Air North Texas Coalition  
Thursday, November 19, 2020  
1:30 – 3:00 pm

**Agenda**

1. **Introductions** ................................................................. Kimberlin To, NCTCOG

2. **Overview**
   a. **September 17 Meeting** ....................................................... Kimberlin To

3. **Discussion**
   a. **Air North Texas Partner Award Winners** ............... Kimberlin To
   b. **Air Quality Update** .......................................................... Nick Van Haasen, NCTCOG
   c. **Administrative Announcements/Reminders** ....................... Kimberlin To
      i. Clean Air Corner
      ii. Outreach Items
      iii. Tentative 2021 Meeting Schedule
   d. **Campaign Website Quantification/Social Media Report** ........ Kenny Bergstrom, NCTCOG

4. **Other/Member Updates** .......................................................... Kimberlin To

5. **Additional Items** ................................................................. Kimberlin To
   a. **Next Meeting Information:**
      Thursday, January 21, 1:30 PM
      Call in number: TBD
      Participant PIN: TBD
Based on ≤70 ppb (As of November 19, 2020)

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
Monitor Locations

2020 Design Value Monitor Readings

Legend

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

2018 - 2020 Design Value (ppb)

- Ozone Monitoring Sites: 56-70 ppb
- Ozone Monitoring Sites: 71-85 ppb

North Central Texas Council of Governments

Colors represent Air Quality Index breakpoints
Design Value (ppb)\(^1\)

- **1997 Standard < 85 ppb (Revoked)**
- **2008 Standard ≤ 75 ppb (Serious by 2021)**
- **2015 Standard ≤ 70 ppb\(^1\) (Marginal by 2021)**

\(^1\)Attainment 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).

Source: NCTCOG TR Dept
For More Information

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https://www.nctcog.org/trans/quality/air/ozone
Air North Texas Coalition Meeting Schedule - 2021

Conference Calls

Time/Day: 1:30 – 3:00 p.m. / Thursdays – every other month

Call # – TBD

Participant PIN – TBD

On-Site Meetings

Time/Day: TBD

Location: NCTCOG – Fred Keithley Conference Room
616 Six Flags Drive
Arlington, Texas 76011

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>January 21</td>
<td>Conference call</td>
</tr>
<tr>
<td>March 18</td>
<td>Conference call</td>
</tr>
<tr>
<td>May 20</td>
<td>Possible on-site meeting, TBD</td>
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<tr>
<td>July 17</td>
<td>Conference call</td>
</tr>
<tr>
<td>September 16</td>
<td>Conference call</td>
</tr>
<tr>
<td>November 18</td>
<td>Possible on-site meeting, TBD</td>
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* Calls for Presentations from partners accepted two-weeks prior to on-site meetings.
AIR NORTH TEXAS
CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT
SEPTEMBER 5, 2020 – NOVEMBER 5, 2020

Air North Texas Coalition
November 19, 2020
Kenny Bergstrom, NCTCOG
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change from 2019</th>
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</thead>
<tbody>
<tr>
<td>Visits</td>
<td>1,824</td>
<td>Decreased by 71%</td>
</tr>
<tr>
<td>Avg. Time</td>
<td>1:07</td>
<td>Increased by 24 sec</td>
</tr>
<tr>
<td>Pageviews</td>
<td>2,789</td>
<td>Decreased by 70%</td>
</tr>
<tr>
<td>New Visits</td>
<td>1,463</td>
<td>Decreased by 68%</td>
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</tbody>
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Visits By Device

- 938: 81% decrease compared to 2019
- 47: 89% decrease compared to 2019
- 839: 11% decrease compared to 2019
How Visitors Found Air North Texas

Referral
- July-Sept.: 16
- Sept-Nov.: 155

Social
- July-Sept.: 59
- Sept-Nov.: 207

Search
- July-Sept.: 719
- Sept-Nov.: 1,004

Direct
- July-Sept.: 1,643
- Sept-Nov.: 1,375
Top Directed Sites

- City of Grand Prairie
- City of Fort Worth
- Dallas Public Libraries
- Denton County
- NCTCOG
Top Pages Viewed

- Home Page: 945
- COVID Vehicle Registration: 526
- Air Quality: 183
- How To Take Action: 64
- Sign Up: 55
- Clean Air Corner: 51
Orange Ozone Action Day

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

City of Bedford, TX-City Services
@BedfordTX · Government Organization
This spooky season do your part to help protect our air by planting trees, driving less and conserving water and energy. #AirMTX #Learn2Conserve #SustainableDenton #Halloween AirQ
Congrats to our 2020 Grand Prairie Clean Air Action Winner, Triumph Aerostructures, and to all our corporate participants who helped reduce air pollution in North Texas by implementing clean air initiatives in their organizations #AirNTX

Plant a garden to stop air pollution! This will not only take in the carbon from the atmosphere, it will produce oxygen for us, along with food that is grown without pesticides, herbicides, or GMO’s. One small step that you take creates a domino effect. #AirNTX #GreenUp

Foods rich in Vitamin C, Vitamin E and antioxidants are enriched with anti-inflammatory properties that have been found to combat the effects of air pollution. #AirNTX #GreenUp

Alimentos que tienen un alto contenido de vitamina C, vitamina E y antioxidantes están enriquecidos con propiedades antiinflamatorias que pueden combatir los efectos de la contaminación del aire. See Translation

Cleaning products can contain nasty fumes that cause asthma, respiratory problems and more. Switch to natural all-purpose cleaners instead. #AirNTX
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Air North Texas Coalition Web Page:
https://www.nctcog.org/trans/about/committees/air-north-texas-coalition