

Air North Texas Coalition
Thursday, November 17, 2022
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. September 15 Meeting Kimberlin To
3. Discussion
 - a. Car Care Awareness Anthony Moffa, NCTCOG
 - b. Air Quality Update Nick Van Haasen, NCTCOG
 - c. Air North Texas Partner Awards Kimberlin To
 - d. Administrative Announcements/Reminders Kimberlin To
 - i. Clean Air Corner
 - ii. New Outreach Items
 - e. Website Quantification/Social Media Report Kenny Bergstrom, NCTCOG
 - f. Outreach Events Jackie Castillo, NCTCOG
 - g. 2023 Schedule Kimberlin To
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, January 19, 1:30 PM
Call in number: TBD
Conference ID: TBD





Car Care Awareness

AIR NORTH TEXAS COALITION
NOVEMBER 17, 2022

ANTHONY MOFFA
AIR QUALITY PLANNER

Car Care Awareness

Program Goal

Advance air quality benefits for the region

Inform vehicle owners and general public about proper vehicle maintenance

Educate about check engine light importance and meaning

Build stronger community relations

Aligning nationally with the April and October Car Care Awareness month



Car Care Awareness

Program History

Program began as clinics, hosted at partnered Recognized Emissions Repair Facilities

Clinics focused on the organization's message of air quality through education

Provided vehicle owners an opportunity to speak with qualified technicians about their check engine light and other vehicle concerns

Focus shifted to electronic outreach in 2020-2021 due to COVID-19 pandemic



Car Care Awareness

Current Efforts

Partnering with nonprofit organizations and vehicle repair shops to provide focused outreach

- *See website for upcoming event(s)*
- *Contact staff if interested in an event in your area*
- *Seeking participation from automotive parts retailers and repair shops as discount providers*

Providing Car Care Awareness digital toolkits and educational materials to local governments and organizations upon request

Updating Car Care Awareness website with vehicle maintenance tips and online education materials for download



North Texas Car Care Awareness



www.ntxcarcare.org

CONTACT US

Please contact and let us know if you have a particular organization or automotive repair shop representative for future Car Care Awareness coordination



Anthony Moffa
Air Quality Planner
(817) 695-9281
amoffa@nctcog.org



Jason Brown
Principal Air Quality Planner
(817) 704-2514
jbrown@nctcog.org



Chris Klaus
Senior Program Manager
(817) 695-9286
cklaus@nctcog.org



Air Quality Update

Air North Texas Coalition

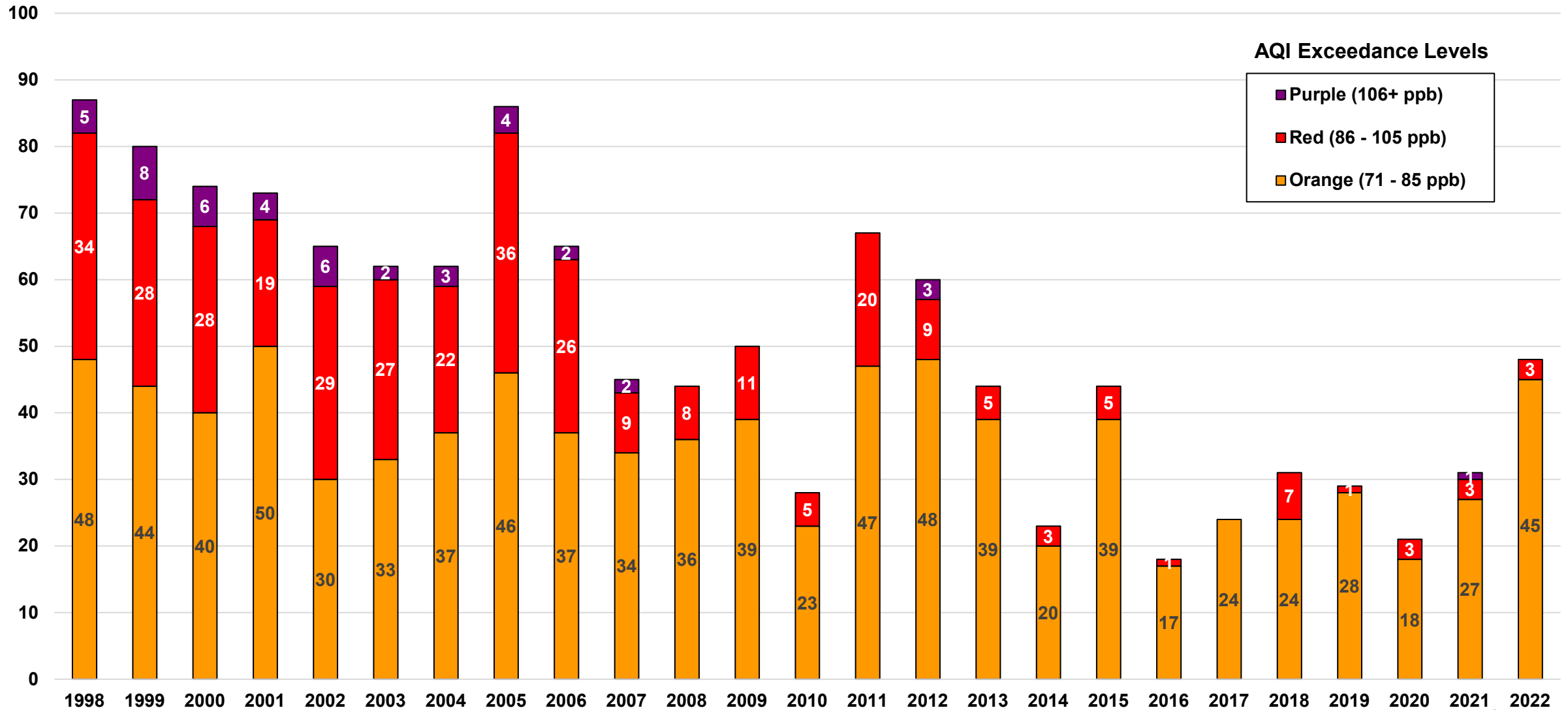
November 17, 2022
Nick Van Haasen



North Central Texas
Council of Governments

8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on ≤ 70 ppb (As of November 10, 2022)

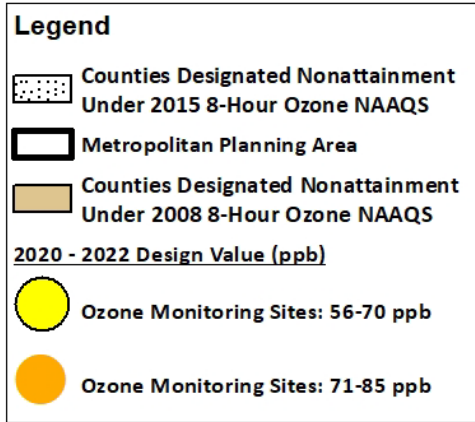


Exceedance Level indicates daily maximum eight-hour average ozone concentration.
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

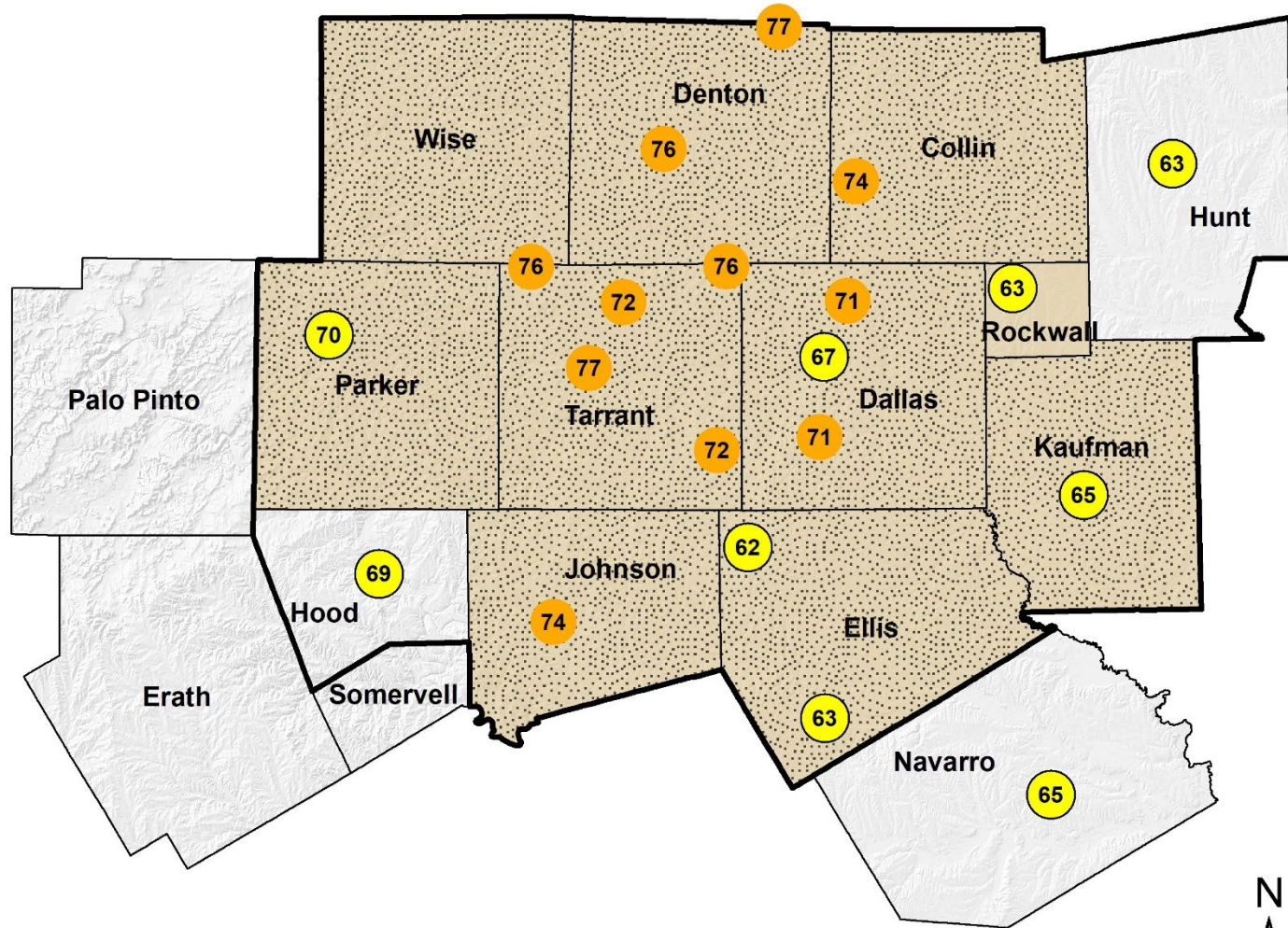
Source: TCEQ, http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl
ppb = parts per billion

Regulatory Ozone Monitor Locations with Design Value

As of November 10, 2022

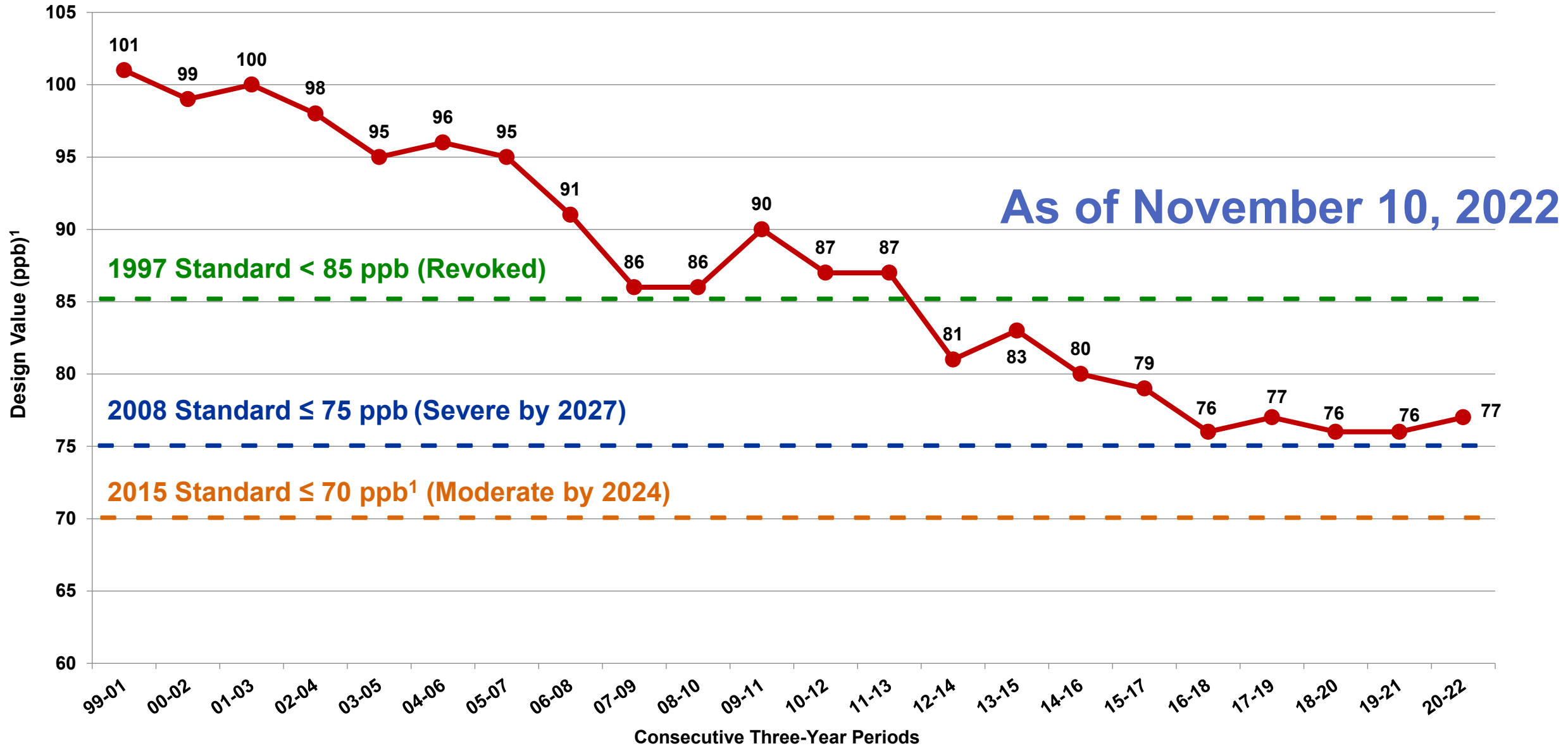


Colors represent Air Quality Index Breakpoints



November 2022

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).

For More Information

Chris Klaus
Senior Program Manager
(817) 695-9286
CKlaus@nctcog.org

Jenny Narvaez
Program Manager
(817) 608-2342
JNarvaez@nctcog.org

Vivek Thimmavajjhala
Transportation System Modeler
(817) 704-2504
VThimmavajjhala@nctcog.org

Nick Van Haasen
Air Quality Planner
(817) 608-2335
NVanhaasen@nctcog.org

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



***AIR NORTH TEXAS
PARTNERS AWARDS***

***THE AWARD FOR OUTSTANDING ACHIEVEMENT
IN INITIATIVE IS AWARDED TO
CITY OF DALLAS***





2022 Outstanding Achievement In Initiative

AWARDED TO

City of Dallas

FOR EXCEPTIONAL SUPPORT OF AIR NORTH TEXAS



North Central Texas
Council of Governments

***THE AWARD FOR OUTSTANDING ACHIEVEMENT
IN ADVERTISING IS AWARDED TO
CITY OF IRVING***





2022 Outstanding Achievement In Advertising

AWARDED TO

City of Irving

FOR EXCEPTIONAL SUPPORT OF AIR NORTH TEXAS



North Central Texas
Council of Governments

***THE AWARD FOR OUTSTANDING ACHIEVEMENT
IN OUTREACH IS AWARDED TO
CITY OF DENTON***





2022 Outstanding Achievement In Outreach

AWARDED TO

City of Denton

FOR EXCEPTIONAL SUPPORT OF AIR NORTH TEXAS



North Central Texas
Council of Governments

THE ARLO AMBASSADOR AWARD GOES TO CITY OF DENTON





2022 Arlo Ambassador

AWARDED TO

City of Denton

FOR EXCEPTIONAL SUPPORT OF AIR NORTH TEXAS



North Central Texas
Council of Governments



***AIR NORTH TEXAS
PARTNER OF THE
YEAR AWARD***



City of Grand Prairie



AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | November 17, 2022

Air North Texas Web Analytics

Visits	2,762	Decreased	By 19% compared to 2021
--------	-------	-----------	-------------------------

Avg. Time	0:33	Decreased	By .77 seconds compared to 2021
-----------	------	-----------	---------------------------------

Pageviews	4,083	Decreased	By 20% compared to 2021
-----------	-------	-----------	-------------------------

New Visits	2,689	Decreased	By 18% compared to 2021
------------	-------	-----------	-------------------------



Visits by Device



1,992

90% decrease
compared to 2021



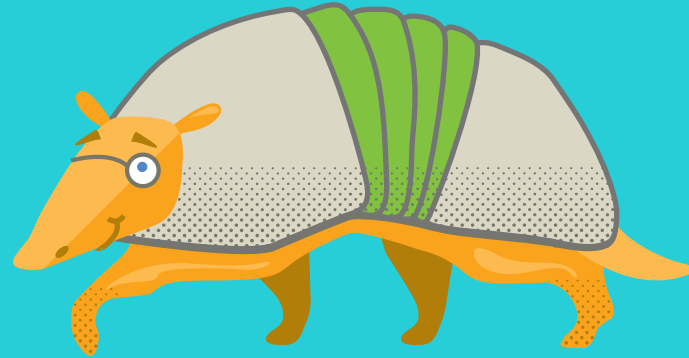
57

82% decrease
compared to 2021



713

34% decrease
compared to 2021

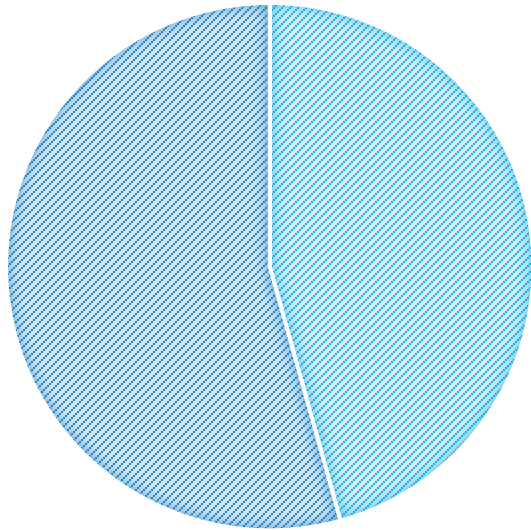


ANTx ANALYTICS

Visitor Demographics

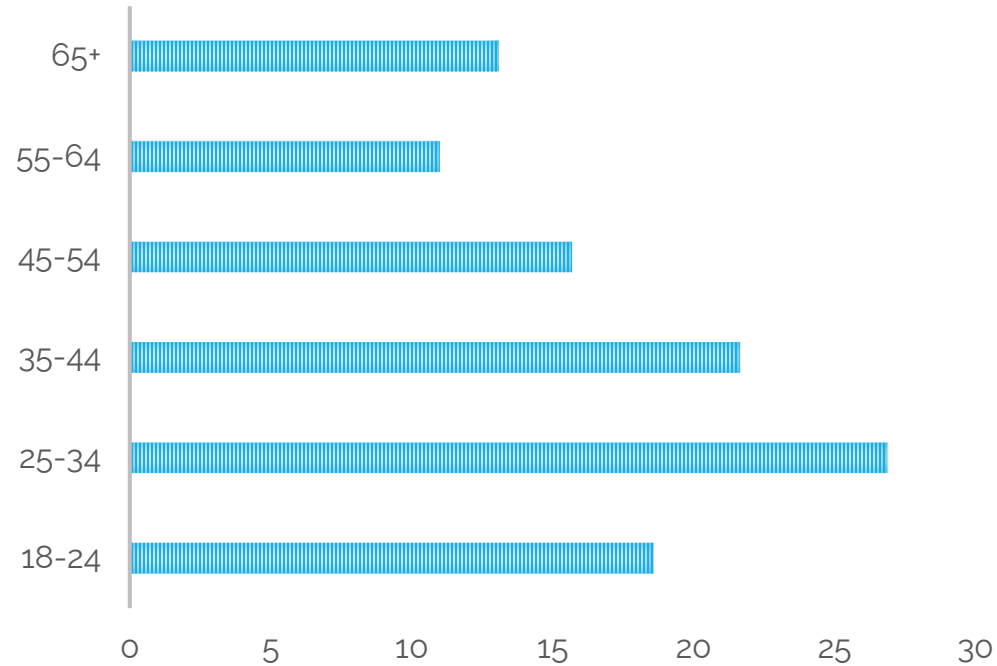
GENDER

■ Women ■ Men



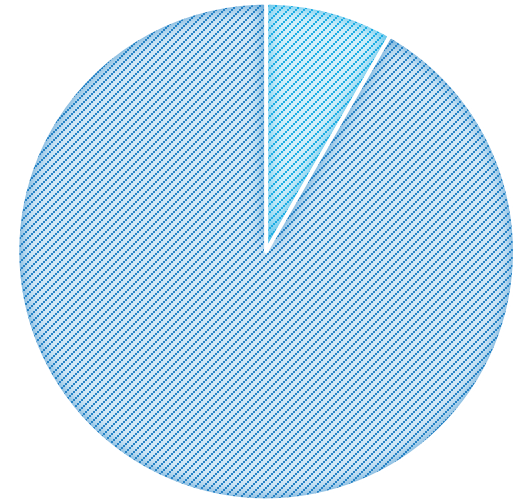
AGE

■ Age

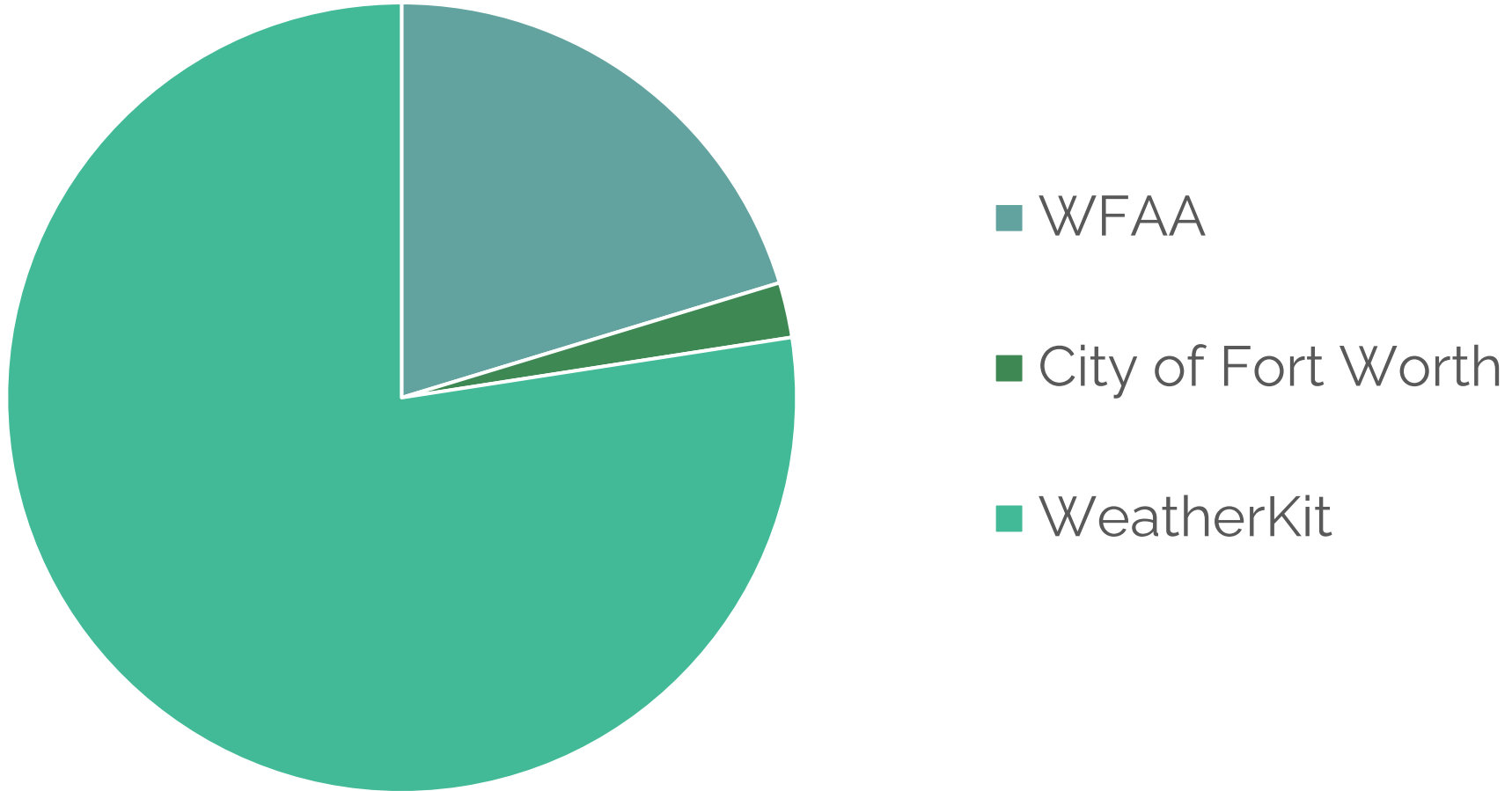


VISITORS

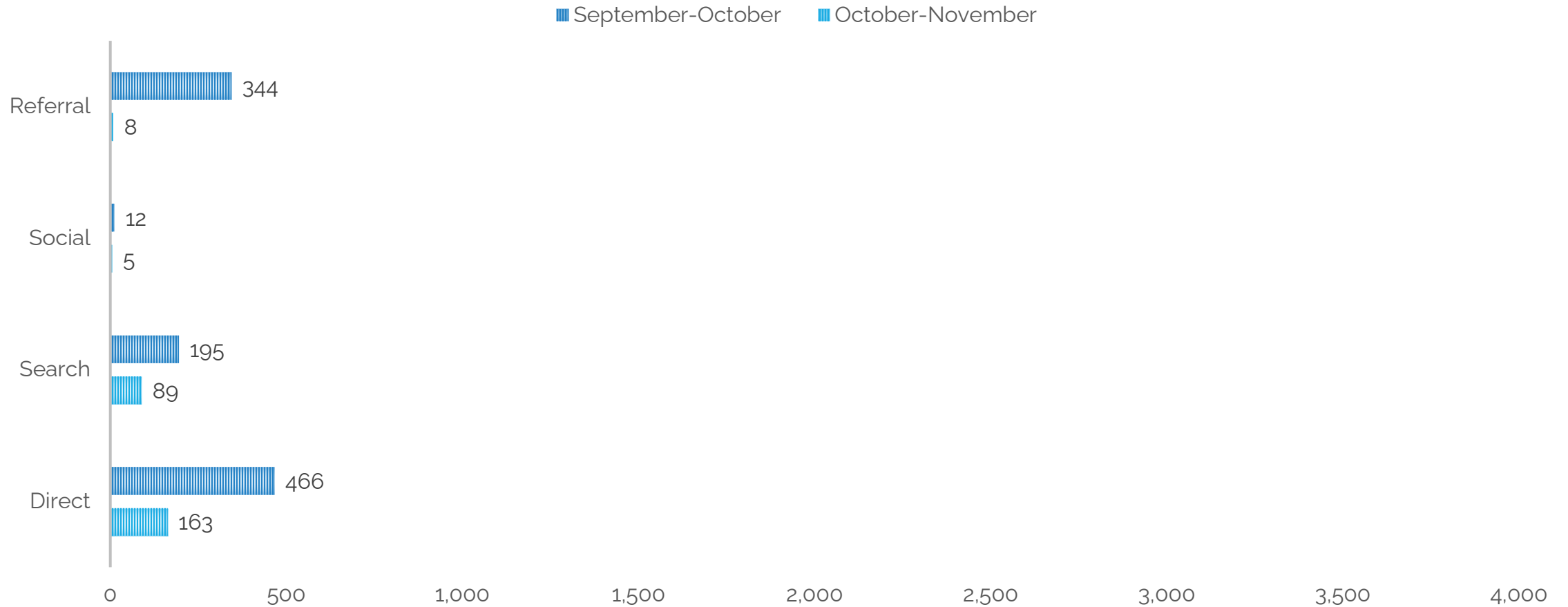
■ Returning Visitors ■ New Visitors



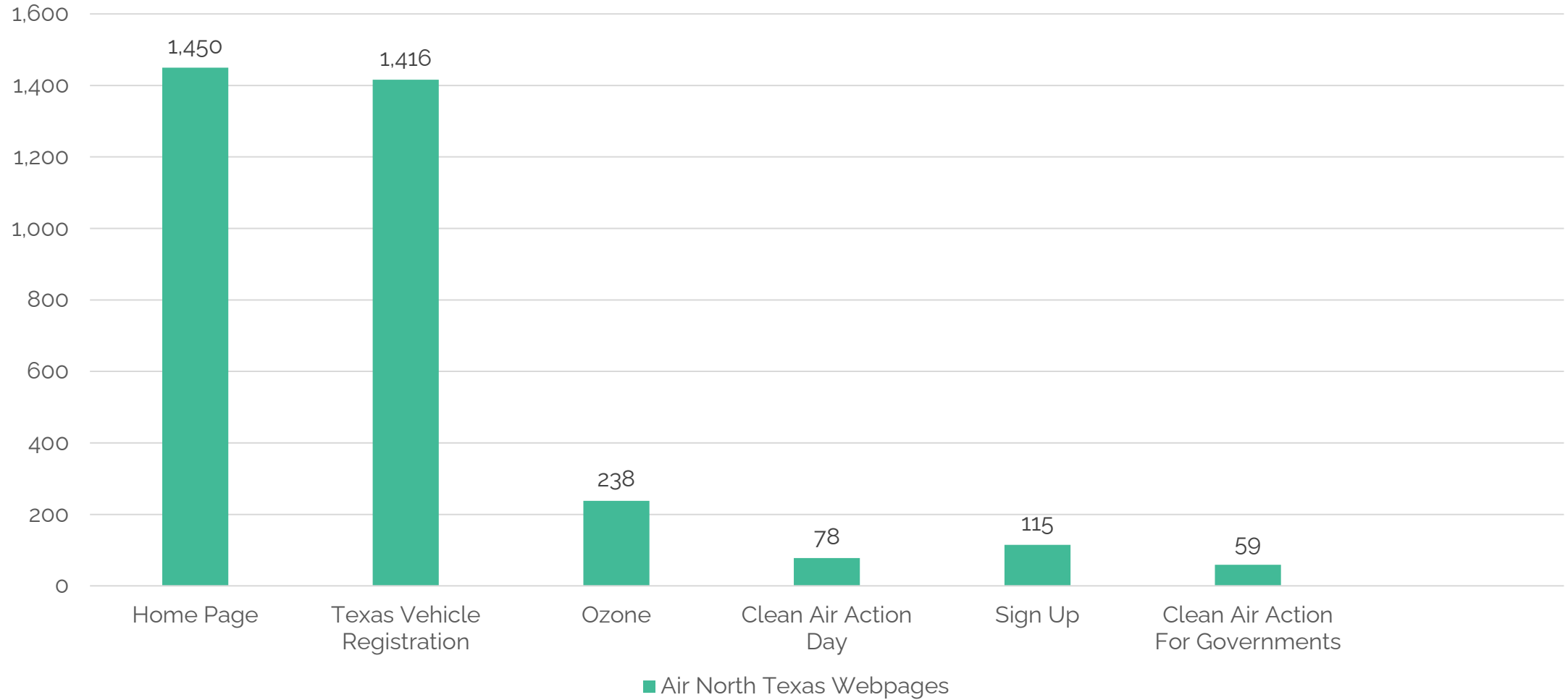
Top Directed Sites



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 · Sep 27
Air pollution poses a risk to your health. Learn more about how you can reduce air pollution at airnorthtexas.org #AirNTX

Short-term effects:

- Head aches
- Coughing, painful breathing
- Skin irritation
- Irritation of eyes, nose, and throat

Long-term effects:

- Cardio Vascular Disease
- Respiratory Disease (Asthma, Cancer)
- Impacts on liver, spleen, and blood



City of Grand Prairie, TX @gp_tx · Oct 31
Go green this Halloween and trick-or-treat by walking or biking around the neighborhood with your family. Learn more about clean air at airnorthtexas.org #AirNTX



City of Grand Prairie, TX @gp_tx · Sep 16
It's time for a swap. Consider replacing your traditional light bulbs for LED light bulbs because not only does it save you money in energy cost, but it reduces carbon dioxide emissions. Learn more about what you can do for air quality at airnorthtexas.org #AirNTX

BENEFITS of LED lighting

ARE A BANG FOR YOUR BUCK!
LED bulbs use less energy and have a long life span saving you money in the long-term

EMITS LOW UV EMISSIONS

REDUCES CARBON DIOXIDE EMISSIONS

CONTAINS NO TOXIC MATERIALS AND ARE 100% RECYCLABLE





City of Denton Sustainability

2.5K followers • 25 following



City of Denton Sustainability

September 27 · 🌐



Temperatures are cooling down but there is still a risk of elevated ozone. Please be air aware Tuesday 9/27/22!

Visit <https://www.nctcog.org/trans/quality/air/ozone> for current conditions and to sign up for alerts.

#AirNTX





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government
September 16 ·

It's time for a swap. Consider replacing your traditional light bulbs for LED light bulbs because not only does it save you money in energy cost, but it reduces carbon dioxide emissions. Learn more about what you can do for air quality at www.airnorthtexas.org #AirNTX

BENEFITS
of LED lighting

ARE A BANG FOR YOUR BUCK!
LED bulbs use less energy and have a long life span saving you money in the long-term

EMITS LOW UV EMISSIONS

REDUCES CARBON DIOXIDE EMISSIONS

CONTAINS NO TOXIC MATERIALS AND ARE 100% RECYCLABLE

City of Grand Prairie - Municipal Government
September 27 ·

Air pollution poses a risk to your health. Learn more about how you can reduce air pollution at www.airnorthtexas.org #AirNTX

Short-term effects:

- Head aches
- Coughing, painful breathing
- Skin irritation
- Irritation of eyes, nose, and throat

Long-term effects:

- Cardio Vascular Disease
- Respiratory Disease (Asthma, Cancer)
- Impacts on liver, spleen, and blood

City of Grand Prairie - Municipal Government
October 31 at 1:25 PM ·

Go green this Halloween and trick-or-treat by walking or biking around the neighborhood with your family. Here are some safety tips to make your trips safe for the whole family:

- Consider using reflective tape on your costumes or using glow sticks to make others aware of your presence
- Stay on the sidewalks and look at your surroundings before crossing the street
- Always accompany your kids as they make their rounds

H... See more





NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department
October 5 · 🌐

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/9nC9vy>. Consider a clean air choice: <https://bit.ly/3gqCM1U>.

NCTCOG Transportation Department
October 31 at 2:38 PM · 🌐

Are you Trick-or-Treating this Halloween? Put your walking shoes on or bring out your bike to get around town!

Learn more about clean air actions here: <https://www.airnorthtexas.org/.../clean-skies-and-pumpkin...>

NCTCOG Transportation Department
October 27 at 4:29 PM · 🌐

Celebrate #EPASmartWay High Performers—these shippers, truck carriers & logistics service providers are at the top of the list when it comes to shipping and freight efficiency. Let's give a round of applause to these partners for moving goods the SmartWay! www.epa.gov/smartway



Learn more about SmartWay High Performers

 epa.gov/smartway



OZONE ACTION DAY

LEVEL ORANGE



ALL TREATS AND NO TRICKS!

OZONE SEASON ENDS NOVEMBER 30TH!







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

(817) 695-9295

adsoto@nctcog.org

Air North Texas Coalition Web Page:

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





2022 Outreach Events

Friday, November 4

**Public Safety Career Expo
UNT Dallas, 9 am - 1 pm
Informational Booth**

Program Areas: Transportation Safety, Drive Aware North Texas, Freight North Texas

**Friday, November 11 -
Sunday, November 13**

**CAF Wings Over Dallas WWII Airshow
Dallas Executive Airport, 9 am - 5 pm
Aviation Education Informational Booth**

Saturday, January 14

**GRACE Car Care Workshop
GRACE Administrative Offices, Grapevine, 10 am - Noon
Informational Booth**

Program Areas: Car Care Awareness, Regional Smoking Vehicle Program

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