

Air North Texas Coalition
Thursday, September 21, 2023
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. July 20 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Nick Vanhaasen, NCTCOG
 - b. Progress Reports due September 22 Kimberlin To
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Clean Air Corner
 - ii. Outreach Items
 - iii. Advertising
 - d. Website Quantification/Social Media Report Alissa Soto, NCTCOG
 - e. Outreach Events Jackie Castillo, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, November 16
In-Person Meeting
NCTCOG Offices
Fred Keithley Conference Room
616 Six Flags Dr.
Arlington, TX 76011

Call-in Option
1 903-508-4574
Phone Conference ID: 544 070 854#



Air Quality Update

Air North Texas Coalition

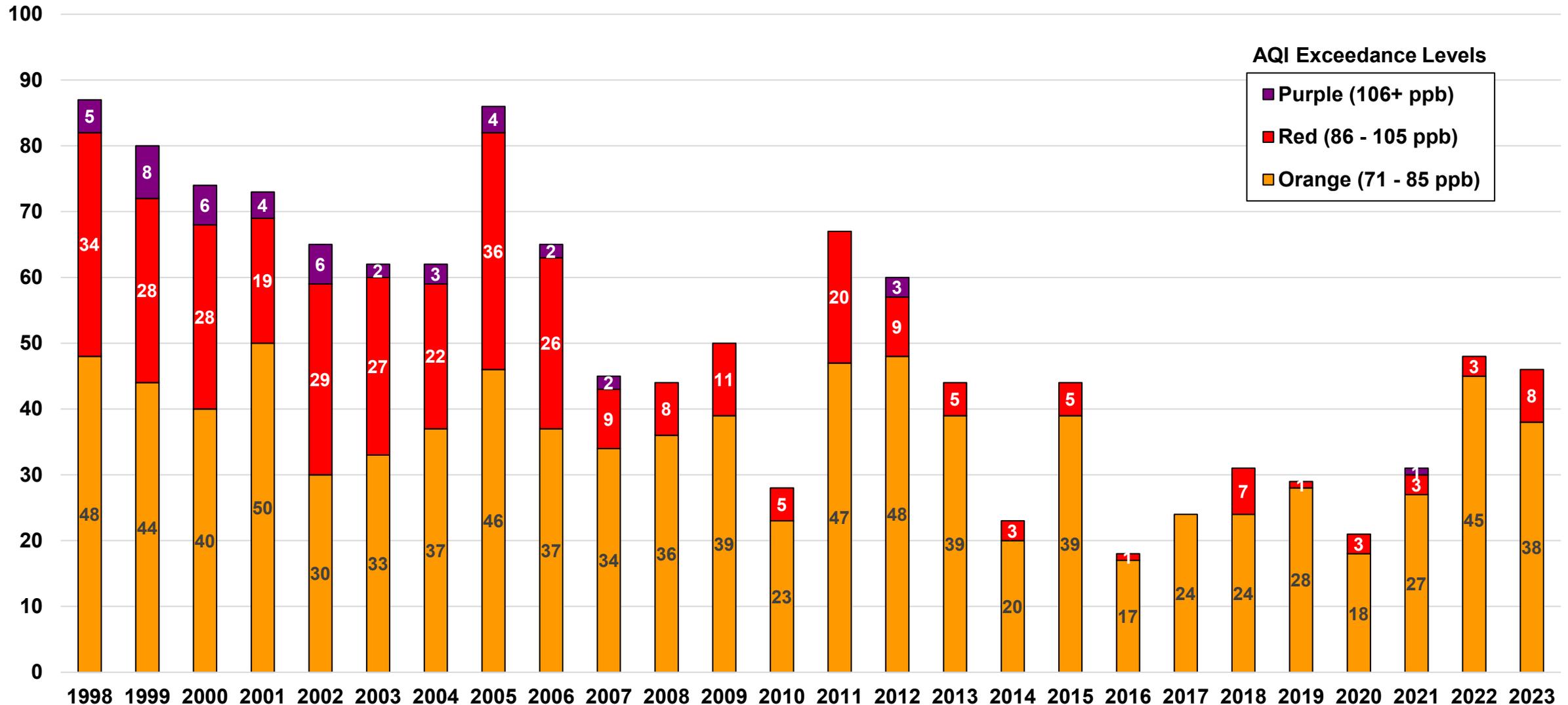
September 21, 2023
Nick Van Haasen



North Central Texas
Council of Governments

8-HOUR OZONE NAAQS HISTORICAL TRENDS

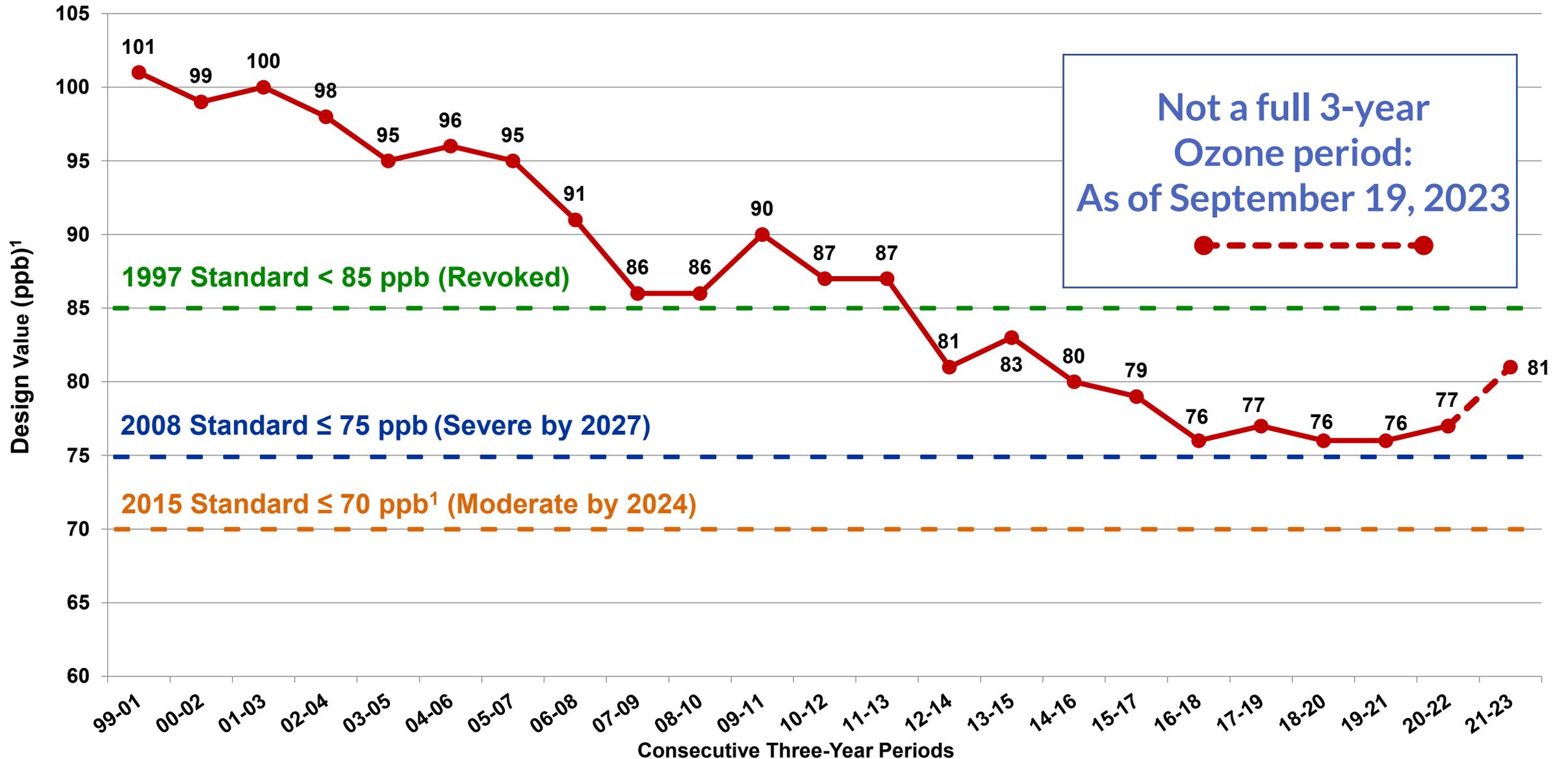
Based on ≤ 70 ppb (As of September 19, 2023)



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
ppb = parts per billion National Ambient Air Quality Standards = NAAQS

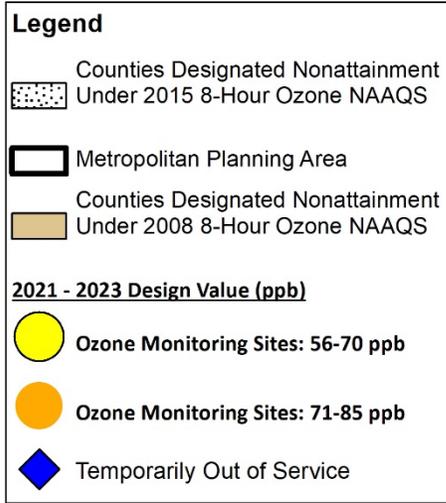
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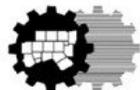
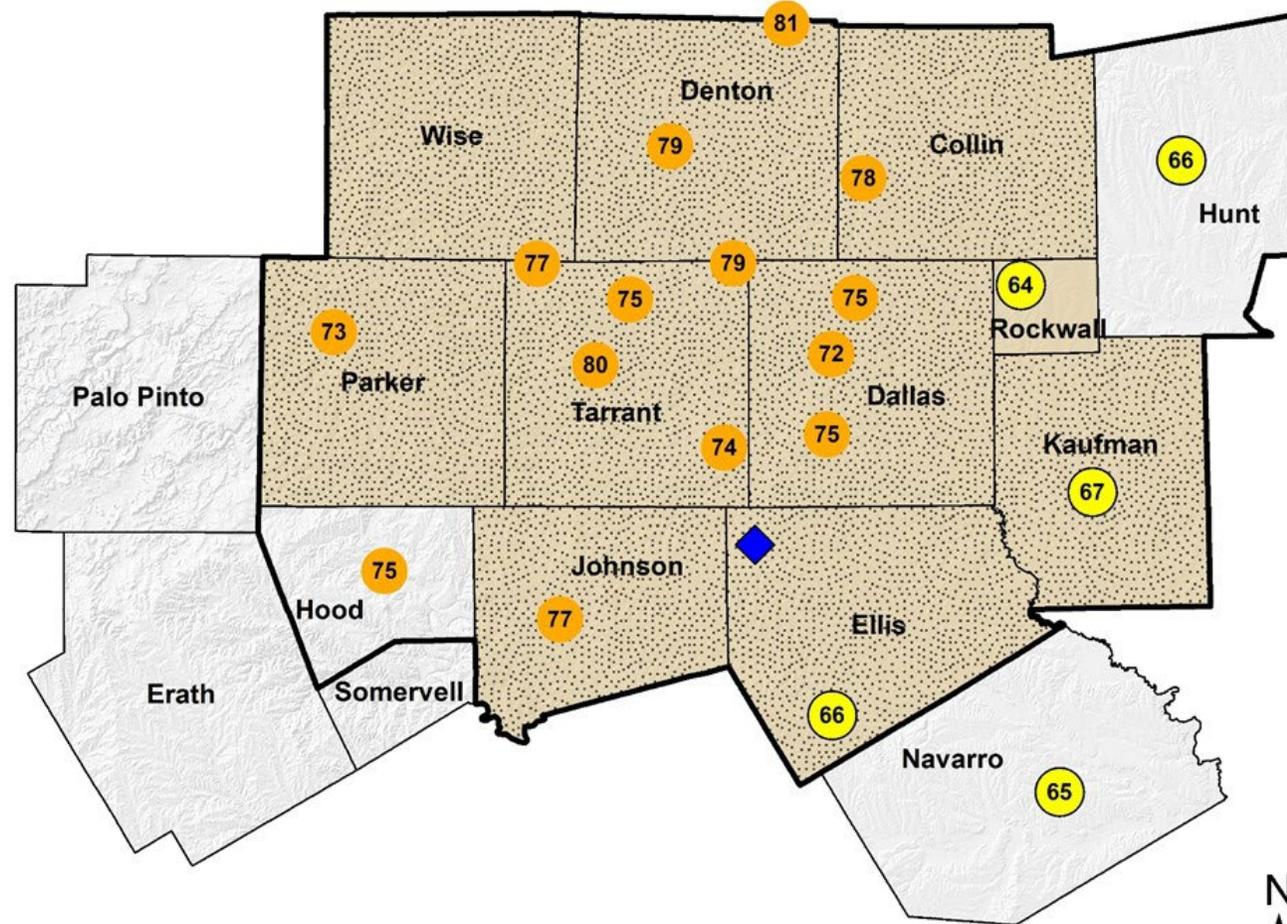
¹Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

REGULATORY OZONE MONITOR LOCATIONS WITH DESIGN VALUE

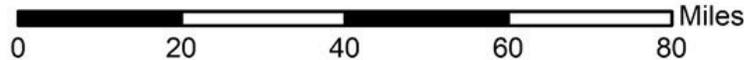
As of September 19, 2023



Colors represent Air Quality Index Breakpoints



North Central Texas
Council of Governments



September 2023

8-HOUR OZONE ATTAINMENT DEADLINES

Region has unofficially failed attainment

2008 NAAQS Attainment Date (≤ 75 ppb): No later than **July 20, 2027**

Severe Classification

- Attainment will be based on 2024-2026 Ozone Monitor Data

2015 NAAQS Attainment Date (≤ 70 ppb): No later than **August 3, 2024**

Moderate Classification

- Attainment will be based on 2021-2023 Ozone Monitor Data

CLIMATE POLLUTION REDUCTION GRANTS (CPRG)

Created by Section 60114 of the Inflation Reduction Act

Purpose: Develop and implement regional plans for reducing greenhouse gas emissions (GHG) and other harmful air pollutants, including criteria pollutants

Administered by the Environmental Protection Agency (EPA) in two phases:

- **Phase 1: \$250 Million Non-Competitive Planning Grants**
 - **\$1 Million for Dallas-Fort Worth (DFW) Metropolitan Statistical Area (MSA)**
- **Phase 2: \$4.6 Billion in Competitive Implementation Grants**

NCTCOG supported as regional lead organization

<https://www.epa.gov/inflation-reduction-act/climate-pollution-reduction-grants>

PUBLIC INPUT OPPORTUNITIES

Opportunity	Expected Date
Virtual CPRG kick-off meeting	June 21, 2023
Hybrid meeting to provide input on GHG reduction measures for the Transportation Sector	August 14, 2023
Hybrid meetings to provide input on GHG reduction measures for other sectors	September – November 2023
Virtual meetings to update on deliverable development	Quarterly
Virtual engagement opportunities to provide input on GHG reduction measures	Summer 2023 – Summer 2025
Email updates on deliverable development	Quarterly

For more information go to: <https://publicinput.com/nctcog-cprg>

NCTCOG RIDER 7 GRANT PROJECT

Monitor placement in Hood and Hunt Counties on borders of nonattainment areas

Monitor levels of:

Oxides of Nitrogen

Volatile Organic Compounds

Ozone

Meteorological Data

Particulate Matter (future years)

Data collected at each location for two months (during 2023 ozone season)

Monitor being moved from Hood to Hunt, through November

Data will be compared to readings from nearby ozone regulatory monitors both in- and outside counties

INITIATIVES BENEFICIAL TO DALLAS-FORT WORTH AIR QUALITY

RTC Management, Operations, Air Quality, and Safety Program

\$150 Million in 2024-2026

Federal Implementation Plan

Transport Rule

NO_x limitations for stationary sources in 23 states

New EPA Diesel Engine Emission Standards

Ramp up to 2026

Bipartisan Infrastructure Law (BIL)

[BIL Guidebook PDF](#) pages 155-225 for all programs

[BIL Grant Programs](#) for all grant programs under the BIL

Inflation Reduction Act (IRA)

[IRA Guidebook Programs List](#) for all programs

[IRA Tax Credits](#) for all tax credits available under the IRA

Federal Highway Administration (FHWA) Climate Reduction Plan

\$281 Million

Similar to Congestion Mitigation and Air Quality Program (CMAQ)

2024-2033

EPA Climate Pollution Reduction Grants

\$4.6 Billion US for competitive funding

Implementation of Priority Climate Action Plans

Legislature Dedicated Funding

TERP (diesel vehicle funding) ~ 2 Billion

LIP (air quality and transportation funding including law enforcement) ~ 80 Million

NCTCOG Funding and Resources

www.nctcog.org/AQfunding

FOR MORE INFORMATION

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NVanhaasen@nctcog.org

Vivek Thimmavajjhala
Transportation System Modeler
(817) 704-2504

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Jenny Narvaez
Program Manager
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JNarvaez@nctcog.org

Chris Klaus
Senior Program Manager
(817) 695-9286

CKlaus@nctcog.org

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



Air North Texas Partner Progress Report Guidelines: 2023

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2022 through September 1, 2023.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2022, 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 2023 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 Whitney Vandiver at wvandiver@nctcog.org or 817-704-5639.

Submit completed progress reports via email by close of business **Friday, September 22, 2023**. Please send reports to:

Whitney Vandiver
North Central Texas Council of Governments
Email: wvandiver@nctcog.org

Thank you for your participation in the 2023 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 2024 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 21, 2023

Air North Texas Web Analytics

Visits	7,746	Decreased	By 44% compared to previous period
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Avg. Time	03:38	Increased	By 1% compared to previous period
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Pageviews	6,270	Decreased	By 49% compared to previous period
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New Visits	5,987	Increased	By 99% compared to previous period
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Visits by Device



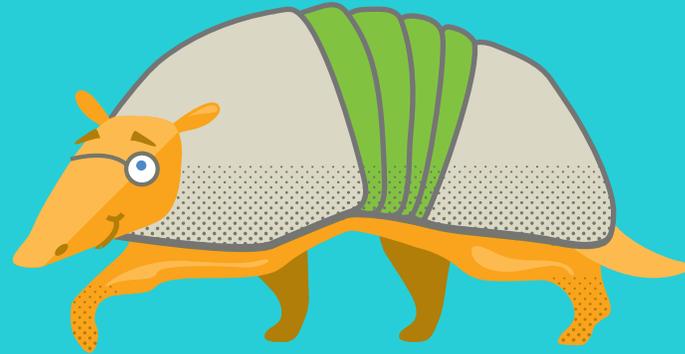
6,403



161

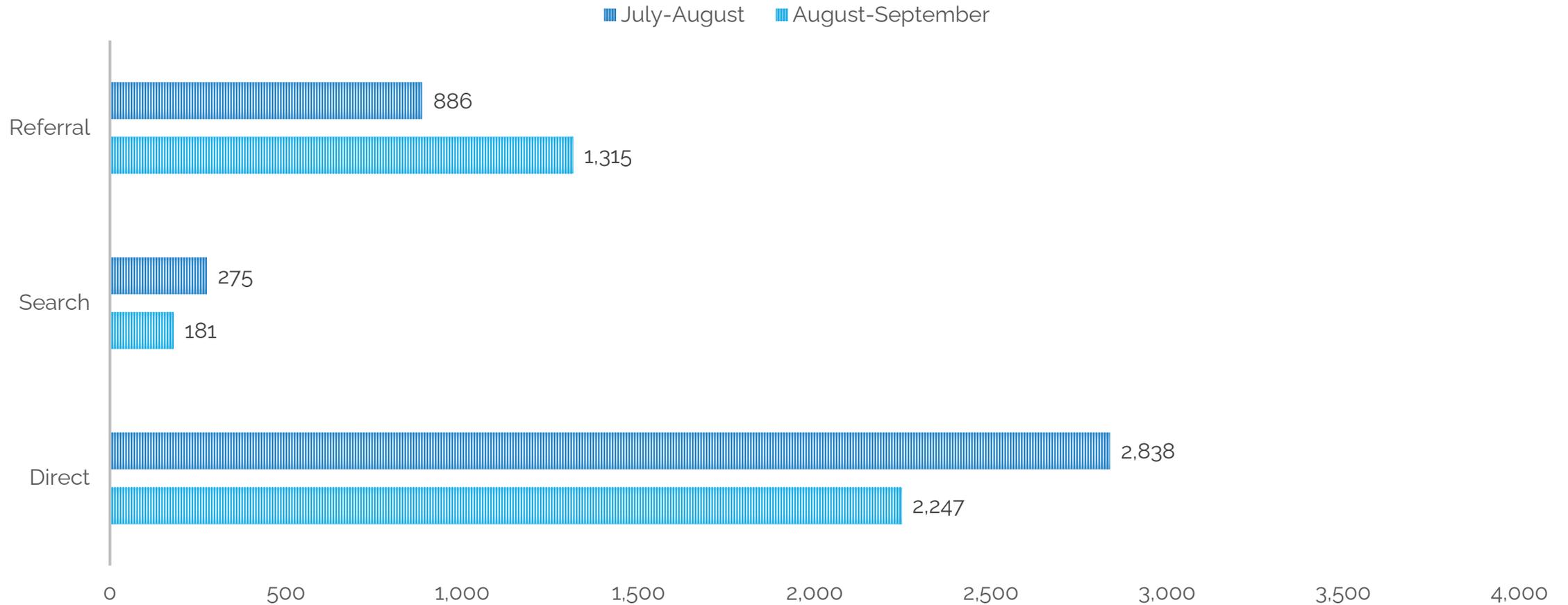


1,181

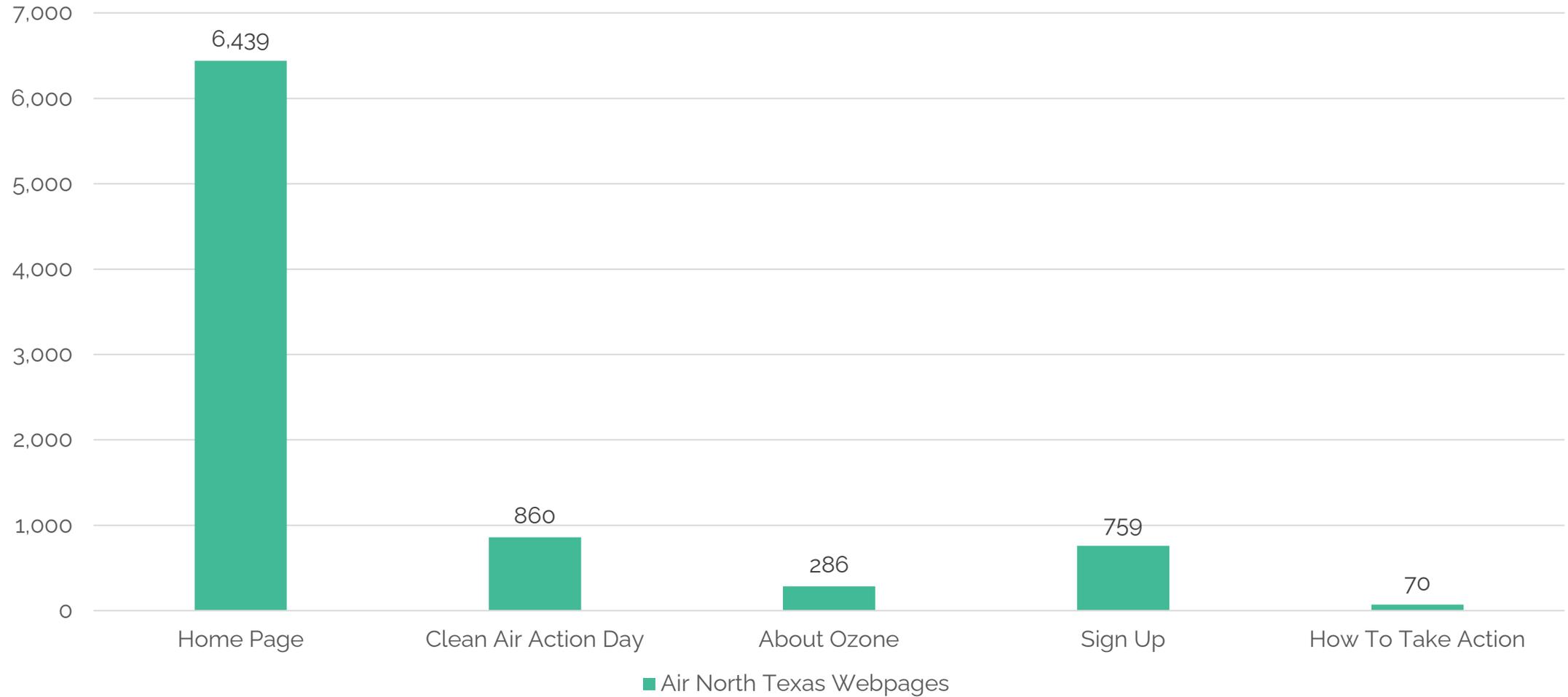


ANTx ANALYTICS

How Visitors Found Air North Texas



Top Pages Viewed





AIR NORTH TEXAS
PARTNERS



City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



City of Grand Prairie, TX @gp_tx · Jul 28

Make sure to avoid ozone and mosquitoes this summer by staying inside on ozone-action days and wearing bug spray when you are outside.

#FightTheBite #AirNTX

2 THINGS TO AVOID THIS SUMMER

MOSQUITOES

O₃ OZONE

FIGHT THE BITE GRAND PRAIRIE TEXAS AIRNORTHTEXAS.ORG



City of Grand Prairie, TX @gp_tx · Sep 7

Stay alert about our air quality by visiting: [nctcog.org/trans/quality/...](https://nctcog.org/trans/quality/) #AirNTX

AIR QUALITY FORECAST

UNHEALTHY FOR SENSITIVE GROUPS (OZONE) THURSDAY 9/7/2023

UNHEALTHY FOR SENSITIVE GROUPS (OZONE) FRIDAY 9/8/2023

MODERATE (OZONE) SATURDAY 9/9/2023

MODERATE (OZONE) SUNDAY 9/10/2023



City of Grand Prairie, TX @gp_tx · Aug 31

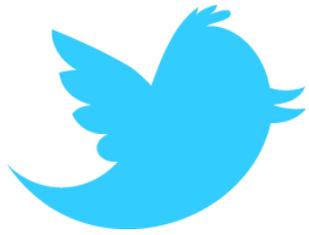
One way to help reduce ground-level ozone is by pumping gas early in the morning or late in the evening. To learn more, visit airnorthtexas.org #AirNTX



City of Grand Prairie, TX @gp_tx · Aug 17

About 61% of electricity generated in Texas comes from fossil fuels. Replacing light bulbs is an easy way to reduce electricity usage. #AirNTX





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

 City of Grand Prairie, TX @gp_tx · Jul 18
Elevated air pollution could mean your kids have to skip their baseball games or other outdoor activities. Help improve air quality for all by doing something to reduce emissions. Commit to actions and learn more at airnorthtexas.org #AirNTX



 City of Grand Prairie, TX @gp_tx · Aug 7
Ozone is predicted to be at Level Orange in the Dallas-Fort Worth area. Children, older adults and people with lung diseases, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity.

For more information, visit AirNorthTexas.org. #AirNTX



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NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

 **NCTCOGTransportation** @NCTCOGtrans · Sep 7

Replying to @NCTCOGtrans

Current ozone information: bit.ly/3nnYsoh

Consider a clean air choice:



airnorthtexas.org
Clean Air Action Day | Air North Texas
North Texans can join together to improve air quality on Clean Air Action Day, Air North Texas's ...

    40 

 **NCTCOGTransportation** @NCTCOGtrans · Sep 8

Replying to @NCTCOGtrans

Sign up for **Air Pollution Alerts** and learn more at bit.ly/3XujfEp

This forecast is based on information for the Dallas-Fort Worth area provided by TCEQ.



airnorthtexas.org
Air North Texas
Air North Texas is the place to learn about North Texas air quality. Sign up for alerts, monitor DFW ...

    60 



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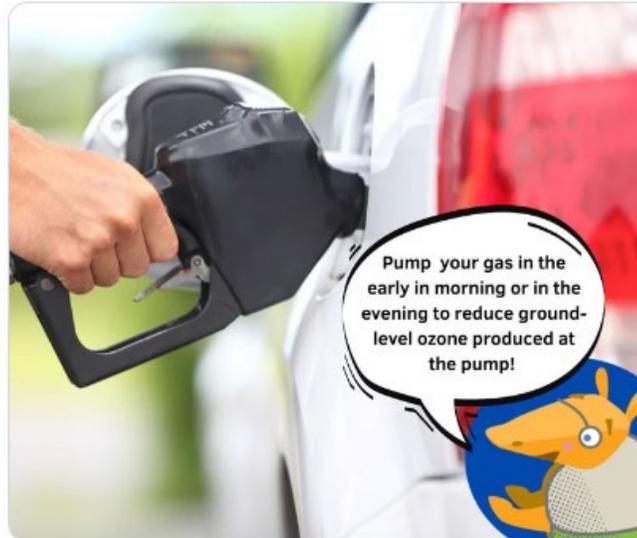
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City of Grand Prairie - Municipal Government

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 **City of Grand Prairie, TX** @gp.tx · Jul 18 ...

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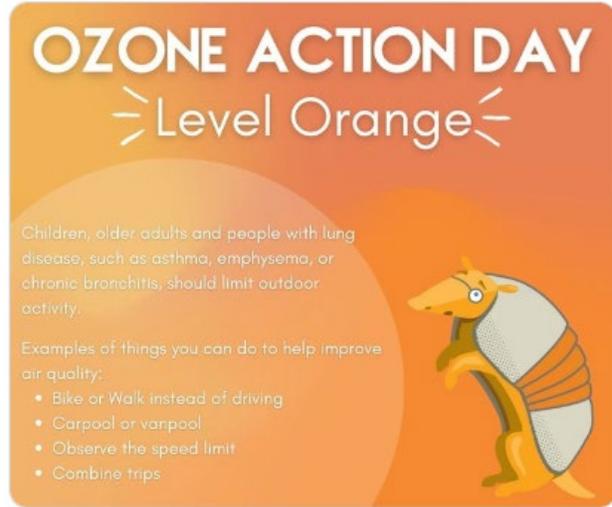
Hit Ozone Out of the Park this Summer



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OZONE ACTION DAY
Level Orange

Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity.

Examples of things you can do to help improve air quality:

- Bike or Walk instead of driving
- Carpool or vanpool
- Observe the speed limit
- Combine trips





NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department
July 19 · 🌐

Hit Ozone Out of the Park this Summer

City of Grand Prairie - Municipal Government · Follow
July 18 · 🌐

Elevated air pollution could mean your kids have to skip their baseball games or other outdoor activities. Help improve air quality for all by doing something t... See more



City of Denton Sustainability

2.8K followers • 47 following

 [City of Denton Sustainability](#) · Follow
September 7 at 10:00 AM · 🌐

Happy International Day of Clean Air! 🌬️

To celebrate, try adopting habits that contribute to better air quality. For instance, you can utilize alternative forms of transportation on your commute. 🚲🚶

Visit airnorthtexas.org for more regional air quality tips.... See more

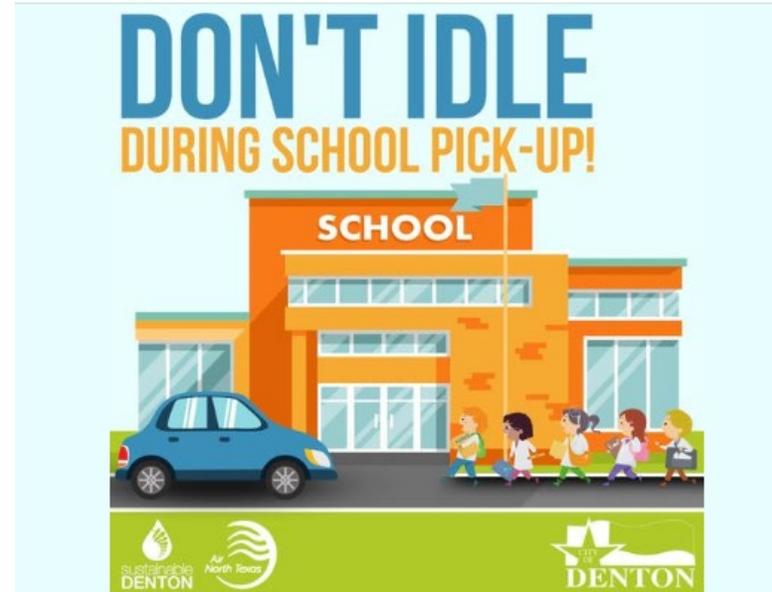


 [City of Denton Sustainability](#) · Follow
August 11 · 🌐

When cars idle at schools, it can create unhealthy air quality for everyone getting into cars! 🚗

With school starting up, please remember to turn off your car when waiting in line for school to let out! 🚶🚶

[#AirNTX](#) [#SustainableSchool](#)



ANTx NCTCOG CONTACTS

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Air North Texas Coalition Web Page:

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





2023 Outreach Events

<p>Sunday, October 1</p>	<p>National Drive Electric Week (NDEW) Fort Worth, 2 pm – 5 pm Informational Booth Target Audience: Fort Worth Residents and Electric Vehicle Enthusiasts Program Areas: Air North Texas, Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities</p>
<p>Saturday, November 4</p>	<p>Keep Lewisville Beautiful - Trinity Trash Bash Lake Park, 10 am – 12 pm Informational Booth Target Audience: Lewisville Residents, Families Program Areas: 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, GoCarma, Try Parking It, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>

For additional information or for future outreach opportunities, please contact:
Jackie Castillo, Communications Specialist: jcastillo@nctcog.org