

Air North Texas Coalition
Thursday, July 17, 2025
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. May 15 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. Air Quality Health Monitoring Task Force Analisa Garcia, NCTCOG
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Clean Air Action Day – Results
 - ii. Outreach Items
 - iii. Clean Air Corner
 - iv. Progress Reports Due September 30
 - d. Website Quantification/Social Media Report Leslie Maldonado, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, September 18
Conference Call: 903-508-4574
Conference ID: 368 844 609#



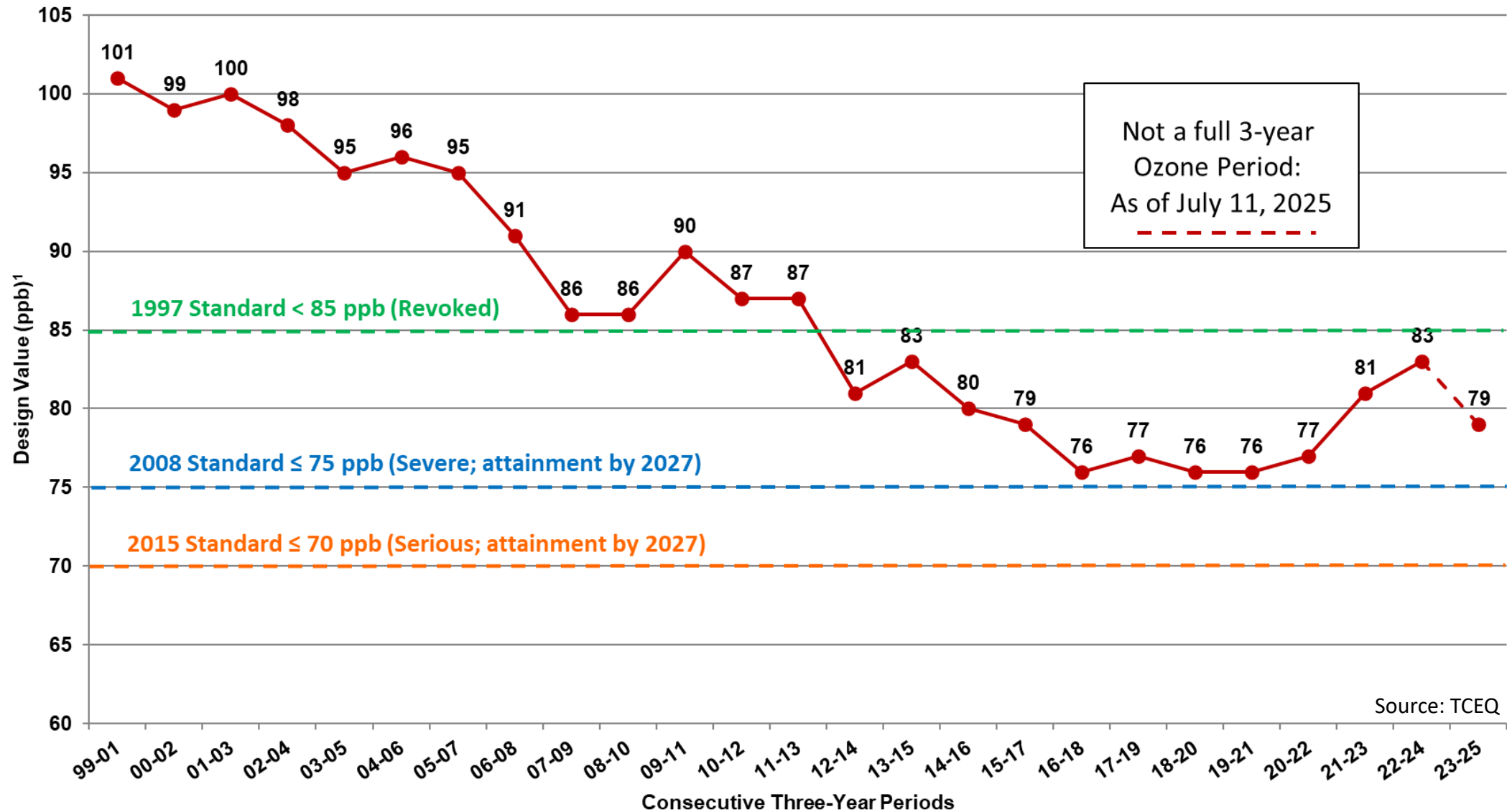


NCTCOG PRESENTATION

Air Quality Status Report

Daniela Tower/ Analisa Garcia | Air North Texas
Coalition| 7.17.2025

8-hour Ozone NAAQS Historical Trends

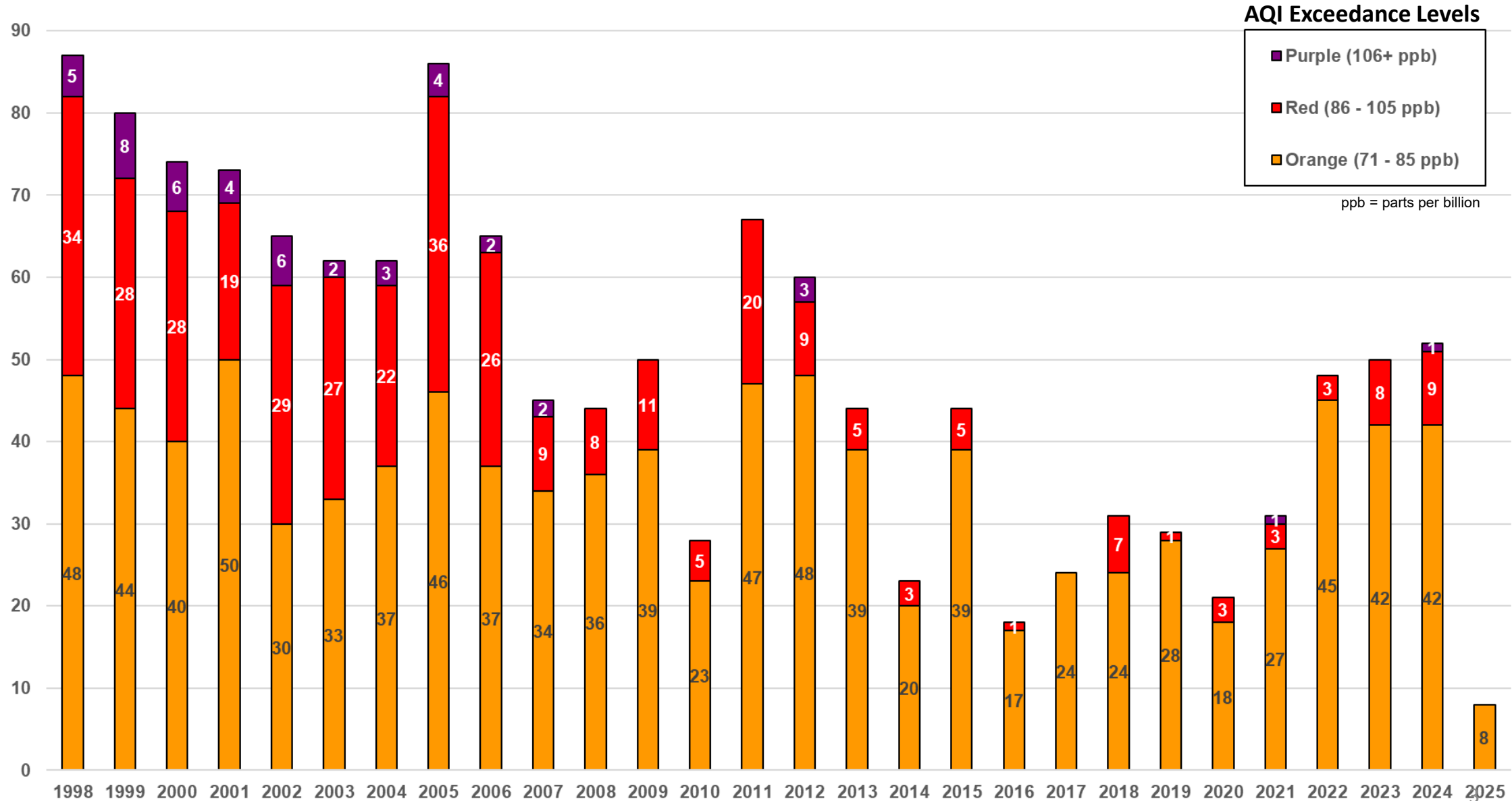


¹Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).



8-hour Ozone NAAQS Historical Trends

Based on ≤ 70 ppb – Ozone Season 2025, as of July 11, 2025

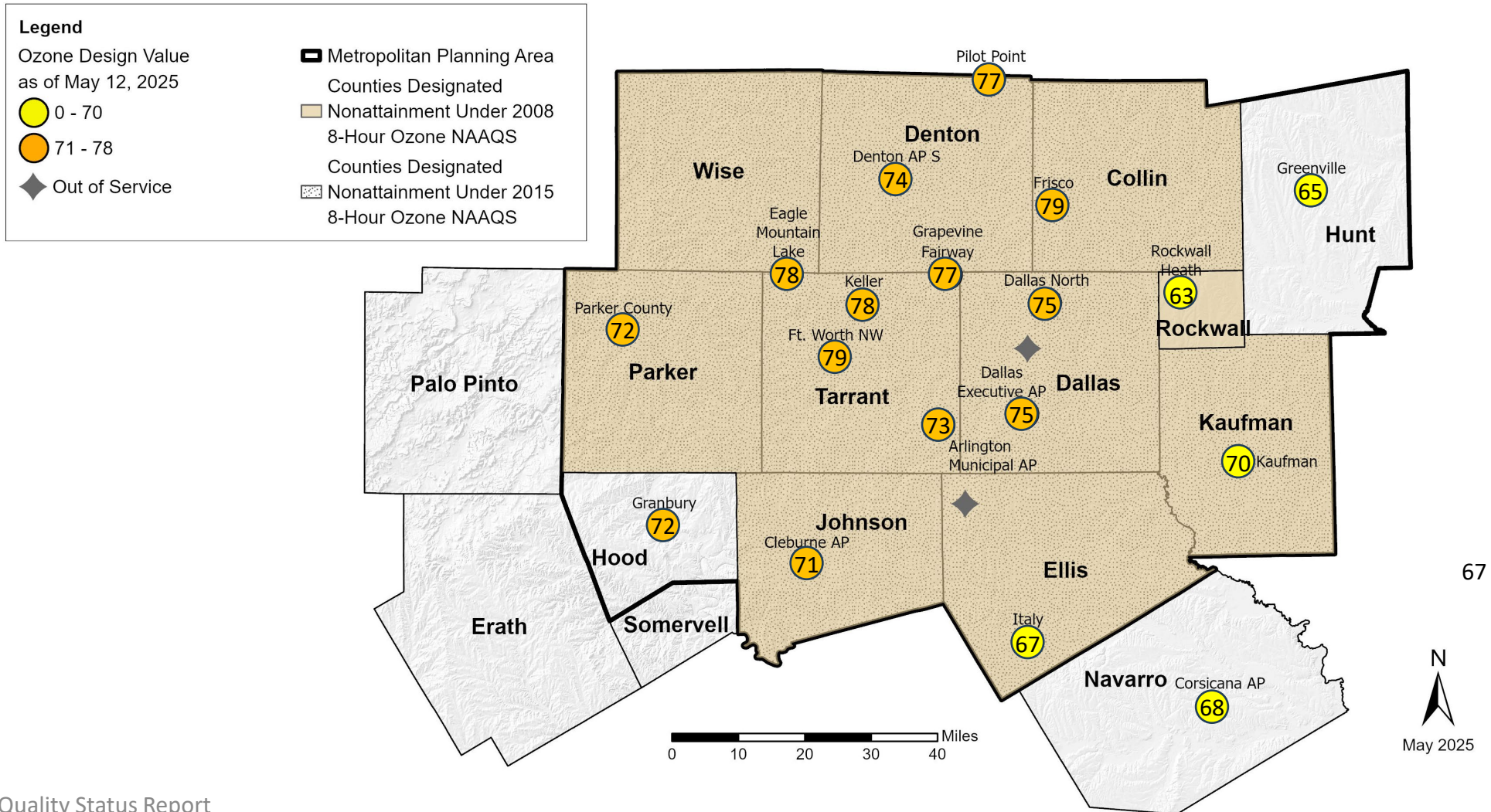


Exceedance Level indicates daily maximum eight-hour average ozone concentration.
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

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

Regular Ozone Monitoring Network – Current Design Values

As of July 11, 2025



Ozone National Ambient Air Quality Standard

Monitor Values to Reach Attainment as of July 11, 2025

Five Highest Monitors	4 th Highest 8h-Average for the Season			Current 2025 Ozone Season Design Value
	2023	2024	2025	
Fort Worth Northwest	84	85	68	79
Frisco	82	84	72	79
Keller	80	88	67	78
Eagle Mountain Lake	81	89	65	78
Pilot Point	81	83	69	77

Based on 2023 – 2025 Ozone Monitor Data

FOR MORE INFORMATION

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





NCTCOG PRESENTATION

Air Quality Health Monitoring Task Force

ANALISA GARCIA|AIR NORTH TEXAS|7.17.2025

Air Quality Health Monitoring Task Force

Objective:

To bring together a group of government representatives, health officials, academic representatives, and air quality experts to evaluate data that may indicate a need for additional air quality improvement strategies to address concerns over localized air pollution, with a focus on transportation sources.

- Started in 2019 at the request of local governments
- Paused in 2022 and restarted in 2024



Goal: One-Stop-Shop Monitoring Network



MONITORING

Facilitate creating a more localized monitoring network, bundling access to currently available data from these monitoring stations, along with resources at one website



HEALTH DATA

Collect and provide access to impersonalized health data to correlate to AQ data, to facilitate the understanding of AQ impact on public health

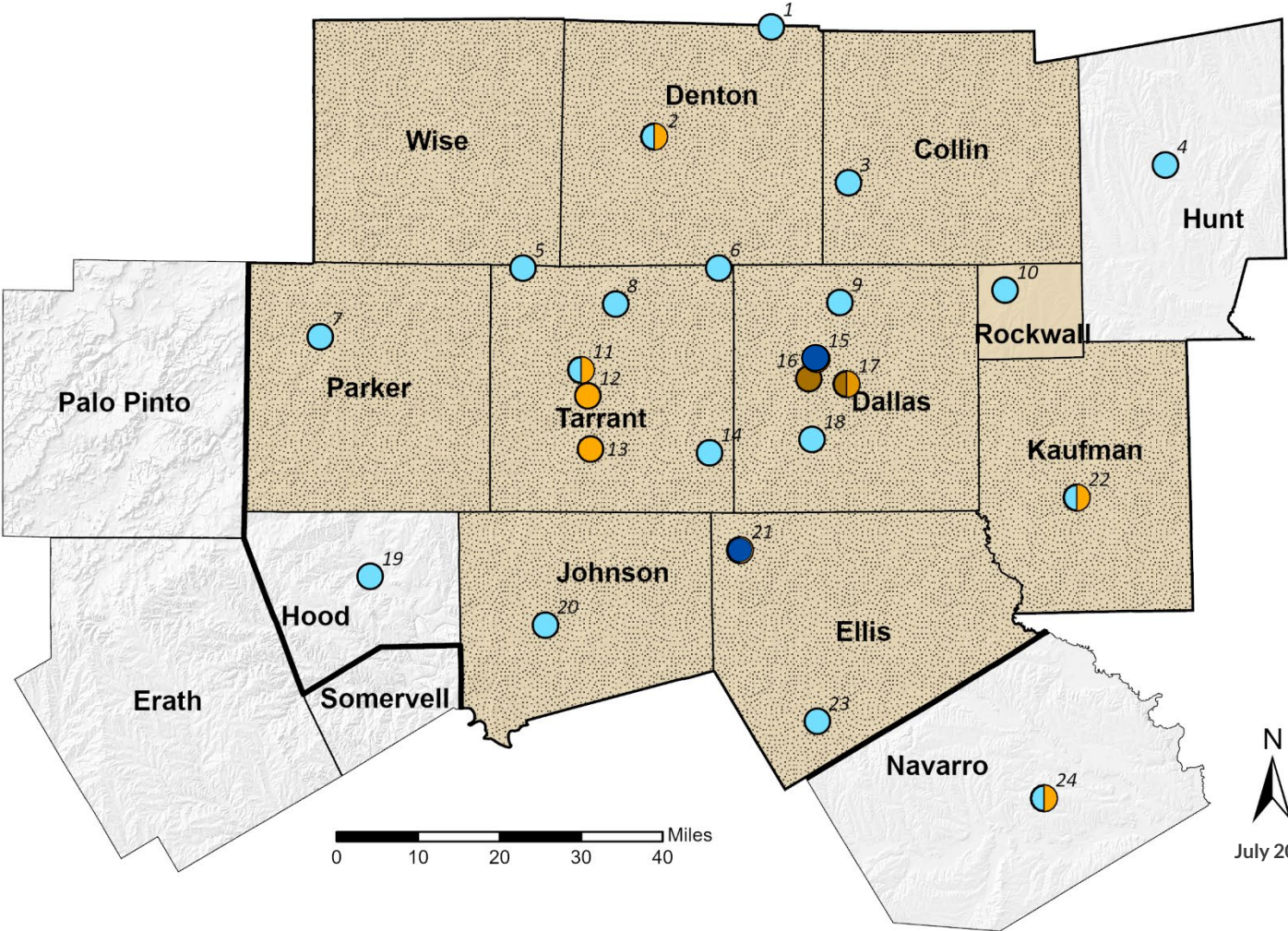
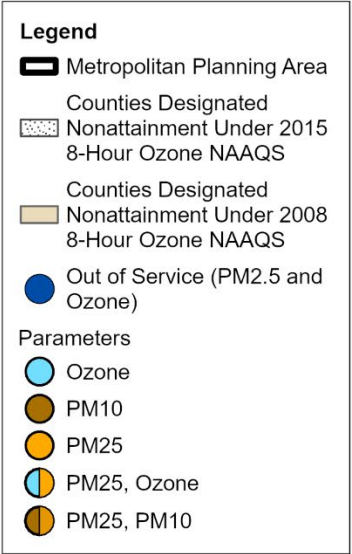


COLLABORATION

Bring all interested parties together for information exchange, create an accessible public information platform, facilitate research, and inform policies by identifying sources and mechanisms of AQ impacts



Regulatory Monitoring Network

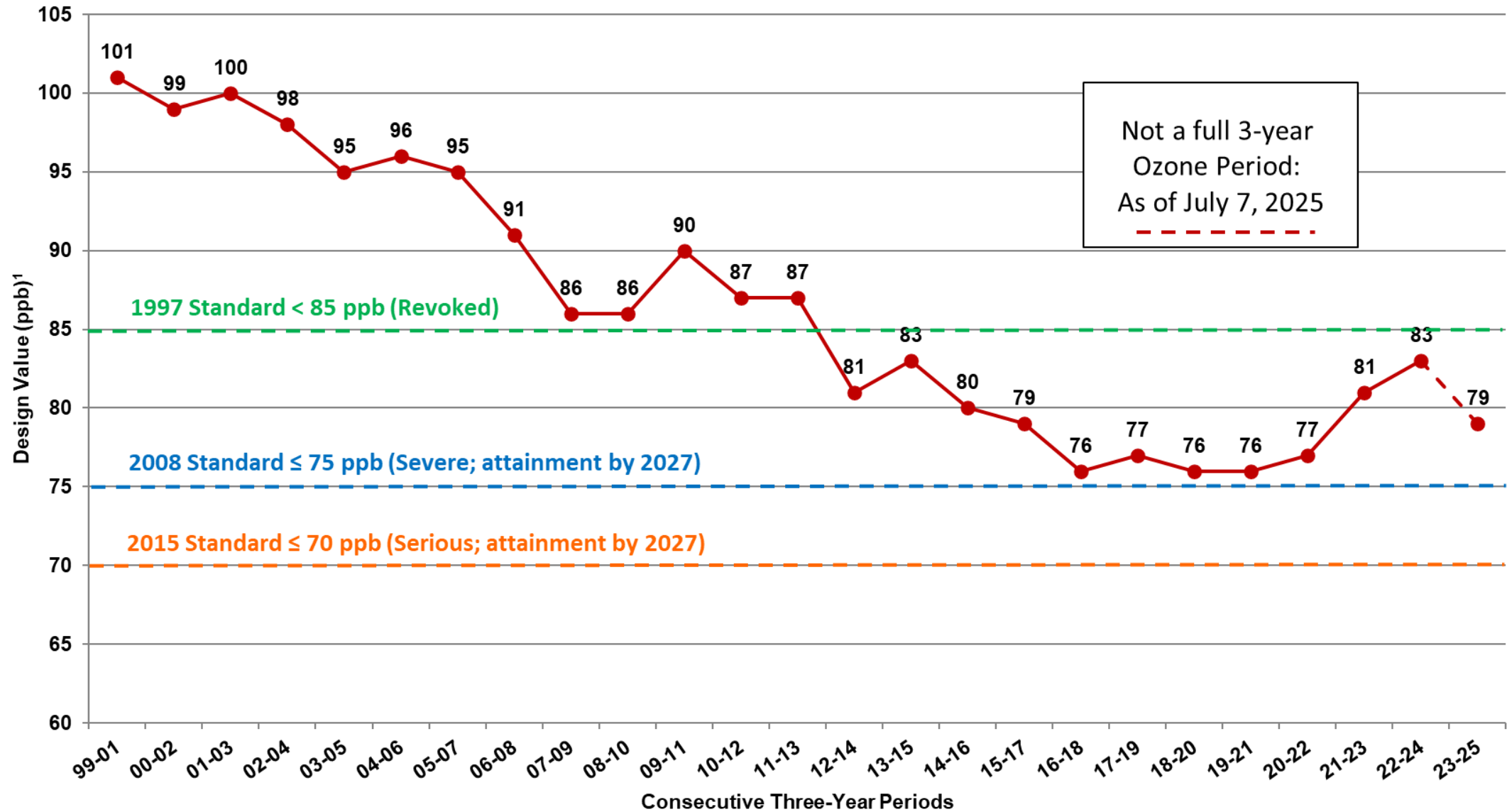


- 1. Pilot Point
- 2. Denton Airport South
- 3. Frisco
- 4. Greenville
- 5. Eagle Mountain Lake
- 6. Grapevine Fairway
- 7. Parker County
- 8. Keller
- 9. Dallas North
- 10. Rockwall Heath
- 11. Ft. Worth NW
- 12. Haws Athletic Center
- 13. California Pkwy
- 14. Arlington Municipal Airport
- 15. Dallas Hinton Street
- 16. Earhart
- 17. Convention Center
- 18. Dallas Executive Airport
- 19. Granbury
- 20. Cleburne Airport
- 21. Midlothian
- 22. Kaufman
- 23. Italy
- 24. Corsicana Airport

N
July 2025

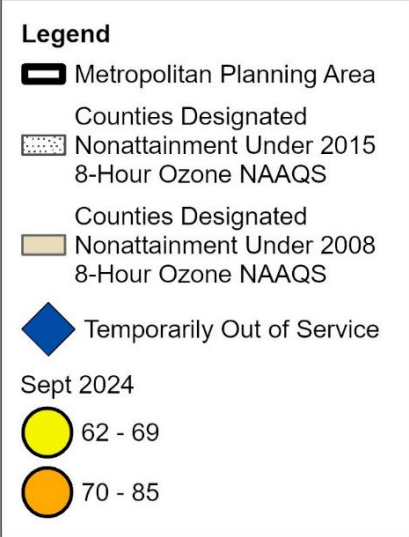


8-hour Ozone NAAQS Historical Trends

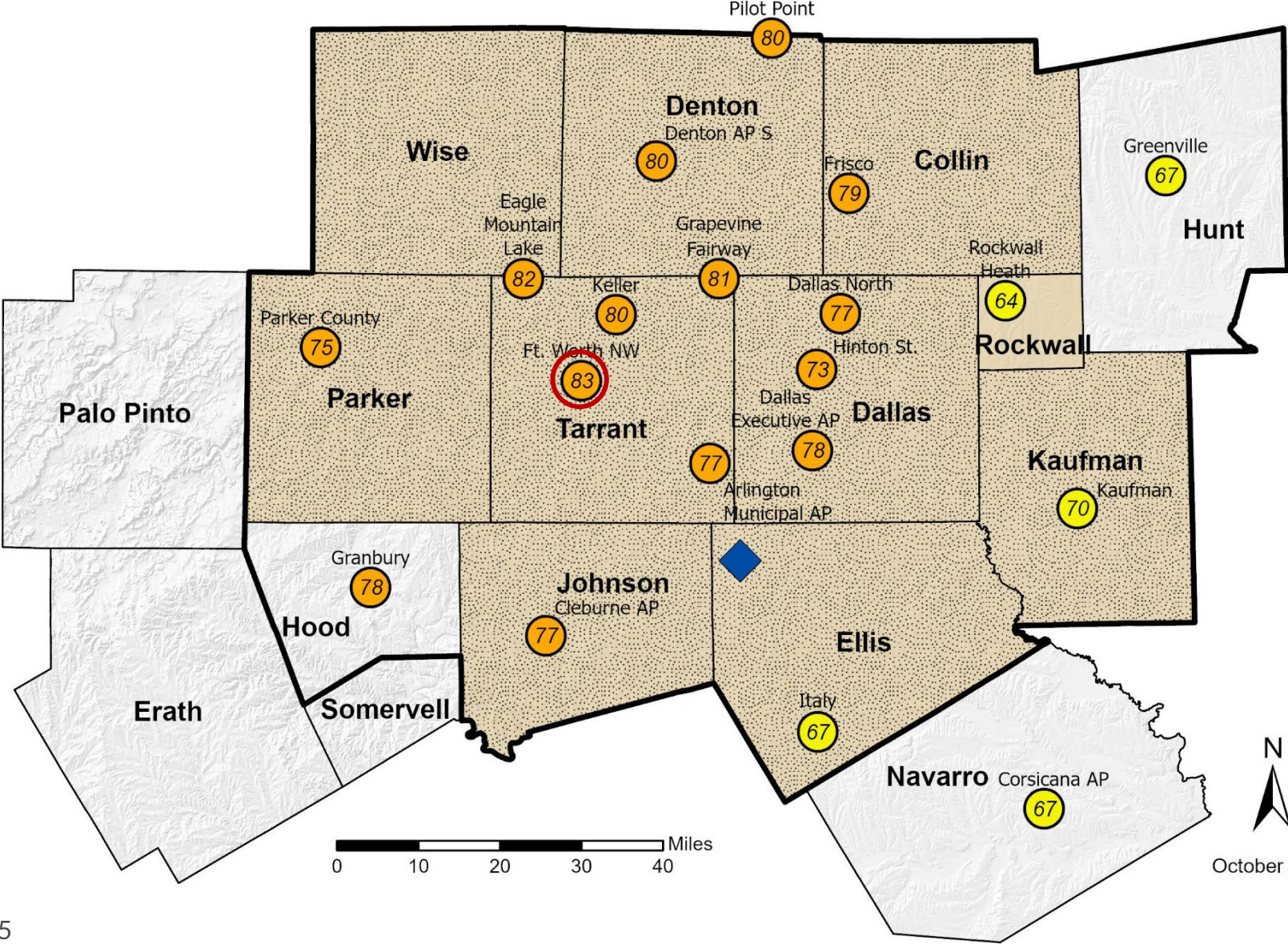


¹Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

Monitor Locations with Associated 8-Hour Design Value 2024

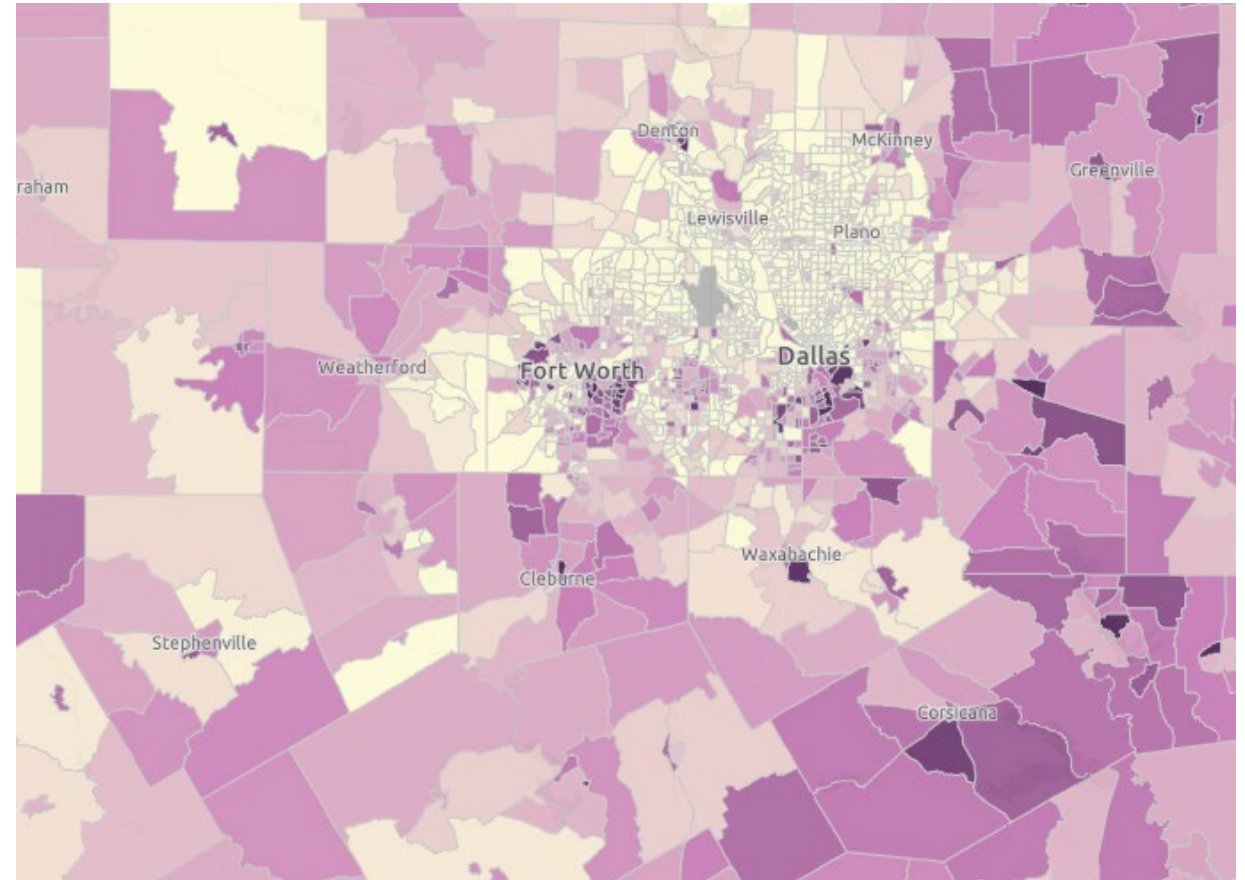
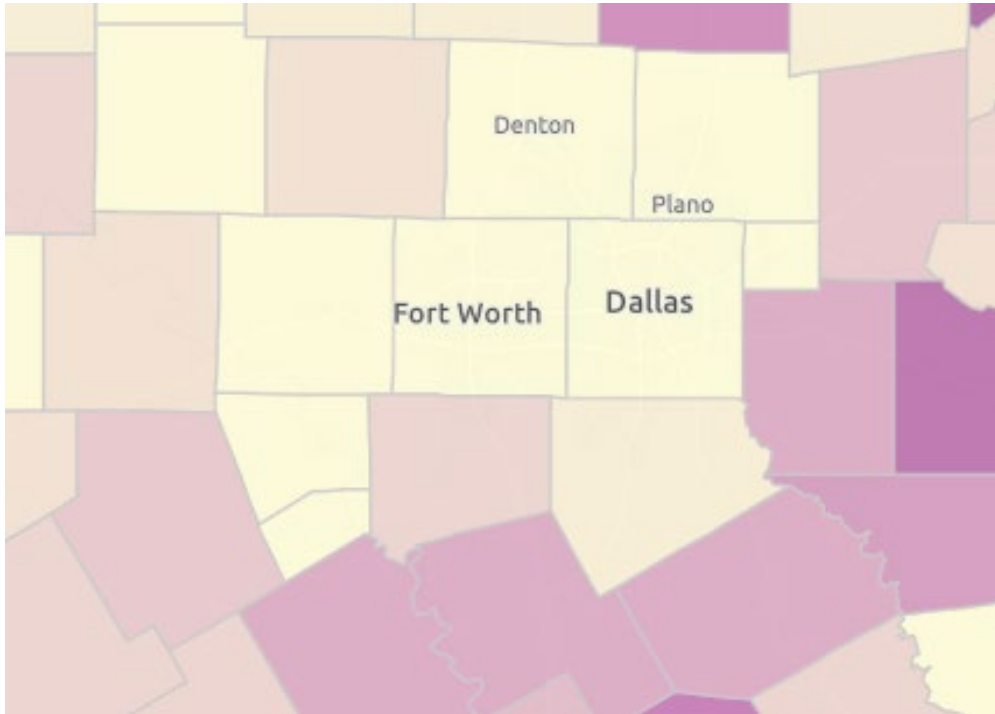


As of November 11, 2024



Health Outcomes Vary Throughout the Region

Example: Asthma



NOTE: Air quality is one of many factors that can lead to various health outcomes.



Air North Texas - July 2025

Source: Centers for Disease Control and Prevention, National Center for Chronic Disease and Health Promotion, Division of Population Health, Atlanta, GA.

Air Quality Monitoring Regional Transportation Council (RTC) Policy

RTC to actively seek funding opportunities and establish partnerships with local governments and other relevant entities to facilitate deployment of non-regulatory air quality monitors across the region.

Aim to provide valuable data for public awareness and support local and regional air quality management strategies.



Air Quality Monitoring Regional Transportation Council (RTC) Policy

Objectives:

- Enhance Air Quality Monitoring
- Increase Public Awareness and Education
- Support Research and Policy
- Facilitate Collaborative Efforts



Air Quality Health Task Force Meetings

Speakers on topics relevant to air quality, health, and establishing and maintain a local air monitoring network.

Exchanging of ideas between local stakeholders.

Progress reports from local stakeholders on their air quality monitoring and public health efforts.

Meet on a quarterly basis

Next meeting:

**Thursday, July 24, 2025, at 9:30 AM-11:30 AM
via Zoom**

Past speaker topics:

City of Dallas – D-CAMP

City of Denton – Air Quality
Monitoring Network

Environmental Defense Fund –
Climate Vulnerability Index

Texas A&M Transportation
Institute – Non-Regulatory Air
Monitors



CONTACT INFORMATION



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www.nctcog.org/trans/about/committees/aq-health-monitoring-task-force

To view past
meeting materials
and recordings



2025 CLEAN *air* ACTION DAY COMMITMENTS

2063

TOTAL
COMMITMENTS

467

TOTAL
PARTICIPANTS



172

BIKE OR WALK

178

TAKE LUNCH TO
WORK OR SUMMER
ACTIVITIES

145

COMBINE TRIPS
OR DRIVE LESS

91

REDUCE IDLING

138

MAINTAIN
CONSISTENT
DRIVING SPEED

167

CONFIRM YOU ARE UP-TO-
DATE ON REGULAR
VEHICLE MAINTENANCE,
STATE EMISSIONS, &
SAFETY INSPECTION



91

CARPPOOL OR
VANPOOL

164

BUY LOCAL OR AT
PLACES WHERE LESS
DRIVING IS REQUIRED

70

SWITCH TO
ENERGY EFFICIENT
LIGHT BULBS

84

ATTEND
MEETINGS
REMOTELY

29

TELECOMMUTE

53

ENCOURAGE SOMEONE
ELSE TO MAKE CLEAN
AIR CHOICES ON 6/6/2025



53

SIGN UP FOR
AIR POLLUTION
ALERTS

80

COMMIT TO MAKING
CLEAN AIR CHOICES
THE ENTIRE OZONE
SEASON

41

TELL A FRIEND
ABOUT AIR NORTH
TEXAS & OPTIONS
THAT HELP IMPROVE
AIR QUALITY IN THE
REGION

8

USE MASS
TRANSIT

200

PURSUE ENERGY
EFFICIENT HOME

14

REPORT SMOKING,
POLLUTING VEHICLES
(#SMOKE)

40

CONSIDER AN
ELECTRIC OR
OTHER
ALTERNATIVE
FUEL LAWN
MOWER

26

CHOOSE A CLEAN
VEHICLE OPTION IF
PURCHASING A NEW
VEHICLE

109

OTHER

69

USE A VEHICLE-
APPROVED
BIOFUEL IN
YOUR CAR

36

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

5

CREATE AN ACCOUNT &
LOG YOUR COMMUTES AT
TRYPARKIGNIT.COM





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, 2023, 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 | July 17, 2025

Air North Texas Web Analytics

Total Views

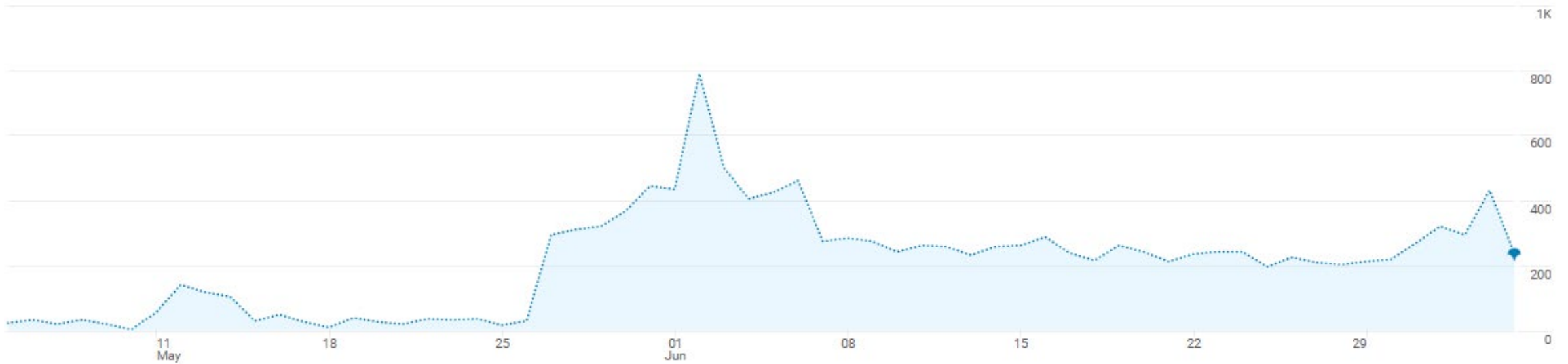
33,278

Users

12,356

Avg. engagement time per user

37s



Users by Device



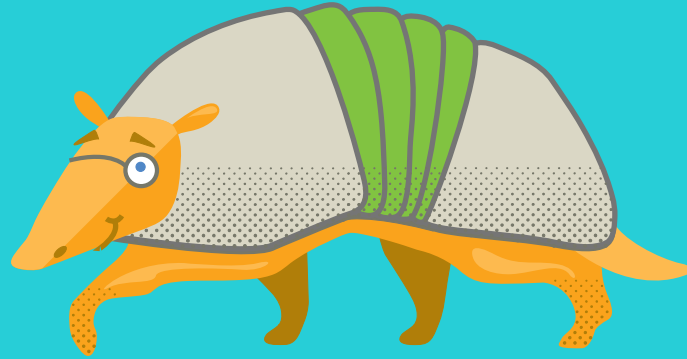
9,696
78.0%



326
2.6%

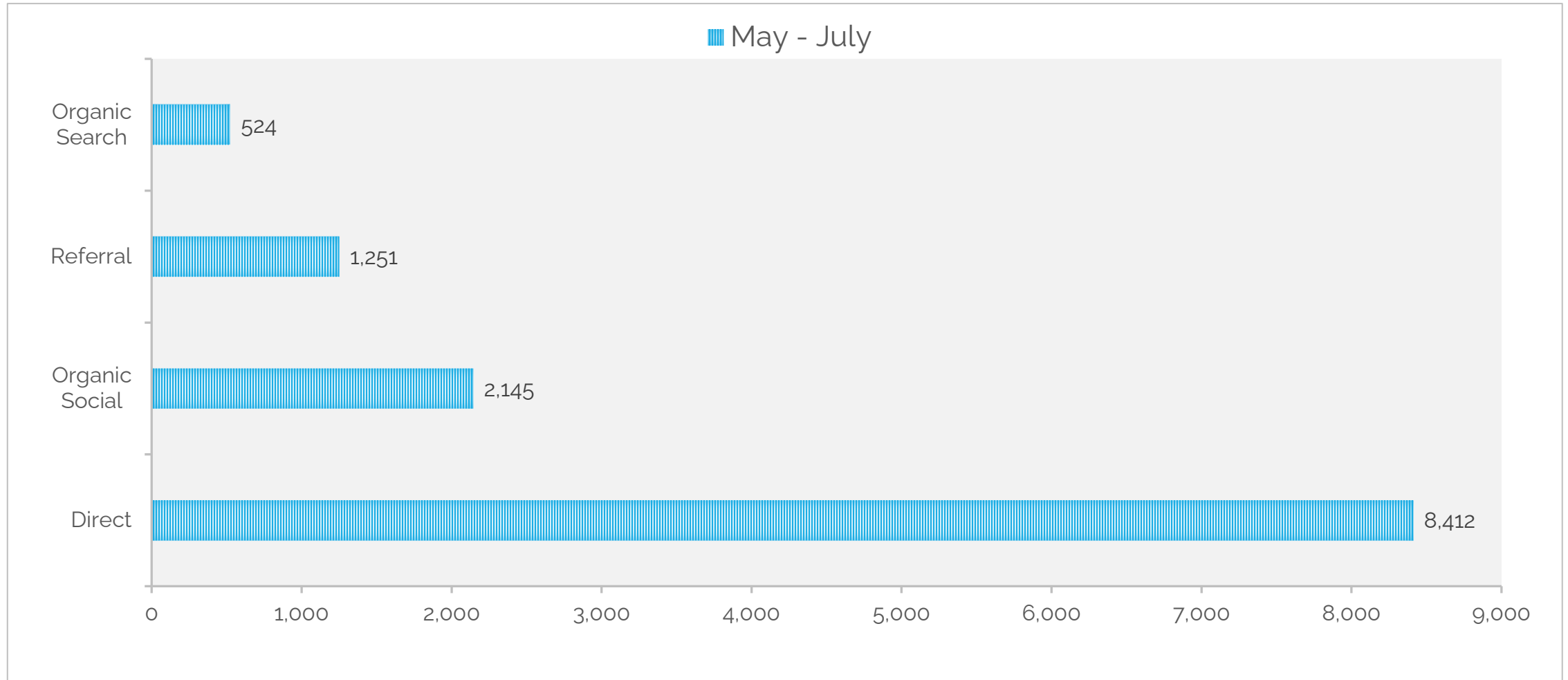


2,408
19.4%

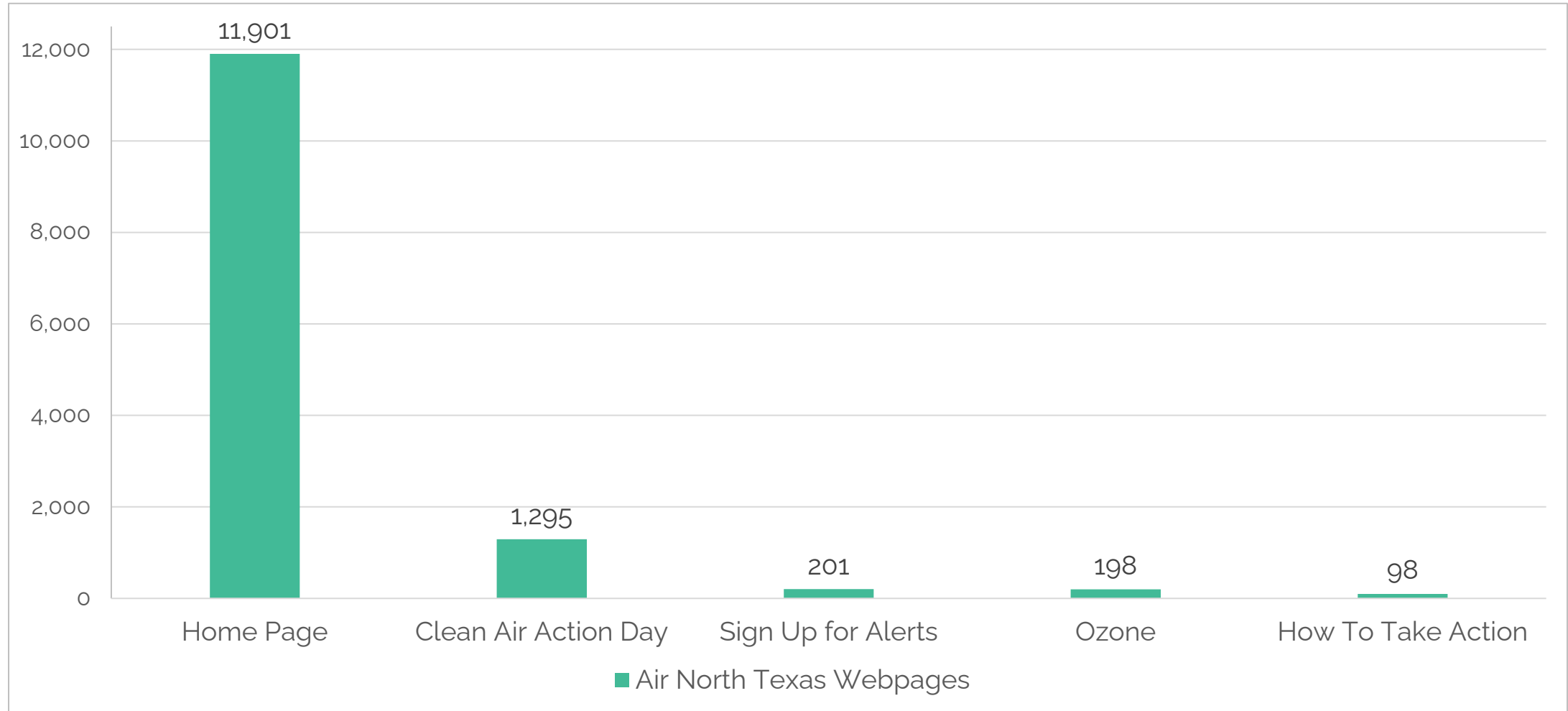


ANTx ANALYTICS

How Users Found Air North Texas



Top Pages Viewed





**AIR NORTH TEXAS
PARTNERS**



NCTCOG Transportation Department
@NCTCOGtrans · Government Organization

NCTCOG Transportation Department
May 29 · 🌐
Did you know that Air North Texas has a one-of-a-kind AirMammoth mascot whose shell changes color based on the Air Quality Index? Meet Arlo! He has asthma, so his speci... See more



NCTCOG Transportation Department
June 4 at 10:00AM · 🌐
Did you know one way you can help improve air quality is to [#shoplocal](#)? Less time driving = less air pollution! Find more tips at airnorthtexas.org/cleanairactionday and celebrate with us on Clean Air Action Day this Friday. [#CAAD2025](#)



NCTCOG Transportation Department
June 6 at 9:00AM · 🌐
Today is Clean Air Action Day! What will you do today for cleaner air? Share with us on social media by using [#CAAD2025](#).
Need ideas? Visit airnorthtexas.org/cleanairactionday.




NCTCOG Transportation Department
June 20 at 9:09AM · 🌐
Happy first day of Summer! 🌞... See more





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

 **City of Grand Prairie, TX** @gp_tx · Jun 5
Clean air action day is this Friday, June 6! Show you care by pledging one thing you will do to help keep our air clean.

Pledge by tomorrow for the chance to win a mountain bike! 🚲

Take the pledge here: forms.office.com/g/88vPYBkFam



 **City of Grand Prairie, TX** @gp_tx · Jun 10
Time's almost up to make a clean air choice and enter to win a mountain bike! 🚲
Take the pledge now: forms.office.com/g/88vPYBkFam

Simple steps you can do:
🥗 Bring lunch to work
🚲 Bike or walk
⏸ Don't idle
⛽ Pump gas morning/evening
🛒 Buy local

#AirNTX #CAAD2025



 **City of Grand Prairie, TX** @gp_tx · Jun 16
Your choices matter GP! #AirNTX #CAAD2025

Discover more ways to keep our air quality clean and sign up for air pollution alerts by visiting, ow.ly/cZIG50Wa3iG.



 **City of Grand Prairie, TX** @gp_tx · 2m
This 4th of July, remember to stay safe and opt for cleaner options! 🇺🇸
#AirNTX



ANTx NCTCOG CONTACTS

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Intern

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Air North Texas Coalition Web Page:

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

