

Air North Texas Coalition
Thursday, March 21, 2024
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. January 18 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. Administrative Announcements/Reminders Kimberlin To
 - i. Outreach Items
 - ii. Clean Air Corner
 - c. 2023 Annual Report Kimberlin To
 - d. Website Quantification/Social Media Report Alissa Soto, NCTCOG
 - e. Event Reminders Kimberlin To, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, May 16
Conference Call: 1 903-508-4574
Phone Conference ID: 721 772 482#

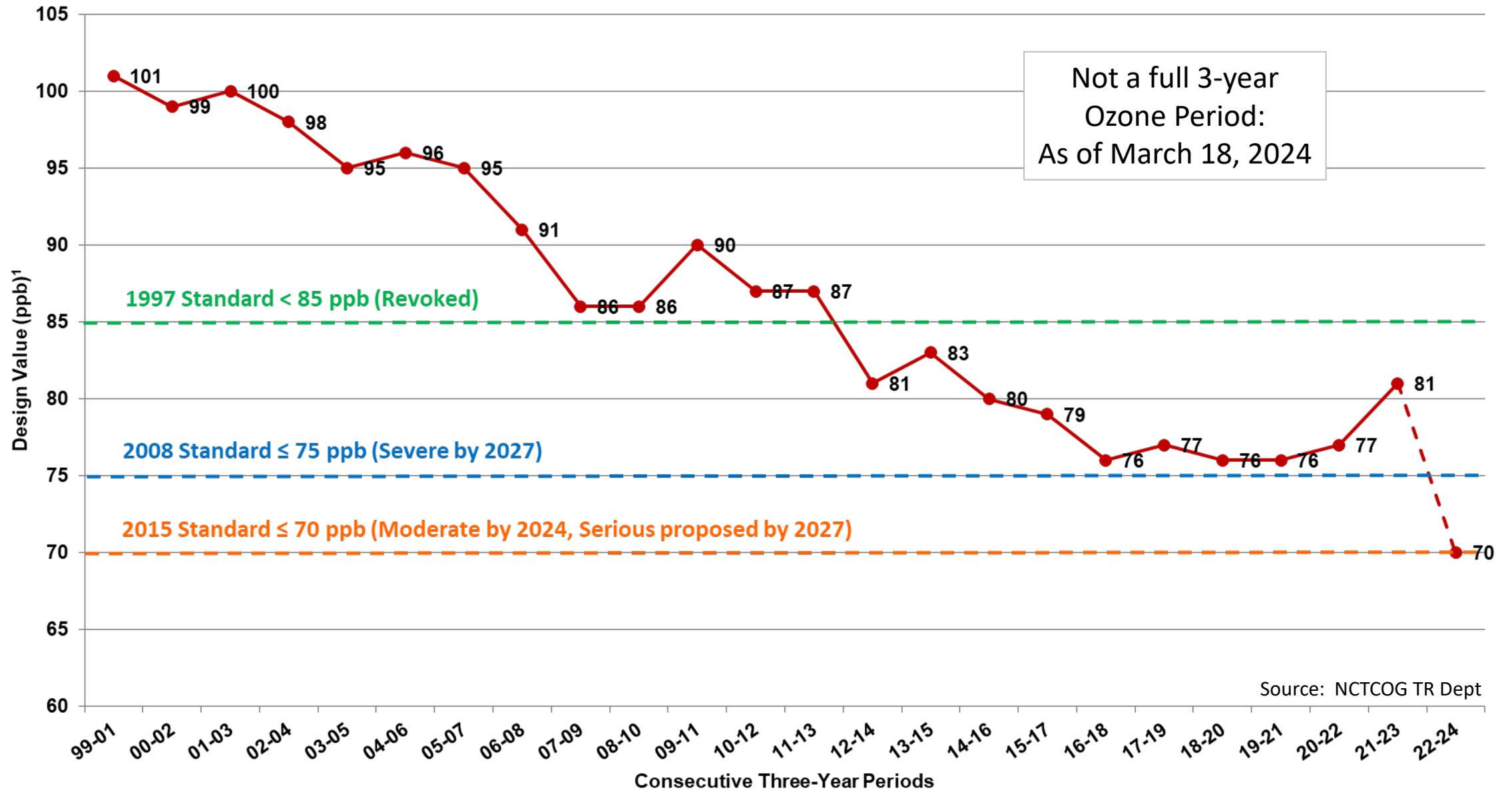


Air Quality Status Report

Air North Texas Coalition • March 21, 2024

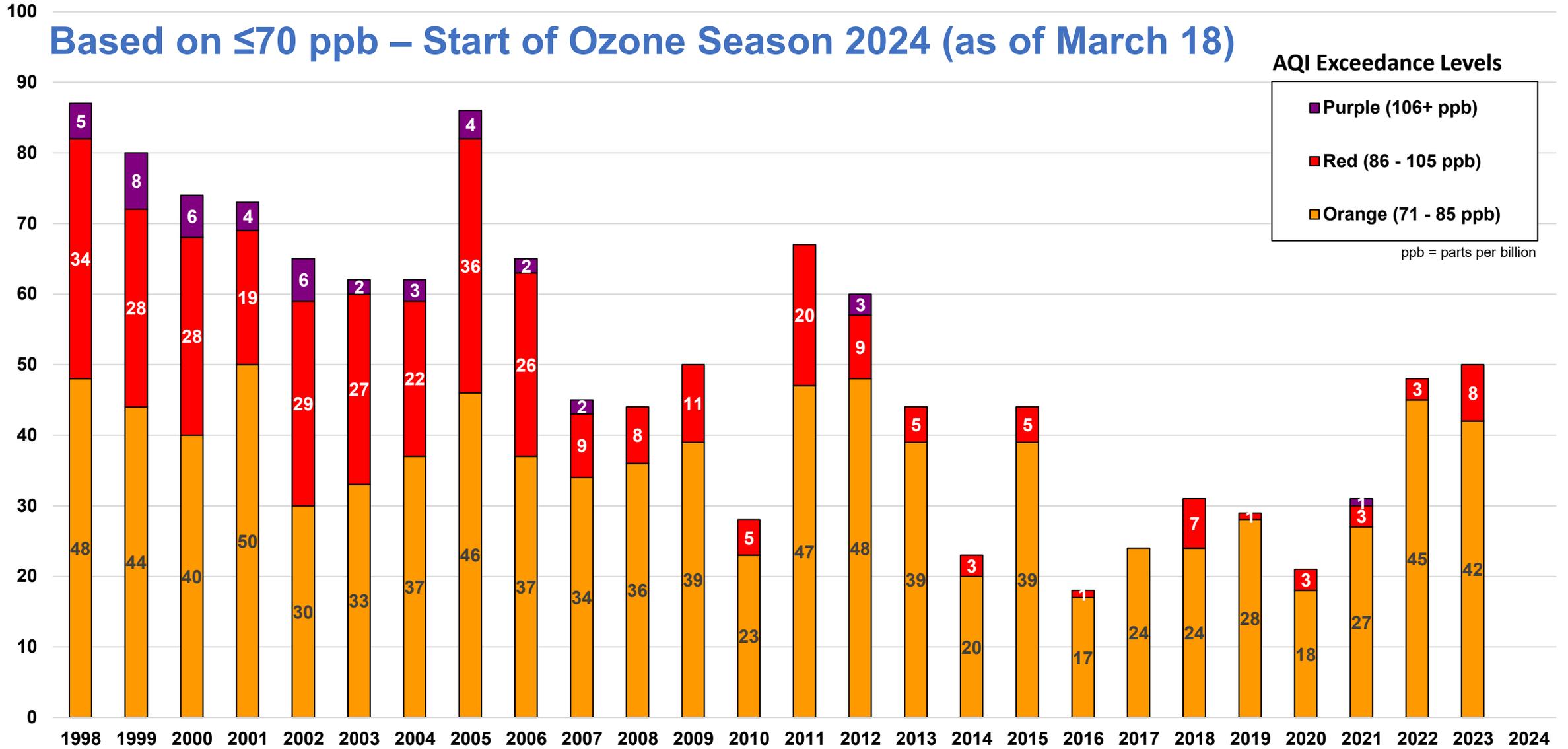
Daniela Tower, Air Quality Planner

8-Hour Ozone Design Value Trends



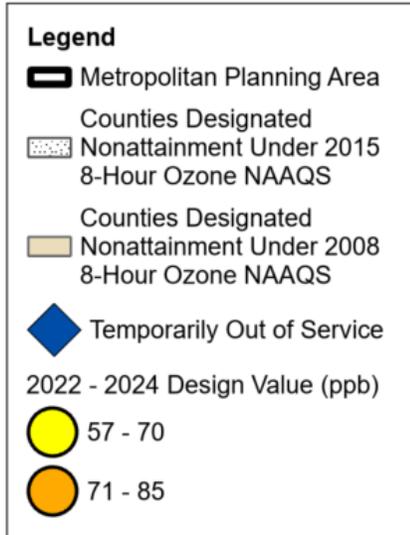
¹Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

Regulatory 8-Hour Ozone National Ambient Air Quality Standards Exceedance Trends

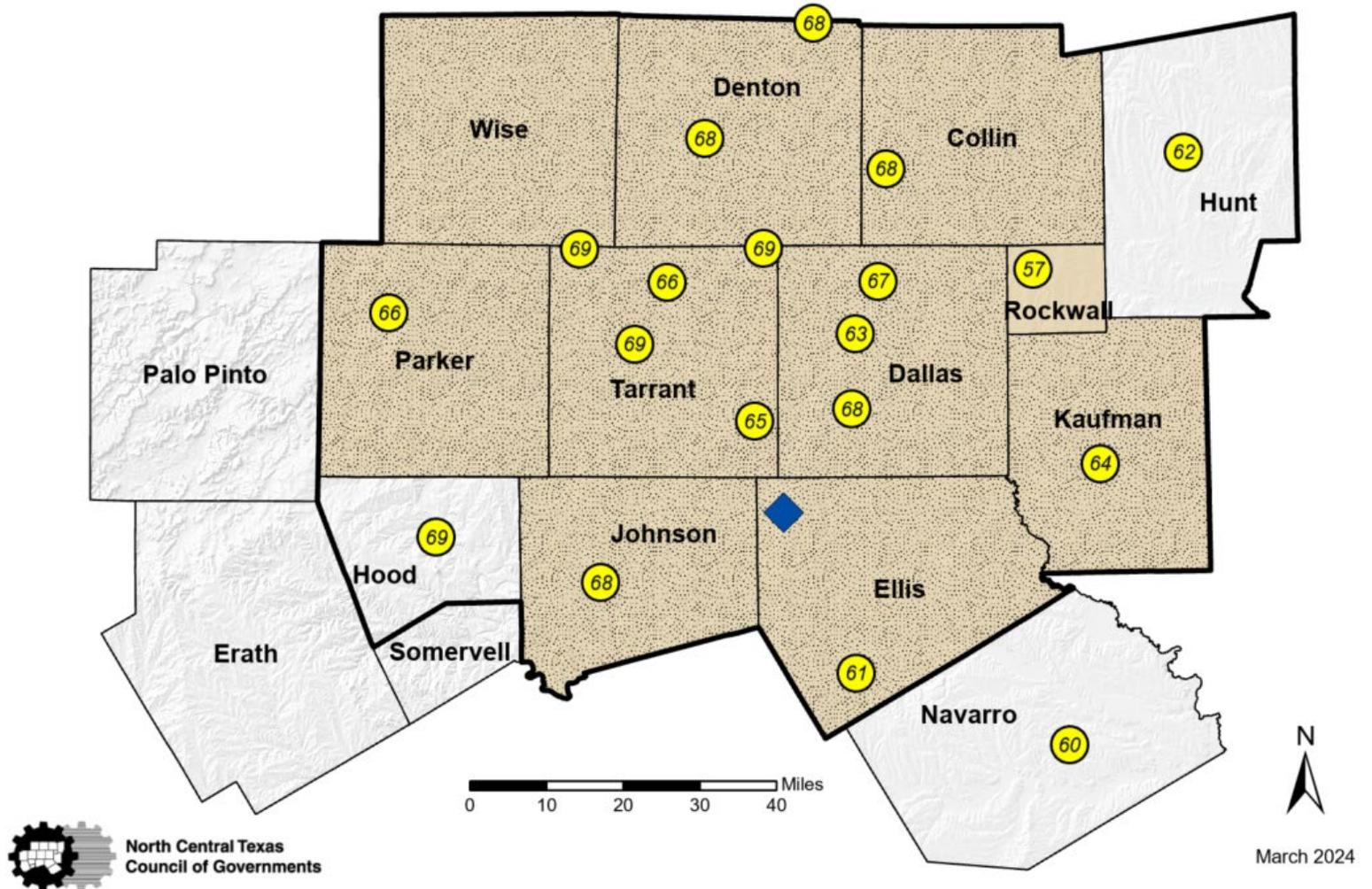


Regulatory Ozone Monitor Locations with Design Value

As of March 4, 2024



Colors represent Air Quality Index Breakpoints



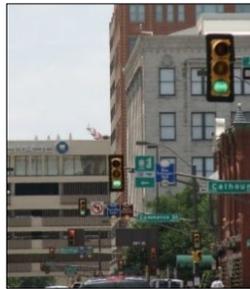
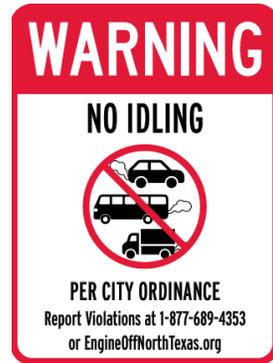
2008 Ozone National Ambient Air Quality Standards Attainment Scenario

Monitor Values to Reach Attainment as of March 18, 2024

Five Highest Monitors	4 th Highest Value for Season			Current 2024 Ozone Season Design Value
	2022	2023	2024	
Cleburne Airport	82	75	50	69
Eagle Mountain Lake	77	81	51	69
Fort Worth Northwest	80	84	45	69
Granbury	81	79	50	70
Grapevine Fairway	78	84	45	69
Pilot Point	77	67	51	69

Based on 2022-2024 Ozone Monitor Data

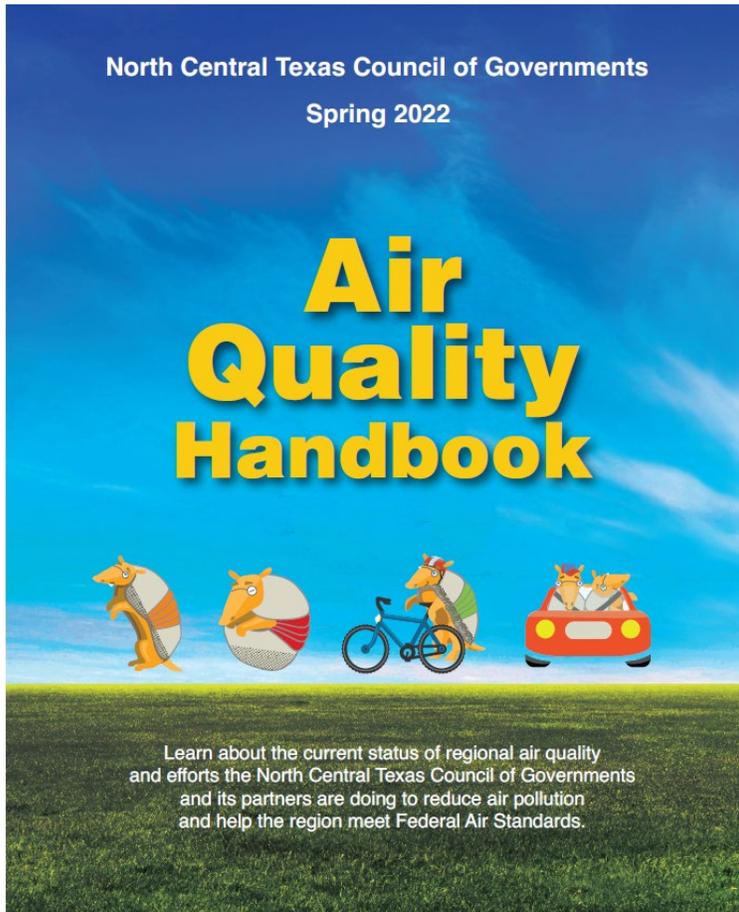
Sample of Mobile Source Air Quality Initiatives



Air Quality Handbook

Multilingual

English



https://www.nctcog.org/getmedia/3e4466f8-aad7-4979-b336-d0b79c6fd10e/eq2022printer_spring.508e33.pdf?lang=en-US

Spanish



<https://www.nctcog.org/getmedia/8d3a380e-dc11-4286-8efa-e430b74e337c/eq2022spanish.b128ac.pdf?lang=en-US>

Vietnamese



<https://www.nctcog.org/getmedia/787b9fe9-94d9-4d76-9701-020876a06e61/AQHbkViet.pdf>

EPA Revision of the PM_{2.5} Annual Design Value

PM_{2.5} Primary Annual Standard

- Former Standard: 12.0 µg/m³ – annual mean, averaged over 3 years
- **New Standard as of February 7, 2024 : 9.0 µg/m³**

PM_{2.5} 24-hour Standard

- Current: 35 µg/m³ – 98th percentile, averaged over 3 years
- **Standard retained: 35 µg/m³**

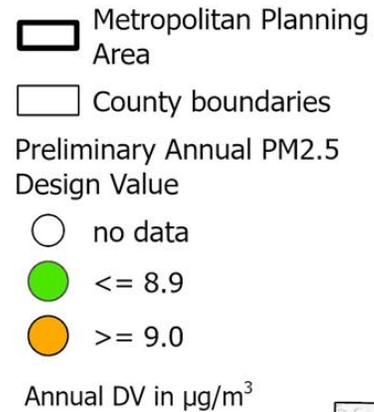
PM₁₀ 24-hour Standard

- Current: 150 µg/m³ – 98th percentile, averaged over 3 years
- **Standard retained: 150 µg/m³**

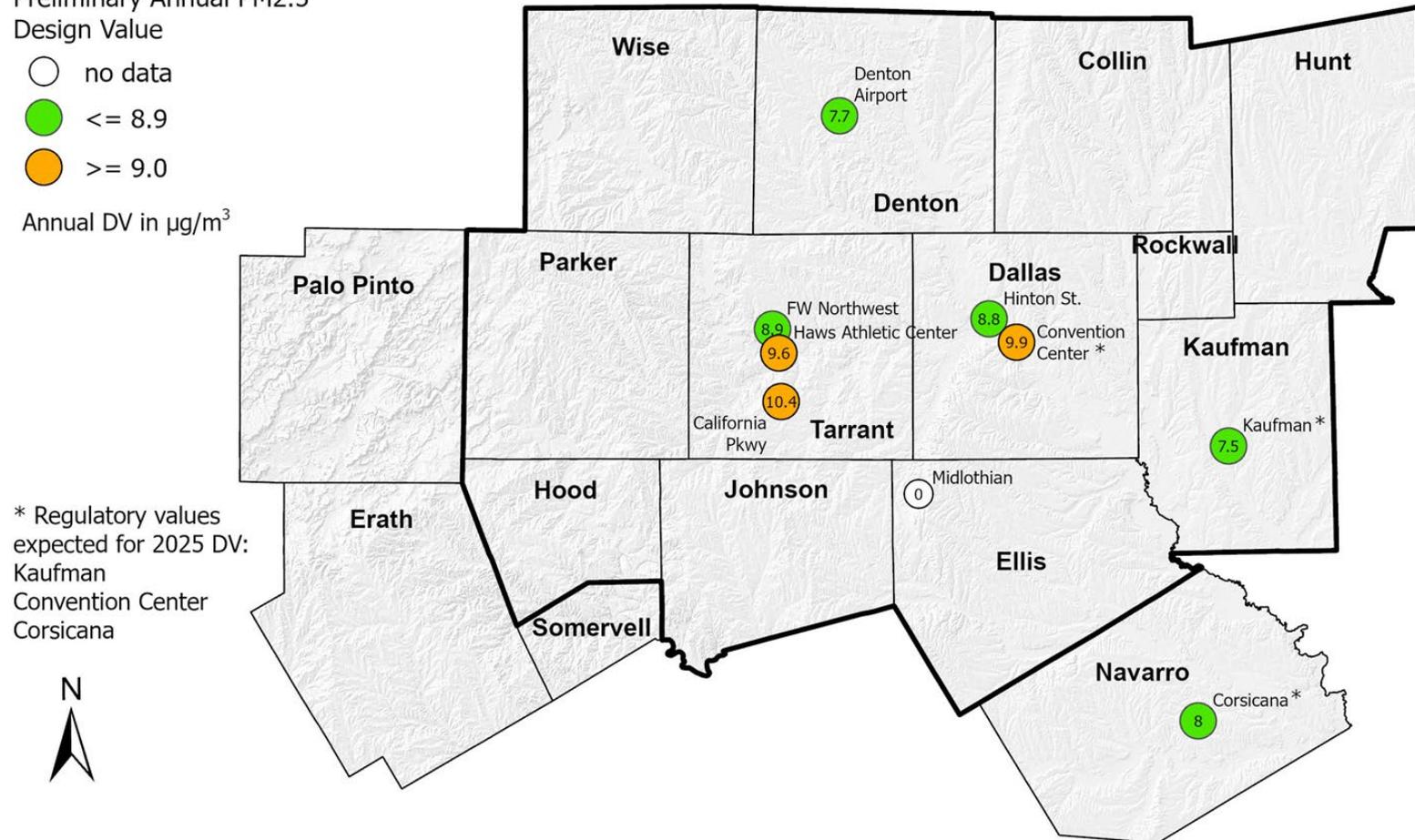


EPA Revision of the PM_{2.5} Annual Design Value

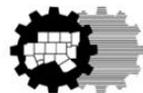
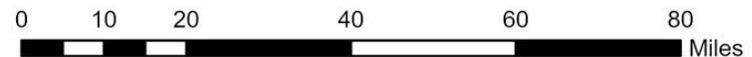
On February 7, 2024, EPA changed the PM_{2.5} NAAQ Standard from 12.0 $\mu\text{g}/\text{m}^3$ to 9.0 $\mu\text{g}/\text{m}^3$.



Preliminary 2023 PM_{2.5} Annual Design Values
2021 - 2023



* Regulatory values expected for 2025 DV:
Kaufman
Convention Center
Corsicana



Implications of the Decision

PM_{2.5} Primary Annual Standard

- Potential for Dallas and Tarrant Counties to be in nonattainment

County – Monitoring Station 2020 - 2022	Data	County – Monitoring Station 2021 - 2023	Preliminary Data
Dallas – Convention Center	9.4 µg/m ³	Dallas - Convention Center	9.9 µg/m ³
Tarrant – Ft. Worth NW	9.1 µg/m ³	Tarrant – California Parkway	10.4 µg/m ³

- **112 counties do not meet 9.0 µg/m³**
 - EPA projections show 51 would not meet 9.0 µg/m³ in 2032

PM_{2.5} 24-hour Standard

- None

PM₁₀ 24-hour Standard

- None



Designation Process

Designations will be based on a “5-Factor Analysis”

1. Air Quality Data - NAAQS - Annual Design Value

**2. Emissions and emissions-related data –
identified both direct and precursors of PM_{2.5}
Precursors: SO₂, NO_x, total VOC, and NH₃**

3. Meteorology – weather patterns & transport

4. Geography/ Topography – physical regional features & transport

5. Jurisdictional Boundaries – planning and organizational structure of the area



Impacts and Opportunities

Initial area designations 2 years after final rules – by February 6, 2026 based on 2022–2024 or early-certified 2023–2025 data, nonattainment as “Moderate”

**State Implementation Plan revisions (18 months after area designations)
Updated Emission Inventories, Control Strategies, Reasonable Further Process**

**Rider 7 Planning Funds (Texas Commission on Environmental Quality)
Modeling, Monitoring**

**Climate Pollution Reduction Grants (EPA CPRG)
Project and Measure Development and Implementation Funding to Reduce Greenhouse Gases and Other Harmful Air Pollutants**

**PM Advance Program (EPA)
Voluntary Support, Technical Assistance**



FOR MORE INFORMATION

CHRIS KLAUS
Senior Program Manager
cklaus@nctcog.org
817-695-9286

JENNY NARVAEZ
Program Manager
jnarvaez@nctcog.org
817-608-2342

VIVEK THIMMAVAJJHALA
Transportation System Modeler
vthimmavajjhala@nctcog.org
817-704-2504

DANIELA TOWER
Air Quality Planner
dtower@nctcog.org
817-704-5629

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



2024 Outreach Events

Tuesday, March 5	<p>Air Sensor Summit Richardson, 9 am – 1 pm Informational Booth Target Audience: Aviation and Air Quality enthusiasts Programs & Projects: Aviation, Air North Texas (ANTx)</p>
Monday, March 11	<p>March Public Meeting Presentations: Broadband as a Transportation Service, Recent Grant Awards for Hydrogen and Electric Vehicle Infrastructure Projects, Dallas-Fort Worth Air Quality Improvement Plan, Bike to School Day, and Changing Mobility Online Review & Comment: Modifications to the FY2024 and FY2025 Unified Planning Work Program and Start of 2024 Ozone Season Highlighted Information: Interactive Public Input: Map Your Experience, DOE Multimodal Delivery Project, Regional Smoking Vehicle Program (RSVP), Vehicle Incentive & Funding Opportunities, Try Parking It</p>
Saturday, March 23	<p>Cowtown Great American Clean Up: Earth Party Fort Worth, 11 am – 1 pm Informational Booth Target Audience: Fort Worth Residents, Families Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education, High-Speed Rail</p>
Wednesday, April 3	<p>Teens in the Driver's Seat Carrollton, 10 am – 2 pm Informational Booth Target Audience: High School Students Programs & Projects: Drive Aware North Texas, Safety</p>
Tuesday, April 16	<p>El Centro College Dallas, 10 am – 1 pm Informational Booth Target Audience: Community College Students Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Thursday, April 18	<p>Earth Day at Texas Instruments Richardson, 11 am – 1 pm Informational Booth (NCTCOG will provide tent) Target Audience: Employees, North Texas Residents Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Saturday, April 20	<p>Coppell's Earth Fest Coppell, 11 am – 1 pm Informational Booth Target Audience: Coppell Residents, Families Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
Saturday, April 20	<p>Grapevine's Earth Day 2024 Grapevine, 10 am – 1 pm</p>

For additional information or for future outreach opportunities, please contact:
Kimberlin To, Communications Supervisor – kto@nctcog.org



2024 Outreach Events

	<p>Informational Booth Target Audience: Grapevine Residents, Families Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, Aviation Education</p>
Sunday, April 21	<p>Oak Cliff Earth Day Dallas, 12 pm – 5:30 pm Informational Booth Target Audience: Dallas Residents, Families Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, High-Speed Rail</p>
Wednesday, April 24	<p>UT Arlington Earth Day 2024 Arlington, 11 am – 1 pm Informational Booth Target Audience: Undergraduate/Graduate Students Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, High-Speed Rail</p>
Thursday, April 25	<p>UNT Health Science Center Earth Day Fair Fort Worth, 3 pm – 5:30 pm Informational Booth Target Audience: Medical/Graduate Students Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans, High-Speed Rail</p>
Thursday, April 25	<p>UT Dallas Earth Fair Richardson, 11 am – 1 pm Informational Booth Target Audience: Undergraduate/Graduate Students Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>
Saturday, April 27	<p>City of Lewisville’s ColorPalooza Lewisville, 10 am – 5 pm Informational Booth (NCTCOG will provide table, chairs, and/or tent) Target Audience: Lewisville Residents, Families Programs & Projects: 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, Try Parking It, GoCarma, Drive Aware North Texas, Active Transportation Program, Look Out Texans</p>

For additional information or for future outreach opportunities, please contact:
Kimberlin To, Communications Supervisor – kto@nctcog.org

ANTX

2023 Annual Report



AIR NORTH TEXAS is a regional public awareness campaign and partnership that seeks to improve air quality in North Texas. The campaign was formed by the North Central Texas Council of Governments with support of the Air North Texas Coalition made up of government agencies, nonprofit organizations, transportation authorities, educational institutions, and more. Air North Texas offers all North Texans resources related to improving air quality.



WHAT WE DO

In 2021, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

- Paid Advertising
- Public Education
- Social Media
- Community Outreach Partner Collaboration

The figures on the next page show web traffic trends of airnorthtexas.org, the campaign's website.

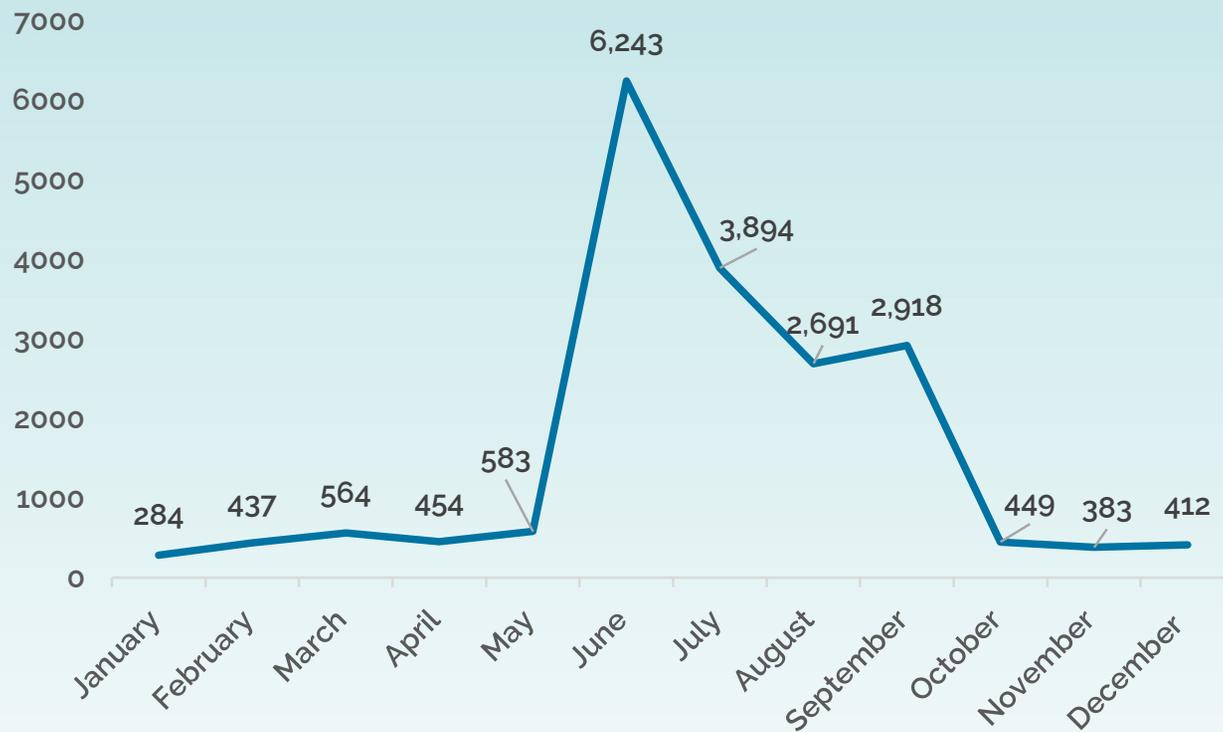


ADVERTISING MEDIUMS, RUN DATES, AND COSTS

Mediums	Timeframes	Cost
Natural Awakenings	May – June 2023	\$3,600.00
Facebook	May - September 2023	\$37,000.00
Spotify	May - September 2023	\$40,000.00
Tre Magazine	May - September 2023	\$740.00
Community Impact	May - September 2023	\$21,933.00
Volta	May - September 2023	\$64,000.00
Google	May - September 2023	\$4,725.00
Buena Suerte	May - September 2023	\$1,000.00
All Over Media	May - August 2023	\$32,000.00
TOTAL COST:		\$204,998.00

2023 WEB TRAFFIC OVERVIEW

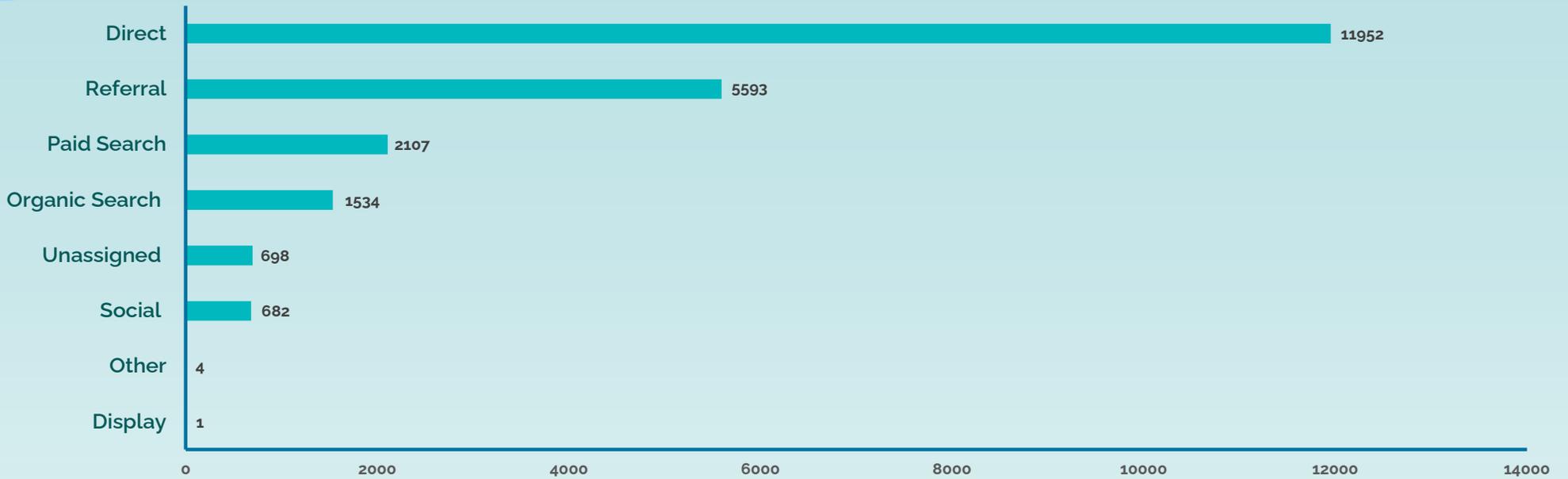
Monthly Users



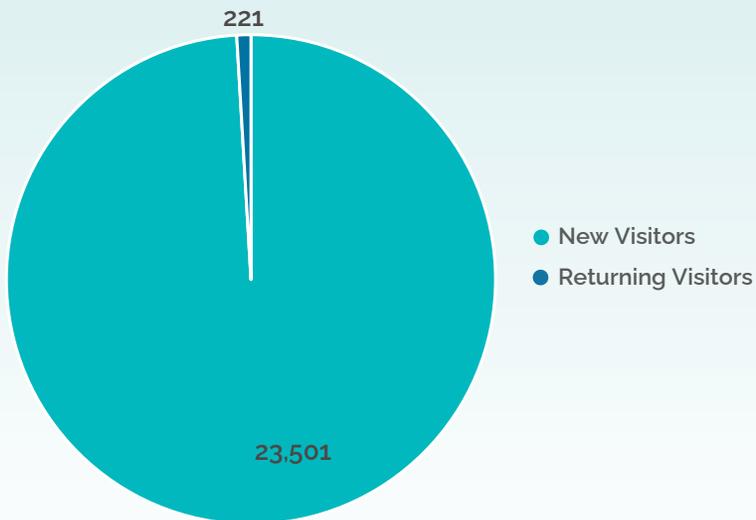
ANTX Web Traffic Sources

Sessions	28,138
Pages/Sessions	4.28
Users	23,754
Pageviews	73,757
Avg. Session Duration	00:01:34
Bounce Rate	78.51%

ANTx Web Traffic Sources



ANTx Returning & New Visitors



ANTx Visits by Device



CLEAN AIR ACTION DAY

Clean Air Action Day is the campaign's annual event, during which North Texans are asked to do at least one thing to help improve air quality, such as carpooling, using mass transit, or biking. In 2023, we received **3,384** total commitments and **942** total participants.



TAKE LUNCH TO WORK OR SUMMER ACTIVITIES
367 COMMITMENTS



ATTEND MEETINGS REMOTELY
161 COMMITMENTS



MAINTAIN CONSISTENT SPEED WHEN DRIVING
307 COMMITMENTS



STAY UP TO DATE ON VEHICLE MAINTENANCE, STATE EMISSIONS & SAFETY INSPECTION
320 COMMITMENTS



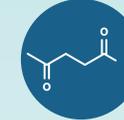
SWITCH TO ENERGY EFFICIENT LIGHT BULBS
265 COMMITMENTS



REDUCE IDLING WHEN DRIVING
304 COMMITMENTS



COMBINE TRIPS OR DRIVE LESS
317 COMMITMENTS



USE A VEHICLE - APPROVED BIOFUEL IN YOUR CAR
31 COMMITMENTS



SIGN UP FOR AIR POLLUTION ALERTS
50 COMMITMENTS



BUY LOCAL OR AT PLACES WHERE LESS DRIVING IS REQUIRED
293 COMMITMENTS



PURSUE ENERGY EFFICIENT HOME IMPROVEMENT PROJECTS
63 COMMITMENTS



CHOOSE A CLEAN VEHICLE OPTION IF PURCHASING A CAR
11 COMMITMENTS



TELECOMMUTE
63 COMMITMENTS



BICYCLE OR WALK INSTEAD OF DRIVING
342 COMMITMENTS



REPORT SMOKING, POLLUTING VEHICLES
15 COMMITMENTS



CONSIDER ELECTRIC OR ALTERNATIVE FUEL LAWN MOWER
65 COMMITMENTS



LOG YOUR COMMUTES AT TRYPARKINGIT.COM
6 COMMITMENTS



USE MASS TRANSIT
12 COMMITMENTS



CARPOOL OR VANPOOL
170 COMMITMENTS



OTHER
66 COMMITMENTS



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



COMMIT TO MAKING CLEAN AIR CHOICES THE ENTIRE OZONE SEASON
34 COMMITMENTS

ANTx PARTNER AWARD WINNERS



ANTx OUTREACH EVENTS

MAR

**FRIDAY
APRIL 14th**
UNT UNIVERSITY DAY
DENTON CAMPUS
INFORMATIONAL BOOTH

APR

**MONDAY
APRIL 17th**
EL CENTRO EARTH DAY
CELEBRATION, DALLAS
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
UNT HEALTH SCIENCE
CENTER EARTH DAY FAIR,
FORT WORTH
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
ERICSSON EARTH DAY
PLANO,
INFORMATIONAL BOOTH

APR

**SATURDAY
APRIL 22nd**
GRAPEVINE'S EARTH ACTION DAY
GRAPEVINE
INFORMATIONAL BOOTH



**SATURDAY
MARCH 25th**
COWTOWN GREAT
AMERICAN CLEANUP
FORT WORTH
INFORMATIONAL BOOTH

APR

**SUNDAY
APRIL 16th**
OAK CLIFF EARTH DAY
DALLAS
INFORMATIONAL BOOTH

APR

**WEDNESDAY
APRIL 19th**
UTA EARTH DAY 2023
ARLINGTON,
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
UT DALLAS
EARTH DAY FAIR,
RICHARDSON,
INFORMATIONAL BOOTH

APR

**FRIDAY
APRIL 21st -
SUNDAY
APRIL 23rd**
EARTHx
FAIR PARK IN DALLAS
INFORMATIONAL BOOTH

APR

**SATURDAY
MAY 6th**
HEAD FOR THE
HILLS BIKE RALLY
CEDAR HILL
INFORMATIONAL BOOTH

JULY

**FRIDAY
AUGUST 4th**
DALLAS MAYOR'S
BACK TO SCHOOL FAIR
FAIR PARK,
INFORMATIONAL BOOTH

OCT



MAY

**THURSDAY
JULY 20th**
GRAND PRAIRIE'S CYCLIN'
WITH THE MAYOR:
BACK THE BLUE
INFORMATIONAL BOOTH

AUG

**SUNDAY
OCTOBER 1st**
NATIONAL DRIVE
ELECTRIC WEEK (NDEW)
FORT WORTH, 2 PM - 5 PM
INFORMATIONAL BOOTH

SOCIAL MEDIA

Below are some of the popular social media posts made by the NCTCOG Transportation Department, as well as a few of our partners' social media posts using the hashtag #AirNTx or airnorthtexas.org.

 nctcostrans



Walk to School Day
October 4, 2023

School

North Central Texas Council of Governments

4

nctcostrans Walk to school with Arlo on October 4 and help improve our air quality!

Learn more about #WalkToSchoolDay2023 here: nctcog.org/walktoschool

 **City of Cedar Hill, Texas - Government** ✓

Jan 8 · 🌐

ICYMI: Cedar Hill Earns Partner of the Year Award for 2023 Clean Air Initiatives! ✨ Read full article ➔ <http://tinyurl.com/m59bwvb2>



Like Comment Send Share

37

1 share

 **City of Grand Prairie - Municipal Government** ...

Nov 15, 2023 · 🌐

Look out for Arlo, the Airmadillo! His shell will change color based on the Air Quality Index. #AirNTX

Learn about the Air Quality Index (AQI) to receive greater awareness of the level of pollution and its effects on health by visiting <https://ow.ly/LNBH50Q3F19>.



Good
Moderate
Unhealthy for Sensitive Groups
Unhealthy
Very Unhealthy
Hazardous

LOOK OUT FOR THE DAILY AIR QUALITY LEVELS

Grand Prairie TEXAS
PUBLIC HEALTH & ENVIRONMENTAL QUALITY

Air North Texas

8

Today is Clean Air Action Day, an annual call to action for improved air quality. We invite you to join us by doing at least one thing to help improve air quality. You can help reduce the number of high-ozone days in our area and protect public health!

Learn how and pledge to take action: airnorthtexas.org/cleanairactionday

Then, complete this form for a chance to win a prize bag: share.plano.gov/CleanAirPrizes



Like Comment Send Share

3



9 1

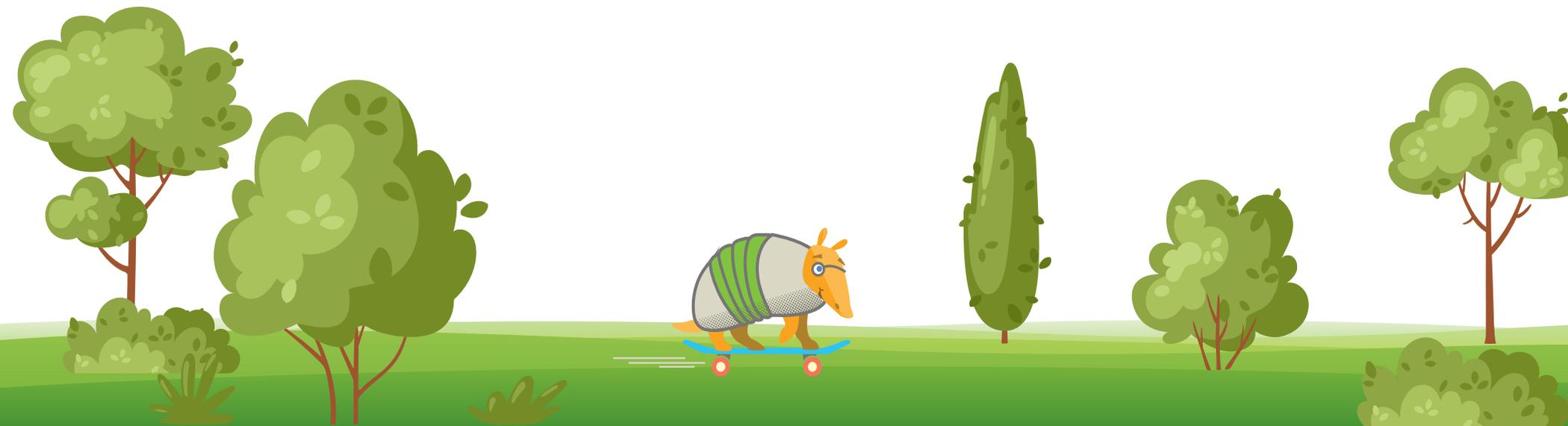
nctcogtrans Join us for Clean Air Action Day this Friday, June 2, as we take action to improve air quality in North Texas. What steps will you take? Find out more at airnorthtexas.org/cleanairactionday #CAAD2023 #AirNTX #cleanairactionday #airquality

Look out for Arlo, the Armadillo! His shell will change color based on the Air Quality Index. #AirNTX

Learn about the Air Quality Index (AQI) to receive greater awareness of the level of pollution and its effects on health by visiting <https://ow.ly/LNBH50Q3F19>.



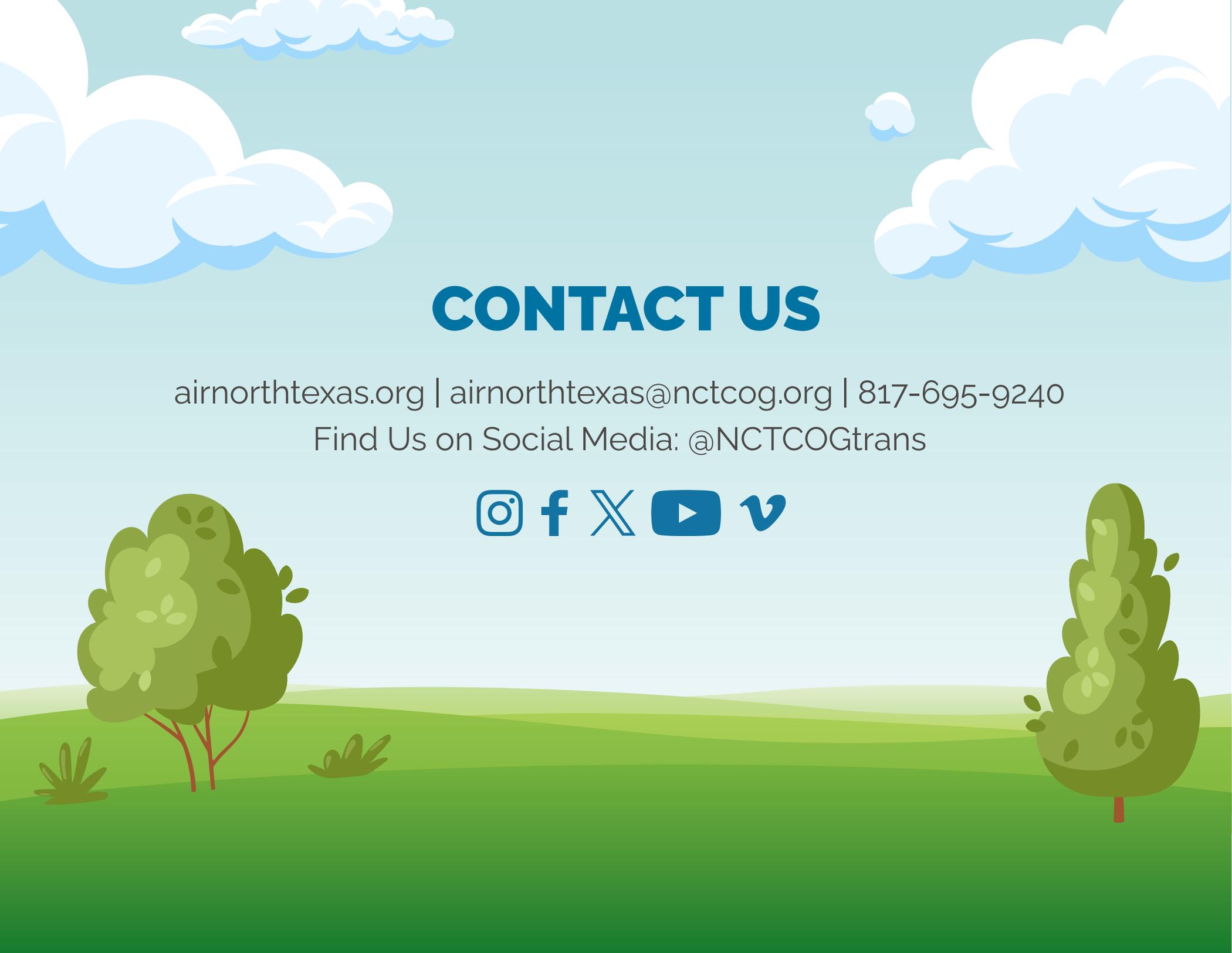
8



CONTACT US

airnorthtexas.org | airnorthtexas@nctcog.org | 817-695-9240

Find Us on Social Media: @NCTCOGtrans





AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | March 21, 2024

Air North Texas Web Analytics

Visits

614

New Visits

582

Avg. Time

00:42



Visits by Device



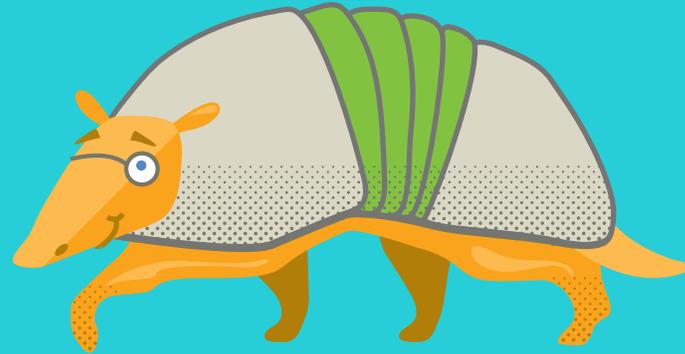
191



4

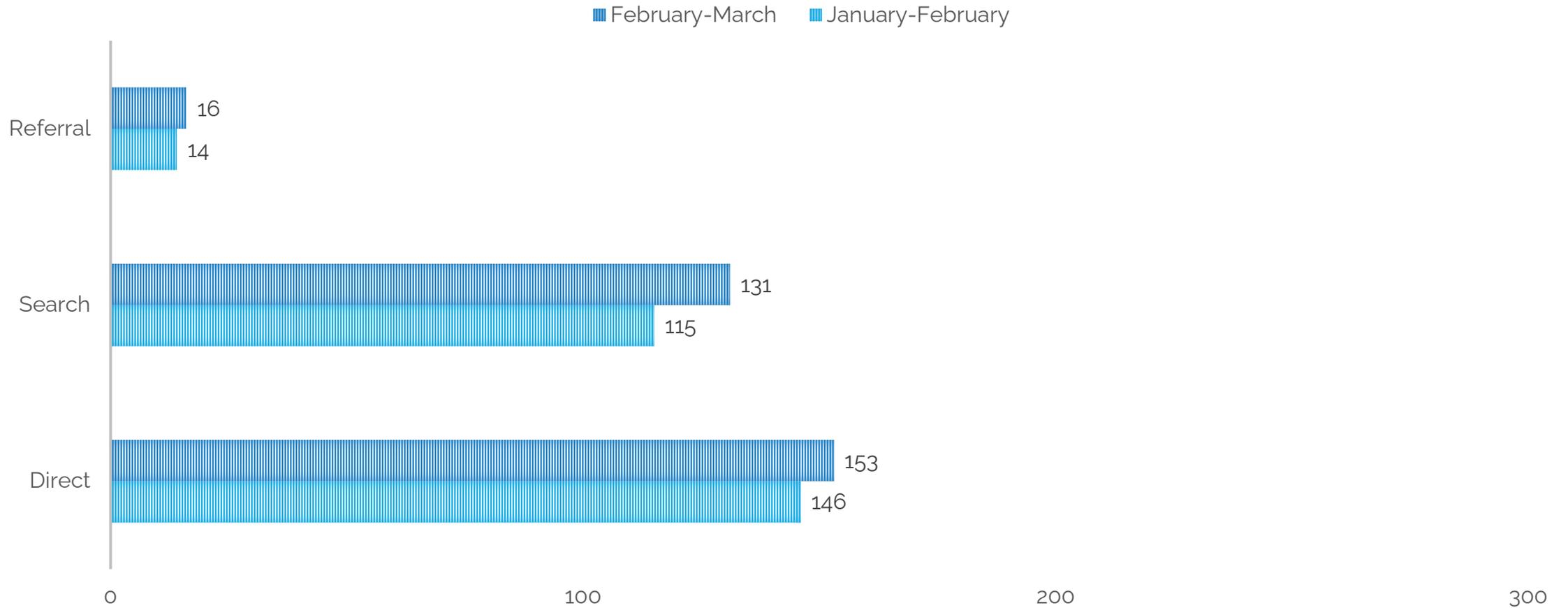


419

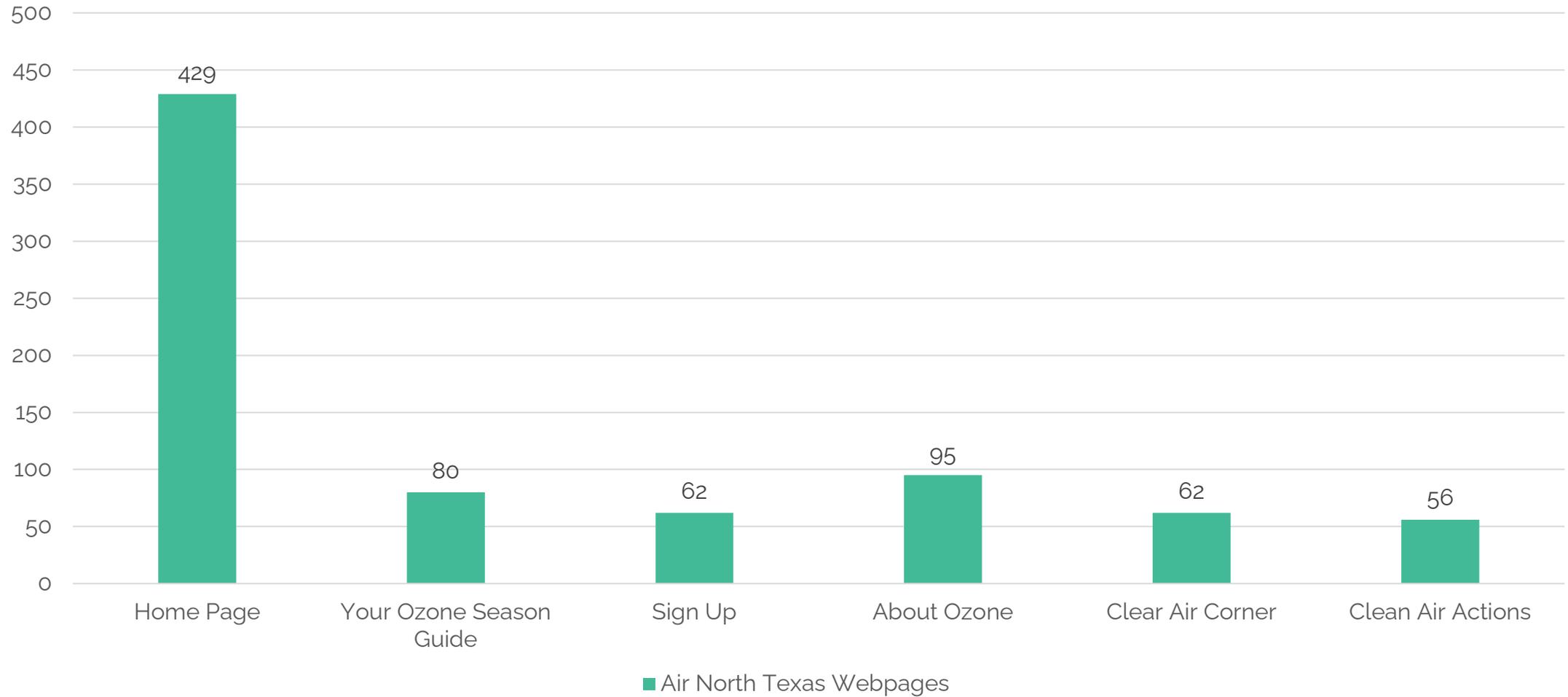


ANTx ANALYTICS

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 - Municipal Government
February 13 · 🌐

Arlo is staying in this Valentine's Day and making a home-cooked meal to save money and reduce emissions. Embrace green alternatives and incorporate sustainable practices into your Valentine's Day! #AirNTX

To learn more, visit: <https://ow.ly/xi3N50QAUN9>



City of Grand Prairie - Municipal Government
January 11 · 🌐

Happy New Year from Arlo! Remember to add a sustainable resolution to your list of goals this year! #AirNTX

Visit <https://ow.ly/uIPy50Qqax3> to learn more on how to be sustainable.



City of Grand Prairie - Municipal Government
January 24 · 🌐

Arlo is starting off his year by finding different ways to make cleaner air choices. #AirNTX Find more resources and ways to make clean air choices by visiting, <https://ow.ly/BLBL50Qufb3>





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government
February 13 · 🌐

Arlo is staying in this Valentine's Day and making a home-cooked meal to save money and reduce emissions. Embrace green alternatives and incorporate sustainable practices into your Valentine's Day! #AirNTX

To learn more, visit: <https://ow.ly/xi3N50QAUN9>



City of Grand Prairie - Municipal Government
January 11 · 🌐

Happy New Year from Arlo! Remember to add a sustainable resolution to your list of goals this year! #AirNTX

Visit <https://ow.ly/ulPy50Qqax3> to learn more on how to be sustainable.



City of Grand Prairie - Municipal Government
January 24 · 🌐

Arlo is starting off his year by finding different ways to make cleaner air choices. #AirNTX
Find more resources and ways to make clean air choices by visiting, <https://ow.ly/BLBL50Qufb3>



ANTx NCTCOG CONTACTS

Whitney Vandiver

Communications Manager

(817) 704-5639

wvandiver@nctcog.org

Kimberlin To

Communications Supervisor

(817) 608-2362

kto@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>

