

Air North Texas Coalition
Thursday, July 15, 2021
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. May 20 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Nick Van Hassen, NCTCOG
 - b. Administrative Announcements/Reminders Kimberlin To
 - i. Clean Air Corner
 - ii. Outreach Items
 - iii. Clean Air Action Day – August 4
 - iv. Advertising
 - c. Website Quantification/Social Media Report Alissa Soto & Zaria Turner, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, September 16, 1:30 PM
Call in number: TBD
Participant PIN: TBD



Air Quality Update

Air North Texas Coalition

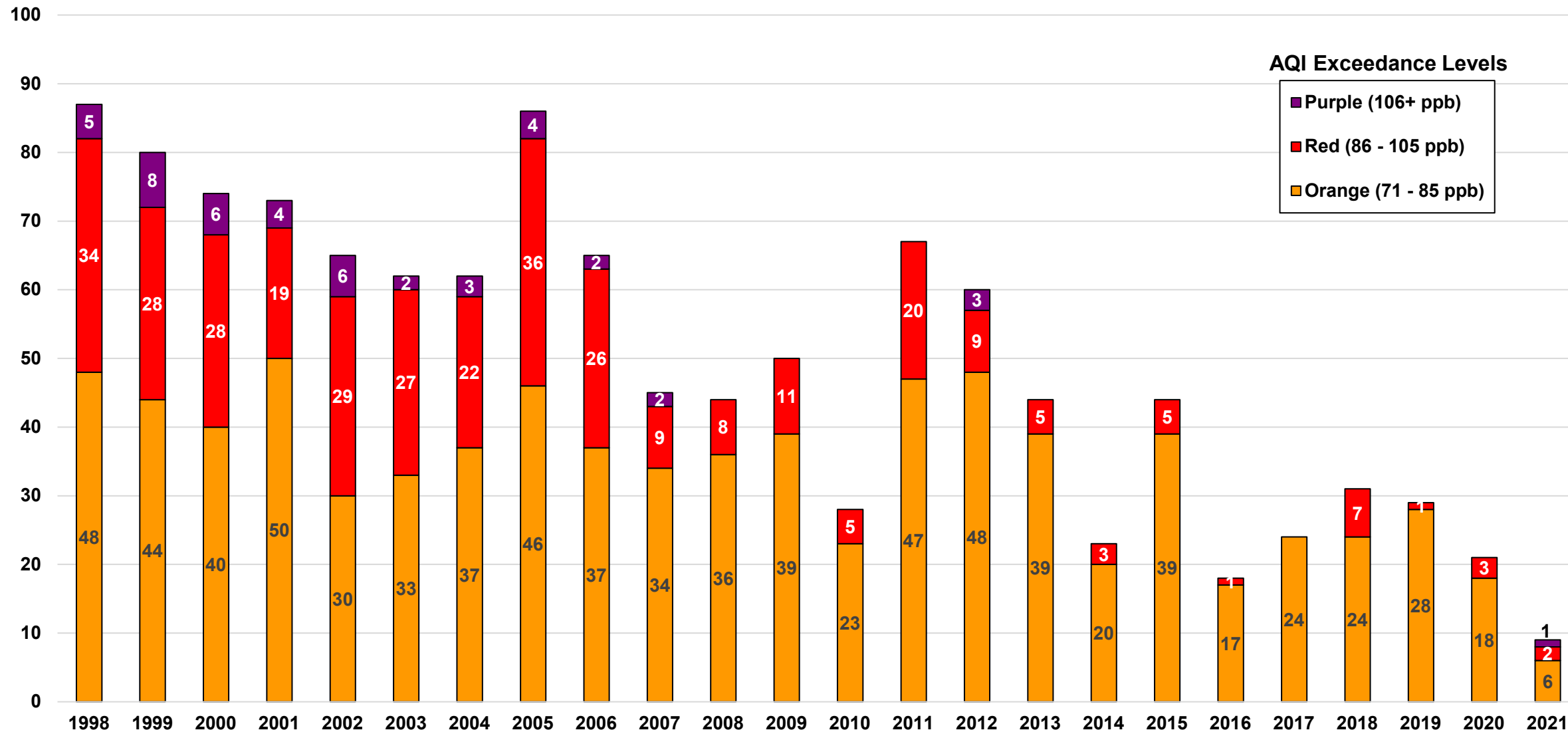
**July 15, 2021
Nick Van Haasen**



**North Central Texas
Council of Governments**

8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on ≤ 70 ppb (As of July 14, 2021)

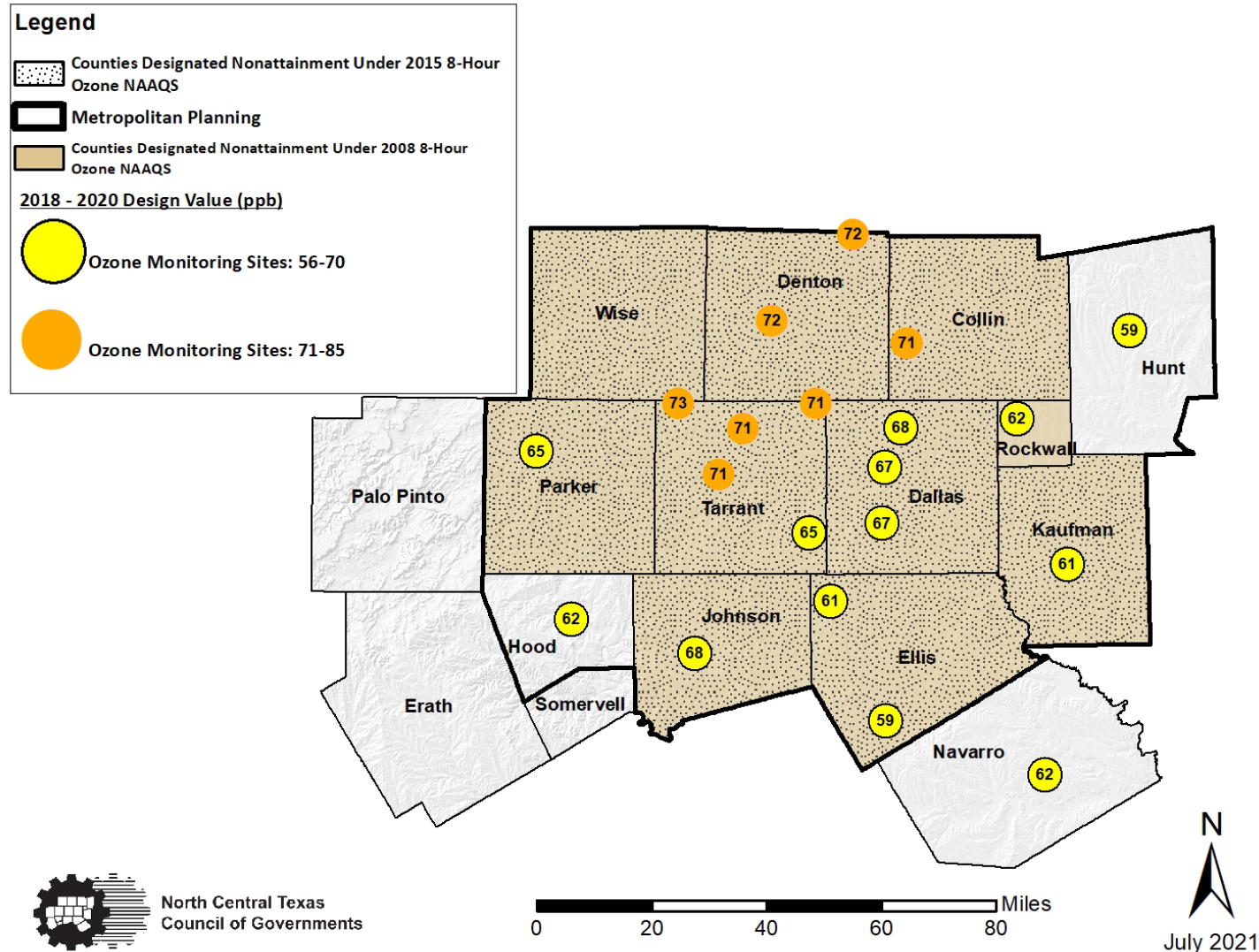


Exceedance Level indicates daily maximum eight-hour average ozone concentration.
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

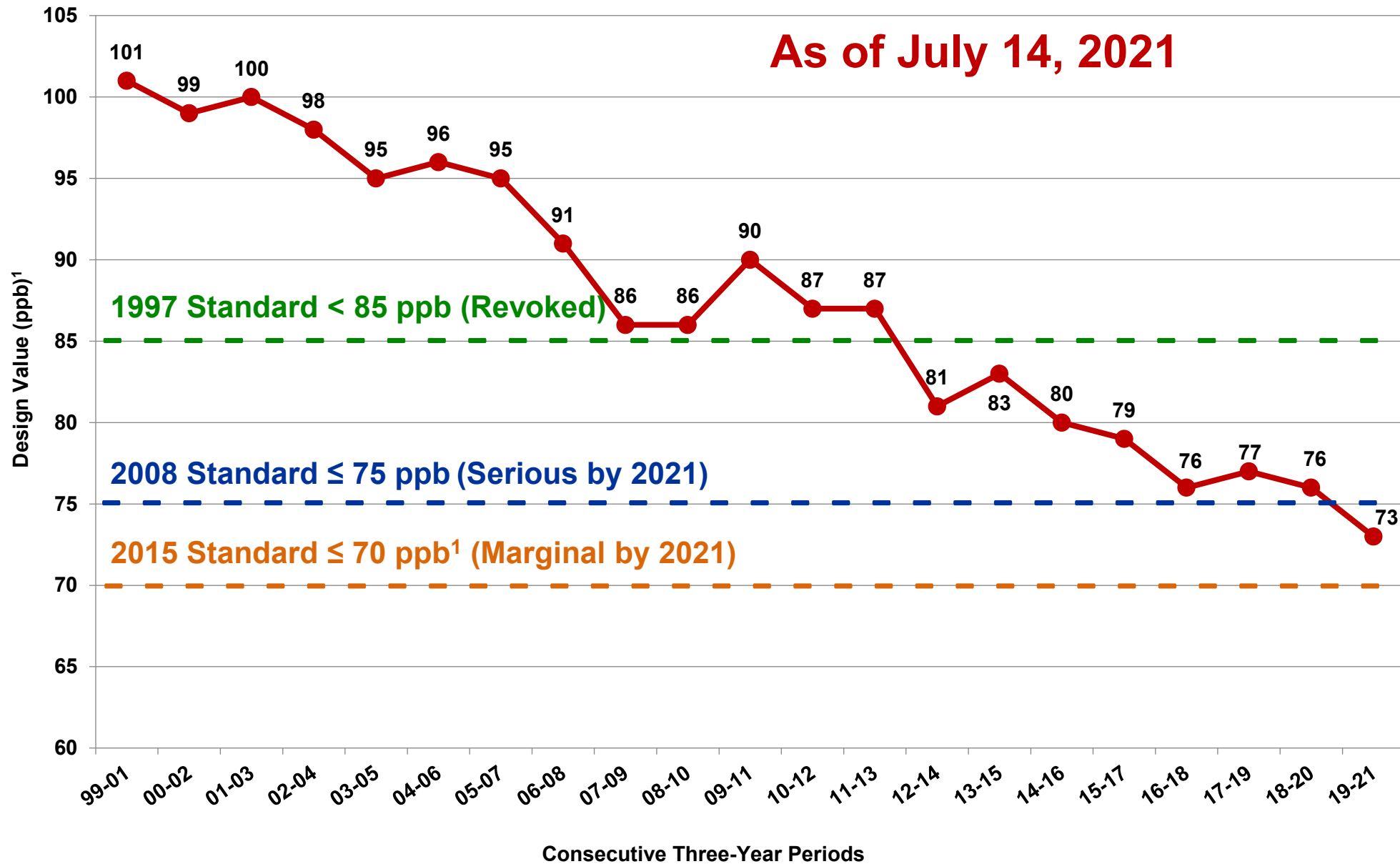
Source: TCEQ, http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl
ppb = parts per billion

Monitor Locations

2021 Design Value Monitor Readings



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

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

MAY 5, 2021 – JULY 5, 2021

Air North Texas Coalition

July 15, 2021

Zaria Turner, NCTCOG

Alissa Soto, NCTCOG



AIR NORTH TEXAS WEB ANALYTICS

Visits

1,852

Decreased

By 24% compared to 2020.

Avg. Time

1:06

Decreased

By 2 seconds compared to 2020.

Pageviews

3,073

Decreased

By 21% compared to 2020.

New Visits

1,414

Decreased

By 26% compared to 2020.



VISITS BY DEVICE



961

22% decrease
compared to 2020



22

71% decrease
compared to 2020



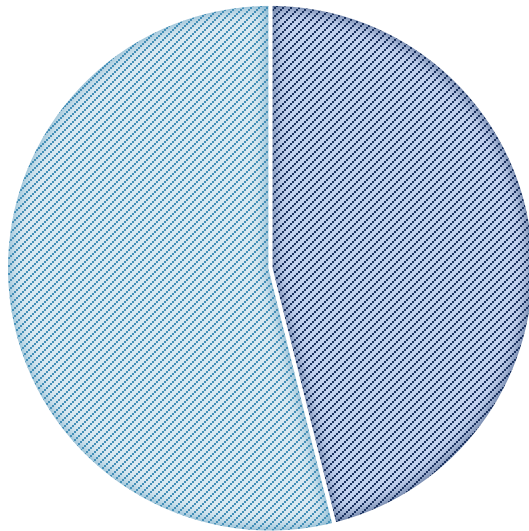
869

23% decrease
compared to 2020

VISITOR DEMOGRAPHICS

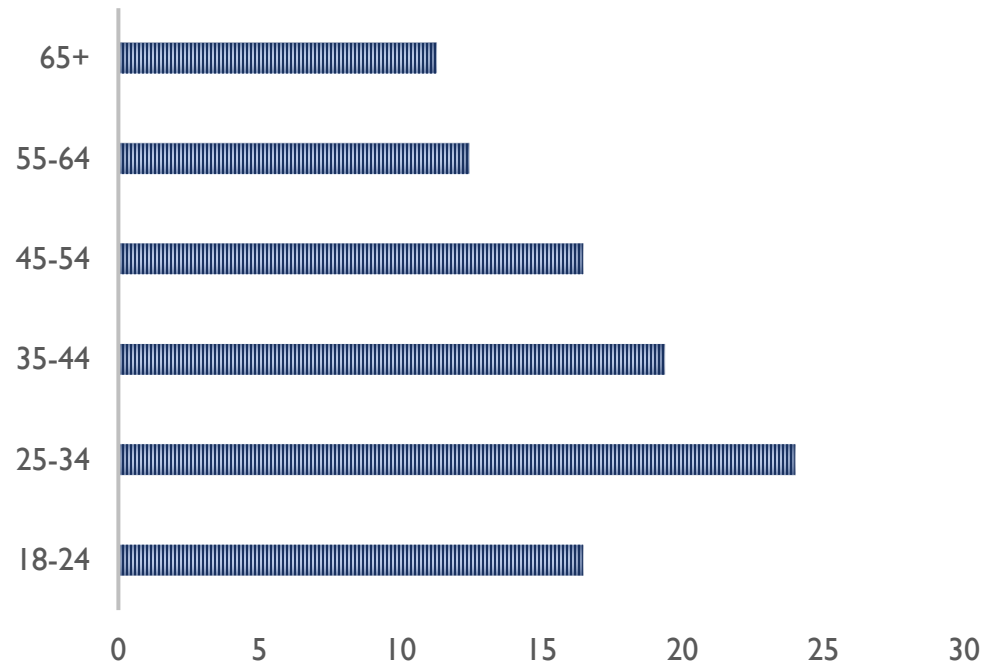
GENDER

■ Women ■ Men



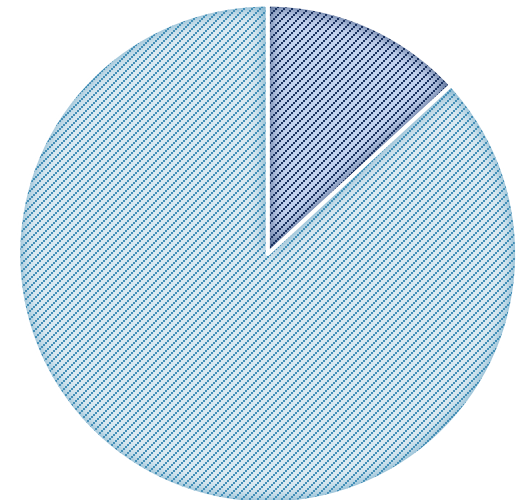
AGE

■ Age

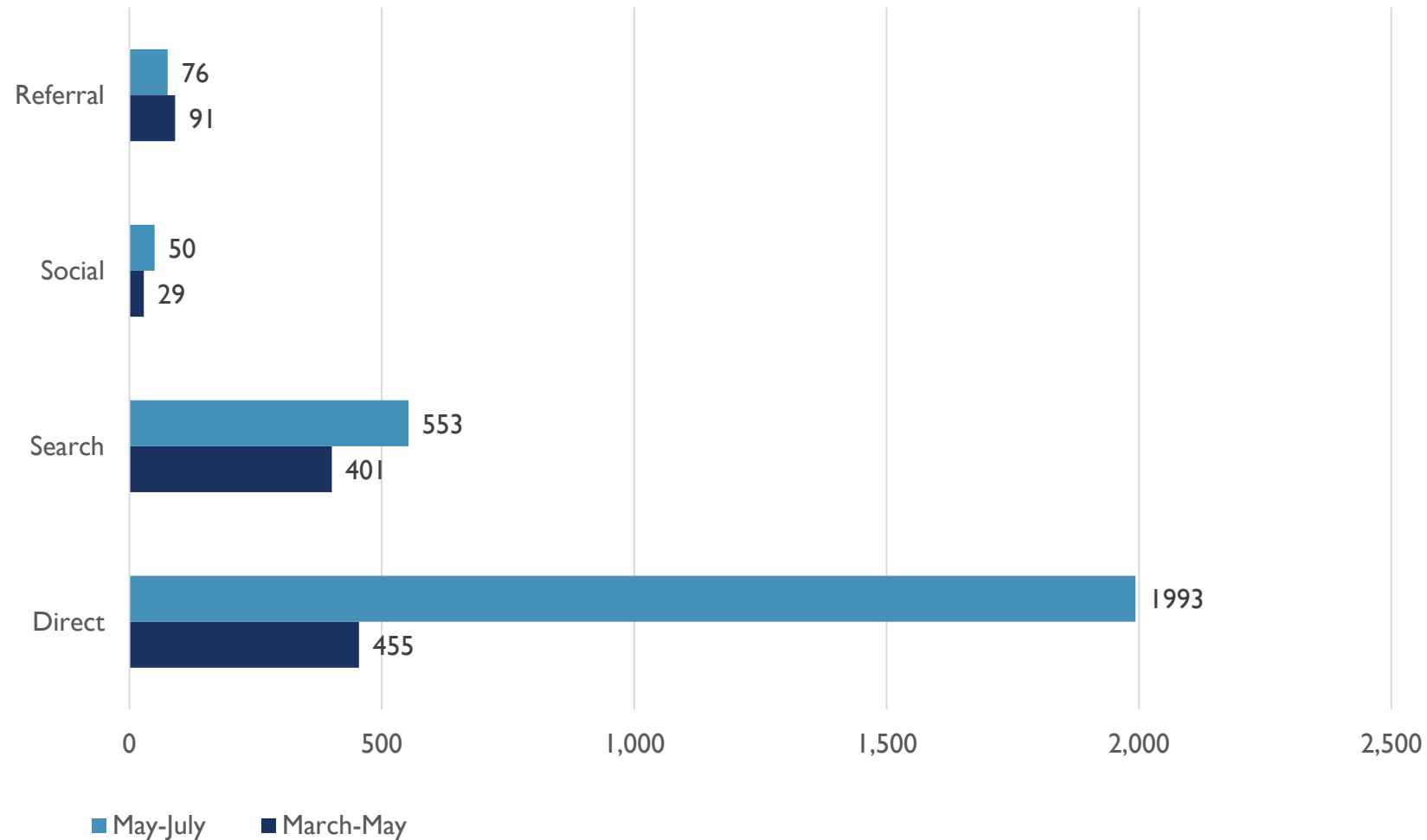


VISITORS

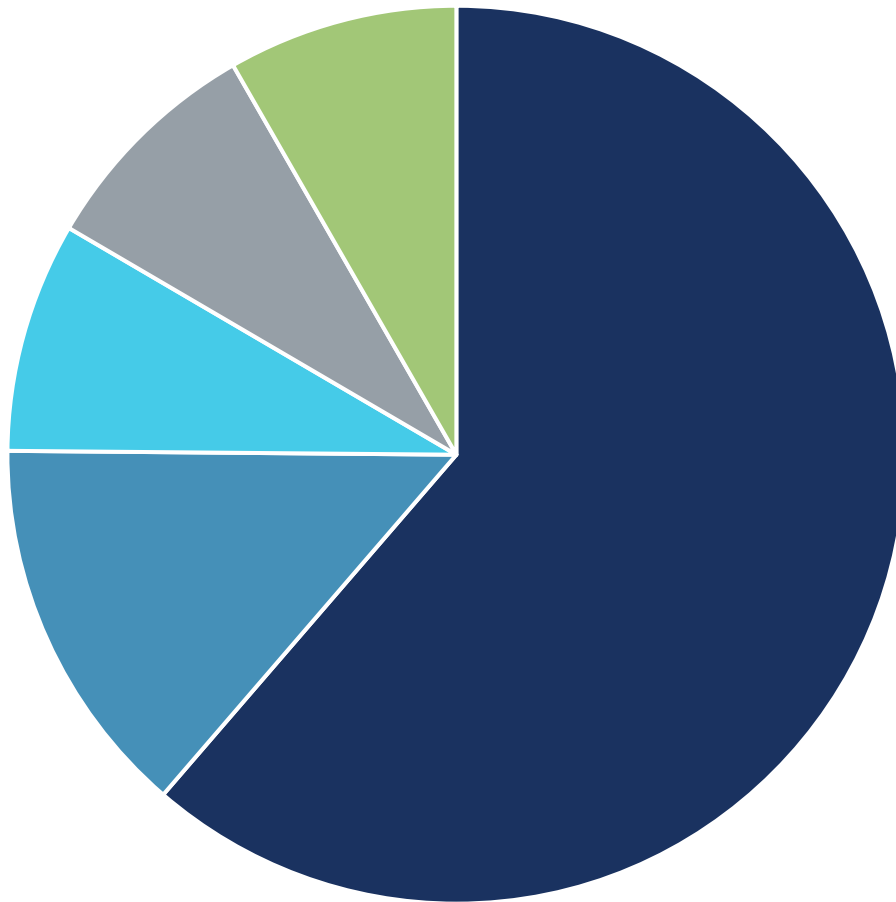
■ Returning Visitors ■ New Visitors



HOW VISITORS FOUND AIR NORTH TEXAS

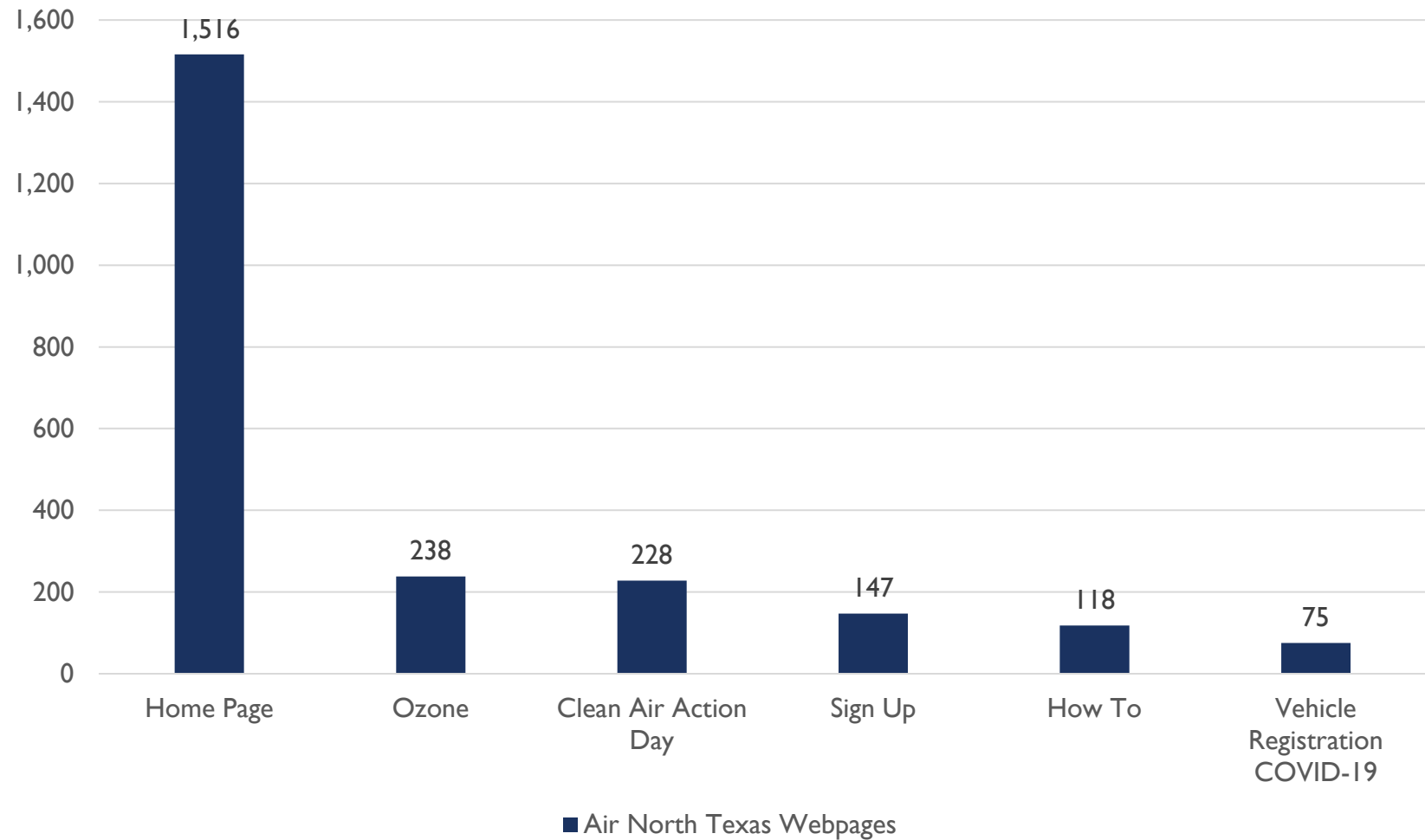


TOP DIRECTED SITES



- City of Fort Worth
- NCTCOG
- City of Richardson
- Dallas Library

TOP PAGES VIEWED





Keep Cedar Hill Beautiful
June 2 · 0
Unplug for a few hours! Bring blanket or a lawn chair and enjoy smooth vibes at the Music in the Park concert series. <https://bit.ly/3cbCedK> #AirNTX

CONCERT SERIES

MUSIC IN THE PARK

VISIT CEDARHILLTX.COM/MUSIC FOR INFO.

FRIDAYS 8:00 PM

VALLEY RIDGE PARK
2850 Park Ridge Drive

SCHEDULE

JUNE 4 : DAVID GERALD
JUNE 11 : TBA BAND
JUNE 18: THE SPECIAL EDITION BAND
JUNE 25: NUPOWER BAND

PRESENTED BY:

Methodist CEDAR HILL

Keep Cedar Hill Beautiful
June 7 at 9:00 AM · 0

Clear out your wastes and get ready for summer! Environmental Collection Day is this Saturday, June 12 from 9 to noon. <https://www.cedarhilltx.com/~/Environmental-Collection-Day> #AirNTX

Keep Cedar Hill Beautiful
June 14 at 10:01 AM · 0

Put down the lighter fluid! Consider alternative fire starters for your grill this summer such as egg cartons, sawdust, and dryer lint. #AirNTX

City of Cedar Hill
@CedarHillTX

Clear out your wastes and get ready for summer! Environmental Collection Day is this Saturday, June 12 from 9 to noon. [cedarhilltx.com/2302/Environment](https://www.cedarhilltx.com/2302/Environment) #AirNTX

11:08 AM · Jun 10, 2021 · Twitter for iPhone



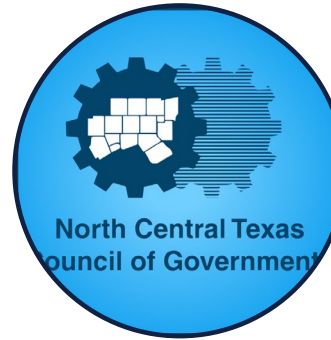
Keep Cedar Hill Beautiful

@KeepCedarHillBeautiful · Government Organization

Keep Cedar Hill Beautiful
Yesterday at 9:00 AM · 0

Warm temps + reusable water bottles = summer waste reduction vibes. Tell us what you're doing to improve air quality! #AirNTX





NCTCOG Transportation Department

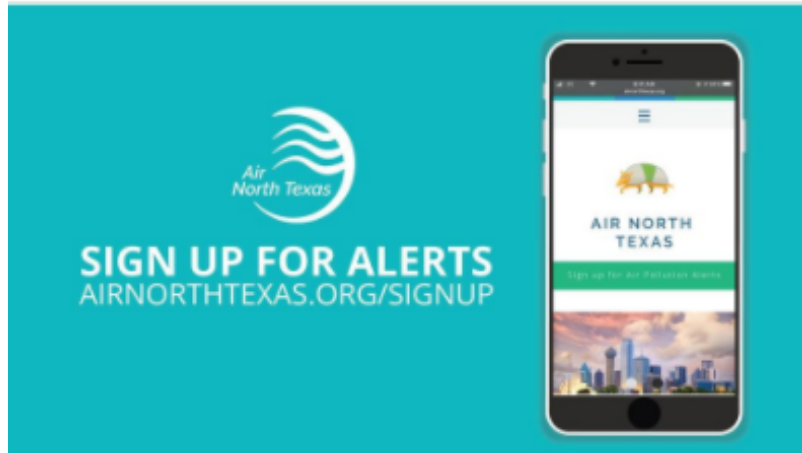
@NCTCOGtrans · Government Organization



NCTCOG Transportation Department

Published by Jordan Smith · June 21 at 11:29 AM ·

Summer is officially here! Don't head out without knowing about air quality in our region. Sign up for alerts at AirNorthTexas.org! #AirNorthTexas #SummerSolstice



NCTCOG Transportation Department

June 18 at 2:58 PM ·

Ozone Action Day – Ozone in the Dallas-Fort Worth area Saturday is predicted to be at Level Red, unhealthy. Active children and adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should avoid outdoor activity. Everyone els... See More



3

1 Share



NCTCOG Transportation Department

June 17 at 3:04 PM ·

Ozone Action Day – Ozone in the DFW area Friday 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 ... See More



2

2 Shares





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

Grand Prairie, TX
@gp_tx

Ozone in the air we breathe can harm our health, especially on hot sunny days when ozone can reach unhealthy levels. Learn tips to reduce ozone pollution at airnorthtexas.org #AirNTX

OZONE POLLUTION COMES FROM...

- ☒ PASSENGER VEHICLES
- ☒ DRY CLEANING
- ☒ GAS LAWN TOOLS
- ☒ SOLVENTS
- ☐ BEING ENVIRONMENTALLY CONSCIOUS

Do your part and keep our ozone clear of harmful gases. Find out more at airnorthtexas.org/airquality.

10:01 AM · Jun 21, 2021 · Hootsuite Inc.

Grand Prairie, TX
@gp_tx

Tomorrow is predicted to be a level red ozone day. Level red is unhealthy, so active children and adults, along with those with respiratory diseases such as asthma, should avoid prolonged outdoor exertion. #AirNTX
Sign up for alerts and get more info: airnorthtexas.org

**Ozone Action Day
Level Red**

6:00 PM · Jun 18, 2021 · Hootsuite Inc.

Grand Prairie, TX
@gp_tx

Your car's engine can use more than 10,000 gallons of air for every gallon of fuel burned, so make sure your air filter isn't dirty for maximum efficiency and miles per gallon. #AirNTX

**CHECK
AIR
FILTER**

#CarCareMonth

9:01 AM · Jun 14, 2021 · Hootsuite Inc.





City of Denton Sustainability

@sustainabledenton · Government Organization



City of Denton Sustainability

June 16 at 7:52 AM · 🌐

...

Today is predicted to be ozone level red, unhealthy. Prolonged outdoor exertion should be avoided, and sensitive groups should avoid outdoor activities where possible.

As always, any emission reducing activities can help! Avoid unneeded travel, save lawn equipment use for another day, and conserve energy where possible.

For more information and air quality alerts please see the link below.

[#AirNTX](#)



NCTCOG Transportation Department

June 15 at 3:15 PM · 🌐

Ozone Action Day – Ozone in the Dallas-Fort Worth area Wednesday is predicted to be at Level Red, unhealthy. Active children and adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should avoid outdoor activity. Everyone el... [See More](#)



City of Denton Sustainability

June 14 at 10:37 AM · 🌐

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Conditions are right for ground level ozone today. Please do your best to reduce emissions from vehicles, and lawn equipment especially during mid to late afternoon. To learn more about ozone formation and sign up for air quality alerts follow the link below!

[#AirNTX](#)



NCTCOG Transportation Department

June 13 at 2:22 PM · 🌐

Ozone Action Day – Ozone in the DFW area Monday 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 ... [See More](#)





#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

Zaria Turner

Media Buying & Campaign Analysis Intern

zturner@nctcog.org

Air North Texas Coalition Web Page:

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

