

Air North Texas Coalition
Thursday, July 20, 2023
1:30 – 3:00 pm

Agenda

1. Introductions Whitney Vandiver, NCTCOG
2. Overview
 - a. May 18 Meeting Whitney Vandiver
3. Discussion
 - a. Air Quality Update Nick Vanhaasen, NCTCOG
 - b. Progress Reports due September 22 Whitney Vandiver
 - c. Administrative Announcements/Reminders Whitney Vandiver
 - i. Clean Air Action Day Results
 - ii. Clean Air Corner
 - iii. Outreach Items
 - iv. Advertising
 - d. Website Quantification/Social Media Report Alissa Soto, NCTCOG
 - e. Outreach Events Jackie Castillo, NCTCOG
4. Other/Member Updates Whitney Vandiver
5. Additional Items Whitney Vandiver
 - a. **Next Meeting Information:**
Thursday, September 21, 1:30 PM
Microsoft Teams Conference Call
1 903-508-4574
Phone Conference ID: 745 161 256#



Air Quality Update

Air North Texas Coalition

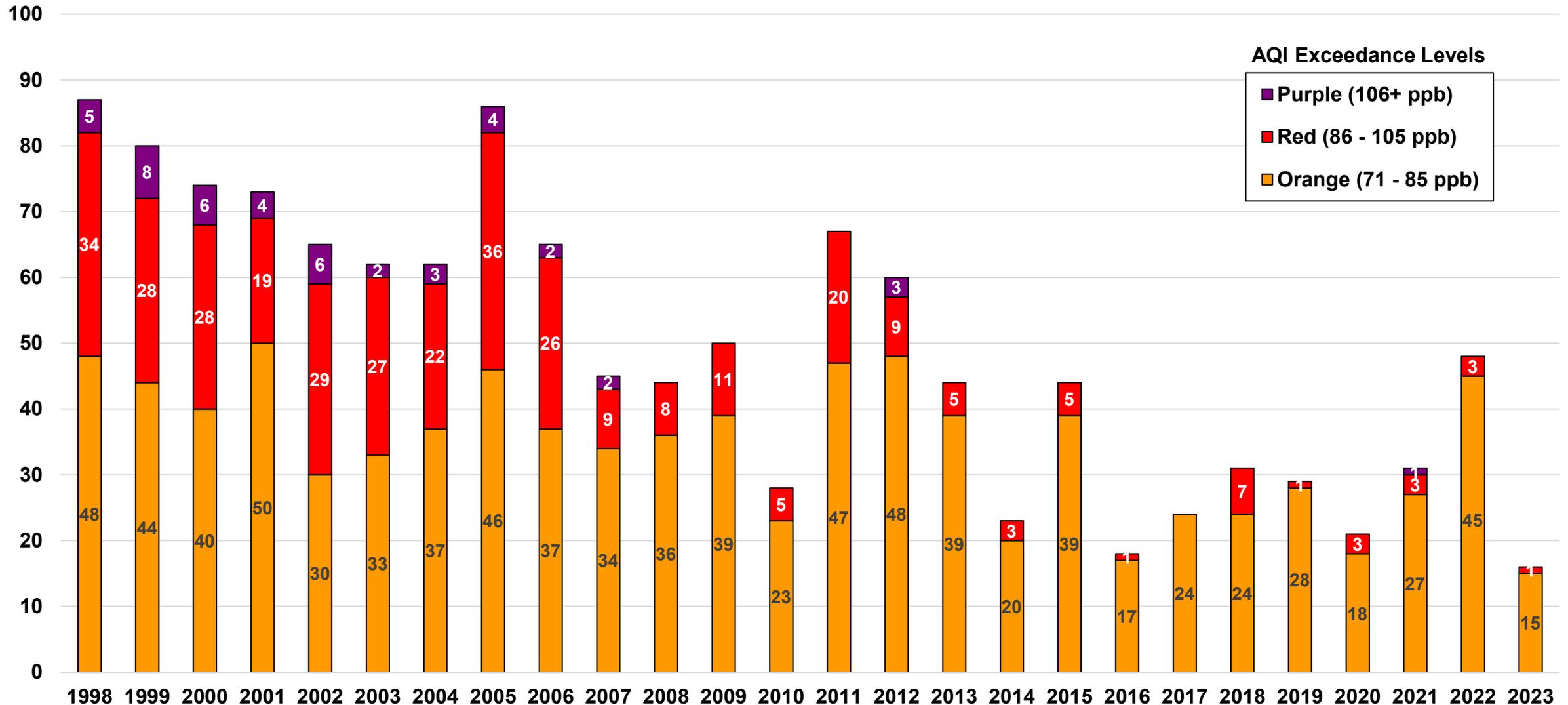
July 20, 2023
Nick Van Haasen



North Central Texas
Council of Governments

8-HOUR OZONE NAAQS HISTORICAL TRENDS

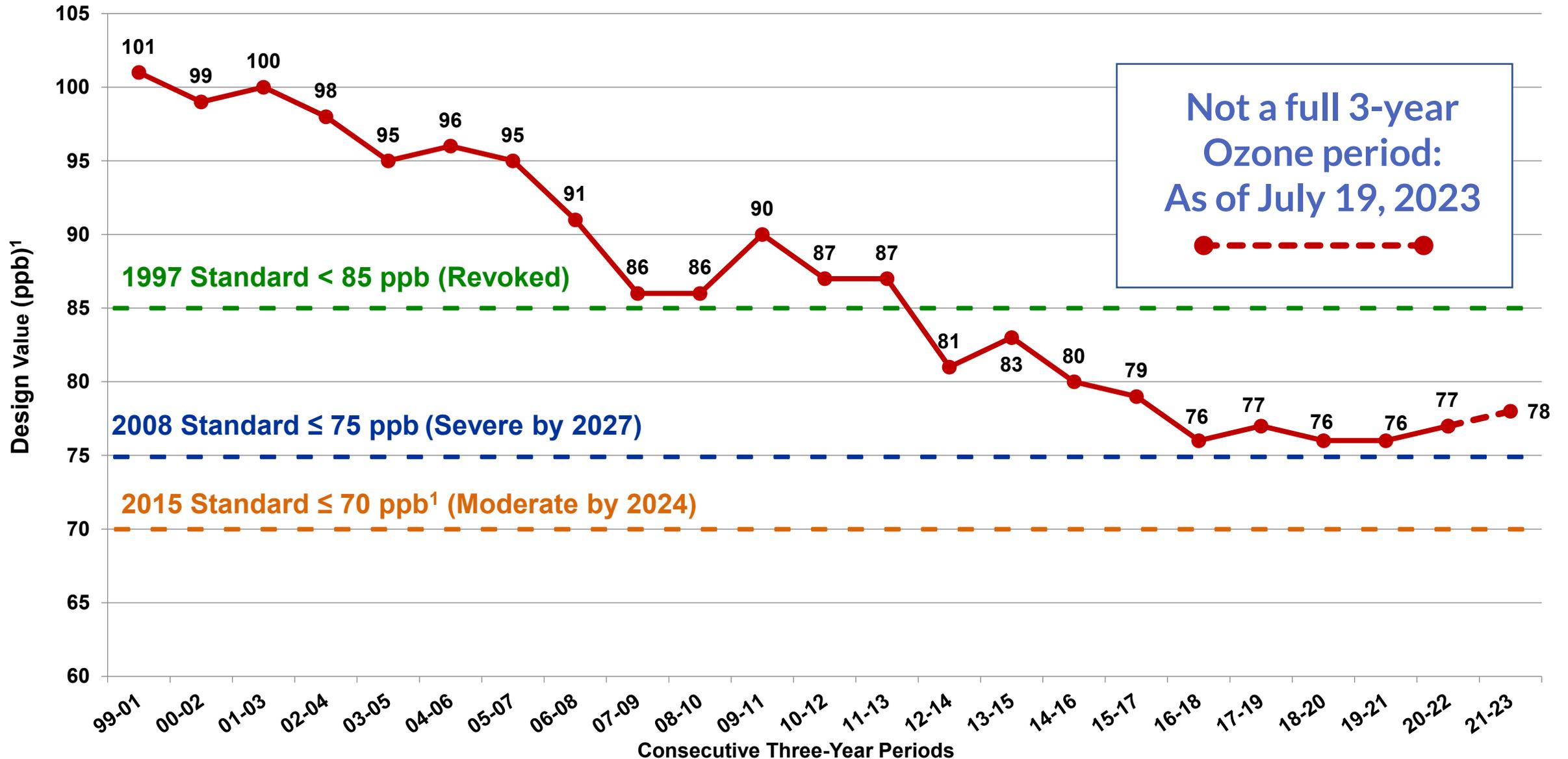
Based on ≤ 70 ppb (As of July 19, 2023)



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

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).

REGULATORY OZONE MONITOR LOCATIONS WITH DESIGN VALUE

As of July 19, 2023

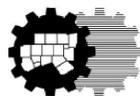
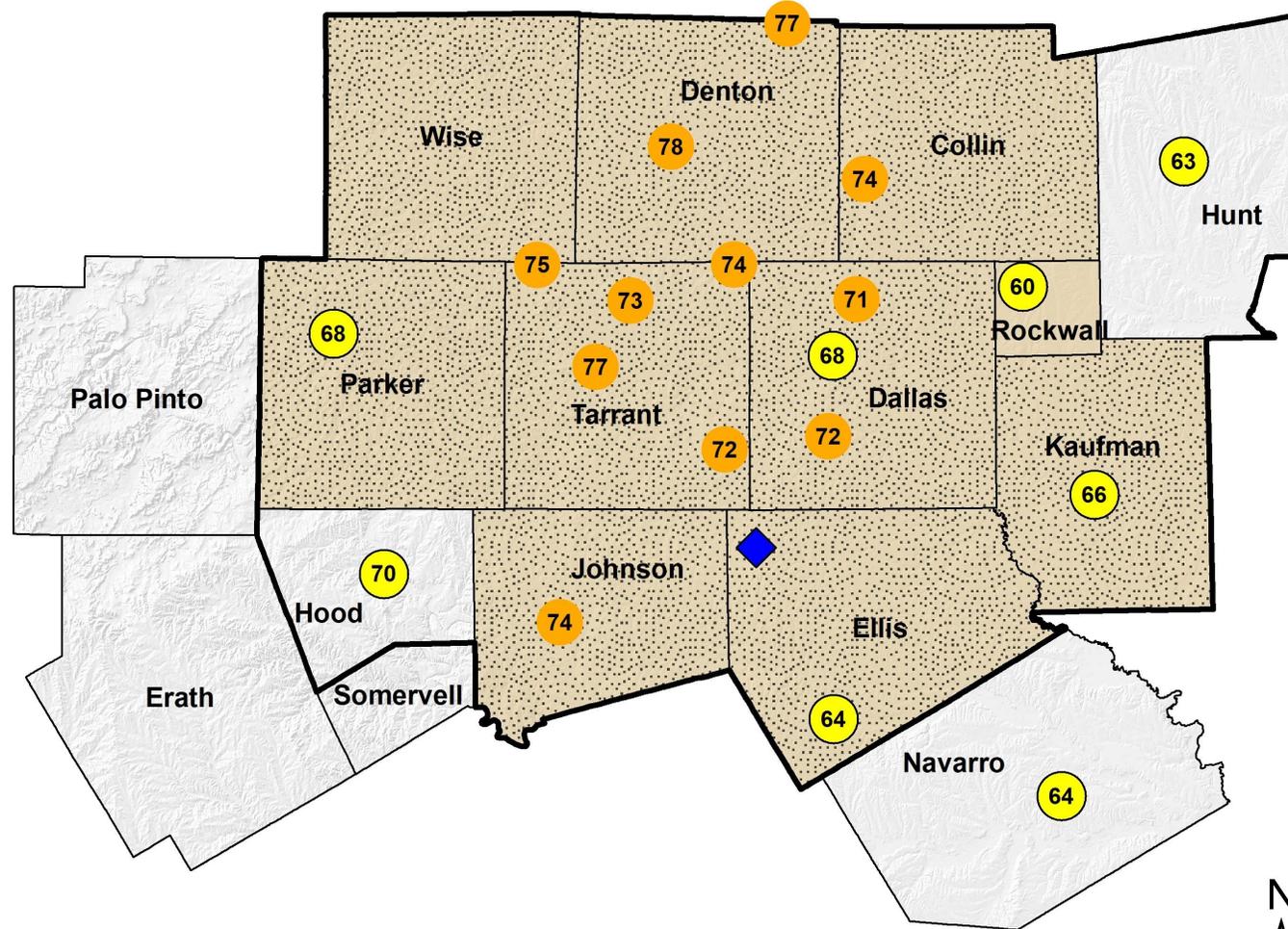
Legend

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

2021 - 2023 Design Value (ppb)

-  Ozone Monitoring Sites: 56-70 ppb
-  Ozone Monitoring Sites: 71-85 ppb
-  Temporarily Out of Service

Colors represent Air Quality Index Breakpoints



North Central Texas Council of Governments



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>

OVERVIEW OF RIDER 7

Funding Agency: Texas Commission on Environmental Quality (TCEQ)

- Environmental Agency for the State of Texas
- Responsible for Air Quality, Land, and Water Planning and Compliance

Goal of Rider 7:

- Reduce Ozone in Areas Not Designated as Nonattainment Areas

<https://www.tceq.texas.gov/>

NCTCOG RIDER 7 GRANT PROJECT

Project:

- Conduct a Monitoring Project in both Hunt and Hood Counties

Goals:

- Support State Implementation Plan by assisting future ozone forecasting and need for modeling exercises
- Isolate need for air quality efforts by helping understand area boundaries, need for control strategies, and importance of air monitoring network design
- Understand influence of emissions from outside sources on attaining counties
- Maintain the NAAQS in Hunt and Hood Counties

MONITORING 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

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

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

FOR MORE INFORMATION

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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.

2023

3384

TOTAL COMMITMENTS

CLEAN AIR ACTION DAY COMMITMENTS

942

TOTAL PARTICIPANTS



TAKE LUNCH TO WORK OR SUMMER ACTIVITIES

387 Commitments



BIKE OR WALK

342 Commitments



MAINTAIN CONSISTENT DRIVING SPEED

307 Commitments



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

320 Commitments



REPORT SMOKING, POLLUTING VEHICLES

15 Commitments



CONSIDER AN ELECTRIC OR OTHER ALTERNATIVE FUEL LAWN MOWER

65 Commitments



SIGN UP FOR AIR POLLUTION ALERTS

50 Commitments



COMBINE TRIPS OR DRIVE LESS

317 Commitments



SWITCH TO ENERGY EFFICIENT LIGHT BULBS

265 Commitments



REDUCE IDLING

304 Commitments



PURSUE ENERGY EFFICIENT HOME IMPROVEMENT PROJECTS

63 Commitments



CHOOSE A CLEAN VEHICLE OPTION IF PURCHASING A NEW VEHICLE

11 Commitments



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

41 Commitments



COMMIT TO MAKING CLEAN AIR CHOICES THE ENTIRE OZONE SEASON

34 Commitments



ENCOURAGE SOMEONE ELSE TO MAKE CLEAN AIR CHOICES ON 6/2/2023

61 Commitments



CARPOOL OR VANPOOL

170 Commitments



BUY LOCAL OR AT PLACES WHERE LESS DRIVING IS REQUIRED

293 Commitments



ATTEND MEETINGS REMOTELY

161 Commitments



TELECOMMUTE

63 Commitments



USE MASS TRANSIT

12 Commitments



CREATE AN ACCOUNT AND LOG YOUR COMMUTES AT TRYPARKIGNIT.COM

6 Commitments



USE A VEHICLE-APPROVED BIOFUEL IN YOUR CAR

31 Commitments



OTHER

66 Commitments

Advertisement

NCTCOG



YOUR CHOICES MATTER



SIGN UP FOR AIR QUALITY ALERTS AT AIRNORTHTEXAS.ORG

Learn more

0:00

-0:21





CINEMARK

CINEMARK

VOLTA

FREE TO CHARGE



YOUR CHOICES MATTER

SIGN UP FOR AIR QUALITY ALERTS AT AIRNORTHTEXAS.ORG





AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | July 20, 2023

Air North Texas Web Analytics

Visits	11,055	Increased	By 802% compared to previous period (Mar 4 - May 4, 2023)
Avg. Time	03:15	Decreased	By 51% compared to previous period (Mar 4 - May 4, 2023)
Pageviews	19,737	Increased	By 79% compared to previous period (Mar 4 - May 4, 2023)
New Visits	10,909	Increased	By 99% compared to previous period (Mar 4 - May 4, 2023)

Visits by Device



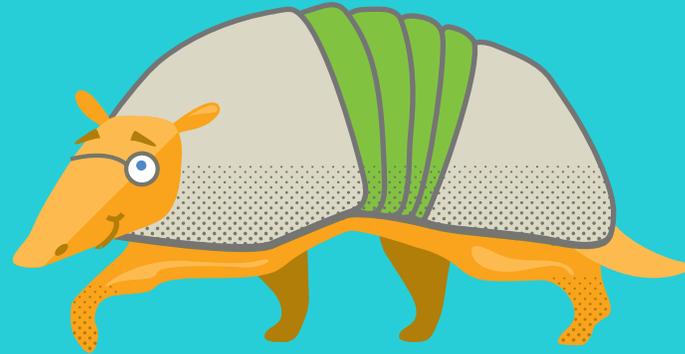
10,833



280

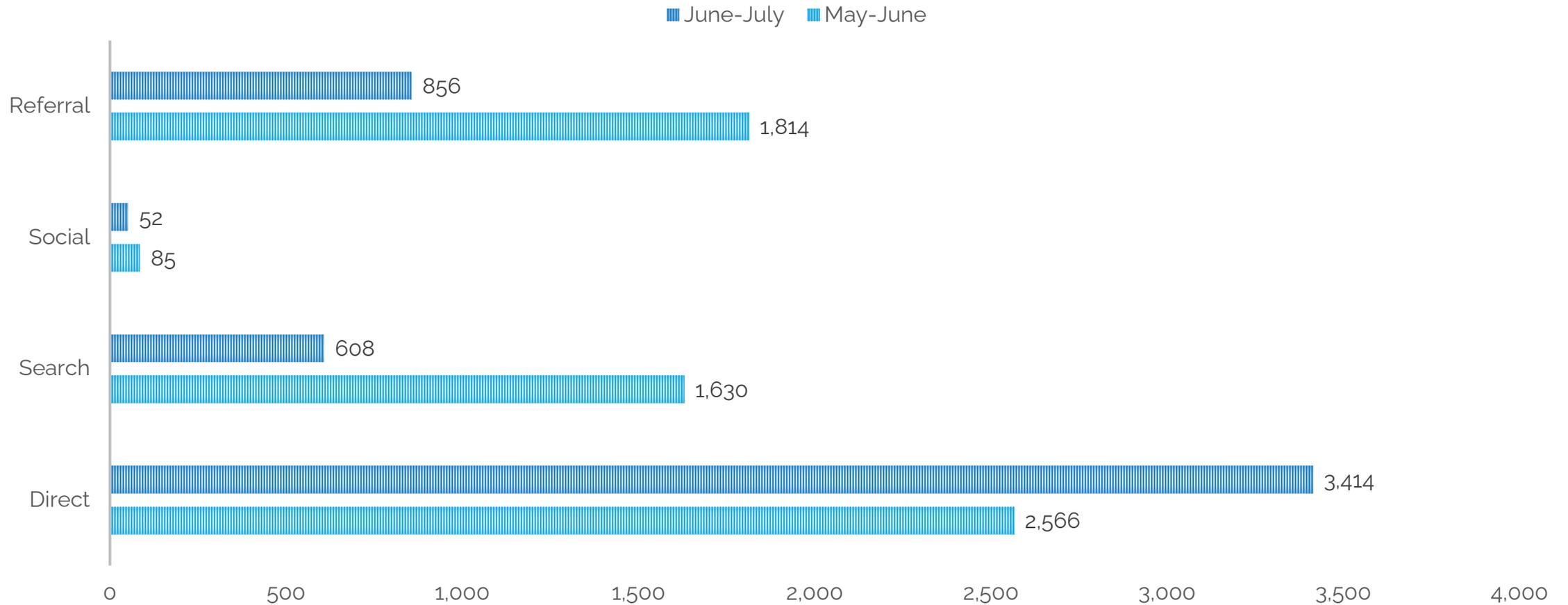


2,221

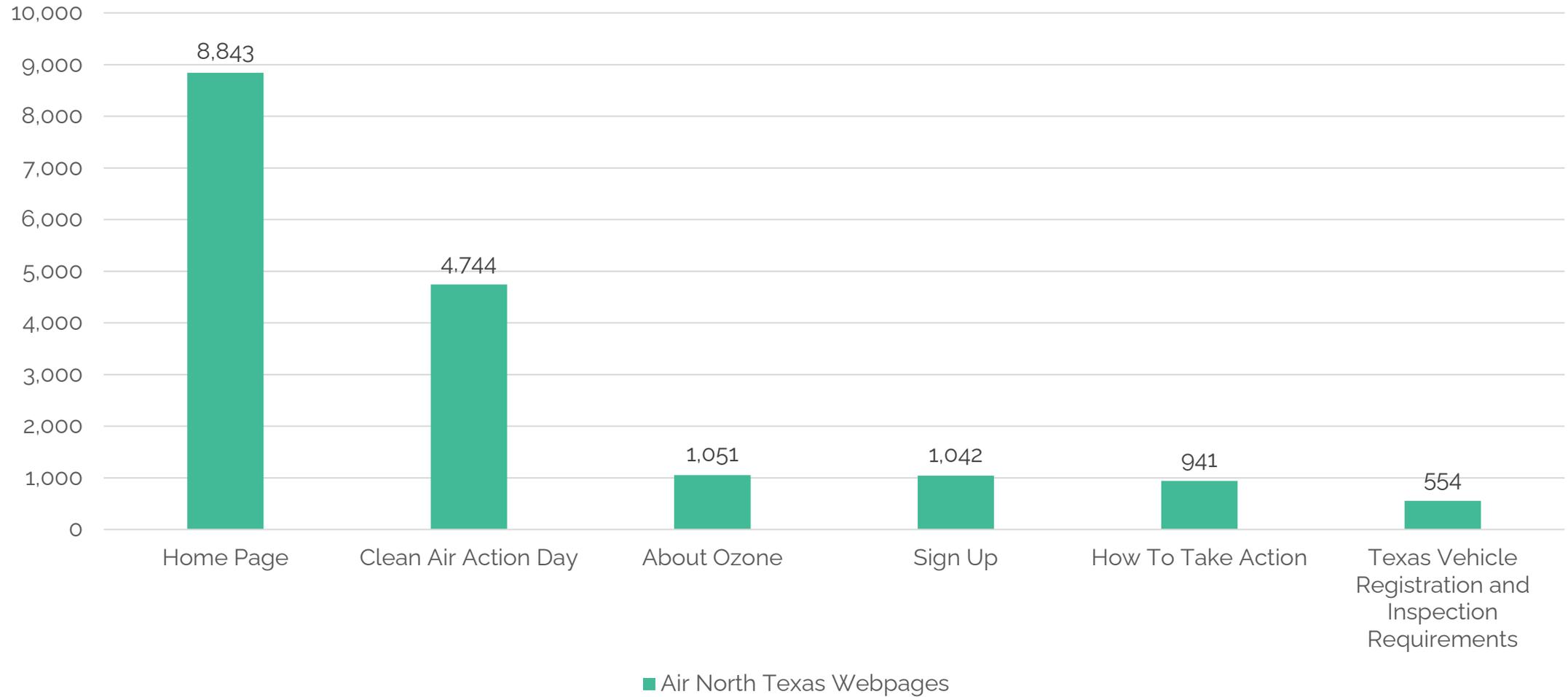


ANTx ANALYTICS

How Visitors Found Air North Texas

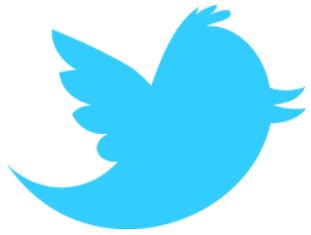


Top Pages Viewed





AIR NORTH TEXAS
PARTNERS



City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie, TX @gp_tx · Jul 4
Arlo Tip: Help improve air quality today by carpooling to see fireworks! To learn more, visit airnorthtexas.org #AirNTX



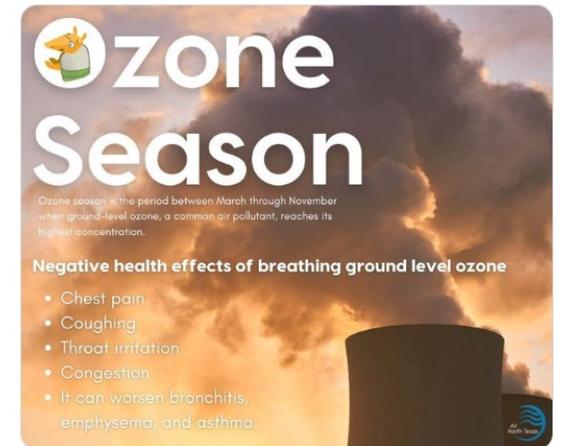
City of Grand Prairie, TX @gp_tx · May 24
Join us for Clean Air Action Day on Friday, June 2, 2023! We invite you to do at least one thing to help improve air quality on Clean Air Action Day. To submit your Clean Air Action Day Pledge, visit airnorthtexas.org/cleanairaction... #AirNTX #CAAD2023



City of Grand Prairie, TX @gp_tx · May 26
Keeping your tire properly is an important step to help improve air quality. By ensuring your tires are properly inflated, you are reducing the emissions released into the air. To learn more, visit airnorthtexas.org #AirNTX



City of Grand Prairie, TX @gp_tx · Jun 15
Here are a few of the negative health effects of breathing ground-level ozone. airnorthtexas.org/cleanairaction... #AirNTX





NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOGTransportation @NCTCOGtrans · May 5
 Replying to @NCTCOGtrans
 Clean Air Action Day, coming soon on June 2, is another great way to get involved with helping the environment. Learn more about it here: airnorthtexas.org/cleanairaction...

#AQAW2023 #AirNTX #CAAD2023

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 ...

NCTCOGTransportation @NCTCOGtrans · May 5
 Here is the air quality forecast for this weekend:

Saturday, May 6: Good (green)
 Sunday, May 7: Good (green)
 Monday, May 8: Good (green)

Sign up for Air Pollution Alerts and learn more at AirNorthTexas.org

#airquality #dfw #airmtx



NCTCOGTransportation @NCTCOGtrans · May 12
 Here is the air quality forecast for this weekend:

Saturday, May 13: Good (green)
 Sunday, May 14: Good (green)
 Monday, May 15: Ozone (yellow)

Sign up for Air Pollution Alerts and learn more at AirNorthTexas.org

#airquality #dfw #airmtx



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

Thursday, July 20	Grand Prairie's Cyclin' with the Mayor: Back the Blue Grand Prairie, 5:30 pm – 7:30 pm Informational Booth Target Audience: Grand Prairie Residents and Bike Enthusiasts Program Areas: Air North Texas, Look Out Texans
Friday, August 4	Dallas Mayor's Back to School Fair Fair Park, 8 am – 2 pm Informational Booth Target Audience: Dallas Students and Families Program Areas: Air North Texas, Look Out Texans, Regional Smoking Vehicle Program (RSVP), DFW Clean Cities (DFWCC), Try Parking It, Drive Aware North Texas

For additional information or for future outreach opportunities, please contact:
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