

Air North Texas Coalition
Thursday, November 20, 2025
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. September 18 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. Administrative Announcements/Reminders Kimberlin To
 - i. Outreach Items
 - ii. Clean Air Corner
 - iii. Annual Awards Luncheon - pending
 - c. Website Quantification/Social Media Report Kenny Bergstrom, NCTCOG
 - d. Paid Education Performance Measures Frances Key, NCTCOG
 - e. 2026 Schedule Kimberlin To
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, January 15
Microsoft Teams Call

Conference Call: TBD
Conference ID: TBD



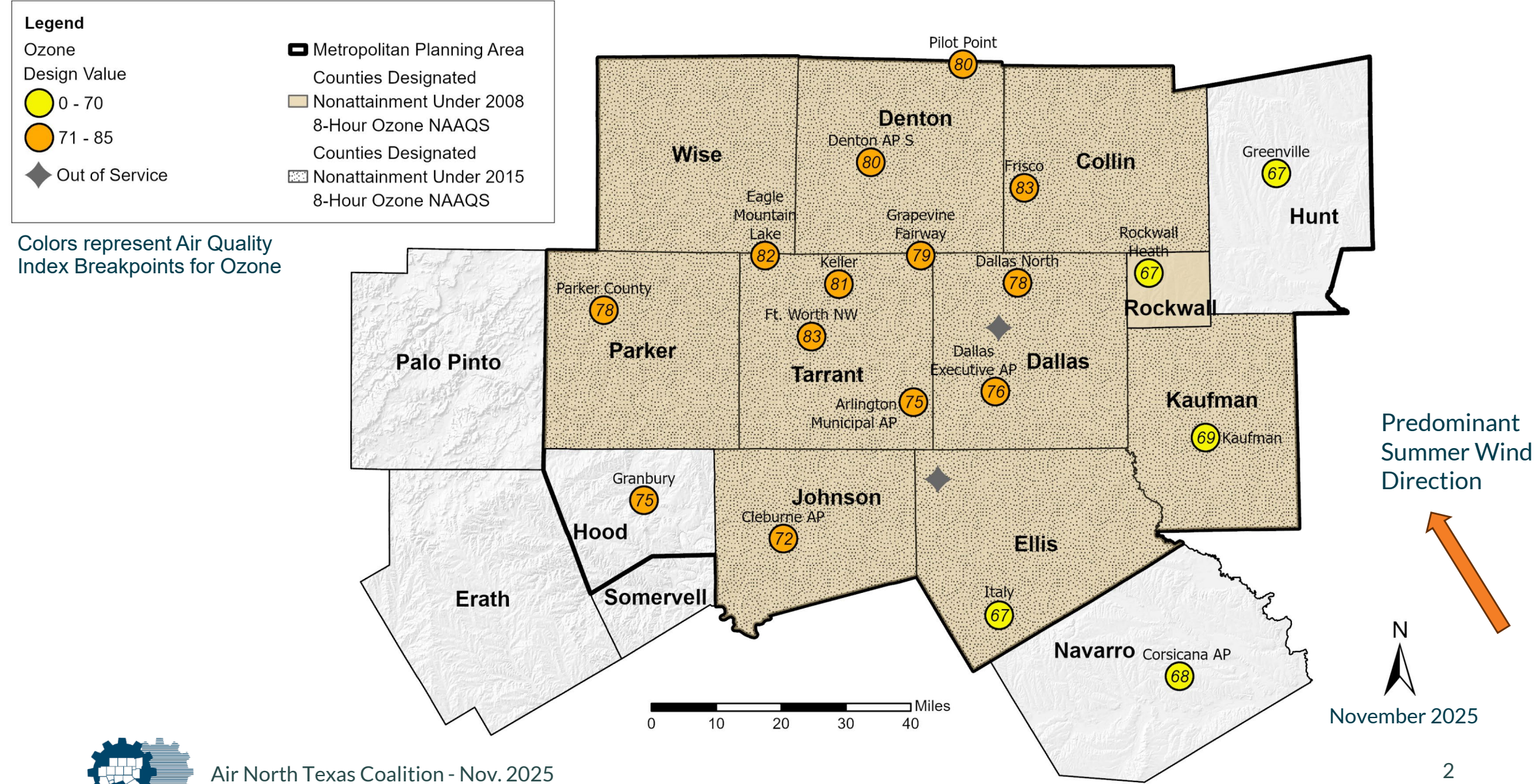


NCTCOG PRESENTATION

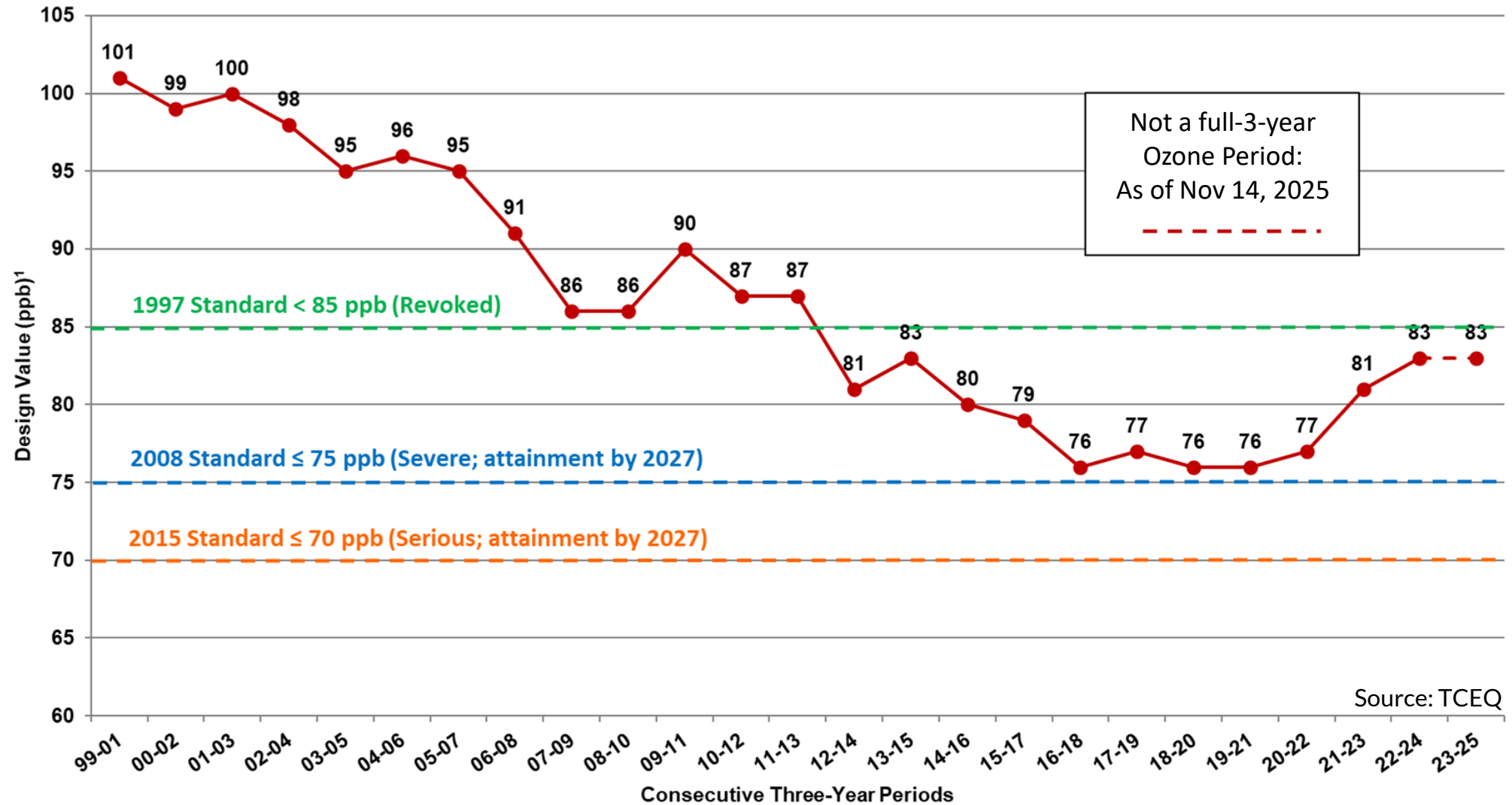
End of the 2025 Ozone Season

**Daniela Tower | Air North Texas Coalition |
11.20.2025**

Regulatory Ozone Monitors - Design Values 2025



8-Hour Ozone Design Value 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).



2008 Ozone National Ambient Air Quality Standards Attainment Scenario (75ppb)

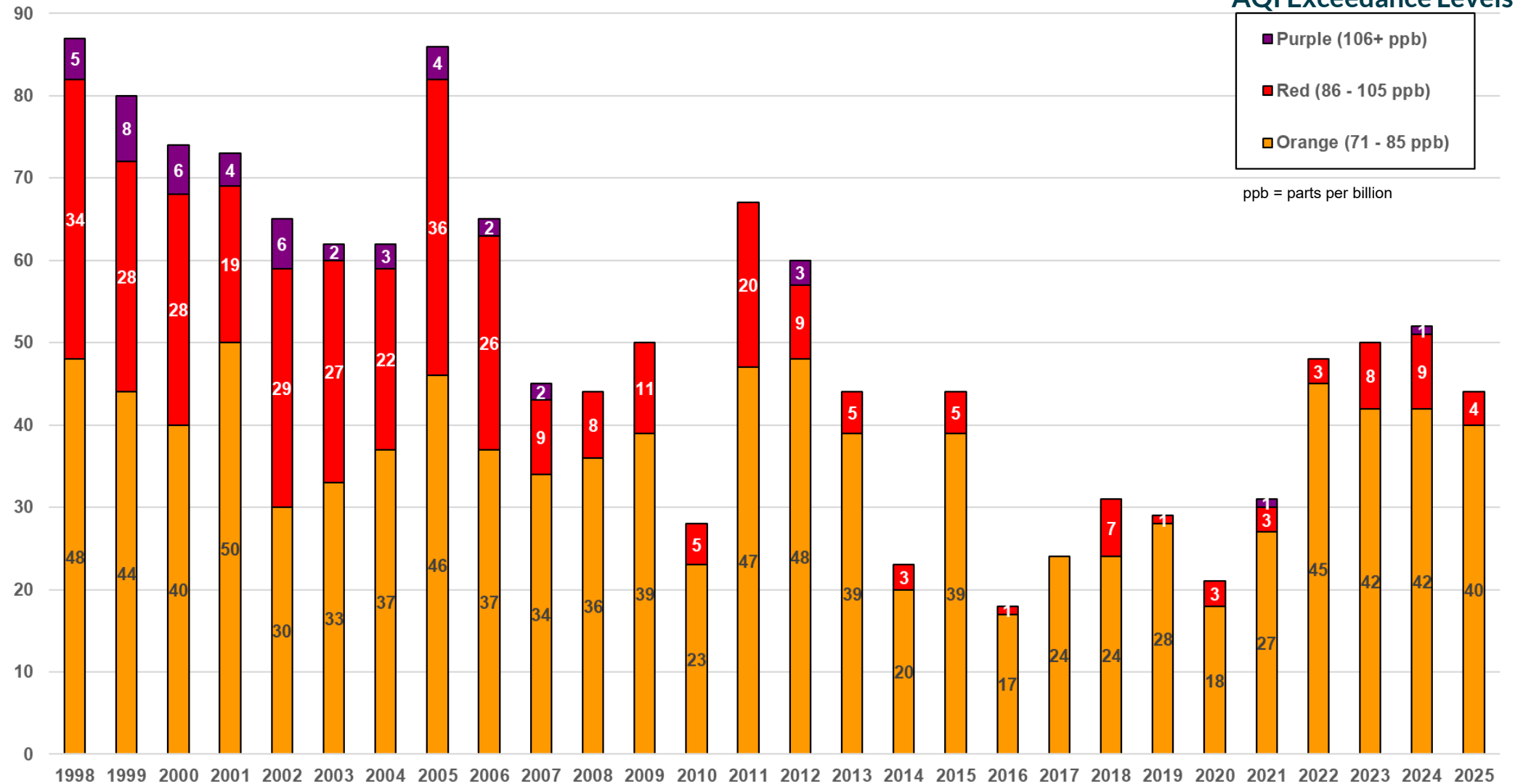
Monitor Values as of Nov 14, 2025

Highest Monitors	4 th Highest Value for Season			Current 2025 Ozone Season Design Value
	2023	2024	2025	
Fort Worth Northwest	84	85	82	83
Frisco	82	84	85	83
Eagle Mountain Lake	81	89	76	82
Keller	80	88	77	81
Denton Airport South	78	84	78	80
Pilot Point	81	83	77	80



8-Hour Ozone NAAQS - Exceedance Trends

Based on 2015 Standard (≤ 70 ppb) as of Nov 14, 2025



Air North Texas Coalition - Nov. 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

2023 Point Source Reports on NOx

DFW 10-County Nonattainment Area Major Point Sources: Nitrogen Oxides (NOx)*						
County	Number of Major Point Source Facilities				Emission Totals (tpy)	Total Percent of 10-County Major Source Point Emissions
	Cement, Hydraulic (Kilns)	Electric Services (EGUs)	Crude Petroleum & Natural Gas	Other (91 Source Types)		
Collin	-	1	0	12	93	0.8%
Dallas	-	2	0	65	1,064	9.6%
Denton	-	2	11	13	234	2.1%
Ellis	3	2	0	22	4,487	40.4%
Johnson	-	1	19	14	1,211	10.9%
Kaufman	-	1	0	5	1,327	11.9%
Parker	-	-	7	17	274	2.5%
Rockwall	-	-	0	3	13	0.1%
Tarrant	-	1	14	50	770	6.9%
Wise	-	1	50	7	1,645	14.8%
Total	3	11	101	208	11,118	100.0%

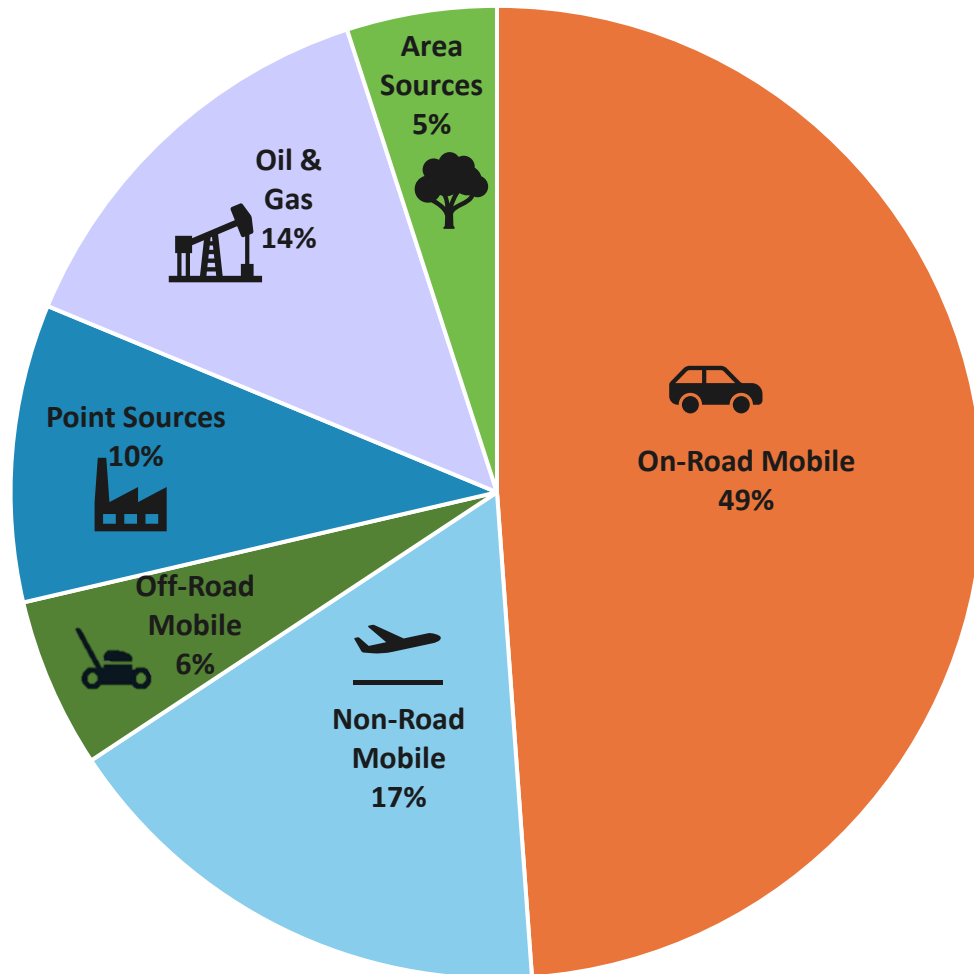
Source: TCEQ - 2023 Point source data extracted from the State of Texas Air Reporting System (STARS) on November 30, 2023.

*Data maybe subject to revisions and corrections and is a snapshot of the data extracted on the date specified.

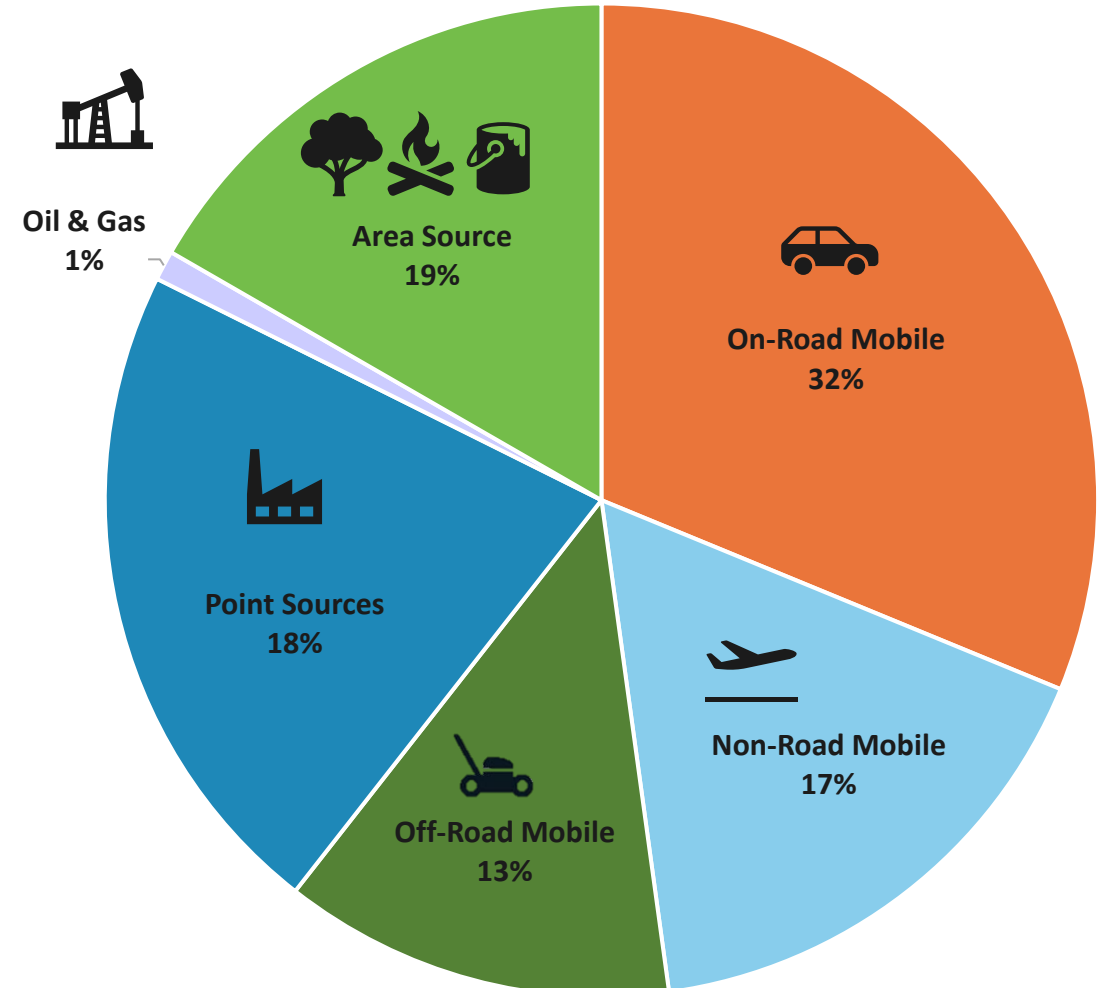


Ground-Level Ozone: Precursor NO_x

2006 Inventory of Nitrogen Oxides (NO_x) – 581.9 t/d

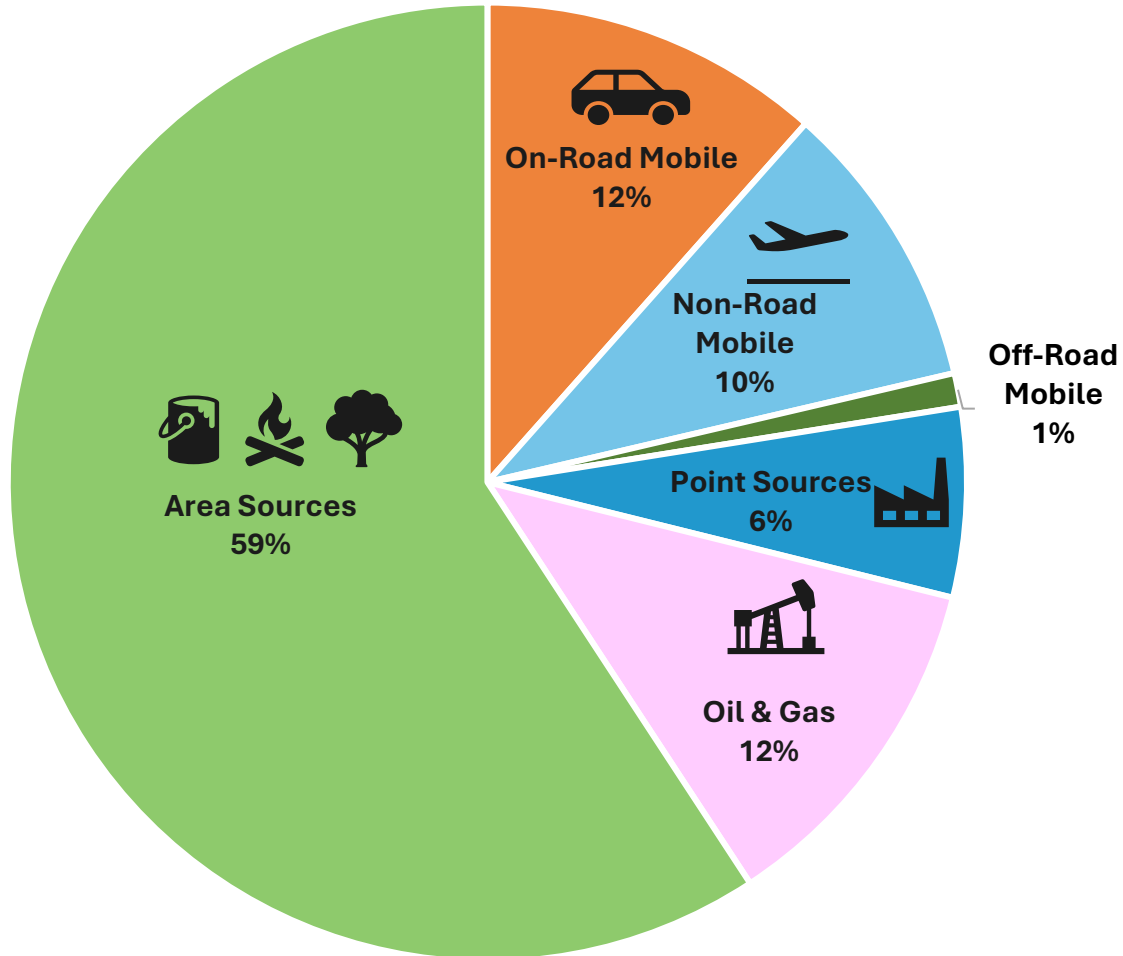


2026 Inventory of Nitrogen Oxides (NO_x) – 187.5 t/d

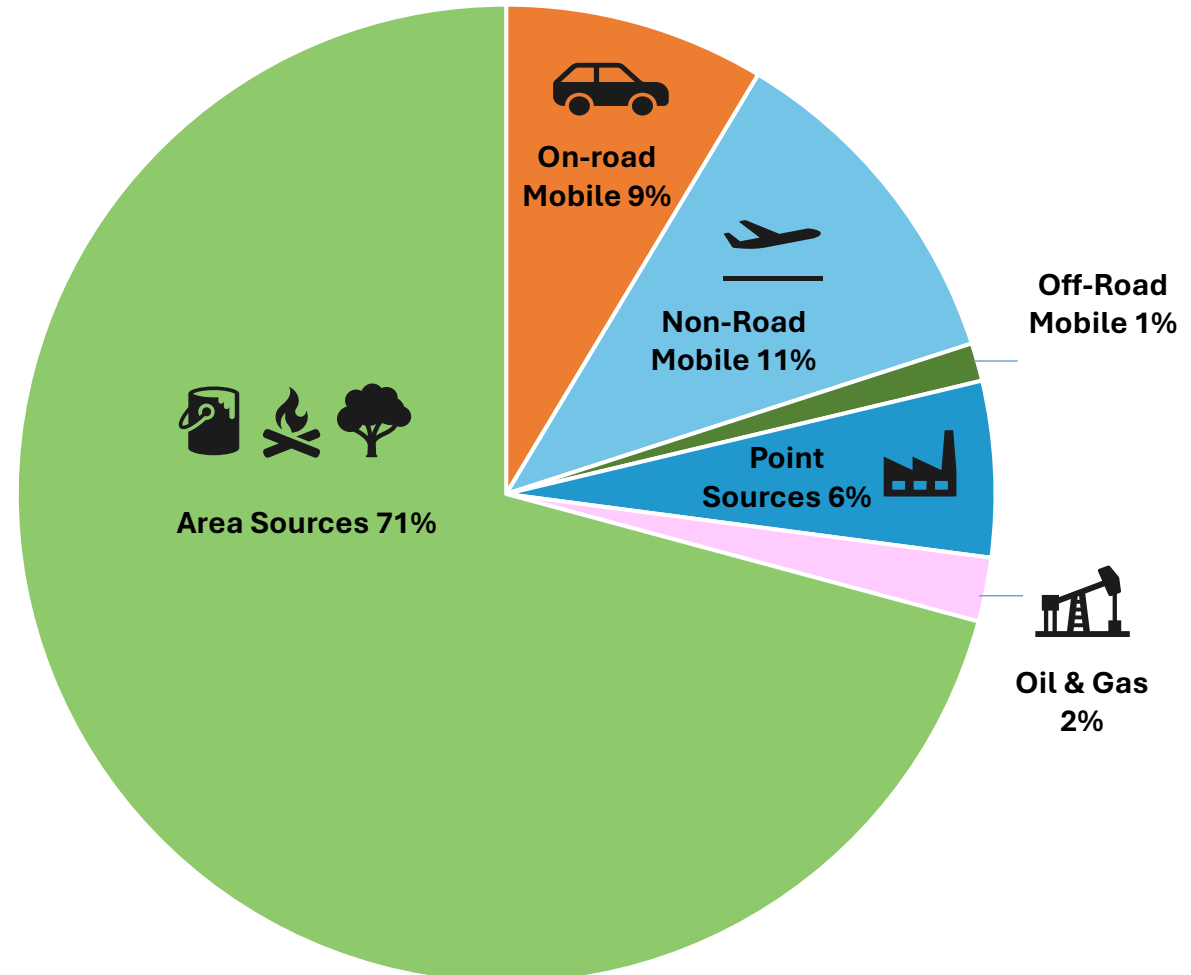


Ground-Level Ozone: Precursor VOCs

2006 Inventory of Volatile Organic Compounds
(VOC) – 581.9 t/d



2026 Inventory of Volatile Organic Compounds
(VOC) – 386.8 t/d



Known Challenges for the DWF Region

Diesel Engine Tampering (Mechanical vs. Computer)

Regional Inspection/Maintenance Program Fraud

Emissions Associated to Concrete Batch Plant Permits

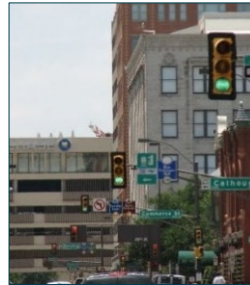
Over-Sized/Over-Weight Truck Operations

Light Duty Truck and Trailers (landscaping, towing, etc.)

Bitcoin and Artificial Intelligence Data Centers Requiring Increased Energy



AQ Control Strategies & Local Air Quality Programs



For More Information

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





AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | November 20, 2025

Air North Texas Web Analytics

Total Views

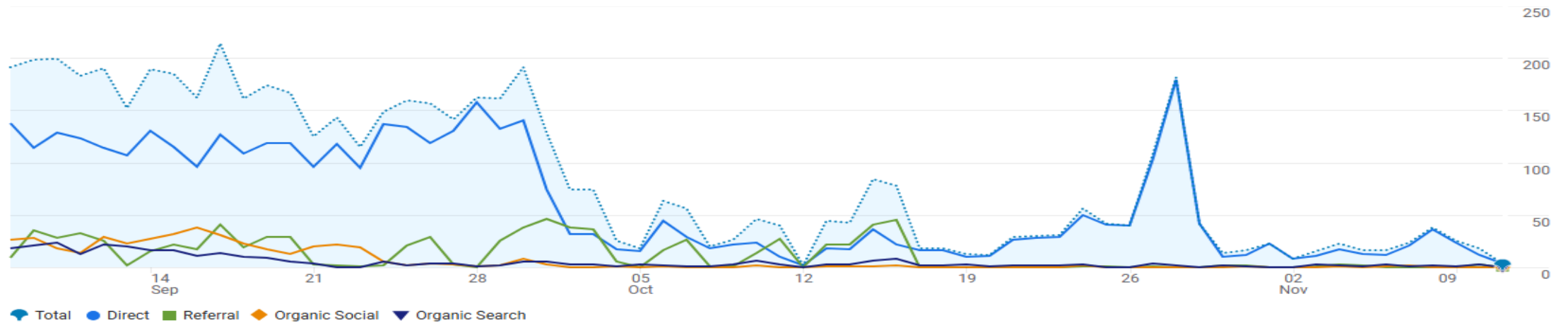
8,602

Users

5,712

Avg. engagement time per user

11s



Users by Device



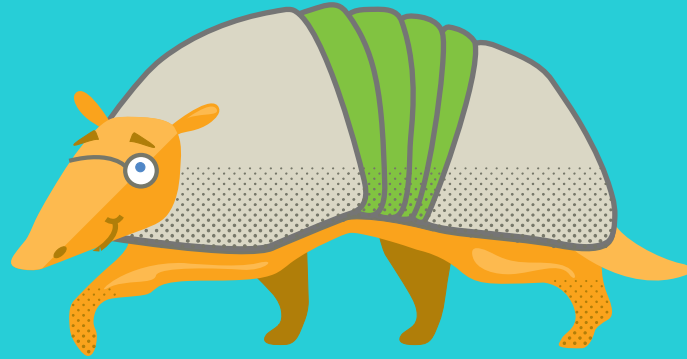
3,735
66.68%



16
0.29%

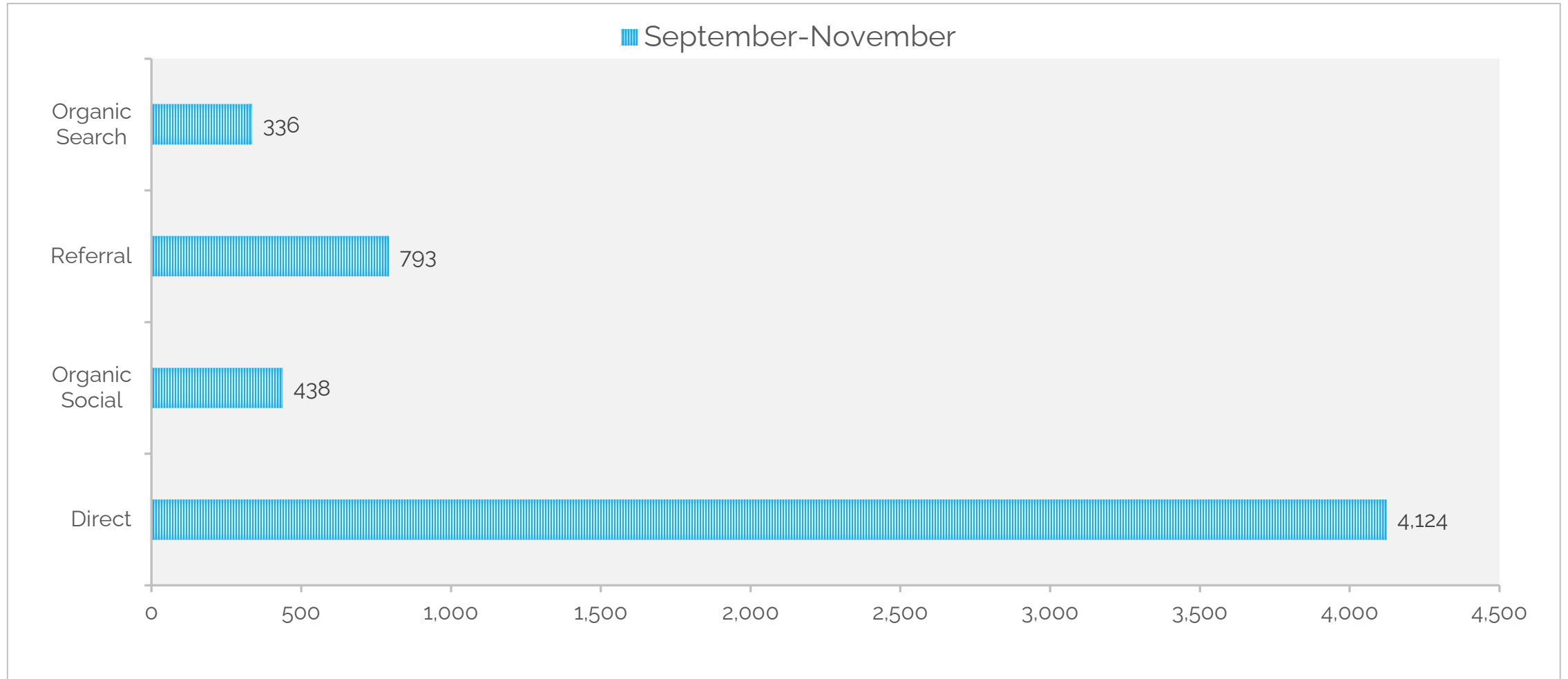


1,852
33.07%

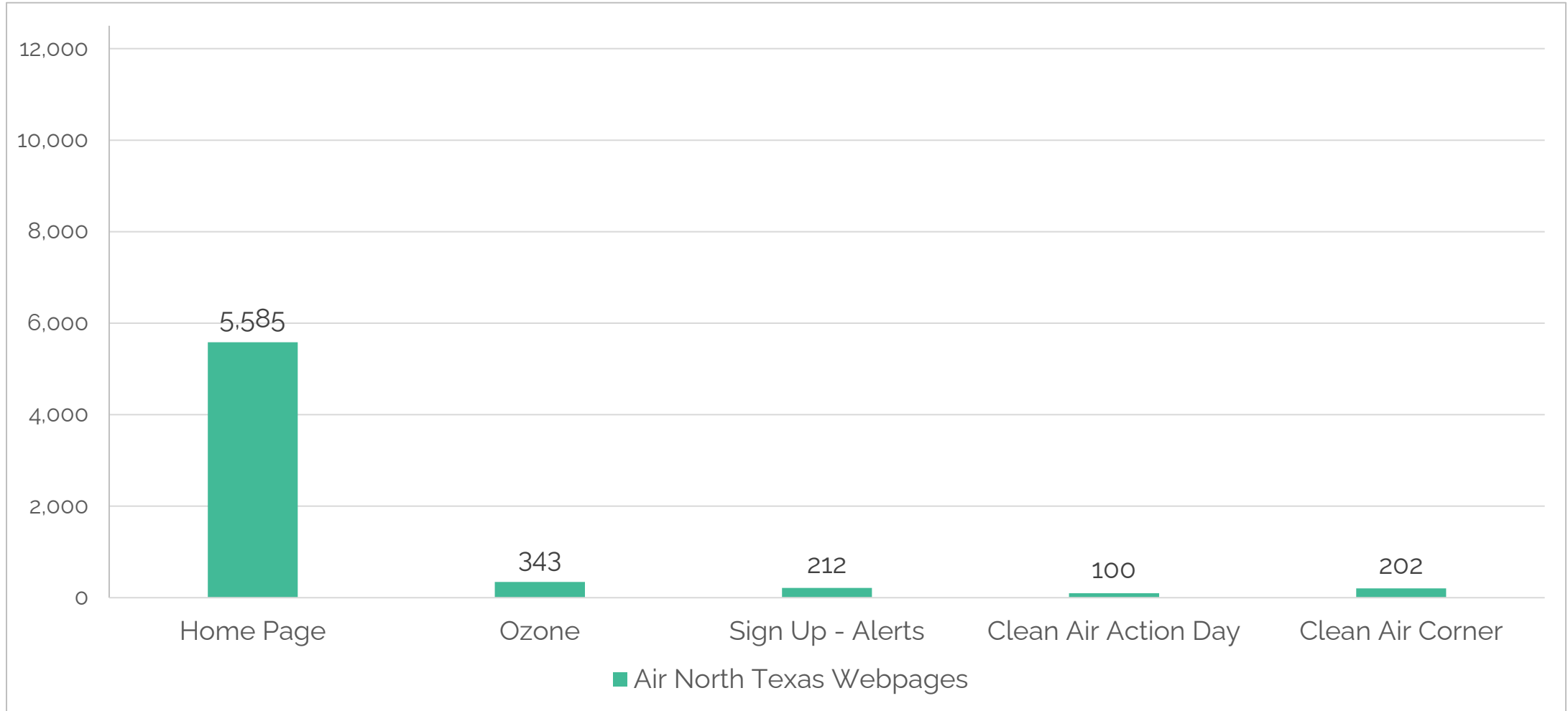


ANTx ANALYTICS

How Users Found Air North Texas



Top Pages Viewed

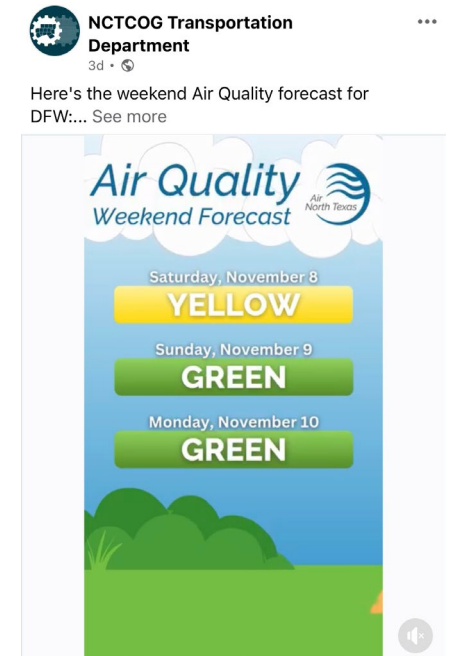
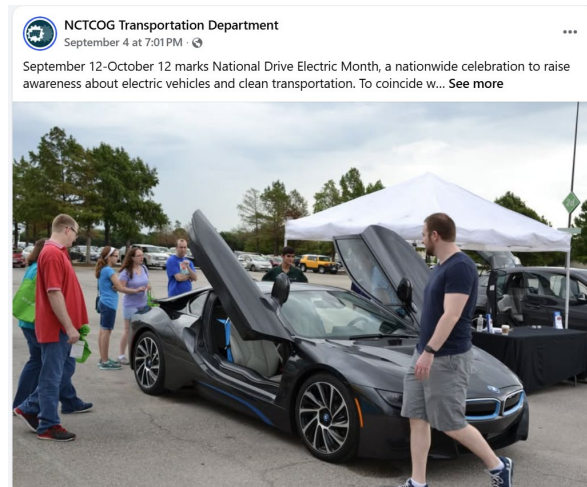




AIR NORTH TEXAS
PARTNERS



NCTCOG Transportation Department
@NCTCOGtrans · Government Organization





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



City of Denton Sustainability
October 31 at 9:00 AM · 🌍

Happy Halloween from Arlo the Air North Texas Airmadillo!

Arlo wants to remind everyone to stay "air quality aware" and follow these tips to help improve local air quality:

- Check local air quality by visiting www.cityofdenton.com/airquality
- Carpool or take public transit to events
- Bike or walk instead of driving
- Observe the speed limit
- Reduce idling

#AirNorthTexas #HappyHalloween



ANTx NCTCOG CONTACTS

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Air North Texas Coalition Web Page:

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





AIR NORTH TEXAS

PERFORMANCE MEASURE REPORT

FISCAL YEAR 2025

Air North Texas & Clean Air Action Day

Goals

- Provide a comprehensive air quality resource.
- Promote a consistent, regional air quality message.
- Leverage existing resources and program strengths in a collaborative effort.
- Increase public awareness of specific opportunities for residents to reduce emissions.
- Motivate residents to make clean air choices.

Strategy

Air North Texas messaging will highlight Air North Texas as the regional source for air quality information. To allow for a clear, memorable explanation of Air North Texas, general campaign messaging will remain consistent throughout the year and will encourage North Texans to visit www.airnorthtexas.org to learn about air quality, how it can be improved, and to sign up for Air North Texas air pollution alerts.

Select paid ads will focus on Clean Air Action Day.

Audience

- North Texans
- Air North Texas Partners (Public and Private)
- Elected Officials
- Local governments and businesses
- School district communications professionals and teachers
- Media



The background of the slide is a photograph of the interior of a school bus, showing rows of seats and handrails. The image is heavily overlaid with a semi-transparent blue filter, which makes the colors appear muted and gives the overall composition a professional, academic feel.

Paid Education Campaigns

Image Provided By Getty (source for
external images only)

Air North Texas & Clean Air Action Day

Expense Breakdown

Budget: \$205,000

Medium	Project Code	Timeframe	Budgeted	Spent
Out of Home		May – Sept. 2025	\$110,000.00	\$125,000.00
Print		May – Sept. 2025	\$30,000.00	\$32,790.00
Social Media		May – Sept. 2025	\$35,000.00	\$13,000.00
Audio		May – June 2025	\$30,000.00	\$30,000.00
TOTAL SPENT			\$205,000.00	\$200,790.00

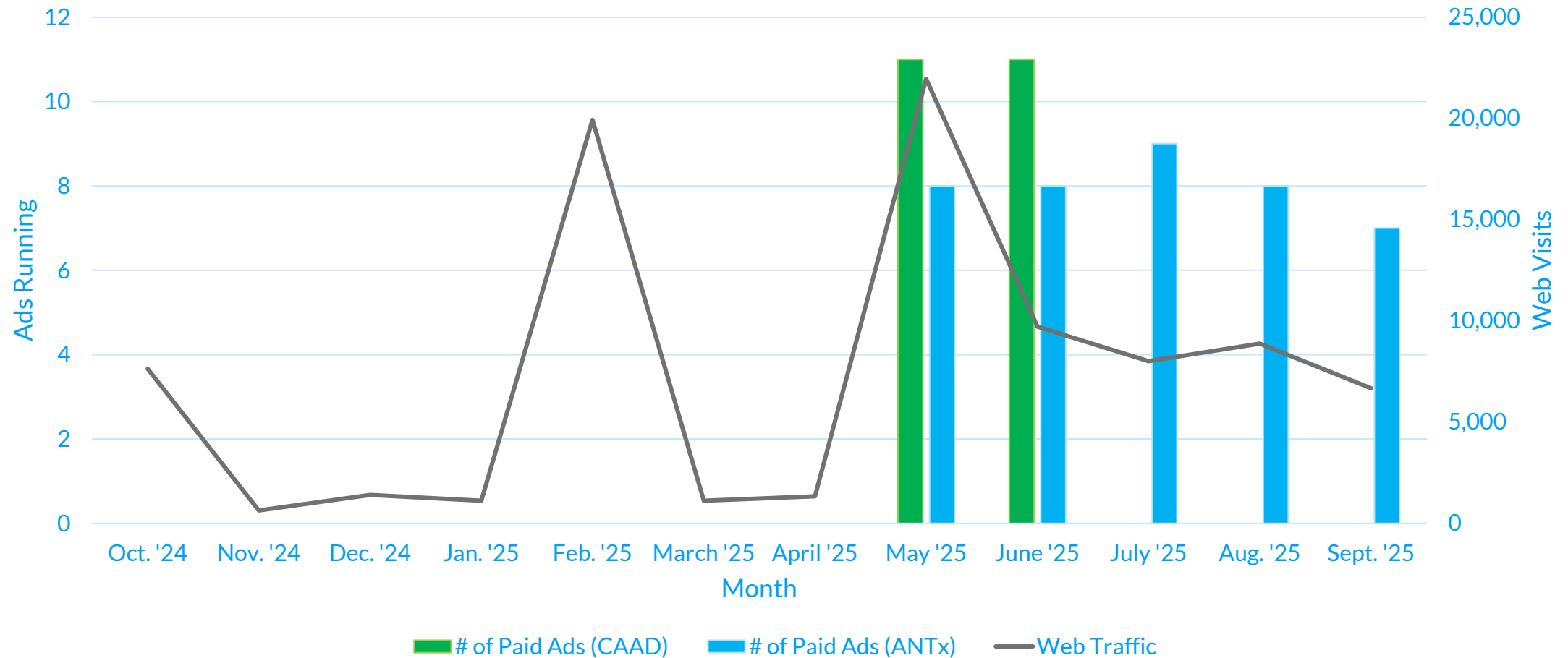


Air North Texas & Clean Air Action Day FY25 Advertising Schedule

Medium	October '24	November	December	January '25	February	March	April	May	June	July	August	September	Actual Cost	Budget
Out of Home								OutFront (CAAD throughout May into June, then general messaging and/or Ozone Action Day messaging)					\$ 115,000.00	\$ 110,000
								Volta					\$ 10,000.00	
Print/Digital									DFW Child				\$ 3,840.00	\$ 30,000
								DK Media (Korea Town News)					\$ 4,000.00	
								Tre Magazine					\$ 4,000.00	
								Al Dia					\$ 5,500.00	
								Natural Awakenings (Combo print & digital)					\$ 7,450.00	
								Dallas Observer					\$ 3,000.00	
									Axios				\$ 5,000.00	
Audio								Uforia Spanish Audio Streaming					\$ 15,000.00	\$ 30,000
								Audacy TWIN					\$ 15,000.00	
Social Media and Search								Meta (Facebook and Instagram)					\$ 13,000.00	\$ 35,000
													\$ 200,790.00	\$ 205,000



Paid Campaigns and Website Traffic



The background of the slide is a photograph of the interior of a bus, viewed from the back looking towards the front. The bus has rows of blue seats with yellow handrails. The windows are visible on both sides, and the overall lighting is somewhat dim, giving it a slightly moody appearance. The text "Clean Air Action Day" is overlaid in the center in a large, white, sans-serif font.

Clean Air Action Day

Image Provided By Getty (source for
external images only)

Out of Home: OutFront

Justification Statement: OOH ensures high, repeated visibility in key areas, reaches a broad and diverse audience in their daily routines, reinforced digital/radio messaging, and delivers community-focused air quality calls to action right where behavior change decisions happen.

Location: 43 rotating digital boards throughout OutFront network within DFW region that dynamically responded to the AQI for the day

Timeline: May 26 – June 6, 2025

Spent: \$9,352.98

Est. Impressions: 2,200,702



Out of Home: Volta Charging Stations

Justification Statement: Volta charging stations reach an eco-conscious audience in a relevant setting, provide extended engagement time, allow for flexible digital messaging, and reinforce the campaign's credibility as a leader in promoting clean air solutions.

Location: 18 screens throughout the DFW region

Timeline: May 15 – June 6, 2025

Est. Impressions: 303,279



Digital: Axios

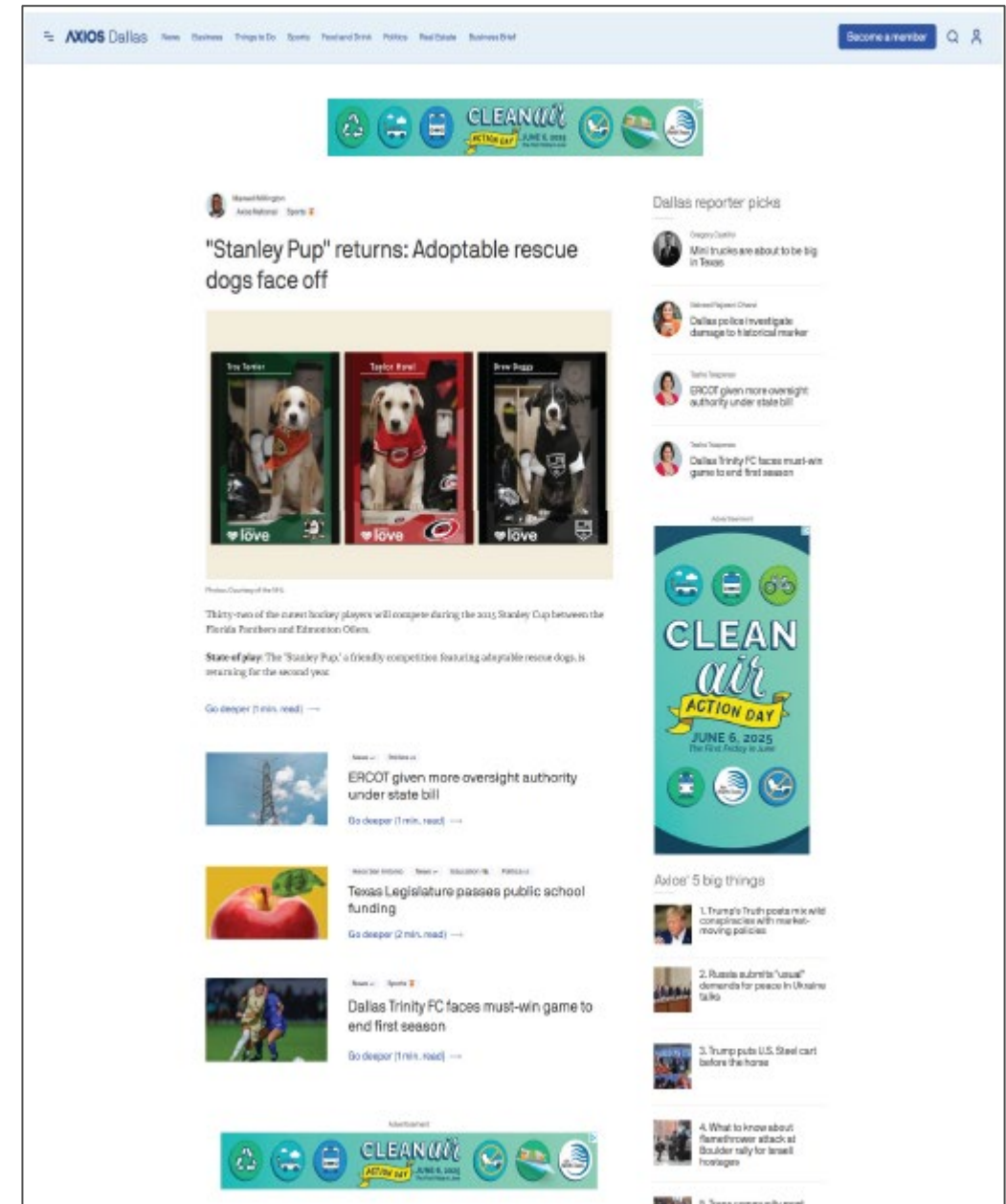
Justification Statement: Taking over the Axios Dallas homepage maximized visibility, reached influential local audiences in a credible context, and delivered timely clean air messages with strong impact.

Timeline: June 2 – 6, 2025

Impressions: 125,947

Clicks: 130

CTR: 0.10%



Print/Digital: Al Dia

Justification Statement: Al Dia reaches North Texas' large Spanish-speaking population with accessible, culturally relevant air quality messages. The paper provides trusted communication, ensures equitable access to alerts and tips, and builds strong community engagement through both print and digital platforms.

Timeline: May 28 – June 4, 2025

Print Circulation: 125,000 weekly

Est. Impressions: 250,000



El ejemplo es un virus altamente contagioso que se transmite por el aire y causa una infección que puede causar complicaciones graves o la muerte.

Exposición en Cinépolis

Por ZACHARIA WASSERSTON
DASH

De medio de un bote de varapalos en Texas, las autoridades del Condado de Collin solicitan al público que se vacune contra la enfermedad de las manos, los pies y la boca (MPV) en su oficina de salud pública. La exposición en Cinépolis es una campaña de salud pública que se realiza en el cine para educar a la comunidad sobre la importancia de la vacunación y la prevención de enfermedades.

Decenas de enfermos

THE ASSOCIATED PRESS

Más de 40 personas de 18 estados se han enfermado en un reciente brote de intoxicación alimentaria por consumo de papas fritas de McDonald's. Los afectados son personas de diversas edades, etnias y niveles de ingresos. Los síntomas incluyen náuseas, vómitos, diarrea y dolor abdominal. Las autoridades de salud están trabajando para identificar la fuente de la contaminación y prevenir más casos.

Mosquitos con el virus

Por RALFKA ROEDER/CEC-PIENA / DASH

Tres focos de mosquito de virus del Nilo Occidental en los condados de Collin y Dent han sido reportados. Los mosquitos están presentes en áreas de agua estancada y pueden transmitir el virus a las personas. Las autoridades de salud están trabajando para eliminar los focos de mosquito y reducir el riesgo de infección.

AVISO DE AUDIENCIA PÚBLICA Y REUNIONES COMUNITARIAS

Propuestas de cambios mayores al servicio y tarifas para enero de 2026

La Junta Directiva de DART (Dallas Rapid Transit) ha comenzado una Audiencia Pública para recibir y recibir comentarios de la comunidad sobre posibles cambios al servicio y las tarifas para su posible implementación en enero de 2026.

En marzo de 2025, la Junta de DART aprobó un nuevo Programa de Tarifas General, un nivel de tarifa propuesta que cubre el costo de los servicios de tránsito por impuestos sobre ventas de la agencia entre diez ciudades más en brote de tiempo por un periodo de dos años. También han comenzado a solicitar nuevos servicios que actualmente no están disponibles. En preparación para esta posible reducción de ingresos operativos, DART propone los cambios de servicio y tarifas para la Junta de DART en agosto. El contenido de la audiencia de cambios propuestos coincide con un informe DART.org/2025PR que se encuentra en el sitio web de la Junta de DART.

Los cambios de propuestas incluyen:

- Reducción de tarifas de servicio de autobuses, trenes y DART.
- Eliminación de tarifas de servicio de autobuses de la zona del sur de Dallas.
- Nueva tarifa de enlace de cobertura en el centro y Plano.
- Aumentar las tarifas de Paratransit y reducir las en la cobertura.
- Cambios en las tarifas de los Pasos Anuales Regionales (CARP) y corporativos.
- Tarifas basadas en el servicio para los usuarios de DART.

La Junta de DART ha comenzado a recibir comentarios de la comunidad sobre los cambios propuestos de servicio y tarifas en agosto. El contenido de la audiencia de cambios propuestos coincide con un informe DART.org/2025PR que se encuentra en el sitio web de la Junta de DART.

REUNIONES COMUNITARIAS PREVIAS A LA AUDIENCIA PÚBLICA

Lunes, 10 de junio de 2025
6:30 - 7:30 p.m.
Irving City Hall Chambers
855 W. Irving Blvd.
Irving, TX 75060

Miércoles, 11 de junio de 2025
6:30 - 7:30 p.m.
Globe Inn at the Galleria
5025-GS Irving Blvd.
Galleria, TX 75154

Jueves, 12 de junio de 2025
6:30 - 7:30 p.m.
Addicks Athletic Club
3000 Golfway Dr.
Addicks, TX 75001

AUDIENCIA PÚBLICA

Martes, 8 de julio de 2025 - 6 p.m.
Sala de Audiencia de DART
1401 Preston Ave. (En la ciudad de Dallas)
Dallas, TX 75202

Por favor, envíe sus comentarios y preguntas por correo electrónico a: publicinput@dart.org. También puede llamar al 214-276-7000 para obtener más información. Visite: DART.org/2025PR para obtener más información.



Print/Digital: Korea Town News

Justification Statement: KTN reaches the North Texas Korean-speaking community with culturally relevant, in-language air quality messages, ensuring equitable access to clean air information, building trust within an underserved audience, and extending campaign reach across both print and digital platforms.

Timeline: May – June 2025

Circulation: 10,000 weekly

Location(s): Korean markets and retail outlets throughout the DFW region

Est. Impressions: 30,000



Print/Digital: Trẻ Magazine

Justification Statement: Trẻ Magazine reaches the Vietnamese-speaking community in North Texas with culturally relevant, in-language clean air messages. This supports equitable outreach, builds trust, and ensures key air quality information is accessible to one of the region's largest Asian communities.

Timeline: May – June 2025

Circulation: 7,000 weekly

Location(s): DFW grocery stores, health clinics, legal offices, salons, and more serving the Vietnamese community

Est. Impressions: 21,000

190

Trẻ Dallas 1454 • Ngày 29 tháng 5 - 2025



Print/Digital: Natural Awakenings

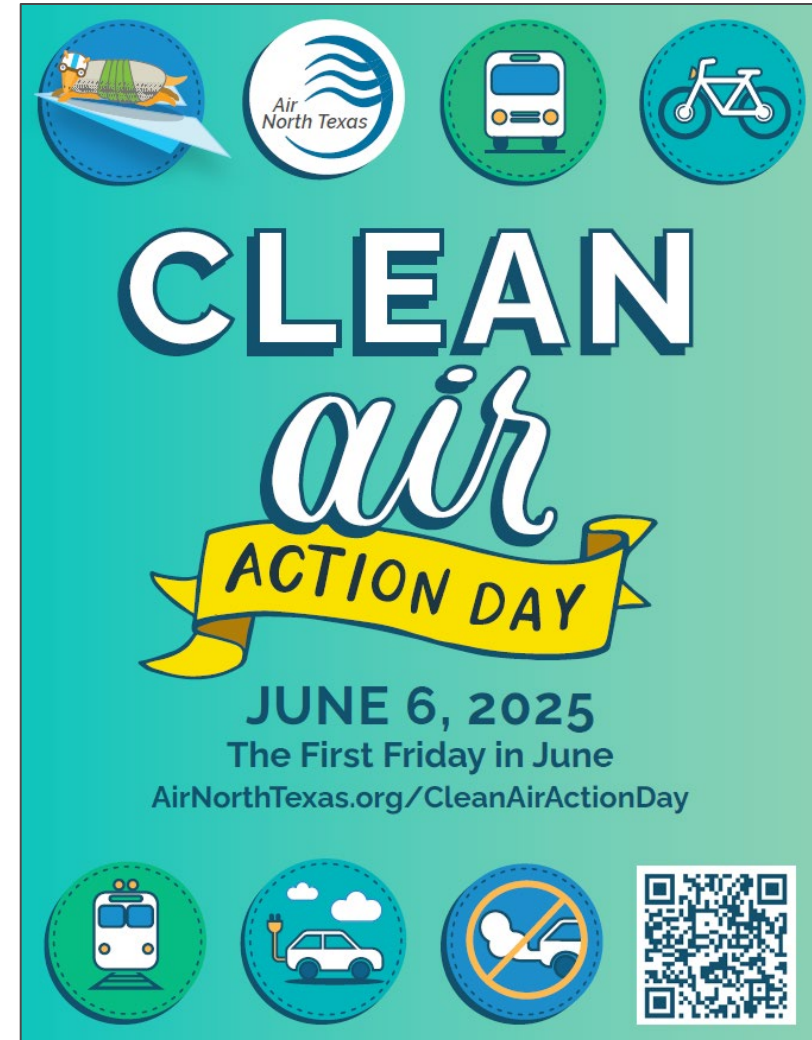
Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: June 2025 issue

Circulation: 250,000+ monthly

Location(s): DFW health food stores, retail stores, spas and retreat centers, holistic clinics and centers, and more

Est. Impressions: 250,000



Digital: Natural Awakenings

Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: May 30, 2025

Sent: 14,500

Open Rate: 37%

Impressions: 5,365



CLEANair
ACTION DAY JUNE 6, 2025
The First Friday in June

Are you aware of the impact poor air quality has on your health and the environment? Discover how your daily actions can impact air quality and why it matters now more than ever in North Texas. It's time to breathe easier and take action.

Join the North Central Texas Council of Governments on June 6, for Clean Air Action Day and learn easy, impactful ways you can help improve air quality. Whether you're a citizen, business owner, or government official, there's a role for you in the fight against ozone pollution - it's an opportunity to unite and make a tangible difference in reducing the air pollution affecting our homes, communities, and well-being.

Imagine a North Texas with less smog, healthier lungs, and a vibrant, sustainable environment. By taking the Clean Air Action Day pledge, you can help make this vision a reality. Whether you choose to carpool, bike to work, work from home, use less energy, or simply spread the word, every action counts toward cleaner air.

AIR NORTH TEXAS

Take the pledge today at AirNorthTexas.org/CleanAirActionDay and commit to at least one clean air action.

Spread the word using #CAAD2025 and tag @NCTCOGtrans to show your support and inspire others.

Explore more clean air tips, tools, and funding opportunities at AirNorthTexas.org and NCTCOG.org/AQFunding.

Let's make this more than a pledge. Let's make it a turning point. Join us and be part of the solution.

Take the Pledge Now

Natural Awakenings Magazine | P.O. Box 140614 | Irving, TX 75014 US
[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

Constant Contact
Try email & social marketing for free!



Audio: Audacy

Justification Statement: Audacy's traffic and weather network reaches drivers during peak commute times with timely, trusted messaging. This places clean air tips and ozone alerts in context, influencing real-time travel behaviors that directly impact air quality.

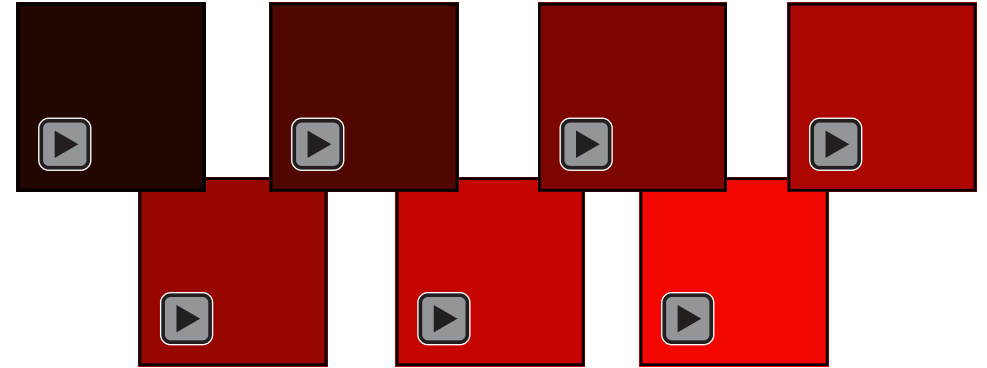
Timeline: May 19 – June 8, 2025

Impressions: 2,878,700

Reach: 1,629,500

Frequency: 1.77

Stations: KJKK-FM, KSPF-FM, KVIL-FM + Internet Streaming



Audio: Univision

Justification Statement: Univision's Uforia audio streaming platform reaches a large, engaged Hispanic audience with culturally relevant messaging. The platform's music and talk content allows for targeted in-language ads that connect with listeners during daily routines, reinforcing clean air actions in a trusted environment.

Timeline: May 1 – June 6, 2025

Spent: \$15,000.00

Guaranteed Impressions: 1,500,000

Delivered Impressions: 1,500,243

Reach: 277,193

Frequency: 5.41



Social Media: Meta (Facebook & Instagram)

Justification Statement: Meta platforms reach a wide, diverse, North Texas audience with highly targeted, cost-effective ads. The platforms allow for demographic, interest, and language targeting, deliver engaging visuals and video content, and encourage interaction through shares and comments – helping amplify clean air messages and drive community-wide awareness and action.

Timeline: May 24 – June 6, 2025

Budget: \$2,800.00

Spent: \$1,400.02

Impressions: 103,747 Clicks: 2,255

Reach: 62,857 CTR: 2.17%

Frequency: 1.65 CPC: \$0.62



Social Media: Meta (Facebook & Instagram)

English

Budget: \$1,900.00

Spent: \$950.00

Impressions: 31,554

Reach: 25,137

Frequency: 1.53

Clicks: 1,598

CTR: 3.28%

CPC: \$0.57

Spanish

Budget: \$900.00

Spent: \$450.00

Impressions: 72,193

Reach: 39,696

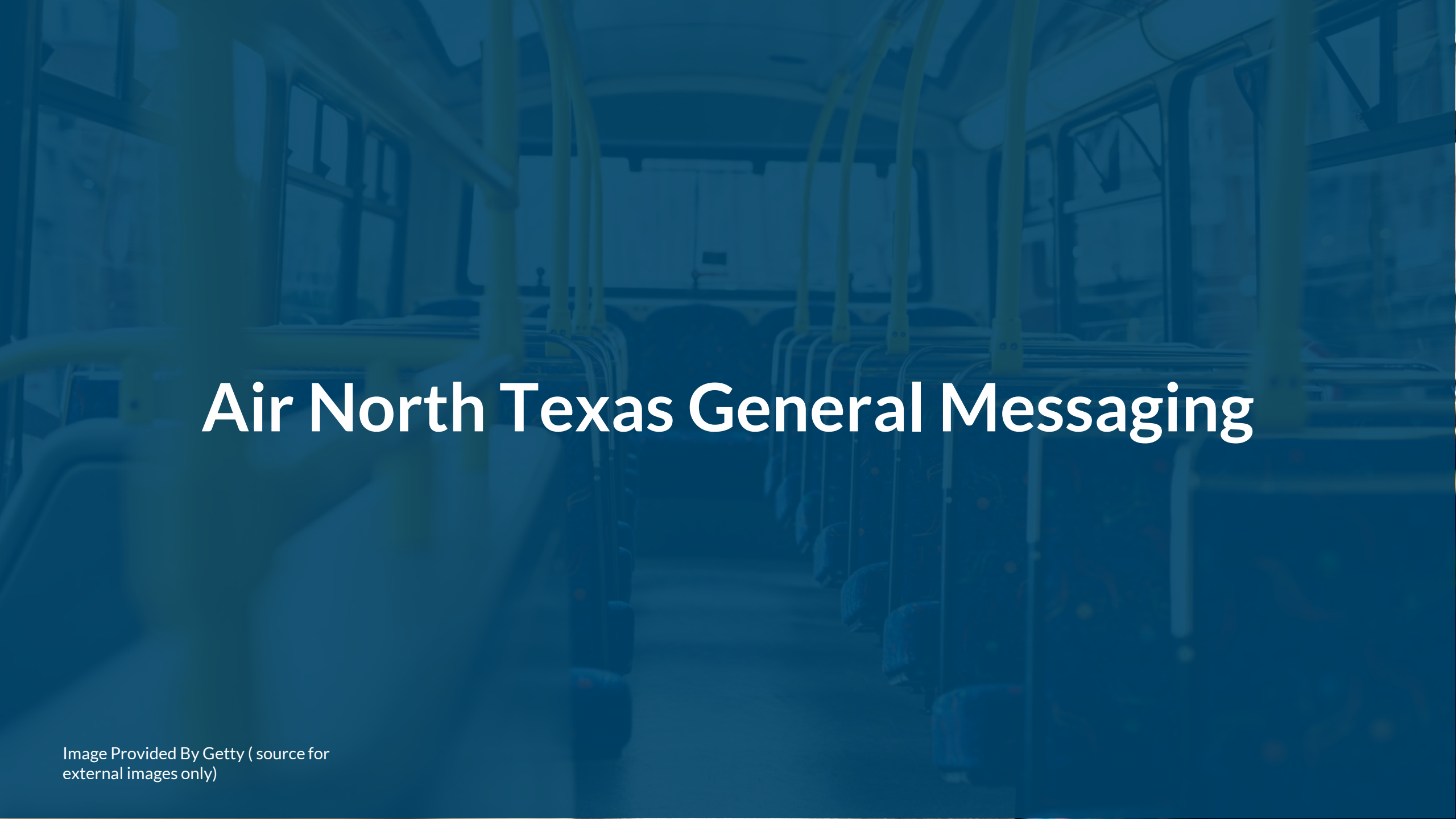
Frequency: 1.60

Clicks: 657

CTR: 0.72%

CPC: \$0.99



The background of the slide is a photograph of the interior of a bus, showing rows of seats and overhead handrails. The image is heavily filtered with a solid blue color, making it semi-transparent. The perspective is from the back of the bus looking towards the front.

Air North Texas General Messaging

Image Provided By Getty (source for
external images only)

Out of Home: OutFront

Justification Statement: OOH ensures high, repeated visibility in key areas, reaches a broad and diverse audience in their daily routines, reinforced digital/radio messaging, and delivers community-focused air quality calls to action right where behavior change decisions happen.

Location: 43 rotating digital boards throughout OutFront network within DFW region that dynamically responded to the AQI for the day

Timeline: May 2 – May 25, June 7 – Sept. 30, 2025

Spent: \$105,766.47

Est. Impressions: 24,886,228



Out of Home: Volta Charging Stations

Justification Statement: Volta charging stations reach an eco-conscious audience in a relevant setting, provide extended engagement time, allow for flexible digital messaging, and reinforce the campaign's credibility as a leader in promoting clean air solutions.

Location: 18 screens throughout the DFW region

Timeline: June 7 – June 30, 2025

Impressions: 738,830



Print/Digital: Al Dia

Justification Statement: Al Dia reaches North Texas' large Spanish-speaking population with accessible, culturally relevant air quality messages. The paper provides trusted communication, ensures equitable access to alerts and tips, and builds strong community engagement through both print and digital platforms.

Timeline: May 7 – 21, June 18 – Sept. 10, 2025

Print Circulation: 125,000 weekly

Est. Impressions: 1,125,000



SALUD

Primer caso de sarampión en Dallas

Van cerca de 750 contagios en Texas desde enero

Por EMILY SHERIDAN / DNN

Una mediana del condado de Dallas dio positivo por sarampión, el primer caso en un condado de la zona en la historia del virus. Funcionarios del Departamento de Salud y Servicios Humanos del condado de Dallas anunciaron el diagnóstico. Según explicó, la paciente es una mujer de alrededor de 25 años completamente vacunada. Ahora ya no representa un peligro de contagio y las autoridades sanitarias están trabajando para asegurarse a cualquier persona que haya estado en contacto con ella.

Por lo pronto no se indicó si este caso del condado de Dallas está relacionado con alguno de los casos que comenzó en The Woodlands a principios de febrero y que suman más de 700 casos reportados en el estado de Texas, incluyendo el hospitalización de dos fallecidos.

Las autoridades sanitarias del condado de

Dallas informaron que se podría estar hablando de una epidemia si bien en este caso se trata de una persona vacunada y la paciente es una mujer de alrededor de 25 años.

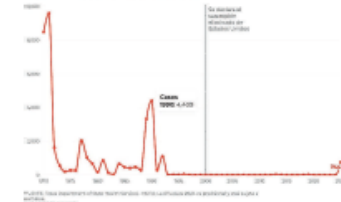
El First Baptist Church of Plano, del que se trata el caso, dijo que no tiene recomendaciones para sus miembros, pero sí les recomendó que se aseguren de estar al día con sus vacunas.

El sarampión es un virus altamente contagioso que se propaga fácilmente entre personas no vacunadas. El virus puede ser fatal en algunos casos, especialmente en niños.

Se recomienda vacunarse a los niños y a los adultos, especialmente a quienes no han sido vacunados. Las autoridades sanitarias del condado de

Casos de sarampión en Texas, de 1970 a 2025

Contagios confirmados por las autoridades sanitarias del condado.



AVISO DE AUDIENCIA PÚBLICA Y REUNIONES COMUNITARIAS

Propuestas de cambios mayores al servicio y tarifas para enero de 2026

La Junta de Servicios de la Zona de Tránsito de Dallas (DART) ha convocado una Audiencia Pública y reuniones comunitarias para discutir las propuestas de cambios al servicio y tarifas para enero de 2026.

En marzo de 2025, la Junta de DART aprobó un nuevo Programa de Tarifas General, un análisis de los presupuestos reducidos de la DART de los ingresos anuales por impuestos sobre ventas de la ciudad de Dallas. También hemos recibido solicitudes para nuevos servicios o cambios de tarifas en algunas áreas. En preparación para esta audiencia pública, DART ha recopilado comentarios de la comunidad sobre los servicios más grandes en la historia de la agencia, que afectarán a todos los modos de transporte. La agencia también propone implementar la Fase 2 de su reestructuración tarifaria, identificando el costo del servicio de tarifas de 2024.

Los cambios propuestos incluyen:

- Reducciones al precio de los servicios de autobuses, trenes y DART.
- Eliminación de nuevas rutas de autobuses en la zona del sur de Dallas.
- Nuevas zonas de riesgo de cobertura municipal en Addison y Plano.
- Eliminación de las tarifas de Transferencia y reducciones en las coberturas.
- Cambios en las tarifas de los Pases Anuales Regionales y Opciones.
- Tarifas basadas en la distancia por el uso de los servicios de DART.

La opción de DART de reducir los precios de los servicios y tarifas es fundamental para la sostenibilidad de la Zona de Tránsito de Dallas (DART). Conoce la lista completa de cambios propuestos y reuniones comunitarias en DART.org/2026Proposal.

REUNIONES COMUNITARIAS PREVIAS A LA AUDIENCIA PÚBLICA

Lunes, 23 de junio, 2025 6:30 - 7:30 p.m. Carrollton Senior Center 7000 E. Spring Rd. Carrollton, TX 75006	Jueves, 26 de junio, 2025 6:30 - 7:30 p.m. Garland City Hall 1000 E. Fifth St. Garland, TX 75040	Sábado, 28 de junio, 2025 10:00 - 11:00 a.m. DART @ Carrollton 1401 Pacific Ave. (Marshall Station) Dallas, TX 75202
Miércoles, 26 de junio, 2025 6:30 - 7:30 p.m. Baylor Community Center (Room D) 5300 Midway Rd. Rowlett, TX 75088	Viernes, 27 de junio, 2025 6:30 - 7:30 p.m. Baylor Community Center (Room D) 5300 Midway Rd. Rowlett, TX 75088	Viernes, 27 de junio, 2025 6:30 - 7:30 p.m. Virtual Meeting Dial by Phone: 469-476-4777 Passcode: 469 476 4777

AUDIENCIA PÚBLICA

Viernes, 4 de julio de 2025 - 6 p.m.
Sala de Junta de DART
1401 Pacific Ave. (Entre Addison y Akard)
Dallas, TX 75202

Por favor envíe sus comentarios y preguntas por correo electrónico a: DART.Townhall@DART.org
Para obtener información adicional, llámenos al 214-246-3868 o visite DART.org/2026Proposal



Print/Digital: DFW Child

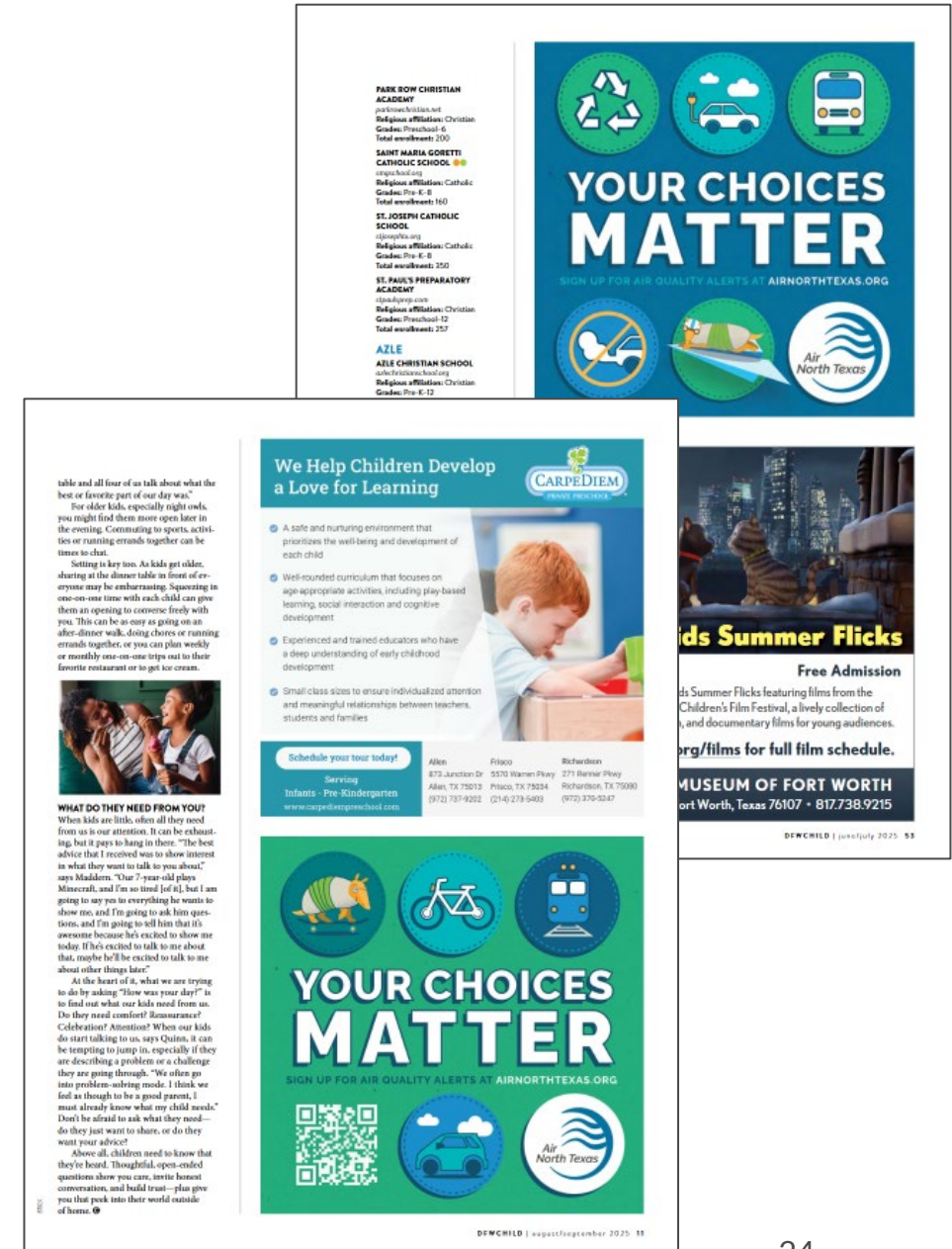
Justification Statement: DFW Child reaches parents and families who are concerned about children's health and well-being. By placing clean air messages in this trusted parenting resource, the campaign connects air quality to family health, encourages protective behaviors, and builds awareness among a community motivated to act.

Timeline: June/July 2025 and Aug./Sept. 2025 issues

Circulation: 285,000+ emailed

Locations: Print issues distributed to select Tom Thumb, HEB, Central Market, and Market Street grocery stores, in addition to NorthPark Center, Shops at Willow Bend, Shops at Clear Fork, hospitals, schools, libraries, and health clinics

Est. Impressions: 570,000+



Print/Digital: Dallas Observer

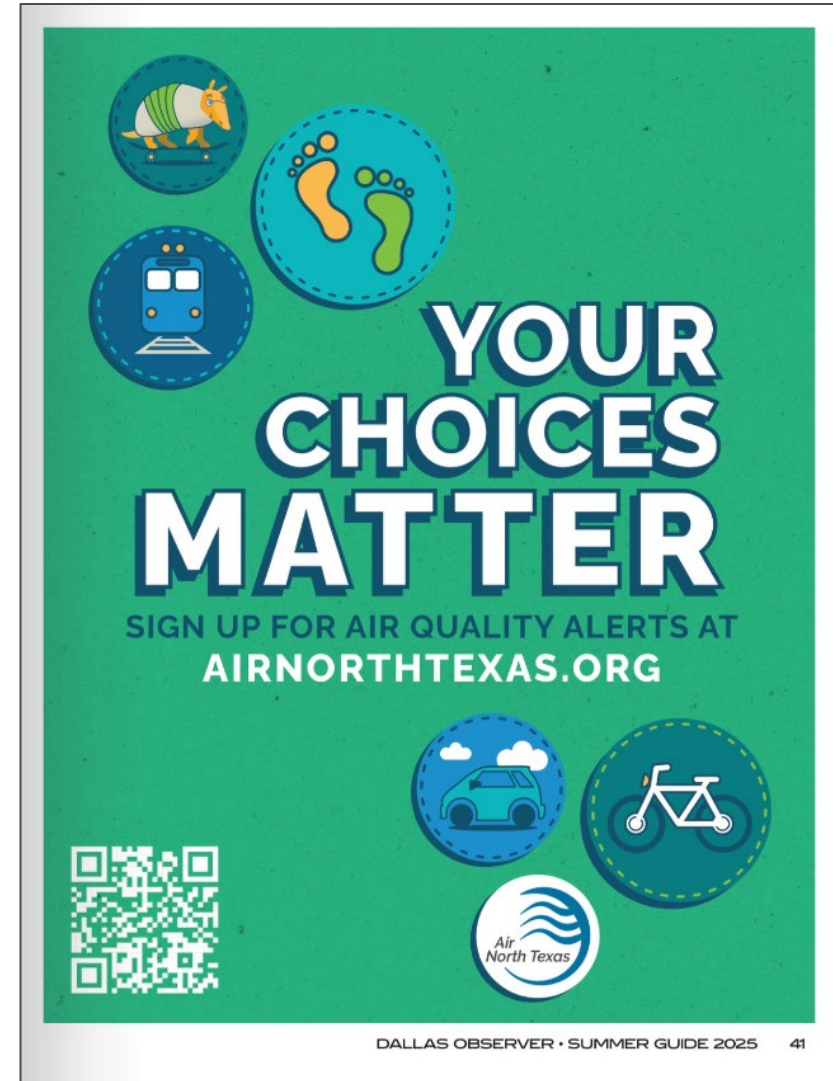
Justification Statement: Dallas Observer's Summer 2025 issue reaches an engaged local audience during peak outdoor season. The special issue has high readership and a long shelf life, making it a timely platform to highlight clean air actions when ozone levels and outdoor activities are at their highest.

Timeline: Summer 2025 issue (May 2025)

Circulation: 42,000

Locations: Nearly 1,270 locations throughout the east side of the DFW region with a 98% pick-up rate

Est. Impressions: 250,000



Print/Digital: Dallas Observer

Justification Statement: Dallas Observer's Summer 2025 issue reaches an engaged local audience during peak outdoor season. The special issue has high readership and a long shelf life, making it a timely platform to highlight clean air actions when ozone levels and outdoor activities are at their highest.

Timeline: May 23, 2025

Sent: 32,965

Open Rate: 31%

Impressions: 10,208

Clicks: 510

CTR: 0.05%



Print/Digital: Korea Town News

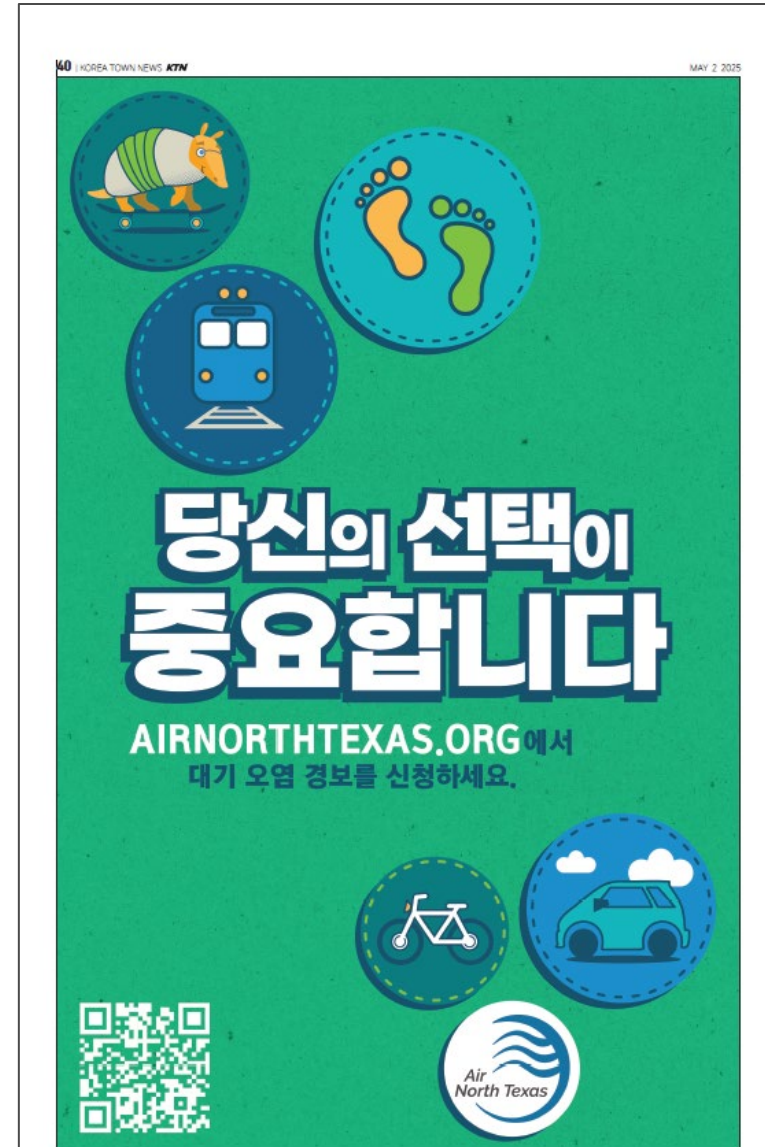
Justification Statement: KTN reaches the North Texas Korean-speaking community with culturally relevant, in-language air quality messages, ensuring equitable access to clean air information, building trust within an underserved audience, and extending campaign reach across both print and digital platforms.

Timeline: May – Sept. 2025

Circulation: 10,000 weekly

Location(s): Korean markets and retail outlets throughout the DFW region

Est. Impressions: 90,000



Print/Digital: Trẻ Magazine

Justification Statement: Trẻ Magazine reaches the Vietnamese-speaking community in North Texas with culturally relevant, in-language clean air messages. This supports equitable outreach, builds trust, and ensures key air quality information is accessible to one of the region's largest Asian communities.

Timeline: May – Sept. 2025

Circulation: 7,000 weekly

Location(s): DFW grocery stores, health clinics, legal offices, salons, and more serving the Vietnamese community

Est. Impressions: 63,000

The graphic is a vertical poster with a green background. At the top, there are four circular icons: a cow on a train, two footprints, a train, and a car. Below these icons, the text "YOUR CHOICES MATTER" is written in large, bold, white letters with a blue outline. Underneath this, it says "SIGN UP FOR AIR QUALITY ALERTS AT AIRNORTHTEXAS.ORG" in smaller white text. At the bottom, there is a QR code on the left and the "Air North Texas" logo on the right. The logo consists of a blue circle with white wavy lines and the text "Air North Texas" below it. In the bottom right corner, there is a small red text string "Trẻ Dallas 1483" and a date "Ngày 31 tháng 7 - 2025".

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Trẻ Dallas 1483 = Ngày 31 tháng 7 - 2025

Print/Digital: Natural Awakenings

Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: July 2025

Circulation: 250,000+ monthly

Location(s): DFW health food stores, retail stores, spas and retreat centers, holistic clinics and centers, and more

Est. Impressions: 250,000



How North Texas residents, employers can help improve air quality

—ADVERTORIAL—

Improving air quality in North Central Texas is a shared responsibility, and residents and employers alike have a vital role to play in fostering healthier air.

This is especially true during ozone season, which in the North Central Texas region lasts March 1 through November 30. During this window of time, there's a greater risk of ground-level ozone, a harmful secondary air pollutant formed by the interaction of sunlight, heat and "so-called" pre-cursor pollutants, Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx). While ozone precursors come from multiple sources, vehicles, construction equipment, locomotives and aircraft account for about 60% of emissions. From December to February, North Texans tend to get a break from ground-level ozone since temperatures usually cool off.

The 2024 ozone season closed with a design value of 83 parts per billion (ppb), meaning Dallas-Fort Worth remains out of compliance with the federal government's standards for ozone pollution. There are two such standards for North Texas: one from 2008 that established a limit of 75 ppb and a more recent 70 ppb standard from 2015. (As the new ozone season begins, Dallas-Fort Worth has a current design value of 74 parts per billion.)

Dallas-Fort Worth is currently classified as a "severe" nonattainment zone under the Environmental Protection Agency's (EPA) 2008 ozone standard and a "serious" nonattainment zone under the 2015 standard; the region has until 2027 to come into compliance.

The North Central Texas Council of Governments (NCTCOG) continues to support the implementation of various programs and policies to help the area meet attainment and avoid further sanctions. Efforts include:

Saving Money and Reducing Truck Emissions (SMARTE) Program: This NCTCOG initiative promotes fuel savings and emission reduction for the trucking industry through education and events. The program includes a yearlong web series that covered topics such as the EPA SmartWay Verified Technology

program, an initiative designed to reduce truck emissions. For more information on SMARTE, click here.

Dallas-Fort Worth Air Quality Improvement Plan (AQIP): The DFW AQIP initiative has been instituted to help local governments improve air quality, protect public health and reduce impacts of extreme weather events. The development of this plan is funded through a grant from the EPA's Climate Pollution Reduction Grants (CPRG) Program. For more information, click here.

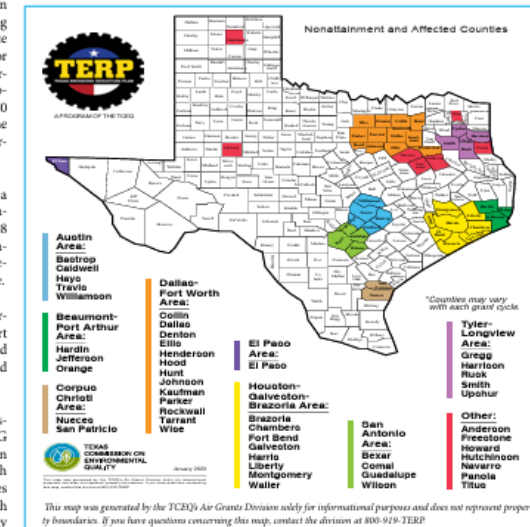
Engine Off North Texas (EONT): A regional initiative designed to combat the negative effects of unnecessary vehicle idling. For more information on EONT, click here.

North Texas residents can help by:

- **Using Public Transportation:** Consider using the region's many mass transit options from Dallas Area Rapid Transit, the Denton County Transportation Authority and Trinity Metro, including buses, trains and on-demand rideshares.

- **Reducing Trips, Increasing Passengers:** Carpooling is a good way to reduce use of single-occupancy vehicles, while combining errands can cut back on the number of car trips.

- **Taking Part in Air Quality Education Programs:** Air North Texas is NCTCOG's public awareness campaign, which aims to encourage North Texas residents, government agencies and businesses to pitch in to the effort to improve the North Texas region's air quality. For more information, visit AirNorthTexas.org.



Print/Digital: Natural Awakenings

Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: Sept. 25, 2025

Circulation: 250,000+ monthly

Location(s): DFW health food stores, retail stores, spas and retreat centers, holistic clinics and centers, and more

Est. Impressions: 250,000



Event Briefs

Electric Avenue Rolls into Denton Arts and Auto Show

Central Texas Council of Governments (NCTCOG) Transportation Division is bringing sustainable transportation to the forefront at this year's Arts & Autos festival in downtown Denton. On Saturday, September 13, from 9 a.m. to 3 p.m., festivalgoers can explore Electric Avenue, an interactive showcase designed to highlight the future of clean mobility.



Electric Avenue offers more than a static display. Attendees can take free test drives of electric vehicles (EVs) and experience their quiet power, smooth handling and instant acceleration. Experts will be available to answer questions about vehicle ranges, charging infrastructure and rebates, helping visitors understand why EVs are becoming more accessible and practical for everyday drivers.

NCTCOG, a trusted leader in regional transportation planning, uses Electric Avenue to connect emerging technologies with community adoption. By promoting electric mobility, the organization supports cleaner air, reduced congestion and a healthier North Texas.

The showcase will feature electric cars and e-bikes, along with insights into battery performance, charging times and cost savings. EV owners are also invited to participate in the Arts & Autos car show, where the new Electrified Ride Trophy will be awarded to a standout entry.

Set within the lively atmosphere of Arts & Autos, Electric Avenue complements the festival's classic car show, local art, live music, food trucks and family activities. Thousands are expected to gather at the historic Denton Square, providing the perfect backdrop for this blend of tradition and innovation.

For anyone curious about driving electric—or simply interested in what's next for transportation—Electric Avenue offers a firsthand look at the possibilities. From test drives to the Electrified Ride Trophy competition, this showcase is designed to educate and inspire while celebrating the future of mobility.

For more information, visit DentonMainStreet.org/pages/arts-and-autos

North Texans Rally for September Community Cleanups

Communities across North Texas are gearing up for a series of fall cleanup events in September, inviting residents to pitch in and help keep neighborhoods clean and green in Dallas, Rockwall, Tarrant, Denton and Collin counties.



Dallas County will host two collection events: Sept. 13 in Grand Prairie on College Street between Northwest 2nd and 4th streets, and Sept. 27 in Farmers Branch at 13333 Senlac. Both offer residents the chance to responsibly dispose of bulk and household items.

Tarrant County will hold a cleanup in Arlington on Sept. 20 at 4600 W. Bardin Road, alongside Grand Prairie's Sept. 13 city-wide event.

Rockwall County joins in on Sept. 27, with a community cleanup at 1388 State Highway 205 in McLendon-Chisholm.

Collin County residents can participate in a cleanup on Sept. 20 at 3815 Sachse Road in Sachse.

Denton County offers two impactful opportunities. Keep Denton Beautiful will host its Social Meetup Cleanup on Friday, Sept. 26 at 9 a.m., with supplies provided and registration required. In addition, National CleanUp Day on Sept. 20 invites local groups and individuals to join a nationwide effort to beautify parks, streets and neighborhoods through community-led projects.

Together, these events reflect North Texas' growing commitment to environmental wellness and shared responsibility. Whether along a lake, in a park or on neighborhood streets, every bag of litter collected adds up to cleaner, healthier communities across the Metroplex.

For More Information visit:
Dallas County: DallasCityHall.com
Denton County: KeepDentonBeautiful.com
National CleanUp Day: NationalCleanUpDay.org
Rockwall County: Rockwall.com/Parks
Collin County: CollinCountyTX.gov (check city pages for Plano, McKinney, Frisco and Sachse events)

12 Dallas Metroplex Edition NADallas.com

30

Digital: Natural Awakenings

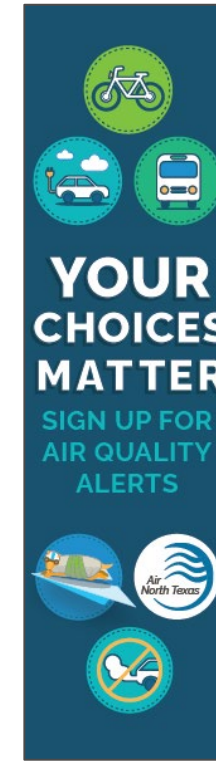
Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: May 2025, Aug. 2025

Impressions: 114,517

Clicks: 469

CTR: 0.42%

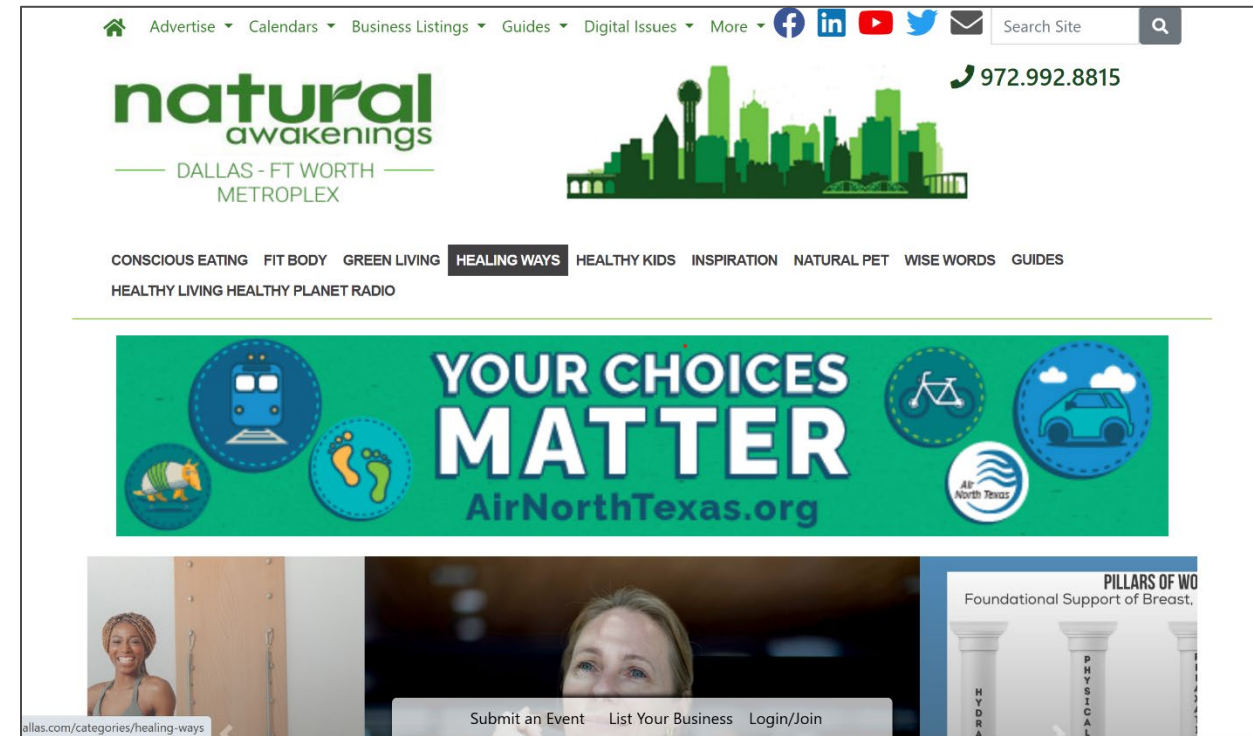


Digital: Natural Awakenings

Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: June – Sept. 2025

Est. Reach: 304,000



Digital: Natural Awakenings

Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: July 1, 2025

Sent: 14,500

Open Rate: 36%

Opens: 5,220



Digital: Natural Awakenings

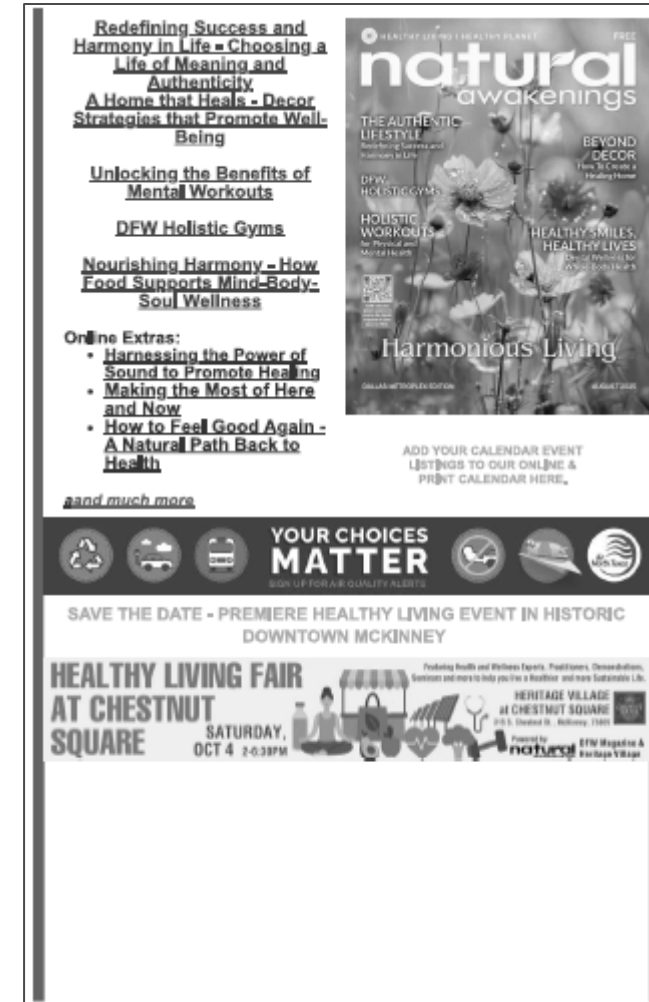
Justification Statement: Natural Awakenings reaches health-conscious, environmentally minded readers who are already receptive to sustainability messages. This aligns clean air actions with personal wellness and eco-friendly lifestyles, reinforcing the campaign's mission to improve regional air quality.

Timeline: Aug. 1, 2025

Sent: 14,500

Open Rate: 38%

Impressions: 5,510



Social Media: Meta (Facebook & Instagram)

Justification Statement: Meta platforms reach a wide, diverse, North Texas audience with highly targeted, cost-effective ads. The platforms allow for demographic, interest, and language targeting, deliver engaging visuals and video content, and encourage interaction through shares and comments – helping amplify clean air messages and drive community-wide awareness and action.

Timeline: May 8 – May 23, June 7 – Sept. 30, 2025

Budget: \$11,600.00

Spent: \$11,600.00

Impressions: 2,331,894 Clicks: 19,686

Reach: 295,475 CTR: 0.84%

Frequency: 7.89 CPC: \$0.59



Social Media: Meta (Facebook & Instagram)

English

Budget: \$7,750.00

Spent: \$7,750.00

Impressions: 1,593,914

Reach: 272,837

Frequency: 5.84

Clicks: 13,350

CTR: 0.84%

CPC: \$0.60

Spanish

Budget: \$3,850.00

Spent: \$3,850.00

Impressions: 737,980

Reach: 138,040

Frequency: 5.35

Clicks: 6,336

CTR: 0.86%

CPC: \$0.63



Website Views

May 1 – Sept. 30, 2025

Total: 55,238

Home: 28,562

Clean Air Action Day: 1,489

Ozone: 586

Sign Up for Alerts: 487

Clean Air corner: 322



Website Active Users

May 1 – Sept. 30, 2025

Total: 27,784

Home: 24,831

Clean Air Action Day: 1,068

Ozone: 484

Sign Up for Alerts: 279

Clean Air Corner: 155



Website Average Engagement Time per Active User

May 1 – Sept. 30, 2025

Average: 20s

September Festivals and Fairs in North Texas: 38s

Ozone: 32s

How to Take Action: 31s

Clean Air Corner: 28s

Clean Air Action Day: 27s



Insights and Recommendations

Strengths

Out of Home (OOH) delivered enormous estimated impressions for both the CAAD push (over 2.2 million impressions) and the general messaging campaign (over 24.8 million impressions), ensuring high visibility across the region.

Audio channels were highly effective at reaching key audiences, especially commuters during peak times. Audacy delivered nearly 2.9 million impressions and Univision delivered over 1.5 million impressions.

The campaign successfully prioritized in-language media, reaching North Texas' diverse communities through partners like Al Dia (Spanish), Univision (Spanish/Hispanic audio), Korea Town News (Korean), and Trê Magazine (Vietnamese).



Insights and Recommendations

Challenges

Aside from the high-performing Meta ad, overall digital engagement was low. The Axios digital homepage takeover resulted in only a 0.10% CTR.

Despite high-impression campaigns promoting Clean Air Action Day, the dedicated CAAD webpage only received 1,489 views, representing just 2.7% of the total website traffic (55,238 views). This indicates a significant disconnect between the high awareness generated by OOH and Audio and the ability of those channels to drive users to the desired online action.

The average engagement time for the Clean Air Action Day page (27s) was below other key pages like September Fairs and Festival (38s) and Ozone (32s).



Insights and Recommendations

Anything of Note in Comparison to Previous Fiscal Year (FY)

FY25's shift from platform-specific audio (Spotify) to high-reach dayparted audio (Audacy and Univision) was highly successful in generating 4.3 million targeted impressions. The campaign traded the massive impression volume of FY24's OOH placements for the dynamic relevance of FY25 AQI-responsive boards. Continue the expanded audio strategy and seek an OOH solution that combines the high-traffic volume of the FY24 placements with the dynamic, timely messaging of the FY25 boards.

The campaign can create an excellent, engaging landing page (evidenced by the 27-second engagement time in FY25), but it is failing to get people there (evidenced by an 84% drop in page views from FY24 to FY25). The campaign should implement vanity URLs and QR codes to ensure direct, trackable traffic to the high-quality website content.



Insights and Recommendations

Future Recommendations

Implement vanity URLs for OOH and Audio. Since these platforms drive high impressions but low website traffic, use clear, memorable, and unique vanity URLs (e.g., AirNorthTexas.org/CAAD) or QR codes on OOH (like Volta) to directly track and improve the 1,489 CAAD page views.

Ensure audio spots include a clear, single, and easy-to-recall verbal call-to-action to listeners stuck in traffic.

Revise the Clean Air Action Day landing page to be more engaging. Adding interactive elements, a short video, or more detailed step-by-step action plans could help increase the average engagement time beyond the current 27 seconds.

Focus on increasing the number of users who visit high-value pages like Sign Up for Alerts (currently only 279 active users) and Ozone (484 active users).





Air North Texas Coalition Meeting Schedule - 2026

Conference Calls

Time/Day: 1:30 – 3:00 p.m. / Thursdays – every other month

Call # – TBD

Participant PIN – TBD

On-Site Meetings

Time/Day: 1:30 – 3:00 p.m. / Thursday, November 19, 2026

Location: NCTCOG – Fred Keithley Conference Room
616 Six Flags Drive
Arlington, Texas 76011

Schedule

January 15	Conference call
March 19	CANCELED
May 21	CANCELED
July 16	Conference call
September 17	Conference call
November 19	On-site meeting

** Calls for Presentations from partners accepted two-weeks prior to on-site meetings.*