Air Quality Update

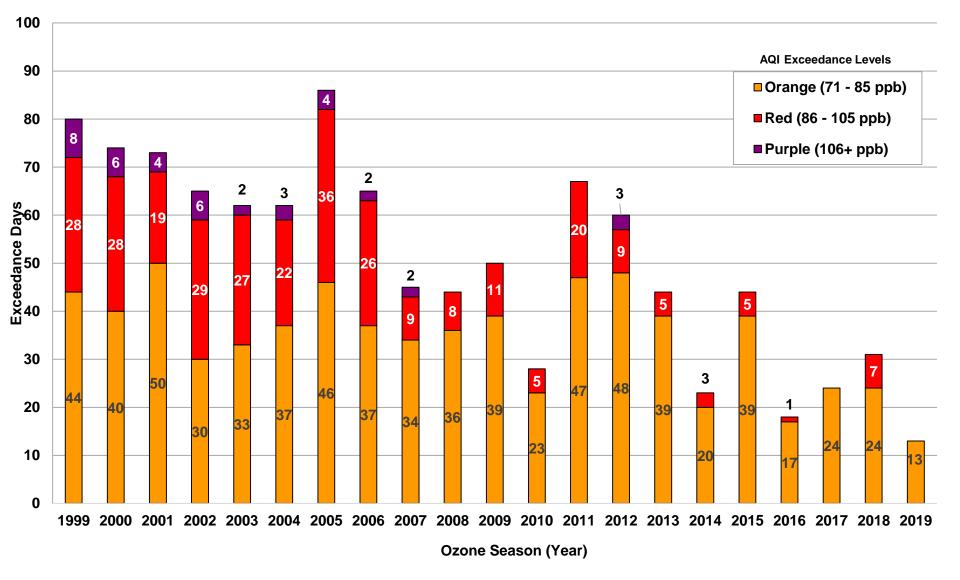
Air North Texas Coalition

July 18, 2019

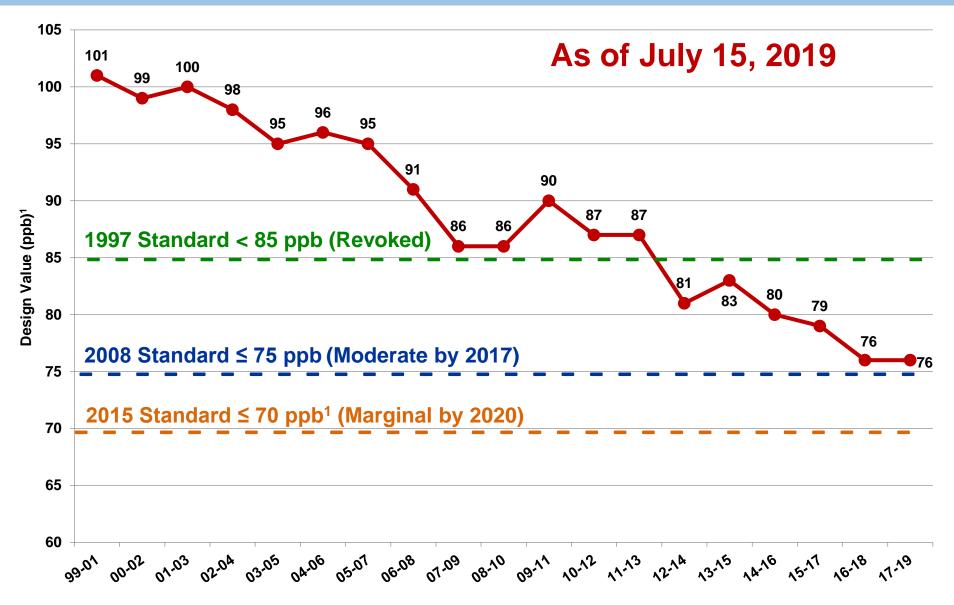


8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on ≤70 ppb (As of July 18, 2019)

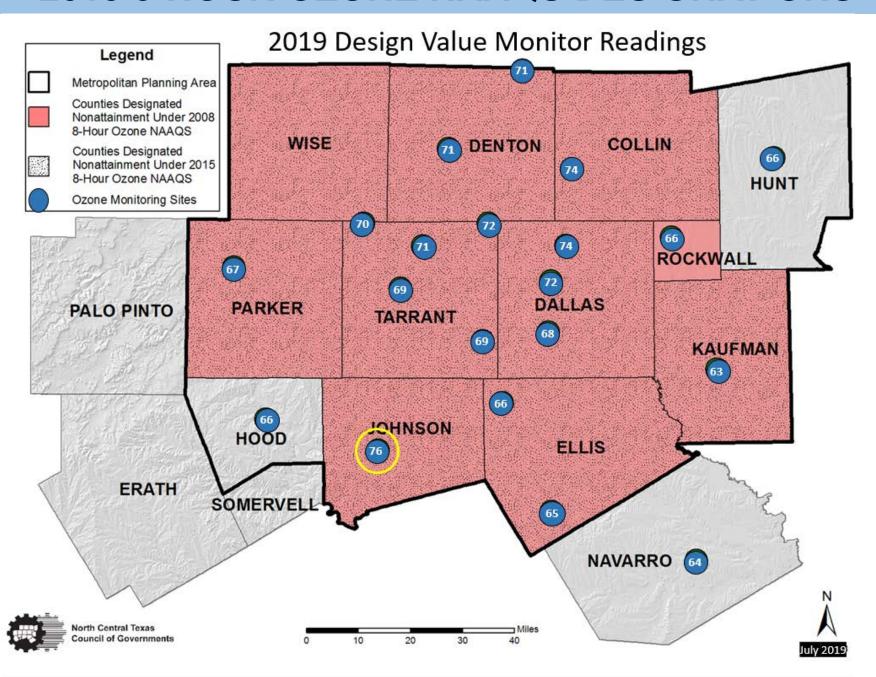


8-HOUR OZONE NAAQS HISTORICAL TRENDS



Consecutive Three-Year Periods

2015 8-HOUR OZONE NAAQS DESIGNATIONS



CONTACTS

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Air Quality Operations Analyst
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https://www.nctcog.org/trans/quality/air/ozone

AIR NORTH TEXAS

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

May 5, 2019 - July 5, 2019

Air North Texas Coalition
July 18, 2019
Erin Arnim & Jade Liu, NCTCOG



Air North Texas Web Analytics

Visits

11,279

Increased

by 6% compared to 2018

Avg. Time

00:45

Decreased

by 14 seconds compared to 2018

Pageviews

15,980

Increased

by 1% compared to 2018

New Visits

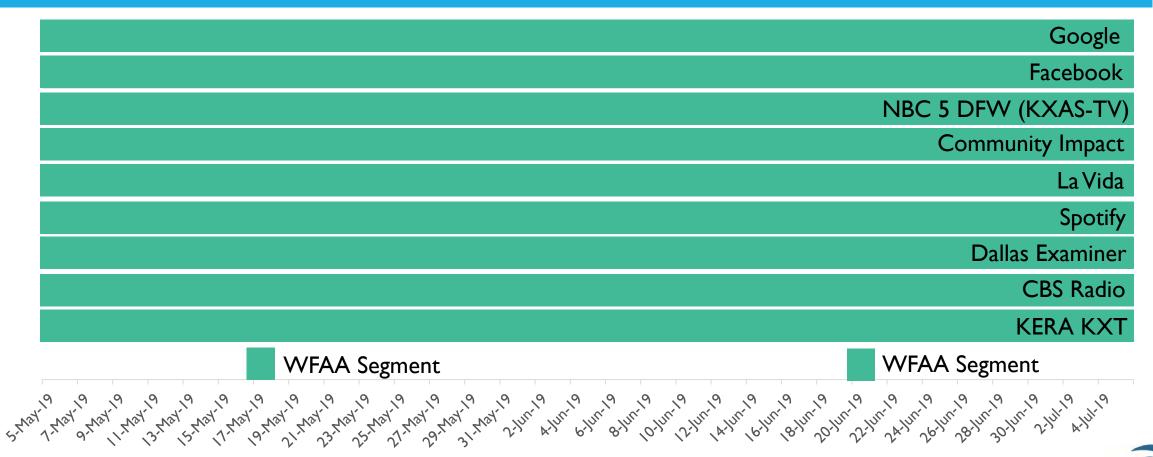
8,636

Increased

by 5% compared to 2018



Web Traffic & Advertising



Visits By Device



6,513

11% Increase compared to 2018



770

60% Increase compared to 2018

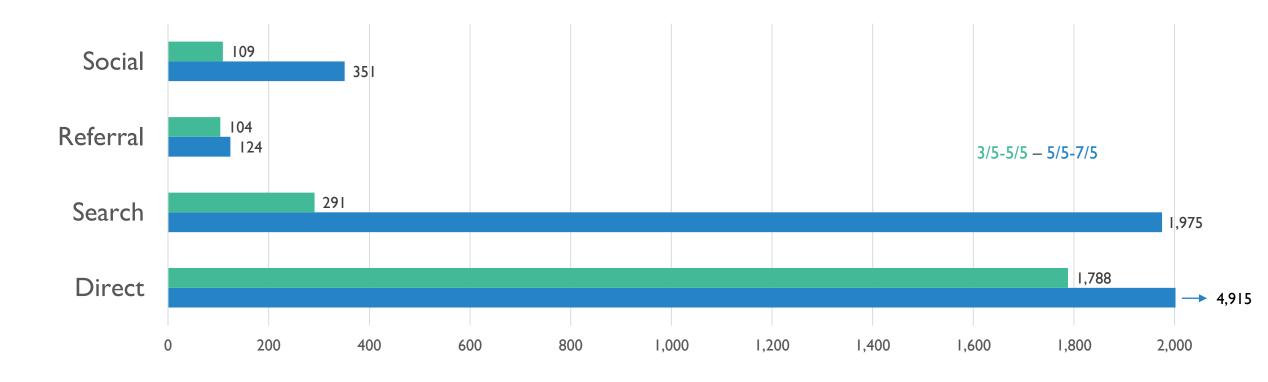


1,554

26% Decrease compared to 2018

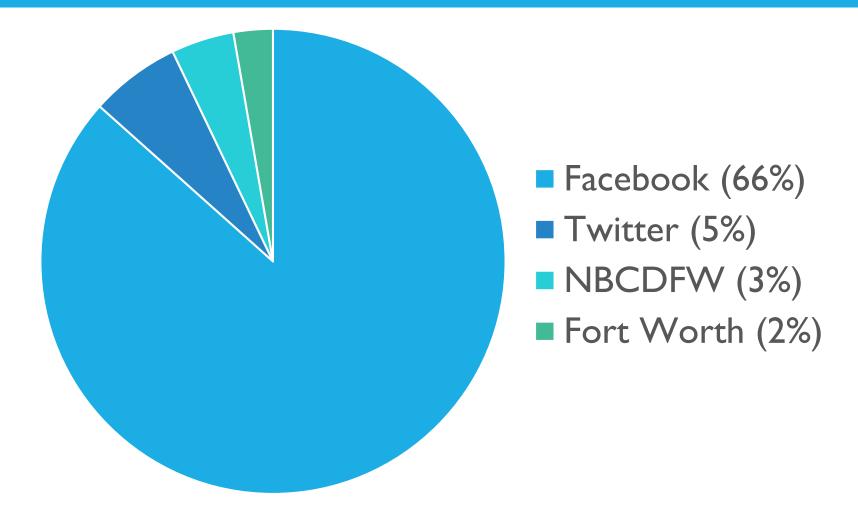


How Visitors Found Air North Texas



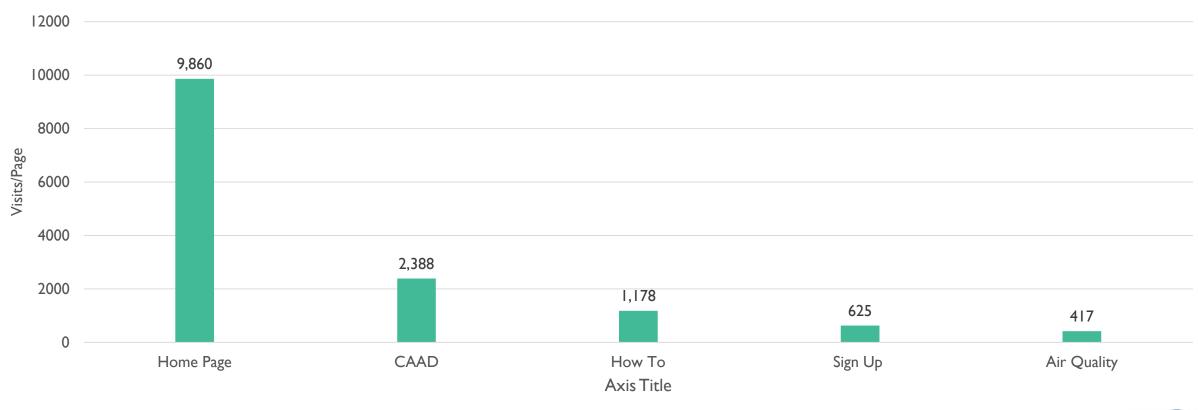


Top Directed Sites

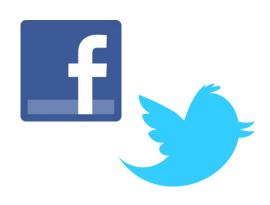




Top Pages Viewed



■ Air North Texas Webpages







NCTCOGTransportation @ @NCTCOGtrans · Jun 11 Ozone Action Day - DFW-area ozone on 6/12 is predicted to be at Level Orange, unhealthy for sensitive groups, bit.ly/9nC9vy



North Central Texas uncil of Governme

-

NCTCOG Transportation Department @NCTCOGtrans

NCTCOG **Transportation**







Sign up for air quality alerts at airnorthtexas.org/signup so that you can be air











BREATHE

CLEAN ON

JULY 4TH



City of Grand Prairie - Municipal Government
July 4 at 2:00 PM · 🚱

Arlo the Airmadillo has noticed an increase in air pollution on July 4th. Sign up for ozone alerts to know how much time to spend outdoors at https://www.nctcog.org/trans/quality/air/ozone #AirNTX #GetFitGP



City of Grand Prairie - Municipal Government

Here's a sample energy-saving plan for the best thermostat setting during the summer:

If you're away from home for extended periods, leave the thermostat at 88 degrees for maximum savings and minimal usage.

 While you're home, move the thermostat to a more comfortable 78

 During sleeping hours, change the temperature to 82 degrees for at least eight hours.

Take the Pledge: Commit to taking action for cleaner air on June 21, Clean Air Action Day, at https://www.airnorthtexas.org/individuals #AirNTX





City of Grand
Prairie - Municipal
Government

@cityofgptx





City of Grand Prairie - Municipal Government June 21 at 2:00 PM · ❖

Bring your lunch to work more often to reduce air pollution! Go to www.gptx.org/getfitgp for some yummy and healthy recipes ideas.

Take the Pledge: Commit to taking action for cleaner air today, Clean Air Action Day, at https://www.airnorthtexas.org/individuals #AirNTX



City of Grand Prairie - Municipal Government
June 20 at 2:00 PM · 3

Summer officially begins tomorrow, and in this Texas heat, air pollution creates high levels of smog that are dangerous to those who are consistently outdoors. Below are some ways to reduce air pollution: #AirNTX

- · Carpool to work
- Plan ahead short trips
- Reduce idling to improve the air quality in our community.

Take the Pledge: Commit to taking action for cleaner air on June 21, Clean Air Action Day, at https://www.airnorthtexas.org/individuals #AirNTX







Grand Prairie, TX @gp_tx · May 10

Kites have many health benefits that help boost your serotonin levels. Grab a kite and enjoy the wonderful spring air this May. #GetFitGP #AirNTX





Grand Prairie, TX @gp_tx · May 15

May is National Bike Month! Join the nation on May 17 and bike to work, or join us this month for Cyclin' with the Mayor on May 28 at Action Park Grand Prairie. Enjoy the outdoor air while receiving the benefits of cylin' this month! #GetFitGP #AirNTX









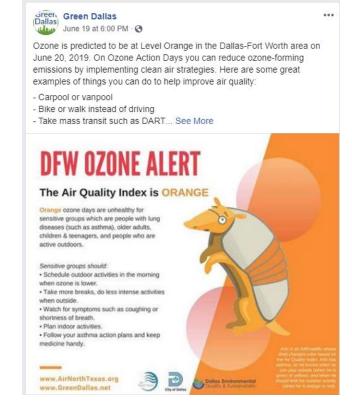
Dallas Climate Action Plan Community Meetings

May 2, 6-8 p.m. Martin Weiss Rec Center, 1111 Martindell Ave.

May 6, 6-8 p.m.: Churchill Rec Center, 6906 Churchill Way

May 7, 6-8 p.m.: Audelia Road Library, 10045 Audelia Rd.

May 9, 6-8 p.m.: Eastfield College, Pleasant Grove, 802 S. Buckner Blvd.







City of Denton Sustainability

DENT June 21 at 9:58 AM · §

Happy Clean Air Action Day! Thanks to everyone who came out to the square for Sustainable Denton's Clean Air Action Day celebration, and for pledging to improve air air quality!

If you missed us yesterday please take the time to do the pledge yourself and sign up for air quality alerts here!

https://www.airnorthtexas.org/individuals... See More







City of Denton Sustainability

@sustainabledenton

Energy Efficiency Rebates Are Back!

To-do List

- Get a FREE Energy Audit
- Review report and decide which project I want to tackle first
- Download GreenSense Manual





City of Denton Sustainability DENT June 17 at 8:33 AM - 3

Clean Air Action Day is this Friday June 21st! Join Sustainable Denton this Thursday from 6:30-8PM on the Denton Square for a Twilight Tunes concert to get more details on how you can do your part, get some free giveaways, and enjoy a night of music and fun! Visit the Air North Texas Website for additional info and resources.

#CAAD2019 #AirNTX

https://www.airnorthtexas.org/cleanairactionday







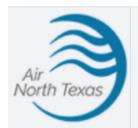
NCTCOG Transportation Department May 30 - 3

Ozone Action Day - Ozone in the DFW area unhealthy for sensitive groups. Children, olde See More



City of Denton Sustainability

Join us next week during Twilight Tunes where we will sharing information and prizes for Clean Air Action Day! #AirNTX #CAAD2019



AIRNORTHTEXAS.ORG

Clean Air Actions | Individuals | Air North

There are many clean air actions individuals can make to improve North Texas air quality. Find individual clean air actions that improve air...









Bike Denton @BikeDenton





Happy #CleanAirActionDay! Did you know that Denton County is a nonattainment area? This means our ground-level ozone violates federal standards, which is bad news for your health.

According to NCTCOG, about 44% of emissions come from on-road vehicles, including cars and trucks. The most impactful thing you can do to improve our air quality is to drive less: bike or walk for short trips, use #DCTA buses and trains, or carpool.

Go to AirNorthTexas.org to pledge what actions you... See More



AIRNORTHTEXAS.ORG

Clean Air Actions | Individuals | Air North Texas

There are many clean air actions individuals can make to improve North Texas air quality. Find individual clean air actions that improve air...



Bike Denton @bikedenton · Jun 21

Happy #CleanAirActionDay! According to @NCTCOGtrans, about 44% of emissions in DFW are from on-road vehicles. Driving less is the biggest thing you can do to improve our air quality: walk, bike, use @RideDCTA buses and trains, or carpool. Take the pledge: bit.ly/2ZEDuQi









@livegreeninplano

Switch & Win



Live Green in Plano

Live Green in Plano

Live Green in Plano June 21 at 2:30 PM - 3

For Clean Air Action Day, City of Plano staff learned about DART's new mobility and transit initiatives while enjoying a zero waste lunch. Pledge your clean air actions today at www.airnorthtexas.org/cleanairactionday

Dallas Area Rapid Transit (Official DART page)



Live Green in Plano June 21 at 9:54 AM - 3

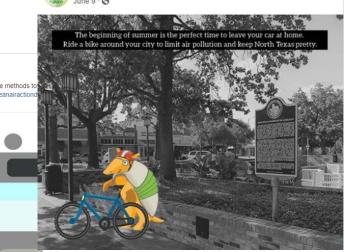
Today is Clean Air Action Day! What clean air choice did you make today' https://www.airnorthtexas.org/cleanairactionday #AirNTX

> **CLEAN** ACTIO₄N DAY 6.21.19

> > airnorthtexas.org













Keep Fort Worth Beautiful

@KeepFortWorthBeautifu



•••



Keep Fort Worth Beautiful

June 20 at 12:47 PM · 3

Take a mini road trip to and from work with a coworker and carpool on #CAAD2019! #AirNTX. Make your pledge at https://www.airnorthtexas.org/cleanairactionday.





Keep Fort Worth Beautiful June 21 at 10:15 AM · 🔇

We've shared useful strategies this week on ways you can help improve air quality. Now share with us! Did you bike, walk, carpool, pack a lunch? Post your #CAAD2019 action, we'd love to see it.

Don't forget to tag our friends @NCTCOGtrans and #CAAD2019.

For more info visit https://www.airnorthtexas.org/cleanairactionday.











City of Bedford, TX-City Services 💿 @BedfordTX

BEDFORD



Keep Bedford Beautiful

June 20 at 8:53 AM · 3

Tomorrow is Clean Air Action Day! Do one thing to reduce emissions and post it with the tag #CAAD2019. Can't think of anything? Instead of going out for lunch, pack one for tomorrow. You can save money and reduce emissions. #CAAD2019 #AirNTX



Keep Bedford Beautiful

Happy Clean Air Action Day! Do one thing to reduce emissions and post it

with the tag #CAAD2019. Can't think of anything? Carpool with coworkers to lunch! to save money and reduce emissions. #CAAD2019 #AirNTX

CLEAN ADR ACTION **DAY** 6.21.19

airnorthtexas.org



Check your tire pressure. Properly inflated tires save money, last longer, and reduce emissions. #DriveCleanTexas #AirNTX #KeepBedfordBeautiful



Texas Department of Transportation ②

Check your tire pressure. Properly inflated tires save money, last le emissions. Learn more. #DriveCleanTexas

City of Bedford @CityofBedfordtx · Jun 19

Ozone is predicted to be at Level Orange in the DFW area tomorrow. Children, older adults, and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity if ozone reaches Level Orange. Find out more at AirNorthTexas.org #AirNTX

Ozone Action Day Level Orange

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











@GoGreenGarland

GoGreenGarland.org



GoGreenGarland @GoGreenGarland · Jun 21

When its #CleanAirDay2019 #CAAD2019 and you #signed the #pledge @ bit.ly/2Kxz7Cv and #BikeToWork

#EarthFriendlyFriday #EndAirPollution #CleanAir #AirNTX #RideAllTheBikes #WalkAllTheTime #CarpoolEveryday #FridayFeeling @NCTCOGtrans @TakeCareOfTX @TCEQ @garlandtxgov



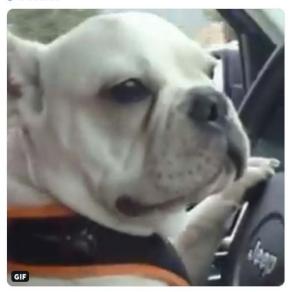


GoGreenGarland @GoGreenGarland · Jun 16

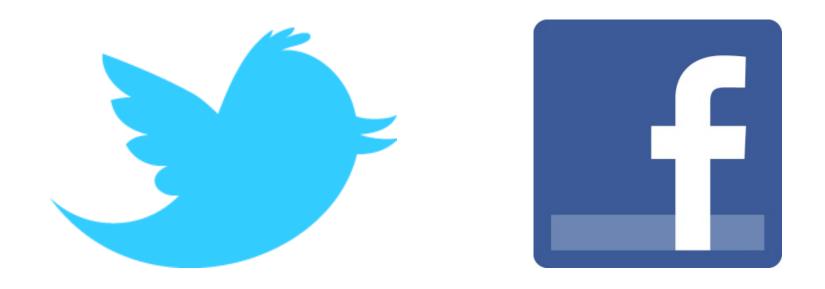
Show your #Dad you #care this #FathersDay & by signing him up for #AirPollution #alerts from #AirNTX.

#Gift #idea! Take his #car in for #regularmaintenance and complete the #CAAD2019 #pledge @ ow.ly/a9Md50uDjWA

#cleanair #sundayfunday #weekendvibes @NCTCOGtrans







#AirNTX



ANTx NCTCOG Contacts

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Communications Supervisor (817) 704-5639

wvandiver@nctcog.org

Air North Texas Coalition Web page:

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



2019 CAAD COMMITMENTS

- Take lunch to work or summer activities: **574**
- lacktriangle Maintain consistent driving speed by avoiding quick accerlations and hard braking : $oldsymbol{370}$
- **■** Combine trips or drive less : **378**

Confirm you are up-to-date on regular vehicle maintenance and state emissions and safety inspection: 350

■ Reduce idling: 312

■ Bike or walk: **280**

Carpool or vanpool: 193

Attend meetings remotely: 130

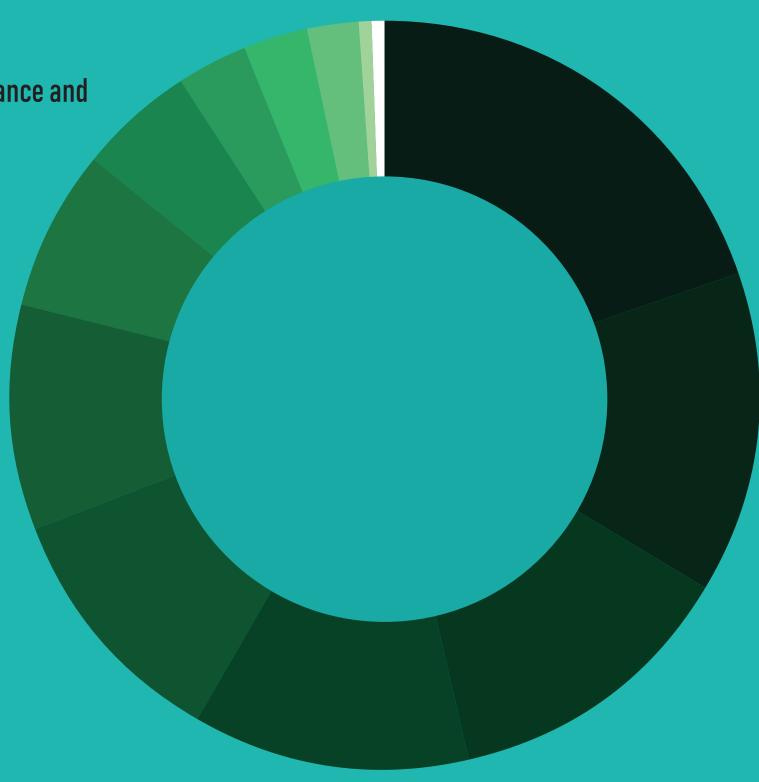
Report smoking, polluting vehicles (#SMOKE): **92**

Consider an electric or other alternative fuel lawn mower: **77**

Telecommute: 63

Use mass transit: 24

Other: **10**



Total number of commitments: 2 8 7 8



Air North Texas Partner Progress Report Guidelines: 2018-2019

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2018 through September 1, 2019.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2018, 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 2018-2019 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 Kimberlin To at kto@nctcog.org or 817-608-2362.

Submit completed progress reports via email by close of business **Friday, September 20, 2019**. Please send reports to:

Kimberlin To, North Central Texas Council of Governments

Email: kto@nctcog.org Fax: 817-640-3028

Thank you for your participation in the 2018-2019 Air North Texas Progress Report.

Report Guidelines

Excluding attachments, your report should be no longer than three single-spaced pages with no less than 10 pt font.

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
- o 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 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
- o 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 2019 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.





Saturday, February 9 **Home Energy Fair**

Former Irving Central Library, 1 - 3 pm

Informational booth

AirCheckTexas, DFW Clean Cities, Regional Smoking Vehicle, Electric Vehicles North Texas,

Try Parking It

Monday, February 11 **Public Meeting**

Arlington

Presentations: Future of Transportation in Dallas-Fort Worth: First-Mile Connections to High-Speed Rail, Overview of Volkswagen Settlement, Title VI Program Update/Revised

Complaint Procedures

Highlighted Information: AirCheckTexas Drive a Clean Machine Program, EV Incentives,

511DFW Traveler Information System, Mobility Plan Administrative Revisions

Thursday, February 21 Aging Well Expo

Arlington Convention Center, 9 am - 2 pm

AirCheckTexas informational booth

Monday, March 11 **Public Meeting**

Arlington

Presentations: Regional Operations and Air Quality Funding, RTC's Assessment Policy

Project Funding, Start of 2019 Ozone Season, AirCheckTexas Program Update

Highlighted Information: Proposed Modifications to the List of Funded Projects, EV

Incentives, Regional Smoking Vehicle Program

Thursday, March 28 **SER Community Day**

Tarrant County Community College, Fort Worth, 7 am - 5 pm

Aviation Education informational booth

Saturday, March 30 **Fort Worth Earth Party**

Panther Island Pavilion, 11 am - 3 pm

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, NCTCOG Active Transportation Program,

Try Parking It

10th Annual Earth Day Fest Wednesday, April 3

Brookhaven College, Farmers Branch

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, NCTCOG Active Transportation Program,

Try Parking It

Saturday, April 6 Colorpalooza

Old Town Lewisville, 10 am - 7 pm

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, Regional Smoking Vehicle Program

NCTCOG Active Transportation Program, Try Parking It

*Note: event cancelled due to inclement weather; items provided to City of Lewisville

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

Carli Baylor, Communications Specialist

cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)





Monday, April 8 Public Meeting

Arlington

Presentations: 10-Year Plan Update, 2019 Congestion Management Update, Mobility 2045

Status Report, 511DFW Traveler Information System

Highlighted Information: 2019 Spring Outreach Season, Regional Smoking Vehicle Program,

Mobility 2045 Administrative Revisions

Friday, April 12 UNT University Day

Library Mall, Denton, 11 am - 1:30 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Saturday, April 13 8th Annual Irving Bicycle Fest

North Lake College DART Station, 10 am - 2 pm

Sustainable Development informational booth

*Note: event cancelled due to inclement weather; items provided to City of Irving

Saturday, April 13 City of Plano's Great American Cleanup

Oaks Church Parking Lot, 10:30 am - 1:30 pm

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active

Transportation Program, Try Parking It

Note: event cancelled due to inclement weather

Wednesday, April 17 UTA's Celebrating People & Planet

University Center Mall, 11 am - 1 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Thursday, April 18 iWork2019 Career Exploration

Plano Event Center, 9 am - 1 pm

Aviation Education informational booth

Saturday, April 20 Keep Grapevine Beautiful Earth Day

Town Square Gazebo, Grapevine, 9 am - Noon

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active

Transportation Program, Try Parking It

Wednesday, April 24 DFW Airport's Student Earth Day

DFW Airport LiveWell Center, Dallas, 9:30 am - 1:30 pm

Informational booth

Air North Texas, NCTCOG Active Transportation Program, Aviation Education

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





Thursday, April 25 UT Dallas Earth Fair

Student Union Mall, Richardson, 11 am - 1 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Friday, April 26 - EarthX

Sunday, April 28 Fair Park, Dallas, 10 am - 6 pm

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active

Transportation Program, Try Parking It

Sunday, May 19 Family Fun Day

The Potter's House of Dallas, Noon - 3 pm

Aviation Education informational booth

Wednesday, June 5 Get Fit GP - Guys Night Out

AirHogs Stadium, Grand Prairie, 7 - 9 pm

Informational booth

Air North Texas, Regional Smoking Vehicle Program, Electric Vehicles North Texas, Try

Parking It

Friday, June 21 Clean Air Action Day

Everywhere in the Dallas-Fort Worth region

Saturday, July 13 Congressman Burgess Energy Summit

UNT's Discovery Park, Denton, 8 am - Noon

Informational booth

DFW Clean Cities, Electric Vehicles North Texas, Regional Smoking Vehicle Program

Friday, August 2 Dallas Mayor's Back-to-School Fair

Fair Park, Dallas, 8 am - 2 pm

Sustainable Development Informational booth

Thursday, August 8 Tarrant County Back-to-School Roundup

TCC South Campus, 8 am - 2 pm

Sustainable Development Informational booth

Thursday, August 22 -

Saturday, August 24 Dall

Great American Trucking Show (GATS)

Dallas, Noon - 5 pm Informational booth

DFW Clean Cities, SMARTE, Freight North Texas

Saturday, September 7 Thinkers & Tinkers

Joe Farmer Recreation Center, Allen, 11 am - 3 pm

Aviation Education informational booth

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

Carli Baylor, Communications Specialist cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)





Friday, October 18 - Sunday, October 20

Bell Fort Worth Alliance Air Show - Discovery Zone Fort Worth, 9 am - 5 pm
Aviation Education informational booth