

Air North Texas Coalition
Thursday, November 18, 2021
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. September 16 Meeting Kimberlin To
3. Discussion
 - a. Air North Texas Partner Award Winners Kimberlin To
 - b. Air Quality Update Nick Van Hassen, NCTCOG
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Clean Air Corner
 - ii. Outreach Items
 - iii. Events Schedule
 - iv. 2022 Meeting Schedule
 - d. Website Quantification/Social Media Report Alissa Soto, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, January 20, 1:30 PM
Call in number: 1-903-508-4574
Conference ID: 125 915 715#



Air Quality Update

Air North Texas Coalition

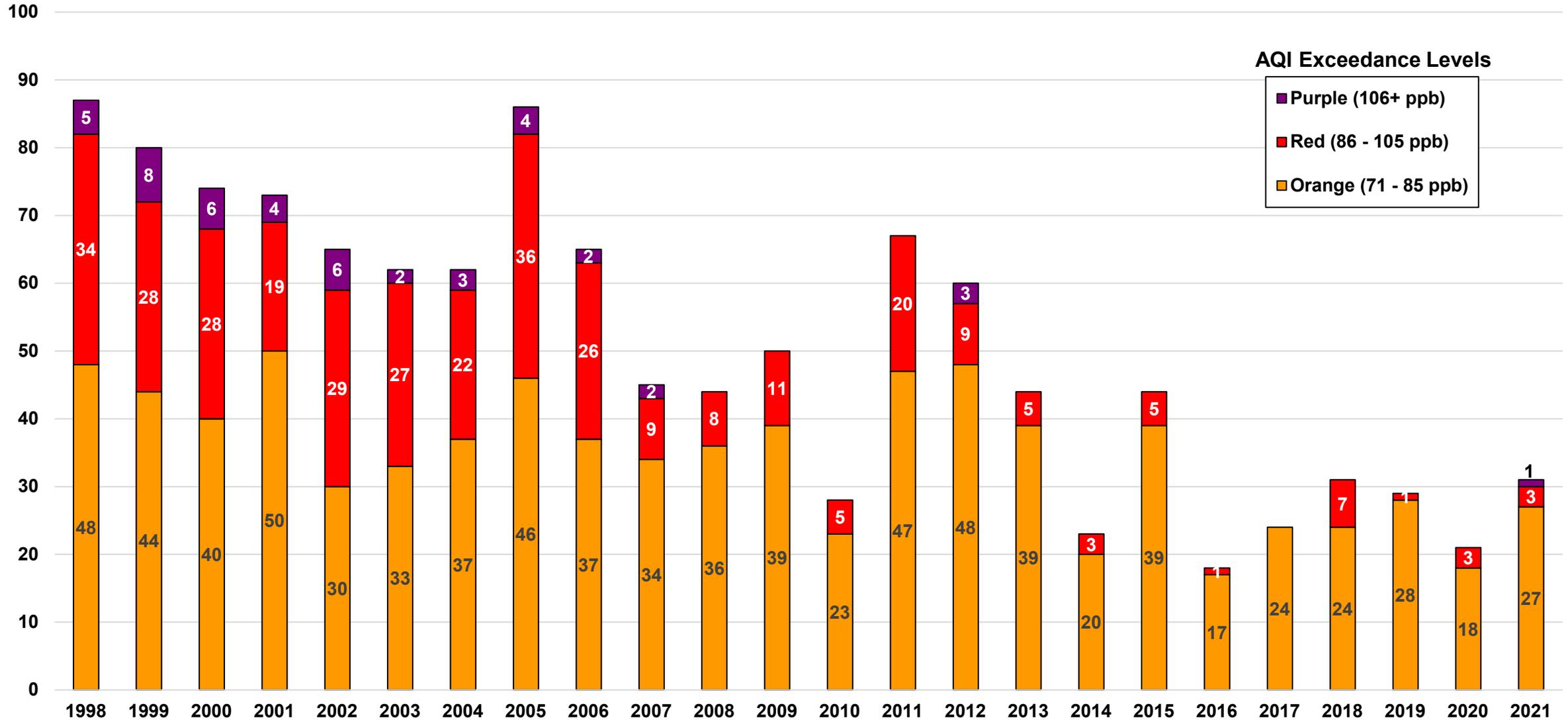
November 18, 2021
Nick Van Haasen



North Central Texas
Council of Governments

8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on ≤ 70 ppb (As of November 17, 2021)

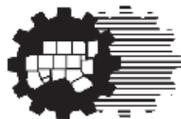
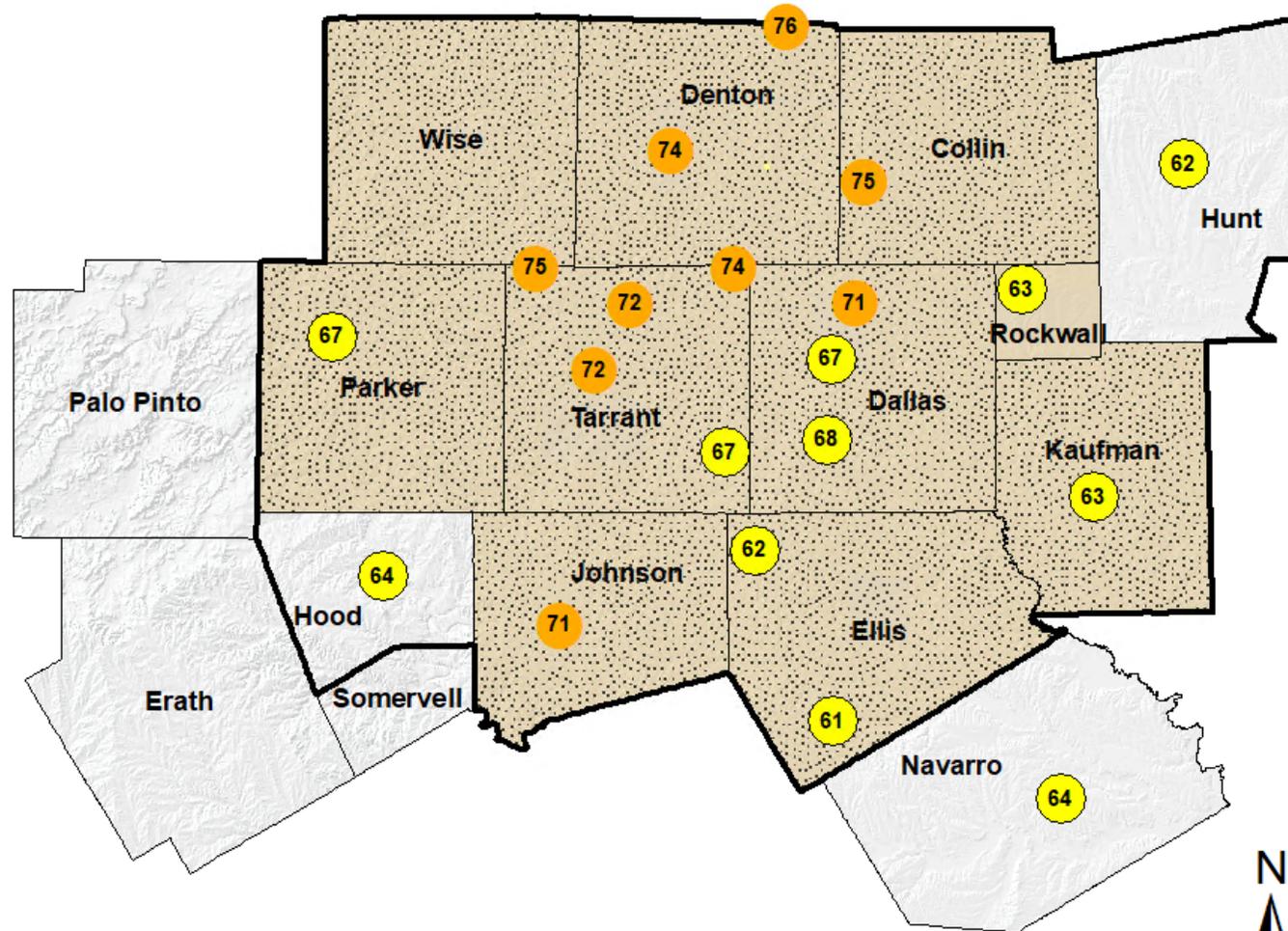
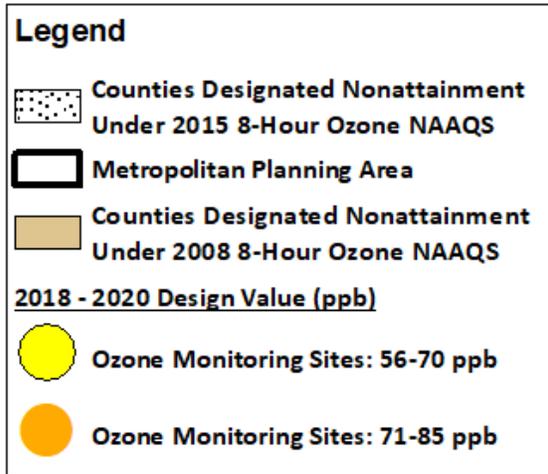


Exceedance Level indicates daily maximum eight-hour average ozone concentration.
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

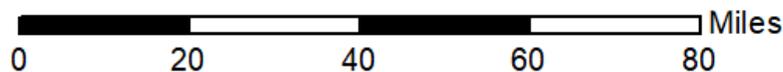
Source: TCEQ, http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl
ppb = parts per billion

Monitor Locations

2021 Design Value Monitor Readings

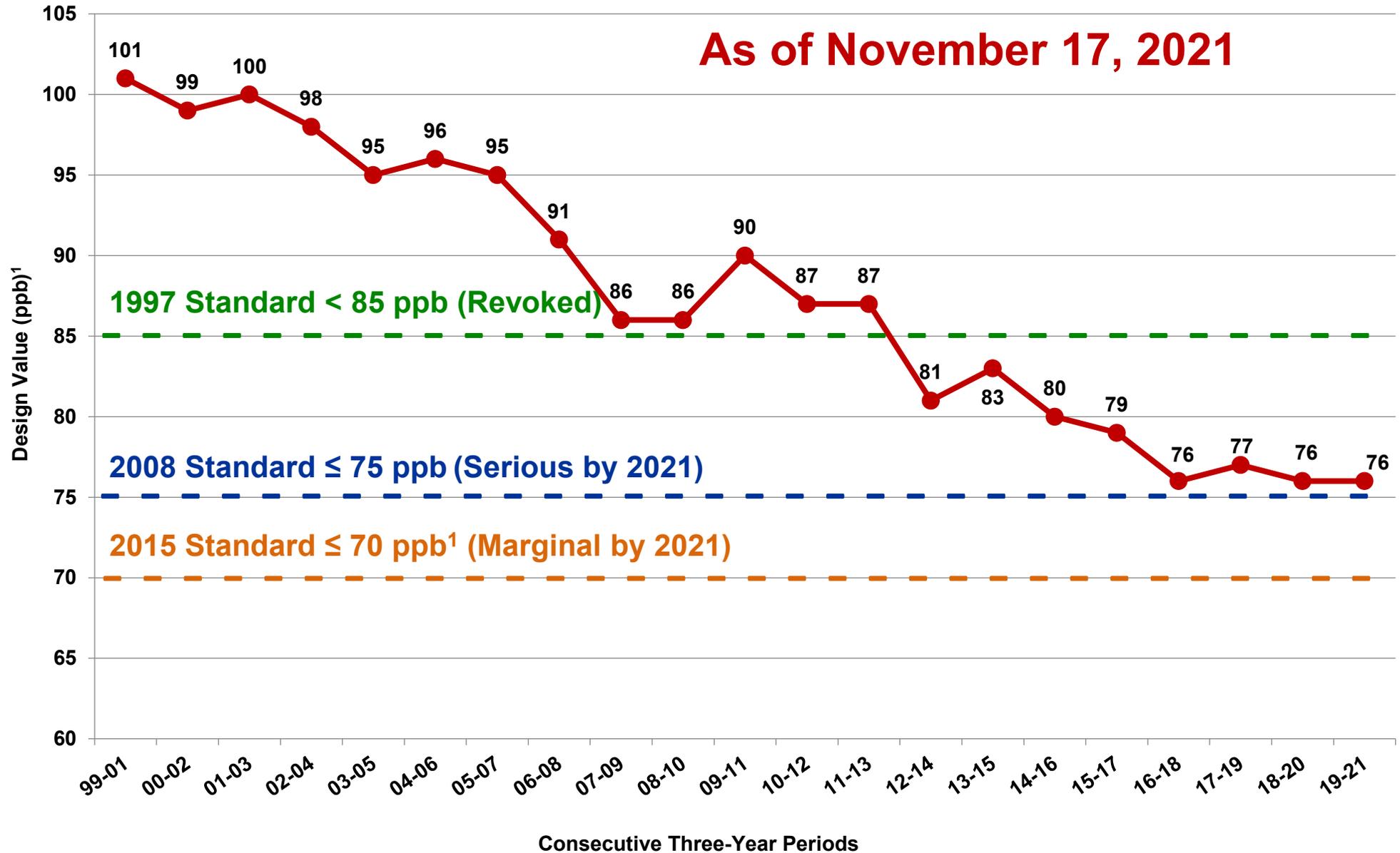


North Central Texas
Council of Governments



November 2021

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>



2021 Outreach Events

- Saturday, January 9** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, January 11 -
Tuesday, February 9** **January Online Input Opportunity**
Handout Posted for Review & Comment: Changes to the 2021-2024 TIP & STIP
Highlighted Information: Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities
- Wednesday, January 13** **Electric School Bus Webinar Series**
[Virtual](#), 10 am - 11:30 am
NCT Clean School Bus
- Wednesday, January 27** **DFW High-Speed Transportation Public Meeting**
[Virtual](#), Noon - 1 pm
DFW High-Speed Transportation Connections Study
- Thursday, January 28** **DFW High-Speed Transportation Public Meeting**
[Virtual](#), 6 pm - 7 pm
DFW High-Speed Transportation Connections Study
- Saturday, February 6** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, February 8 -
Tuesday, March 9** **February Online Input Opportunity**
Presentation: High-Speed Transportation Update
Handout Posted for Review & Comment: Work Program Modifications
Highlighted Information: Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities
- Tuesday, March 2** **Irving Environmental Career Symposium**
[Virtual](#), Noon - 2 pm
Air Quality, Sustainable Development
- Saturday, March 6** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, March 8 -
Wednesday, April 7** **March Online Input Opportunity**
Presentations: Mobility 2045 Update, Look Out Texans Campaign, DFW Clean Cities Update: 2019 Impacts & Fleet Recognition Awards
Highlighted Information: Interactive Public Input: Map Your Experience, Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities, Highlighted Regional Trails Videos
- Monday, March 29 -
Sunday, April 11** **Spring 2021 Housing Fair**
[Virtual](#), University of North Texas
Try Parking It
- Thursday, April 1 -
Friday, April 30** **Earth Day Event (Students K-12)**
[Virtual](#), DFW International Airport
Aviation Education, Air North Texas

For additional information or for future outreach opportunities, please contact:
Carli Baylor, Communications Coordinator
cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)



2021 Outreach Events

- Saturday, April 3** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, April 12 -
Tuesday, May 11** **April Online Input Opportunity**
Presentations: COVID-19 #00X Transportation Infrastructure Program: Round 4, Regional Trip Reduction Resolution for Single Occupancy Vehicle Trips, Start of 2021 Ozone Season, Car Care Awareness
Highlighted Information: Access North Texas, Interactive Public Input: Map Your Experience, Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities,
- Thursday, April 15** **EarthFest**
[Virtual](#), UNT
Mobility 2045 Update, Air North Texas, Car Care Awareness, Electric Vehicles North Texas, Try Parking It, Look Out Texans
- Saturday, April 17** **Fix My Ride**
The Hope Center, Denton, 8 am - 5 pm
Car Care Awareness, Regional Smoking Vehicle Program items distributed at event
- Sunday, April 18** **Vineyard Vibes: A Community Concert Day**
Harvest House, Burleson, Noon - 7 pm
Car Care Awareness, Regional Smoking Vehicle Program items distributed at event
- Monday, April 19 -
Friday, April 23** **Digital Earth Day: Through the Lens of Sustainability:**
[Virtual](#), UT Dallas
Mobility 2045 Update, Air North Texas, Car Care Awareness, Electric Vehicles North Texas, Try Parking It, Look Out Texans
- Saturday, May 1** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Saturday, May 8** **Head for the Hills Bicycle Rally**
Hillside Village Shopping Center, Cedar Hill, 8 am
Air North Texas, Look Out Texans items distributed at event
- Saturday, June 5** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, June 7 -
Tuesday, July 6** **June Online Input Opportunity**
Presentations: 10-Year Plan Update, Congestion Management Process (CMP), Public Transportation Funding: American Rescue Plan & FY21 Program of Projects, FY2022 & 2023 Unified Planning Work Program, Project Proposals for AV2.2 and AV2.3, Federal Certification Review of Metropolitan Transportation Planning Process, TIP Modifications
Highlighted Information: Access North Texas, Interactive Public Input: Map Your Experience, Vehicle Incentives & Funding Opportunities, Mobility Plan Administrative Revisions

For additional information or for future outreach opportunities, please contact:
Carli Baylor, Communications Coordinator
cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)



2021 Outreach Events

- Saturday, July 10** **Congressman Burgess Energy Summit & Fair**
UNT's Discovery Park, Denton, 9 am - Noon
Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities, Regional Smoking Vehicle Program, Engine Off North Texas, SMARTE, Mobility 2045 Update
- Saturday, August 7** **Unmanned Aircraft System (UAS) Workshop**
[Virtual](#), 10 am - Noon
Aviation Education
- Monday, August 9 -
Tuesday, September 7** **August Online Input Opportunity**
Presentations: Interactive Public Input: Map Your Experience, Progress North Texas: Transportation for All, Engine Off North Texas Update, Regional Electric Vehicle Infrastructure Opportunities, NCTCOG Strategic Plan for Downtown Wylie
Highlighted Information: Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities, Mobility Plan Administrative Revisions
- Monday, September 13 -
Tuesday, October 12** **September Online Input Opportunity**
Presentations: HOV Pilot Project Along US 75 Corridor, Public/Private Partnership: SH 183 Segment 2 East, National Drive Electric Week, Regional Comprehensive Emissions Reduction Program, Locally Enforced Vehicle Idling Restrictions, TIP Modifications
Highlighted Information: Interactive Public Input: Map Your Experience, Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities
- Saturday, September 25** **Public Safety Expo**
Richardson Civic Center Fountain Area, Richardson, 9 am - 12 pm
Look Out Texans and Bike/Walk North Texas items distributed at event
- Saturday, October 9** **Peterbilt Open House**
Denton, 11 am - 2 pm
Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities, SMARTE, Regional Smoking Vehicle Program, Car Care Awareness, Look Out Texans, Active Transportation, Program, Bike/Walk North Texas
- Saturday, October 9** **Fix My Ride**
Cross Timbers Church, Argyle, 10 am - 4 pm
Regional Smoking Vehicle Program, Car Care Awareness, Mobility 2045 Update
- Monday, October 11 -
Tuesday, November 9** **October Public Meeting**
Presentations: Mobility 2045 Update, Freight Safety Campaign, Local Government Energy Reporting
Highlighted Information: Interactive Public Input: Map Your Experience, Regional Smoking Vehicle Program, Vehicle Incentives & Funding Opportunities, Mobility 2045 Administrative Revisions
- Wednesday, October 20 -
Thursday, October 21** **North Texas Facilities Expo**
Esports Stadium Arlington & Expo Center, Arlington
Electric Vehicles North Texas, Dallas-Fort Worth Clean Cities Coalition
- Friday, October 22** **Harvest House Raffle & Trunk or Treat**
Burleson Honda, 5 pm - 7 pm
Regional Smoking Vehicle Program, Car Care Awareness, Air North Texas

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

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



2021 Outreach Events

Saturday, November 6

Unmanned Aircraft System (UAS) Workshop

Virtual, 10 am - Noon

Aviation Education

Saturday, November 13

Car Care Workshop

Virtual, 10 am - 11:30 am

Car Care Awareness, Regional Smoking Vehicle Program

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

Carli Baylor, Communications Coordinator

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



Air North Texas Coalition Meeting Schedule - 2022

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

January 20	Conference call
March 17	Conference call
May 19	Possible on-site meeting, TBD
July 21	Conference call
September 15	Conference call
November 17	Possible on-site meeting, TBD

** Calls for Presentations from partners accepted two-weeks prior to on-site meetings.*

AIR NORTH TEXAS

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

SEPTEMBER 7, 2021 – NOVEMBER 8, 2021

Air North Texas Coalition

November 18, 2021

Alissa Soto, NCTCOG



AIR NORTH TEXAS WEB ANALYTICS

Visits

4,290

Increased

By 178% compared to 2020

Avg. Time

0:35

Decreased

By 1 minute and 15 seconds compared to 2020

Pageviews

6,606

Increased

By 134% compared to 2020

New Visits

4,209

Increased

By 185% compared to 2020



VISITS BY DEVICE



2,233

206% increase
compared to 2020



533

1,200% increase
compared to 2020



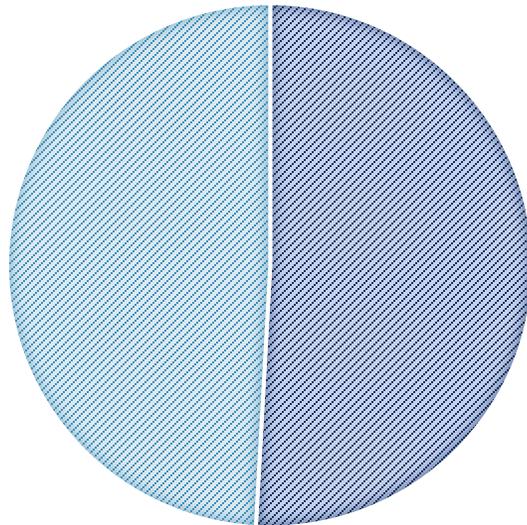
1,547

101% increase
compared to 2020

VISITOR DEMOGRAPHICS

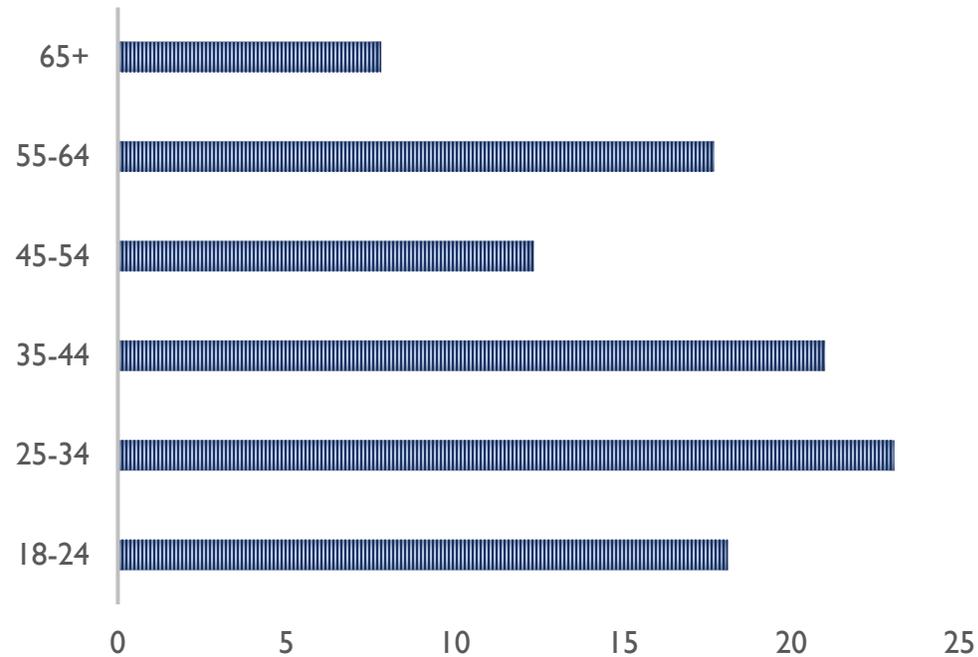
GENDER

■ Women ■ Men



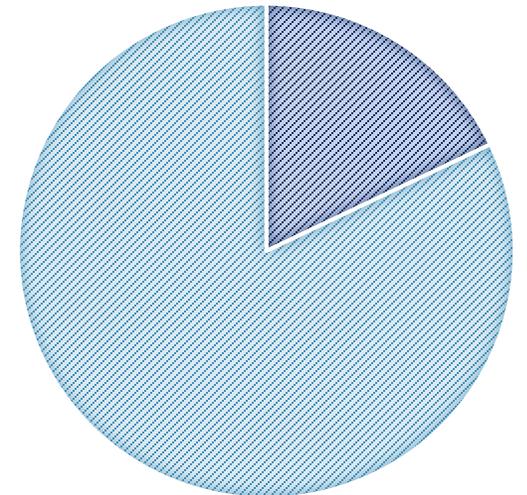
AGE

■ Age

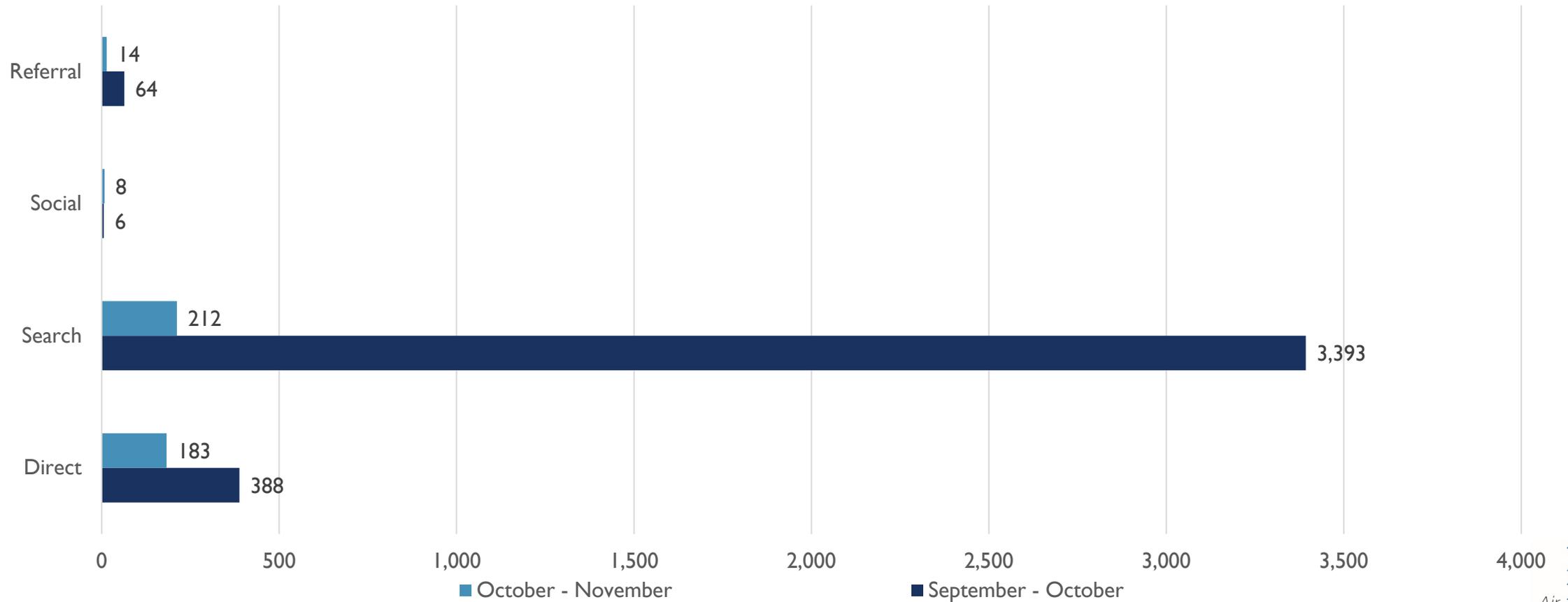


VISITORS

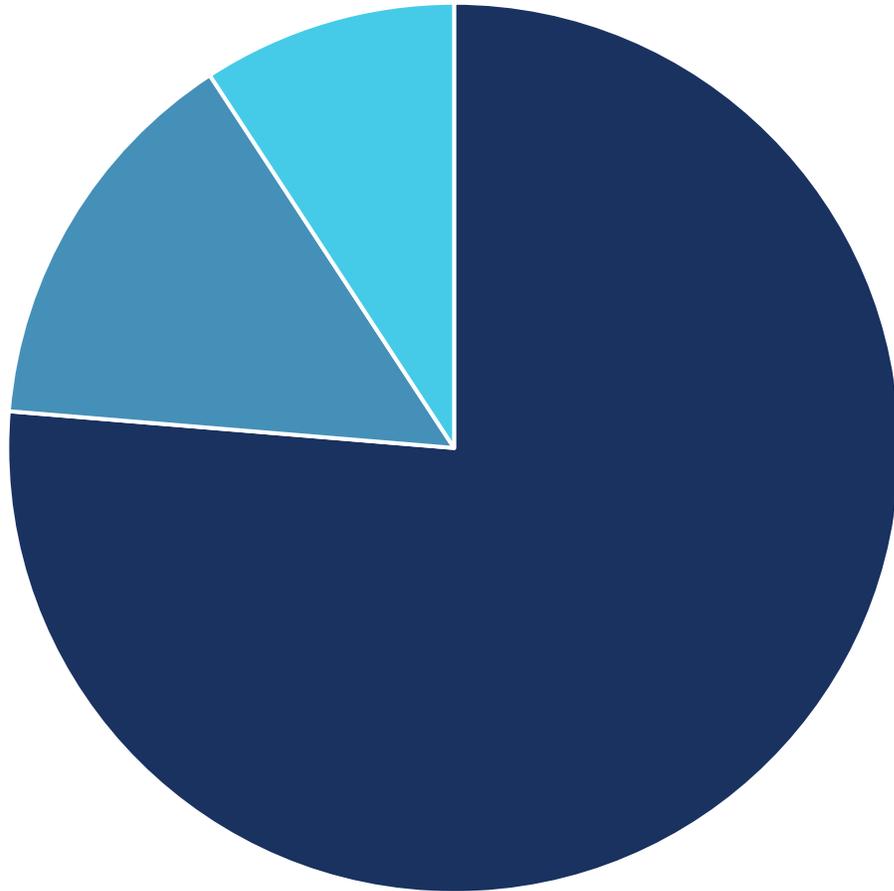
■ Returning Visitors ■ New Visitors



HOW VISITORS FOUND AIR NORTH TEXAS

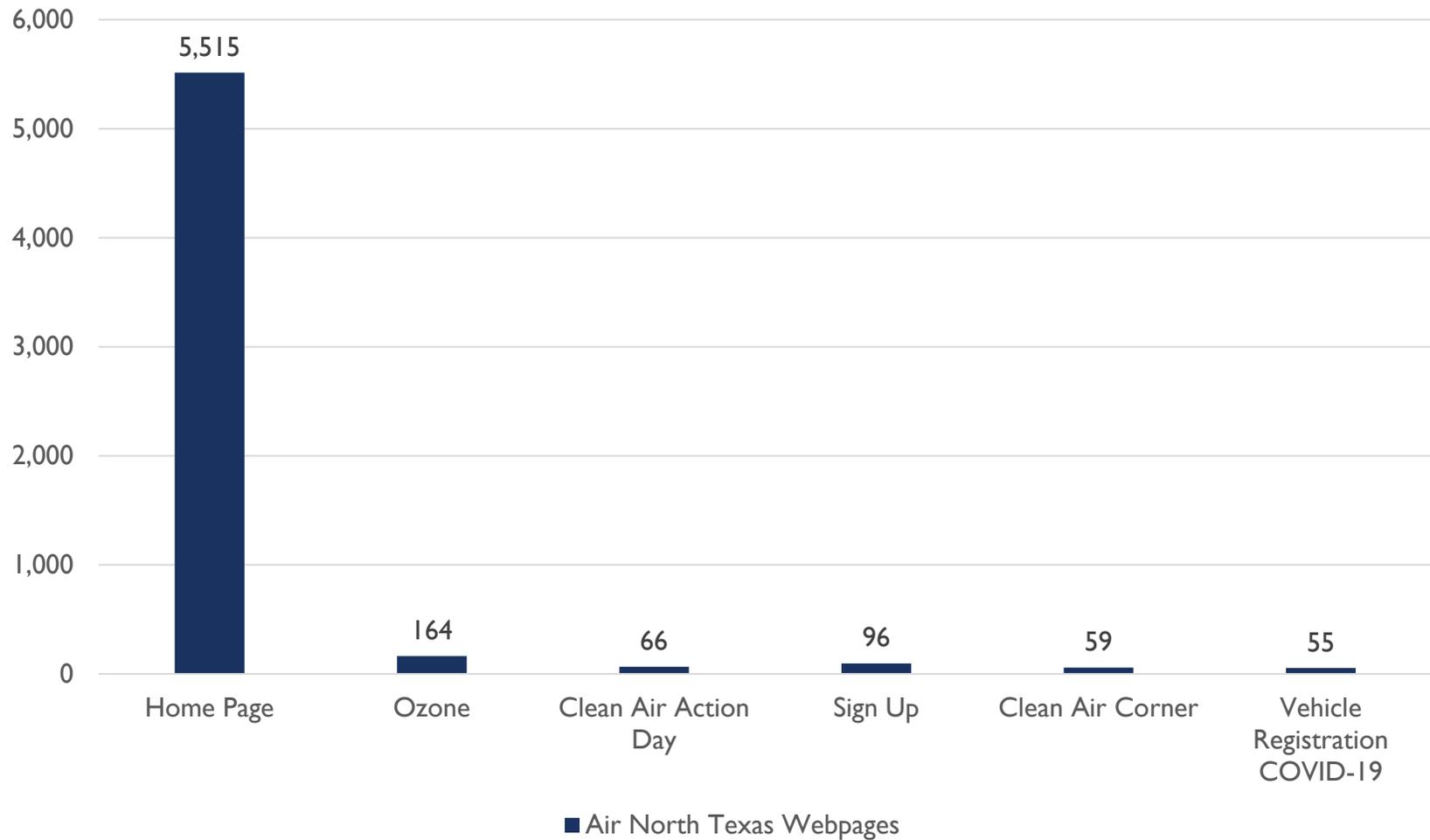


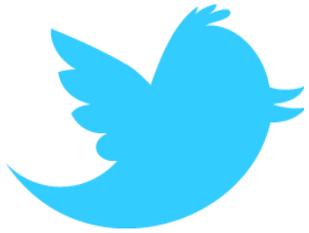
TOP DIRECTED SITES



- DFWChild
- NCTCOG
- City of Fort Worth

TOP PAGES VIEWED





Grand Prairie, TX @gp_tx

Go Green! Buy things that have recyclable packaging or that are biodegradable, such as paper straws. Aim to plant a tree this year, to increase oxygen levels while at the same time getting a workout. #AirNTX #GetFitGP

BREATHE FRESH GRAND PRAIRIE

8:00 PM · Sep 30, 2021 · Hootsuite Inc.

Grand Prairie, TX @gp_tx

Arlo will be walking this Halloween, will you? Take action to be clean air aware even in costume so we can reduce ground level ozone pollution and be able to breath clean air. #AirNTX

BIKE OR WALK This Halloween

1:01 PM · Oct 29, 2021 · Hootsuite Inc.

Grand Prairie, TX @gp_tx

Arlo is still an advocate for clean air, are you? Sign up for air pollution alerts, so you can stay up to date with the air quality index and learn which clean air choice you can make today! Visit airnorthtexas.org to learn more. #AirNTX

SIGN UP FOR AIR POLLUTION ALERTS

Current Air Quality Index

9:02 AM · Oct 11, 2021 · Hootsuite Inc.



City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

Grand Prairie, TX @gp_tx

Meeting with friends, family, or coworkers for potlucks or dinners? Try carpooling together to reduce air pollution in North Texas while reducing fuel consumption and traffic jams. #AirNTX

Benefits of Carpooling

- Reduces air pollution
- Reduces fuel consumption
- Less traffic jams

12:01 PM · Nov 8, 2021 · Hootsuite Inc.

Grand Prairie, TX @gp_tx

Congrats to our 2021 Grand Prairie Clean Air Action Winners, Safran and Pratt & Whitney, and to all our corporate participants who helped reduce air pollution in North Texas by implementing clean air initiatives in their organization! #AirNTX

2021 CLEAN AIR ACTION WINNERS

Safran Pratt & Whitney

Grand Prairie TEXAS

12:00 PM · Oct 27, 2021 · Hootsuite Inc.





City of Grand Prairie - Municipal Government
October 29 at 1:01 PM

Arlo will be walking this Halloween, will you? Take action to be clean air aware even in costume so we can reduce ground level ozone pollution and be able to breath clean air. #AirNTX



City of Grand Prairie - Municipal Government
September 30

Go Green! Buy things that have recyclable packaging or that are biodegradable, such as paper straws. Aim to plant a tree this year, to increase oxygen levels while at the same time getting a workout. #AirNTX #GetFitGP

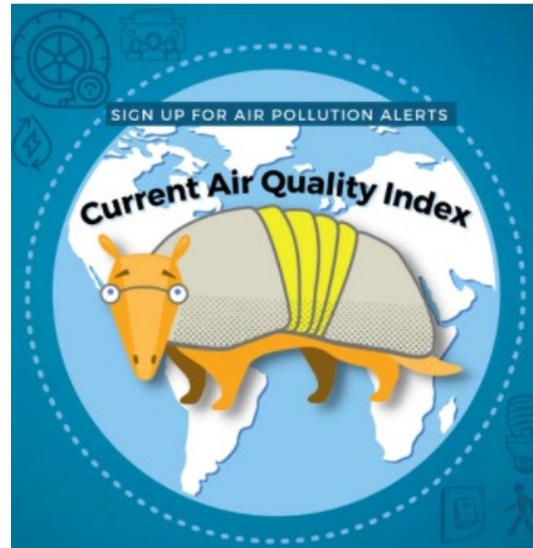


City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government
October 11 at 9:02 AM

Arlo is still an advocate for clean air, are you? It is never too late to take action, by signing up for air pollution alerts you can stay up to date with the air quality index and learn which clean air choice you can make today! Visit airnorthtexas.org to learn more. #AirNTX



City of Grand Prairie - Municipal Government
October 27 at 12:00 PM

Congrats to our 2021 Grand Prairie Clean Air Action Winners, Safran and Pratt & Whitney, and to all our corporate participants who helped reduce air pollution in North Texas by implementing clean air initiatives in their organization! #AirNTX



City of Grand Prairie - Municipal Government
53m

Meeting with friends, family, or coworkers for potlucks or dinners? Try carpooling together to reduce air pollution in North Texas while reducing fuel consumption and traffic jams. #AirNTX

Benefits of Carpooling

- Reduces air pollution
- Reduces fuel consumption
- Less traffic jams





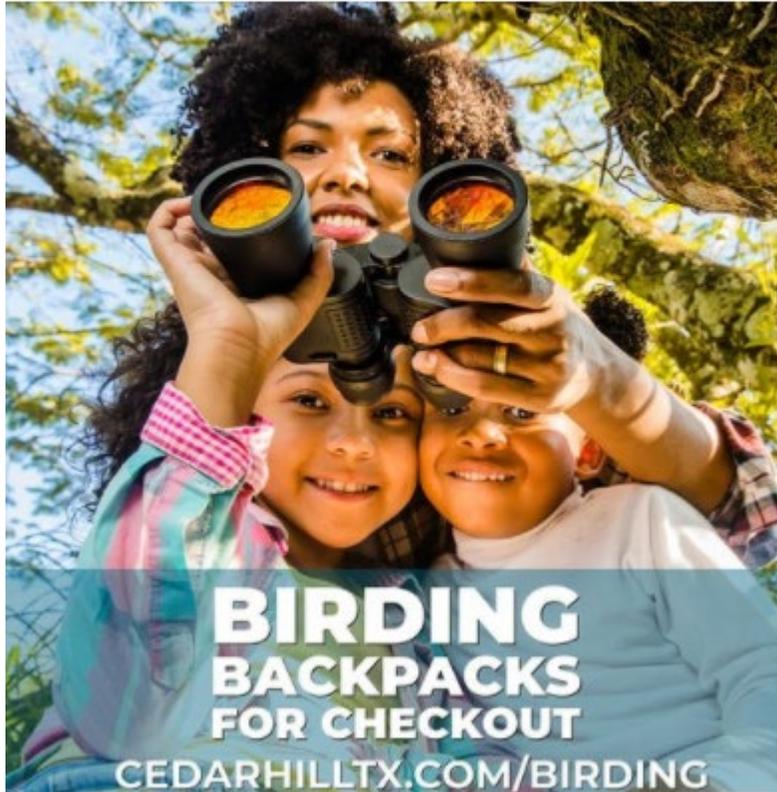
City of Cedar Hill, Texas - Government

September 29 · 🌐



👉 Unplug for a few hours. Checkout a birding backpack and visit a local park, trail, or preserve. FREE to residents. Reserve a backpack today! <https://bit.ly/3ksPBxk> 📌

#AirNTX



Keep Cedar Hill Beautiful

@KeepCedarHillBeautiful · Government Organization





NCTCOG Transportation Department
October 12 at 9:50 AM · 🌐

Idling is harmful to our health and the environment. If you see an idling truck, visit EngineOffNorthTexas.org and follow the steps below. #EngineOffNorthTexas

- 01 Date and Time Observed
- 02 City (where vehicle was observed idling)
- 03 Nearest Intersection
- 04 Texas License Plate Number (specify tractor or trailer; tractor preferred)
- 05 Type of Vehicle (bus, commercial truck or other)
- 06 Company Name on Vehicle (if known)



NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

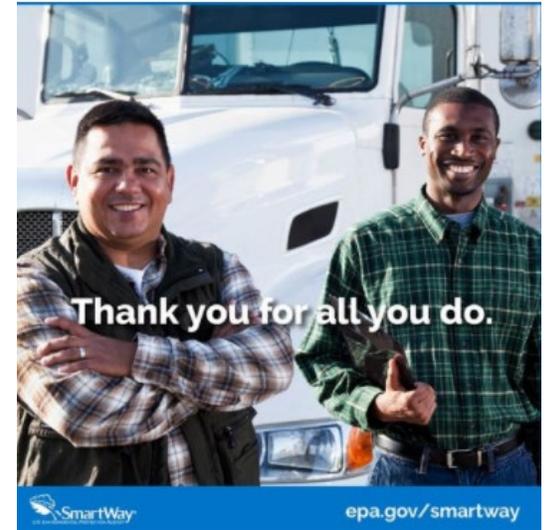
NCTCOG Transportation Department
October 6 · 🌐

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
September 27 · 🌐

Did you know that #EPASmartWay designated trucks and verified technologies help drivers squeeze more miles out of every tank, allowing them to spend less time refueling and more time working and relaxing! Be sure to thank your carrier members for their dedication and let them know these technologies can help with fuel and time efficiency. #ThankATrucker



NCTCOG Transportation Department
October 20 at 9:23 AM · 🌐

See an idling truck? Report it at EngineOffNorthTexas.org. #EngineOffNorthTexas



NCTCOG Transportation Department
October 15 at 2:28 PM · 🌐

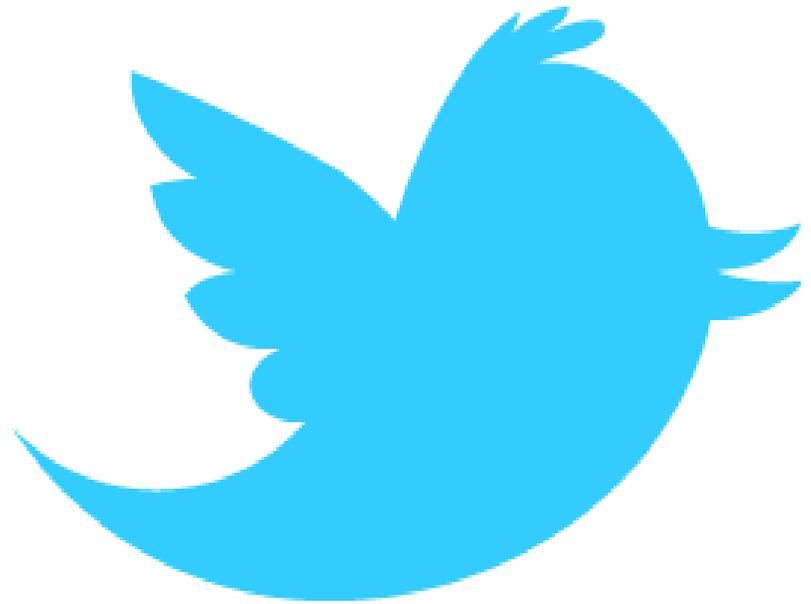
Leaving your vehicle running may seem like a harmless decision, but it's harmful to your health, your wallet and the air we breathe. Don't idle. Turn your engine off. #EngineOffNorthTexas



NCTCOG Transportation Department
November 1 at 8:50 AM · 🌐

Congratulations 2021 #EPASmartWay Excellence Awardees! These 72 retailers, manufacturers, trucking companies and logistics service providers lead the way in freight sustainability! Learn more about these leading partners and the benefits of clean freight: www.epa.gov/smartway.





#AirNTX

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

adsoto@nctcog.org

Air North Texas Coalition Web Page:

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

