

**Air North Texas Coalition**  
**Thursday, September 15, 2022**  
**1:30 – 3:00 pm**

**Agenda**

1. Introductions ..... Kimberlin To, NCTCOG
2. Overview
  - a. July 21 Meeting ..... Kimberlin To
3. Discussion
  - a. Air Quality Update ..... Vivek Thimmavajhala, NCTCOG
  - b. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Action Day Commitment Results
    - ii. Progress Reports due September 23
    - iii. Clean Air Corner
    - iv. Outreach Items
  - c. Website Quantification/Social Media Report ..... Anna Laura Harmjanz, NCTCOG
  - d. National Drive Electric Week ..... Kenny Bergstrom, NCTCOG
  - e. Outreach Events ..... Kimberlin To
4. Other/Member Updates ..... Kimberlin To
5. Additional Items ..... Kimberlin To
  - a. **Next Meeting Information:**  
Thursday, November 17, 1:30 PM  
In-Person Meeting  
North Central Texas Council of Governments  
Centerpoint II  
616 Six Flags Dr.  
Arlington, TX 76011  
Optional Call in number: 1-903-508-4574  
Conference ID: 620 311 187#



# Air Quality Update

Air North Texas Coalition

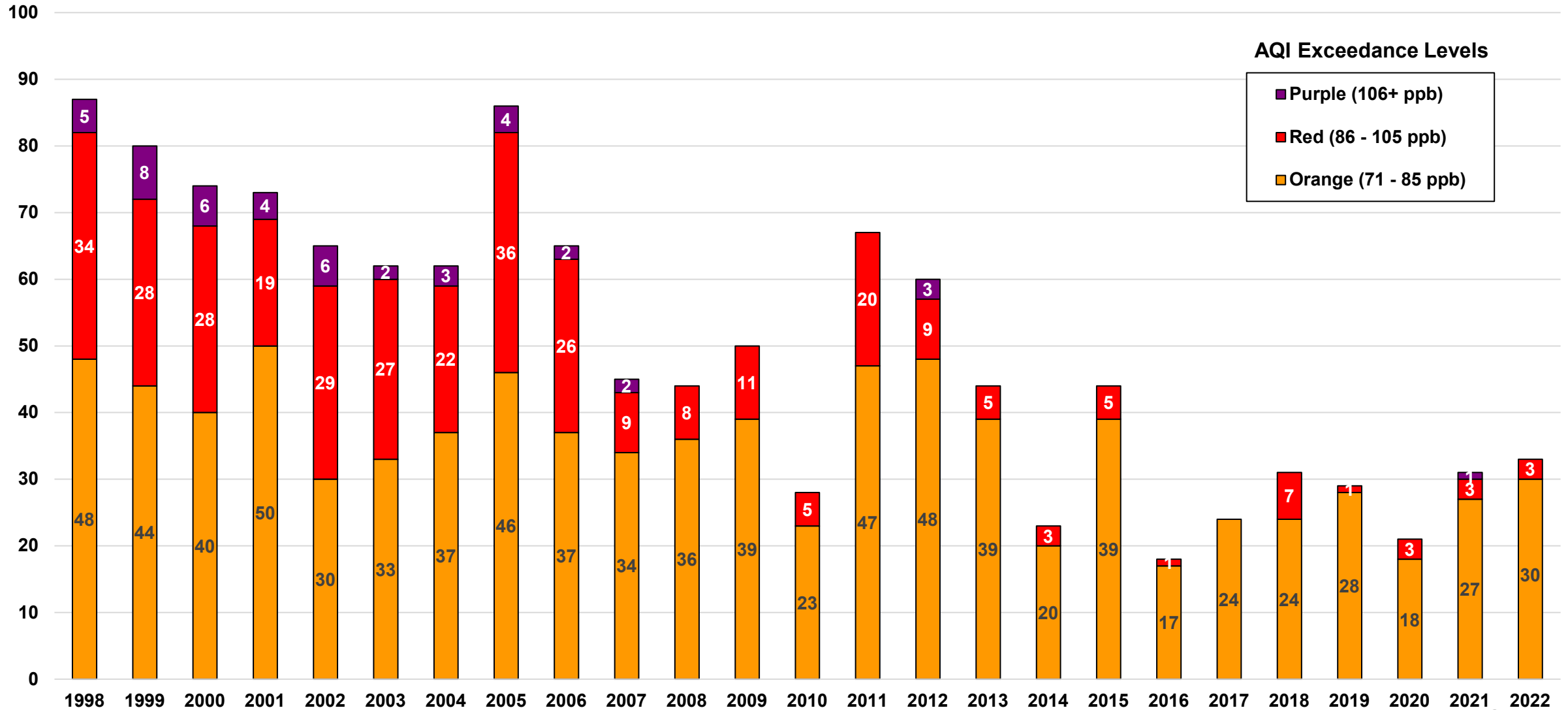
September 15, 2022  
Vivek Thimmavajjala



North Central Texas  
Council of Governments

# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of September 15, 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 September 15, 2022

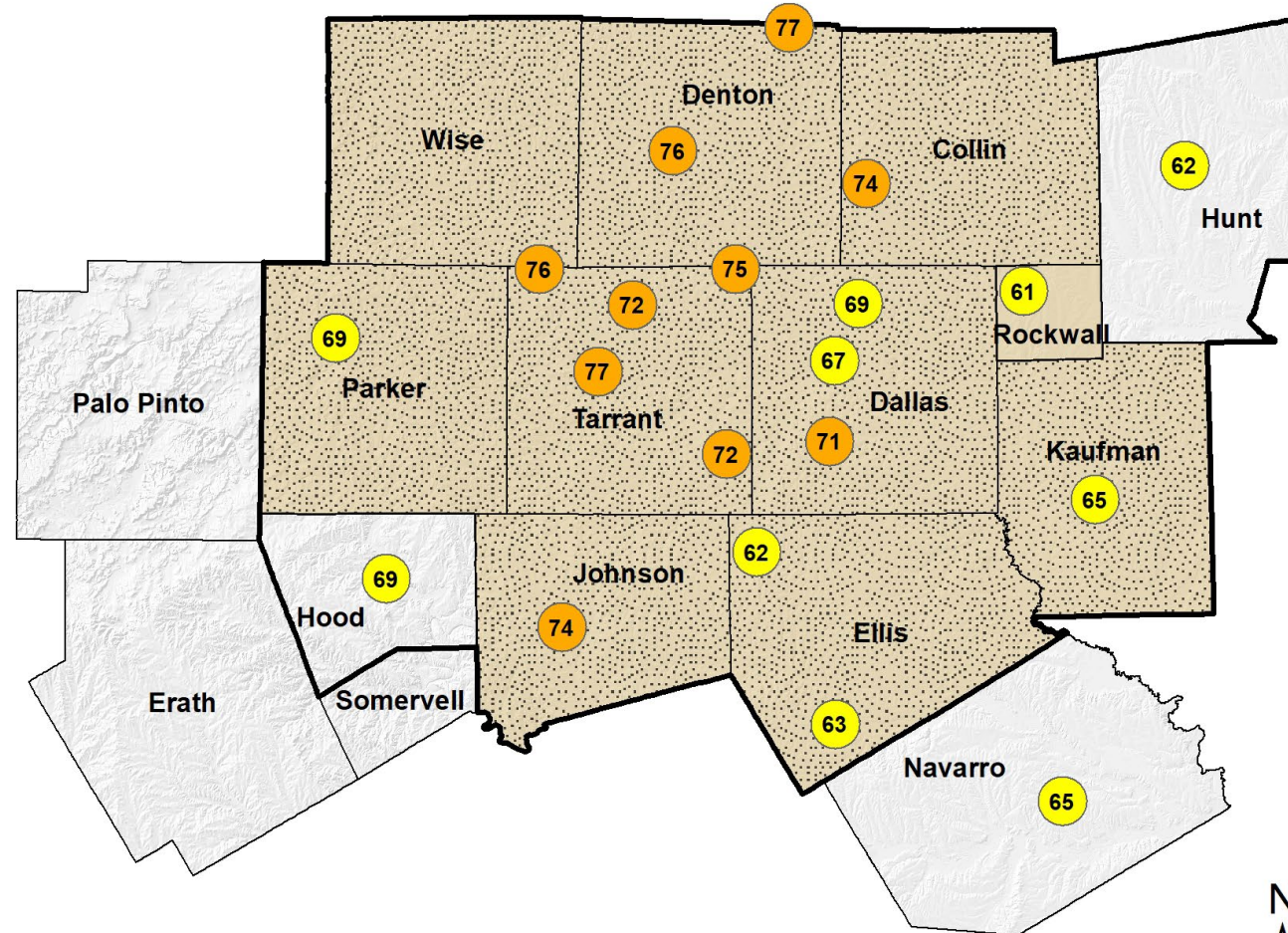
**Legend**

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

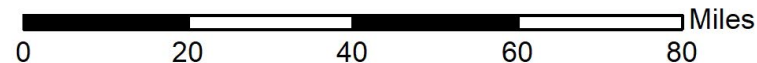
**2020 - 2022 Design Value (ppb)**

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

Colors represent Air Quality Index Breakpoints



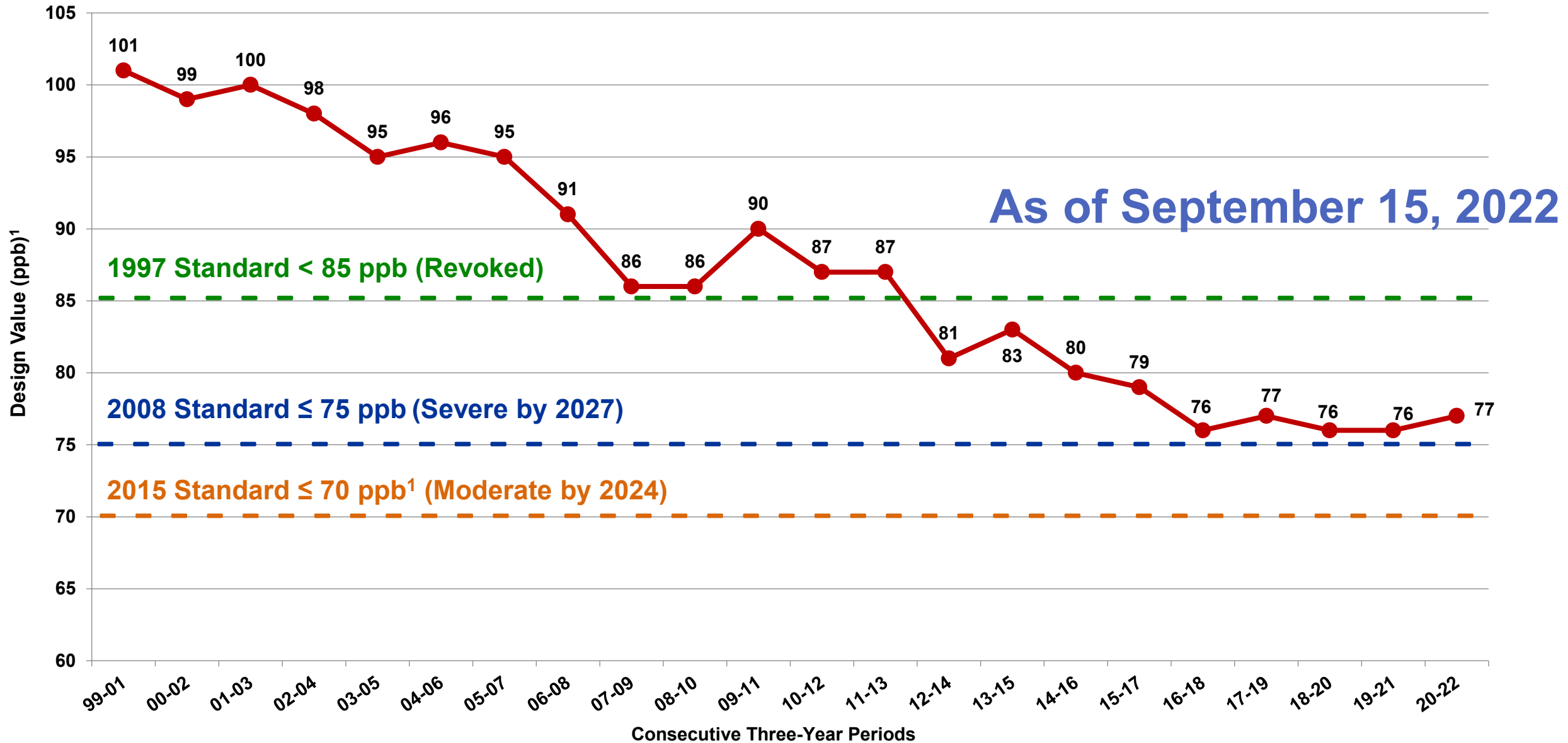
North Central Texas Council of Governments



September 2022



# 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

**Chris Klaus**  
**Senior Program Manager**  
**(817) 695-9286**  
[CKlaus@nctcog.org](mailto:CKlaus@nctcog.org)

**Jenny Narvaez**  
**Program Manager**  
**(817) 608-2342**  
[JNarvaez@nctcog.org](mailto:JNarvaez@nctcog.org)

**Vivek Thimmavajjhala**  
**Transportation System Modeler**  
**(817) 704-2504**  
[VThimmavajjhala@nctcog.org](mailto:VThimmavajjhala@nctcog.org)

**Nick Van Haasen**  
**Air Quality Planner**  
**(817) 608-2335**  
[NVanhaasen@nctcog.org](mailto:NVanhaasen@nctcog.org)

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

2022

# CLEAN AIR ACTION DAY COMMITMENTS

7201 TOTAL COMMITMENTS



**CARPOOL OR VANPOOL**  
319 Commitments



**CONSIDER AN ELECTRIC OR OTHER ALTERNATIVE FUEL LAWN MOWER**  
140 Commitments



**USE MASS TRANSIT**  
272 Commitments



**SWITCH TO ENERGY EFFICIENT LIGHT BULBS**  
350 Commitments



**BIKE OR WALK**  
415 Commitments



**PURSUE ENERGY EFFICIENT HOME IMPROVEMENT PROJECTS**  
265 Commitments



**TELECOMMUTE**  
282 Commitments



**CHOOSE A CLEAN VEHICLE OPTION IF PURCHASING A NEW VEHICLE**  
250 Commitments



**ATTEND MEETINGS REMOTELY**  
300 Commitments



**USE A VEHICLE-APPROVED BIOFUEL IN YOUR CAR**  
245 Commitments



**TAKE LUNCH TO WORK OR SUMMER ACTIVITIES**  
418 Commitments



**CALL FOR AN ALTERNATIVE-FUELED VEHICLE IF YOU GO TO THE AIRPORT OR AROUND TOWN**  
238 Commitments



**MAINTAIN CONSISTENT DRIVING SPEED**  
363 Commitments



**BUY LOCAL OR AT PLACES WERE LESS DRIVING IS REQUIRED**  
332 Commitments



**REDUCE IDLING**  
333 Commitments



**ENCOURAGE SOMEONE ELSE TO MAKE CLEAN AIR CHOICES ON 8/3/2022**  
333 Commitments



**COMBINE TRIPS OR DRIVE LESS**  
337 Commitments



**TELL A FRIEND ABOUT AIR NORTH TEXAS AND OPTIONS THAT HELP IMPROVE AIR QUALITY IN THE REGION**  
333 Commitments



**REPORT SMOKING, POLLUTING VEHICLE**  
267 Commitments



**SIGN UP FOR AIR POLLUTION ALERTS**  
343 Commitments



**CONFIRM YOU ARE UP-TO-DATE ON REGULAR VEHICLE MAINTENANCE AND STATE EMISSIONS AND SAFETY INSPECTION**  
356 Commitments



**COMMIT TO MAKING CLEAN AIR CHOICES THE ENTIRE OZONE SEASON**  
329 Commitments



**CREATE AN ACCOUNT AND LOG YOUR COMMUTES AT TRYPARKIGNIT.COM**  
379 Commitments



**OTHER**  
58 Commitments



777 TOTAL PARTICIPANTS



## Air North Texas Partner Progress Report Guidelines: 2022

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2021 through September 1, 2022.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2021, 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 2022 Air North Texas Partner of the Year and the Outstanding Efforts awards, with categories for advertising, 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](mailto:kto@nctcog.org) or 817-608-2362.

Submit completed progress reports via email by close of business **Friday, September 23, 2022**. Please send reports to:

Kimberlin To  
North Central Texas Council of Governments  
Email: [kto@nctcog.org](mailto:kto@nctcog.org)

Thank you for your participation in the 2022 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
  - **Advertising 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 involvement**
    - 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 2023 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

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Air North Texas Coalition | September 15, 2022

# Air North Texas Web Analytics

Visits	7, 535	Decreased	By 31% compared to 2021
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Avg. Time	0:36	Decreased	By 2 seconds compared to 2021
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Pageviews	12, 775	Decreased	By 23% compared to 2021
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New Visits	7, 419	Decreased	By 31% compared to 2021
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## Visits by Device



5,720

1.3% decrease  
compared to 2021



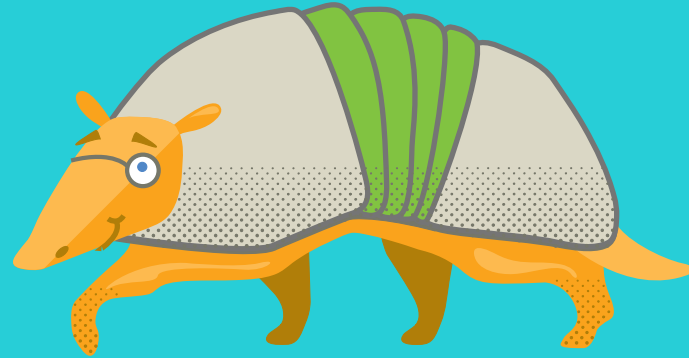
178

88% decrease  
compared to 2021



1,593

58% decrease  
compared to 2021

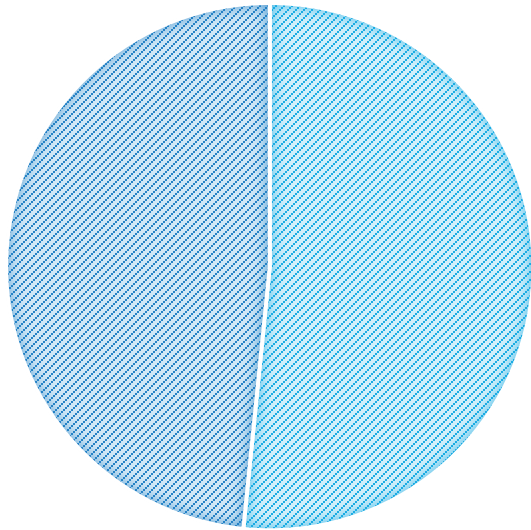


***ANTx ANALYTICS***

# Visitor Demographics

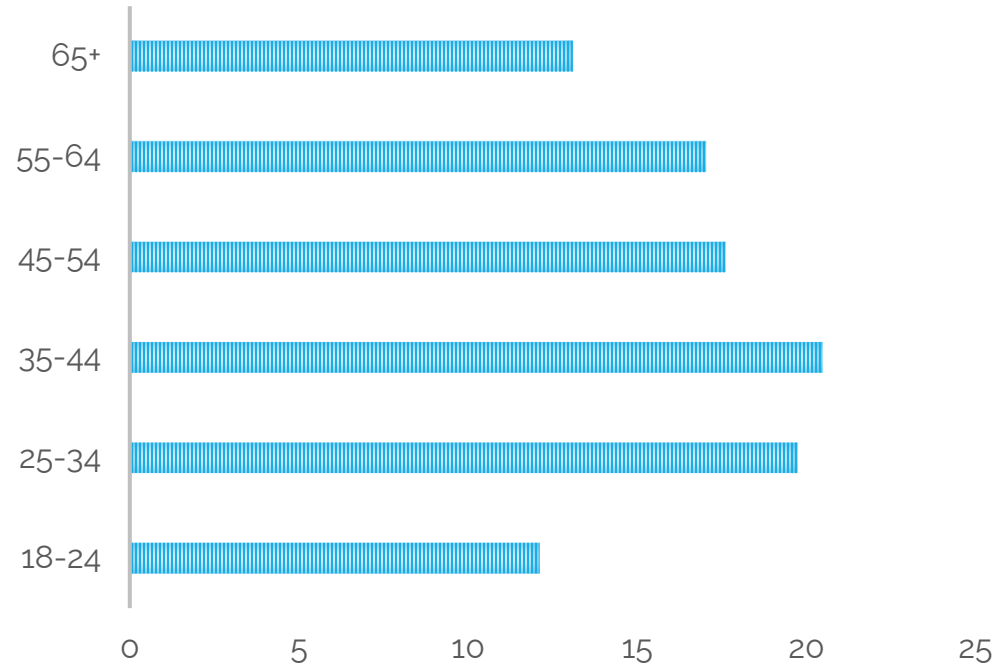
## GENDER

■ Women ■ Men



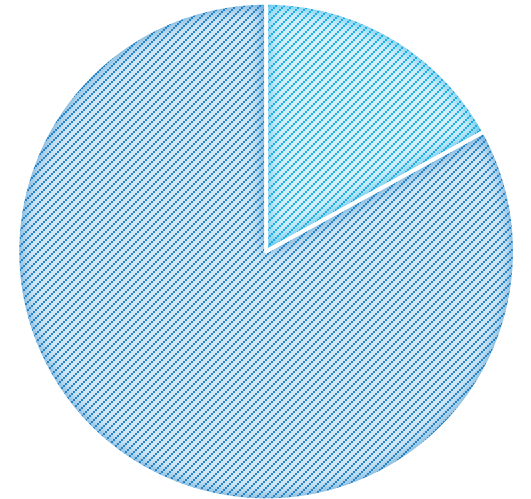
## AGE

■ Age

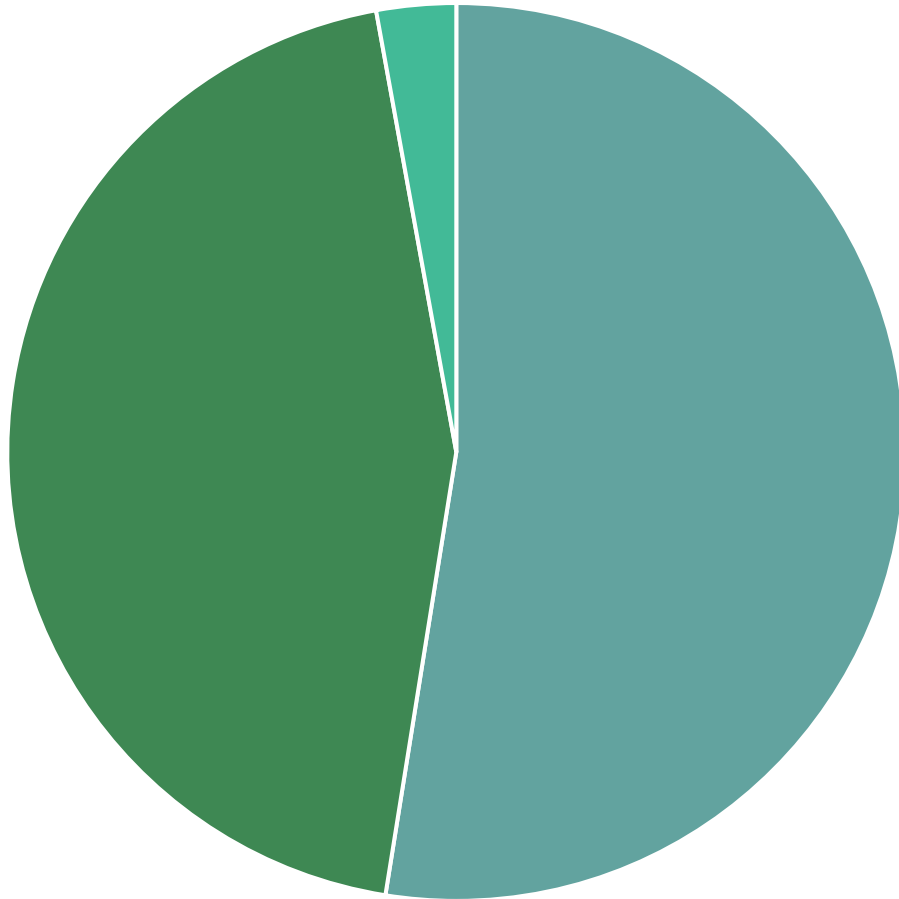


## VISITORS

■ Returning Visitors ■ New Visitors



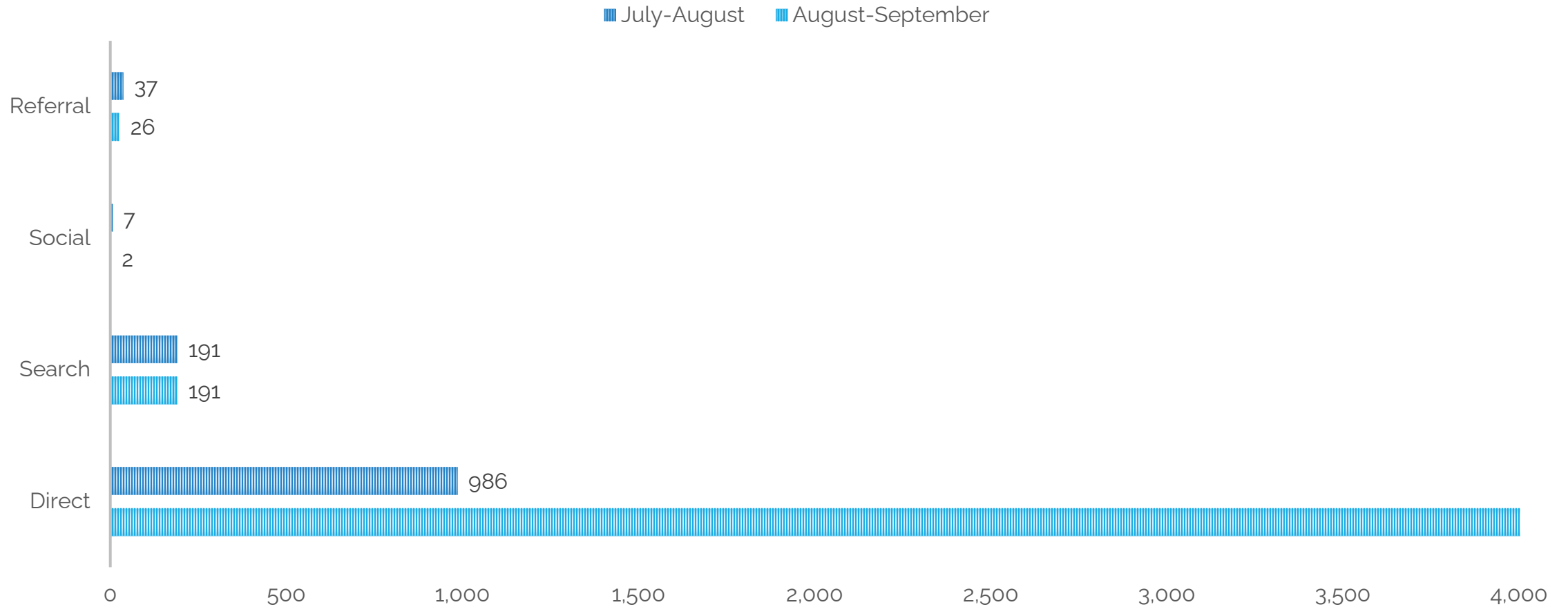
# Top Directed Sites



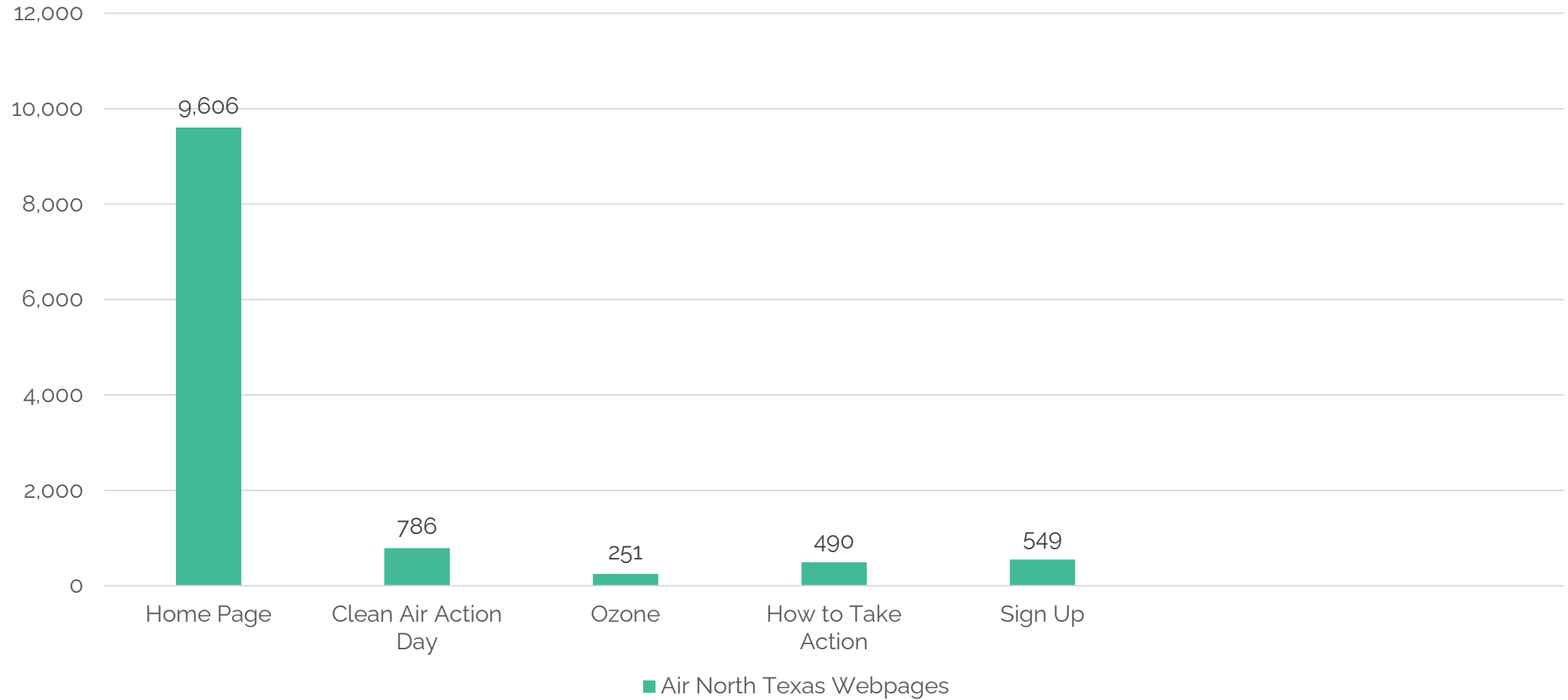
- WFAA
- NBCDFW
- Telemundo Dallas



# 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 · Aug 20

Next time you are touching up your home consider using low volatile organic compound (VOC) paint because they reduce the concentration of air pollutants outside. Learn more about the importance of improving our air quality at [airnorthtexas.org](http://airnorthtexas.org) #AirNTX



1 retweet 2 likes



Grand Prairie, TX @gp\_tx · Jul 29

All adventures end and begin with friends! Get your day started by carpooling with your favorite people to work while also improving our air quality. Thank you for following our #ArloAdventures! Make sure to pledge to do one thing for clean air at [ow.ly/2aqC50JRGzG](https://ow.ly/2aqC50JRGzG) #AirNTX



1 retweet 1 like



Grand Prairie, TX @gp\_tx · Aug 3

Join us in celebrating Clean Air Action Day TODAY! By pledging to do one thing for clean air you are committing to making an effort for our air quality. Please take the pledge by visiting [ow.ly/ilxG50K91xZ](https://ow.ly/ilxG50K91xZ) #AirNTX



2 likes







**City of Irving** ✓

@thecityofirving Follows you



City of Irving ✓ @thecityofirving · Aug 3 ...

Celebrate #CleanAirActionDay by learning ways you can improve Irving's air quality. Simple steps such as carpooling or using public transit are great ways to help reduce air pollution. #AirNTX Learn more: [airnorthtexas.org/cleanairaction...](http://airnorthtexas.org/cleanairaction...)





**NCTCOGTransportation** ✓  
@NCTCOGtrans

**NCTCOGTransportation** ✓ @NCTCOGtrans · Aug 3  
Signing up for Air Pollution Alerts allows for you to receive air quality notifications for the North Texas region. Wondering how to sign up? Visit [airnorthtexas.org/cleanairaction...](http://airnorthtexas.org/cleanairaction...) for information and instructions to sign up. #AirNTx #CAAD2022



1 2

**NCTCOGTransportation** ✓ @NCTCOGtrans · Aug 3  
Today is Clean Air Action Day! Help us improve the air quality in North Texas by making a clean air commitment. Tell us your clean air actions at [airnorthtexas.org/cleanairaction...](http://airnorthtexas.org/cleanairaction...) #AirNTx #CAAD2022



1 2 8





# City of Denton Sustainability

2.5K followers • 25 following

City of Denton Sustainability  
August 11 at 1:47 PM

Today is an Ozone Action Day! Please be air aware, limit outside air exposure if you are sensitive to ozone pollution and limit pollution causing activities where possible such as driving and use of gas lawn equipment.  
#AirNTX

**OZONE ACTION DAY**  
**LEVEL ORANGE**

NCTCOG Transportation Department  
August 10 at 4:34 PM

Ozone Action Day – Ozone in the DFW area Thursday 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/9nCVy>.  
Consider a clean air choice: <https://bit.ly/3gqCM1U>.

2 Likes • 1 Share

City of Denton Sustainability  
August 3

Today is Clean Air Action Day! Help Denton Sustainability and Air North Texas spread the word and tell us what actions you are taking to reduce air pollution this summer!  
<https://www.airnorthtexas.org/cleanairactionday>  
#caad2022 #AirNTX

9 Likes • 1 Share

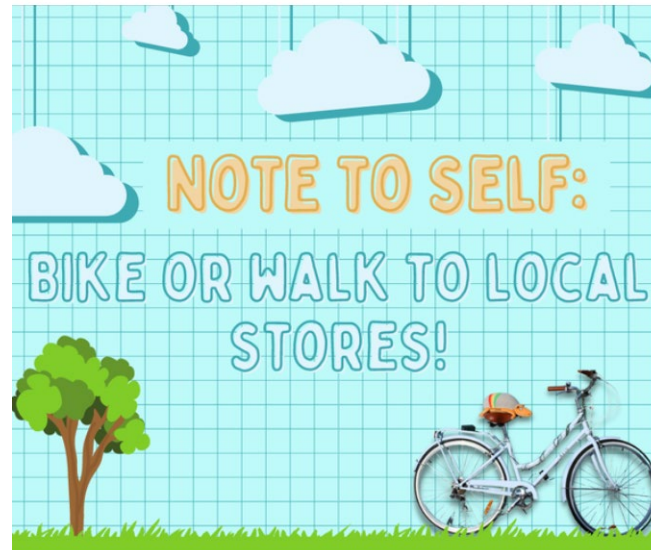


# City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government  
July 22 · 🌐

Arlo is riding in style for clean air and so should you! By biking or walking to local stores you will be reducing your carbon footprint and helping improve air quality for you and everyone around you. Take the pledge and do one thing for clean air by visiting <http://ow.ly/XKZp50JRF5O>  
#ArloAdventures #AirNTX



👍❤️ 30

25 Comments 4 Shares

👍 Like

💬 Comment

➦ Share







# NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department  
August 3 · 🌐

Today is Clean Air Action Day! Help us improve the air quality in North Texas by making a clean air commitment. Tell us your clean air actions at [airnorthtexas.org/cleanairactionday](http://airnorthtexas.org/cleanairactionday). #AirNTx #CAAD2022

**CLEAN AIR ACTION DAY**  
**AUGUST 3, 2022**

Let's improve air quality together.  
Choose your clean air action at [airnorthtexas.org](http://airnorthtexas.org).

5 · 1 Share

Like Comment Share

NCTCOG Transportation Department  
July 26 · 🌐

Join us on August 3 for Clean Air Action Day! What steps will you be taking to create a cleaner environment? Follow us for 7 days of clean air action tips. Visit [airnorthtexas.org/cleanairactionday](http://airnorthtexas.org/cleanairactionday) for more information. #AirNTx #CAAD2022

**7 Days Of Clean Air Action Tips #CAAD2022**

3 · 2 Shares

Like Comment Share

NCTCOG Transportation Department  
July 27 · 🌐

One way to help reduce congestion and air pollution is to work from home on Clean Air Action Day. Are you planning on doing that? If so, log your Clean Air Actions at [airnorthtexas.org/cleanairactionday](http://airnorthtexas.org/cleanairactionday). #AirNTx #CAAD2022

**Tip #2**

**Work from home**  
**#CAAD2022**

3 · 1 Comment 1 Share

Like Comment Share



# ANTx NCTCOG CONTACTS

Kenny Bergstrom

Communications  
Supervisor

(817) 704-5643

kbergstrom@nctcog.org

Mindy Mize

Program  
Manager

(817) 608-2346

mmize@nctcog.org

Hilary Nguyen

Communications  
Coordinator

(817) 704-5689

hnguyen@nctcog.org

Alissa Soto

Marketing  
Intern

adsoto@nctcog.org

Anna Laura  
Harmjanz

Transportation  
Education Outreach  
Intern

aharmjanz@nctcog.org

Air North Texas Coalition Web Page:

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





# NATIONAL DRIVE ELECTRIC WEEK

*charges*

# DALLAS

**Experience a wide variety of electric vehicles  
Mix and mingle with local owners ● Take  
a ride or test drive ● Information from  
recharging companies and innovative  
energy solutions ● Explore Dallas Area  
Rapid Transit (DART) electric bus and related  
job opportunities ● Food trucks will be  
available for a quick bite!**



## 2022 Outreach Events

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- Tuesday, September 13**  
**Annual Public Works Roundup**  
**Grapevine Convention Center, 8:30 am - 4 pm**  
**Informational Booth**  
**Program Areas:** Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities
- Thursday, September 15**  
**Fleet Forward: The Tour**  
**NYLO Las Colinas Hotel, 9:30 am - 4:30 pm**  
**Informational Booth**  
**Program Areas:** Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities
- Saturday, September 24**  
**Girls In Aviation Day**  
**National Aviation Education Center, 10 am - 2 pm**  
**Aviation Education Informational Booth**
- Saturday, October 1**  
**Fix My Ride**  
**Cross Timbers Hope Center, Denton, 8 am - 4 pm**  
**Informational Booth**  
**Program Areas:** Car Care Awareness, Regional Smoking Vehicle Program (RSVP)
- Sunday, October 2**  
**National Drive Electric Week (NDEW)**  
**Dallas City Hall, 3 pm - 6 pm**  
**Informational Booth**  
**Program Areas:** Air North Texas, Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities
- Tuesday, October 11**  
**Ericsson Safety, Sustainability & Security Week**  
**Plano Headquarters, 10 am - 2 pm**  
**Informational Booth**  
**Program Areas:** Air North Texas, Try Parking It, Drive Aware North Texas, Look Out Texans
- Saturday, October 15**  
**Peterbilt Motors Environmental Open House**  
**Denton, 8 am - Noon**  
**Informational Booth**  
**Program Areas:** Look Out Texans, Safe Routes to School

**For additional information or for future outreach opportunities, please contact:**  
Carli Baylor, Communications Supervisor [cbaylor@nctcog.org](mailto:cbaylor@nctcog.org)