Operators, Airports Programs & Projects: Aviation</p>
Wednesday, October 29 – Thursday, October 30	<p>North Texas Facilities Expo Irving Convention Center, 8:30 am – 3 pm Informational Booth Target Audience: Clean energy enthusiasts, Facilities and maintenance managers, Public works professionals, Property managers, Purchasing managers, Utility</p>

For additional information or for future outreach opportunities, please contact:
Kimberlin To, Communications Supervisor – kto@nctcog.org



2025 Outreach Events

	managers, Energy managers Programs & Projects: DFW Clean Cities, Electric Vehicles North Texas
Friday, November 21	Everman Elementary Career Day Everman, 8:30 am – 2:30 pm Informational Booth Target Audience: Students, Educators Programs & Projects: Aviation

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