

**Air North Texas Coalition**  
**Thursday, May 20, 2021**  
**1:30 – 3:00 pm**

**Agenda**

1. Introductions ..... Kimberlin To, NCTCOG
2. Overview
  - a. March 18 Meeting..... Kimberlin To
3. Discussion
  - a. Shared Air DFW Community Air Monitoring Network ..... Dr. David Lary, UT Dallas
  - b. Air Quality Update ..... Nick Van Hassen, NCTCOG
  - c. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Corner
    - ii. Outreach Items
    - iii. Clean Air Action Day
    - iv. Advertising
  - d. 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, July 15, 1:30 PM  
Call in number: TBD  
Participant PIN: TBD



# Air Quality Update

**Air North Texas Coalition**

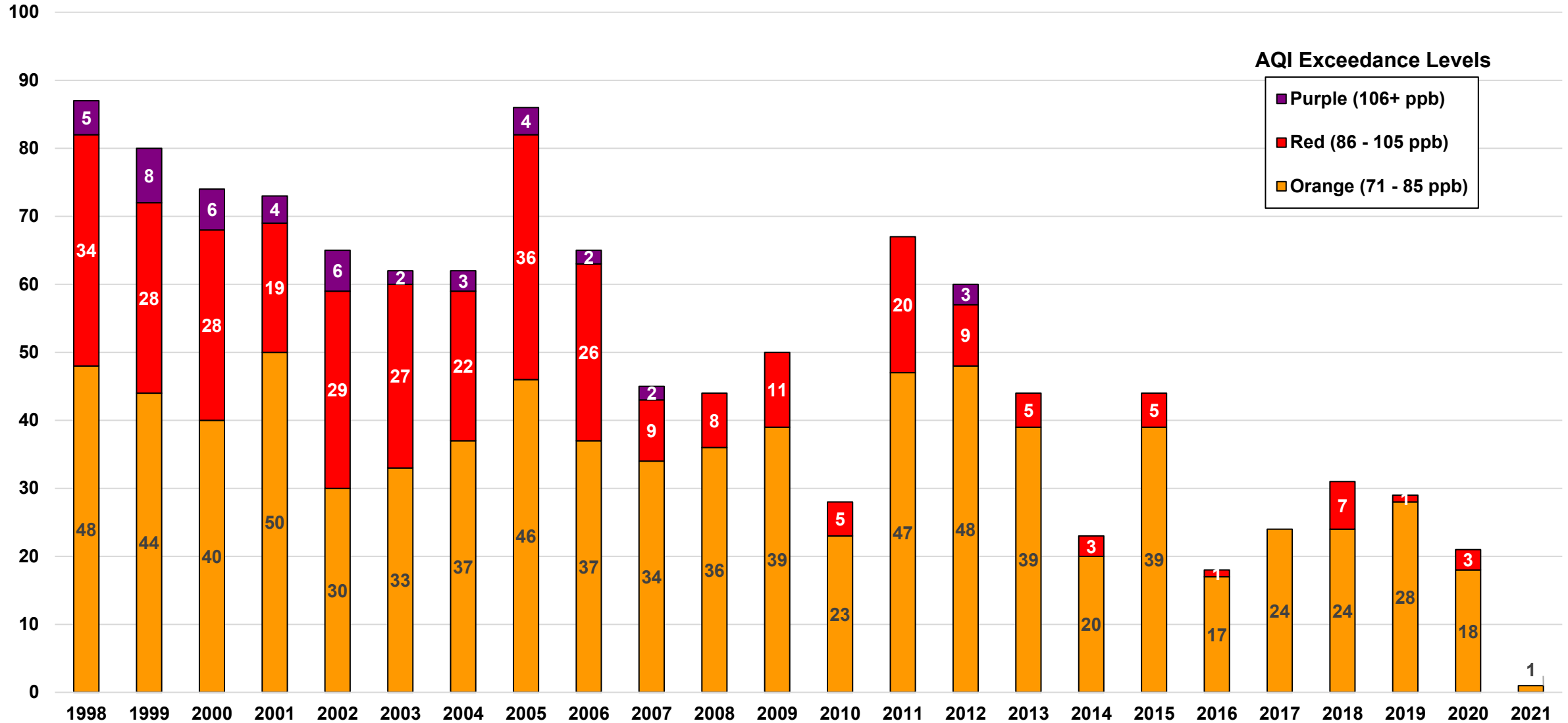
**May 20, 2021  
Nick Van Haasen**



**North Central Texas  
Council of Governments**

# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of May 17, 2021)

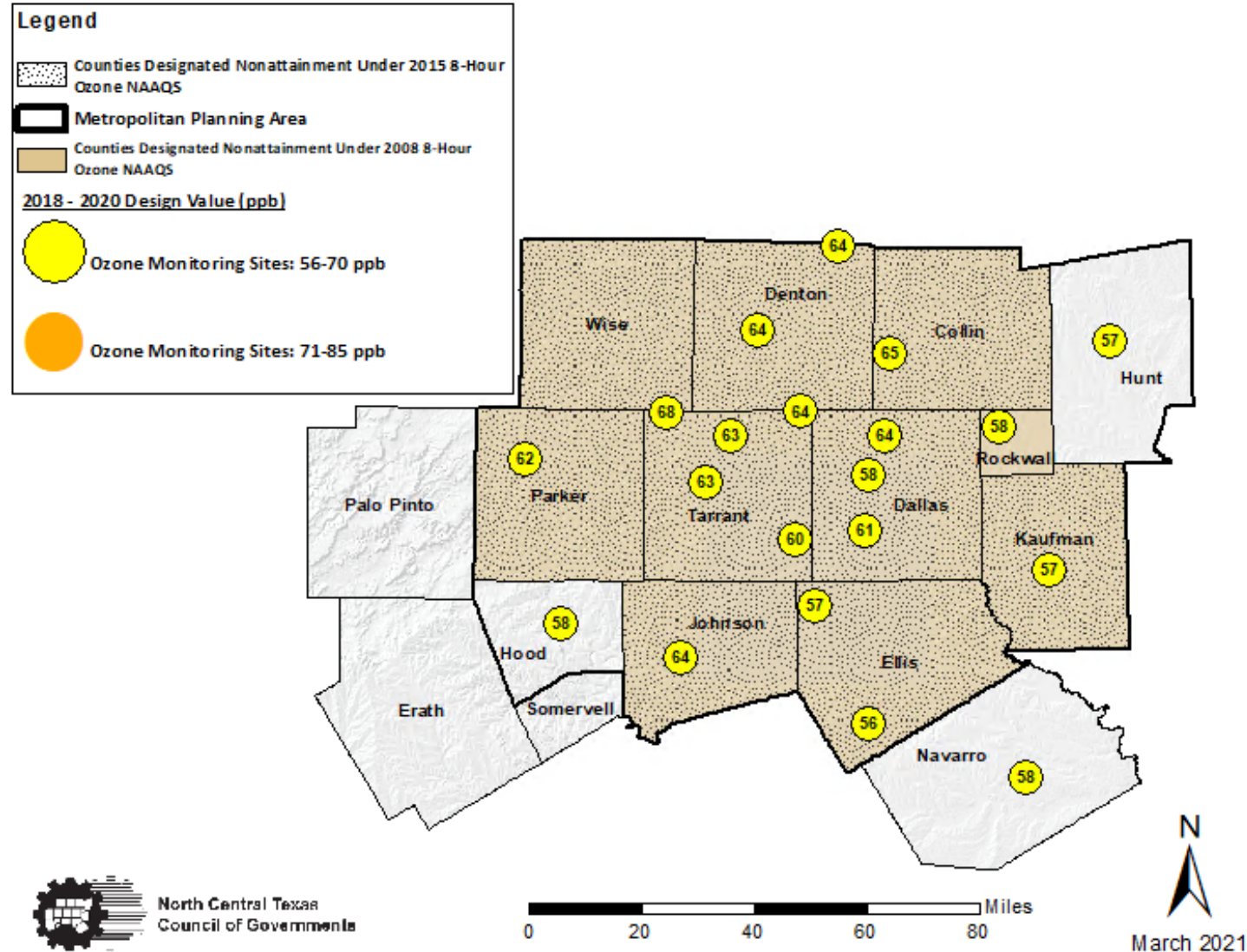


Exceedance Level indicates daily maximum eight-hour average ozone concentration.  
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

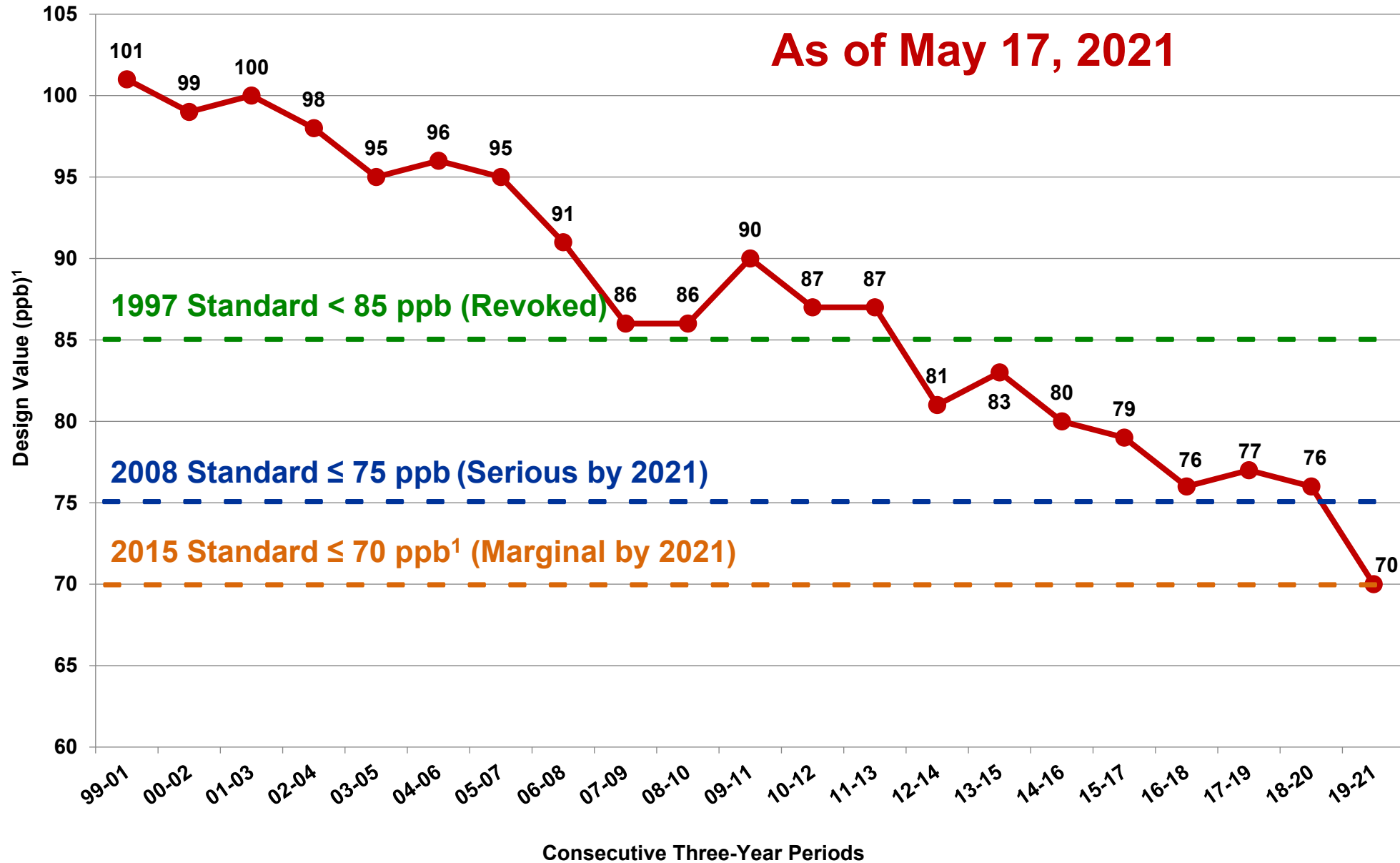
Source: TCEQ, [http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr\\_monthly.pl](http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl)  
ppb = parts per billion

# Monitor Locations

## 2021 Design Value Monitor Readings



# 8-HOUR OZONE NAAQS HISTORICAL TRENDS



<sup>1</sup>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).

# For More Information

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

# AIR NORTH TEXAS



CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

MARCH 5, 2021 – MAY 5, 2021

Air North Texas Coalition

May 20, 2021

Zaria Turner, NCTCOG

Alissa Soto, NCTCOG

# AIR NORTH TEXAS WEB ANALYTICS

Visits

1,160

Increased

By 16% compared to 2020.

Avg. Time

1:00

Decreased

By 57 seconds compared to 2020.

Pageviews

1,865

Decreased

By .7% compared to 2020.

New Visits

920

Increased

By 37% compared to 2020.





## VISITS BY DEVICE



362

8% increase  
compared to 2020



13

45% decrease  
compared to 2020



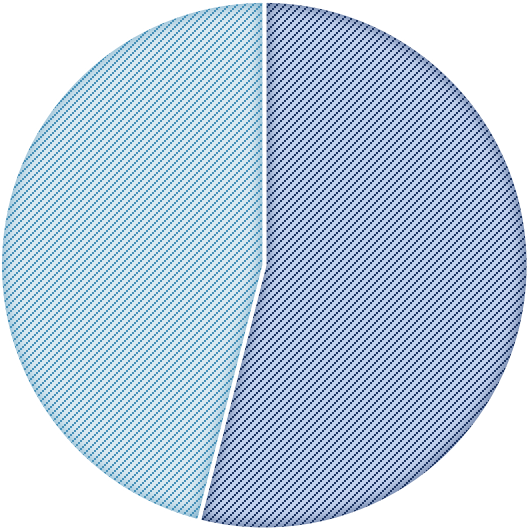
785

22% increase  
compared to 2020

# VISITOR DEMOGRAPHICS

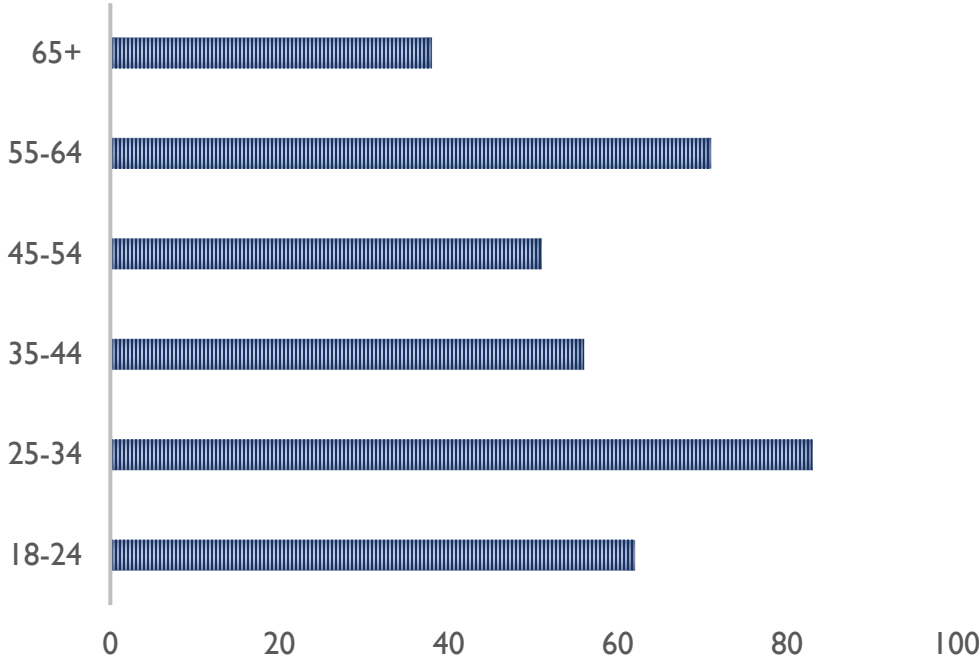
## GENDER

■ Women ■ Men



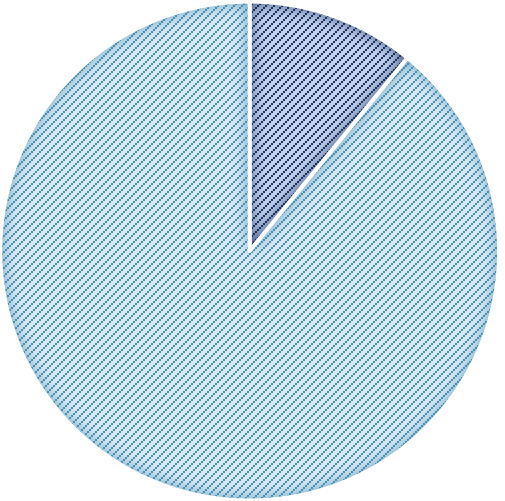
## AGE

■ Age

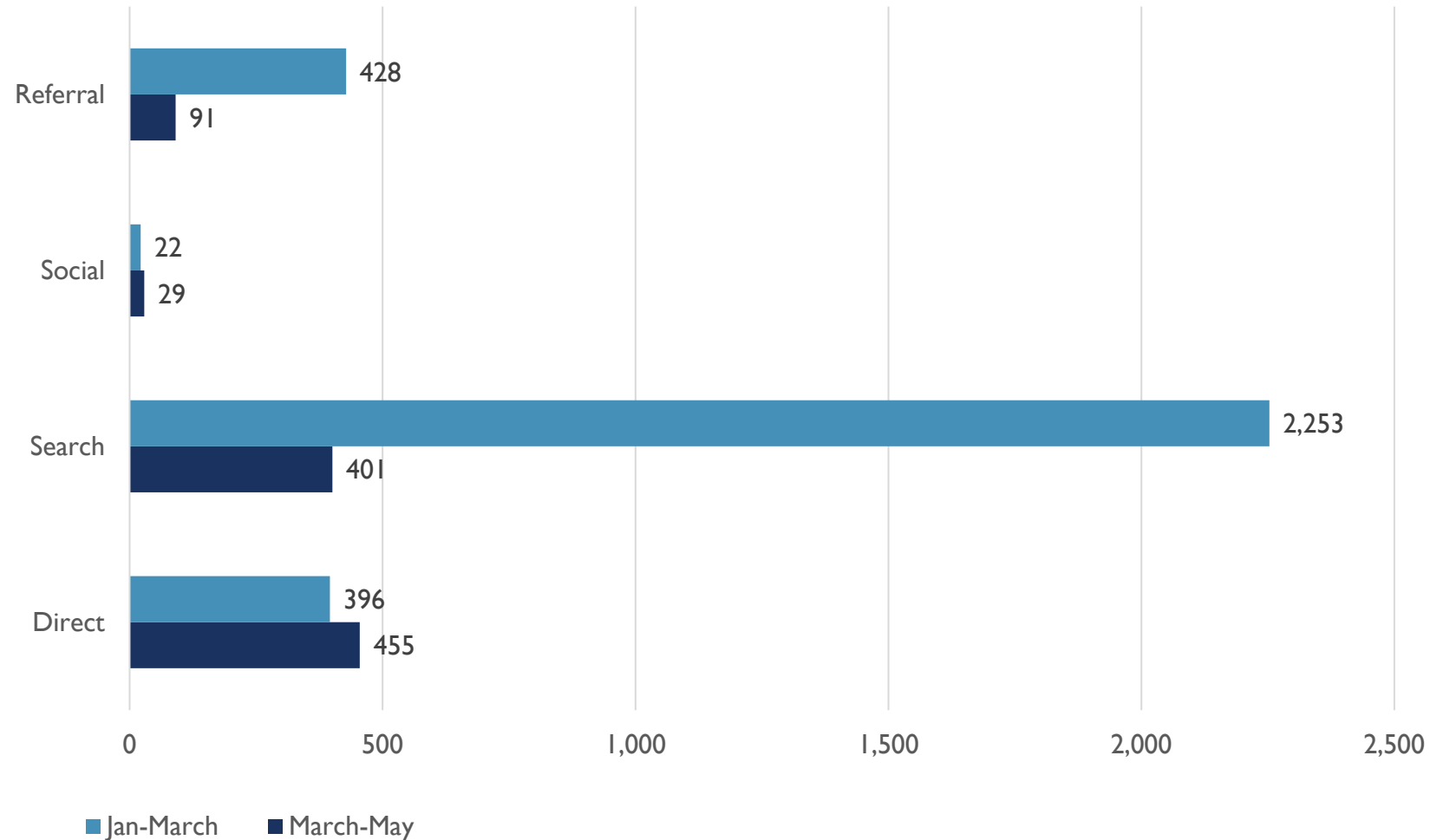


## VISITORS

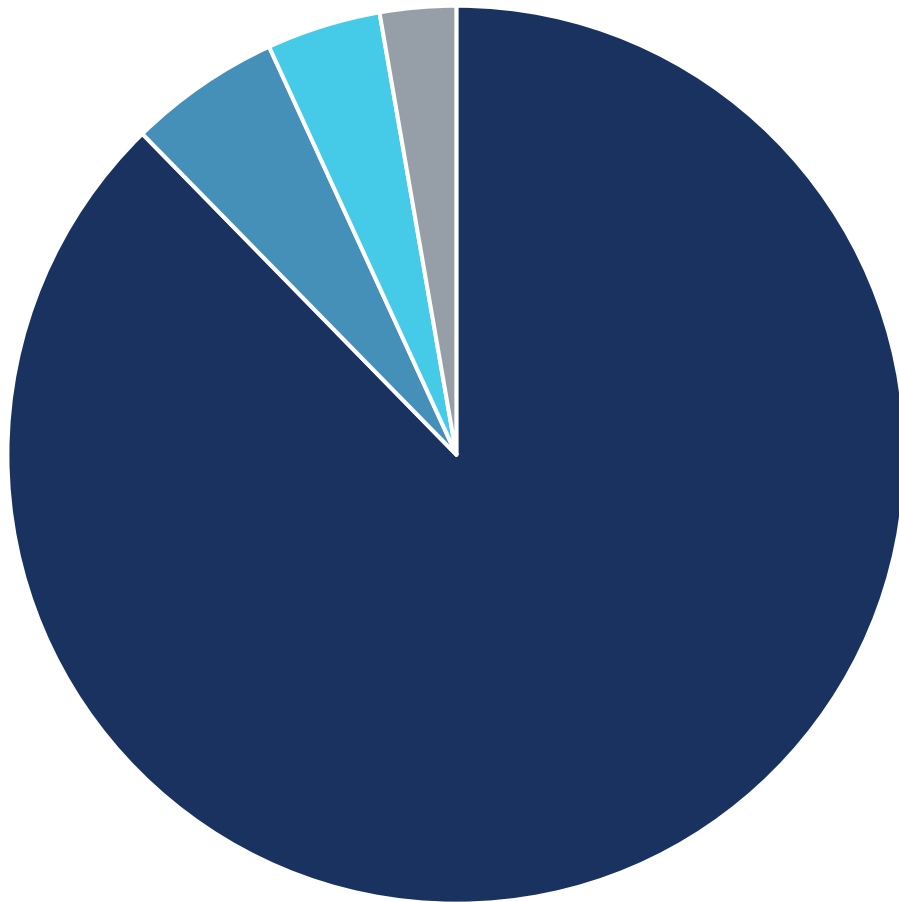
■ Returning Visitors ■ New Visitors



# HOW VISITORS FOUND AIR NORTH TEXAS

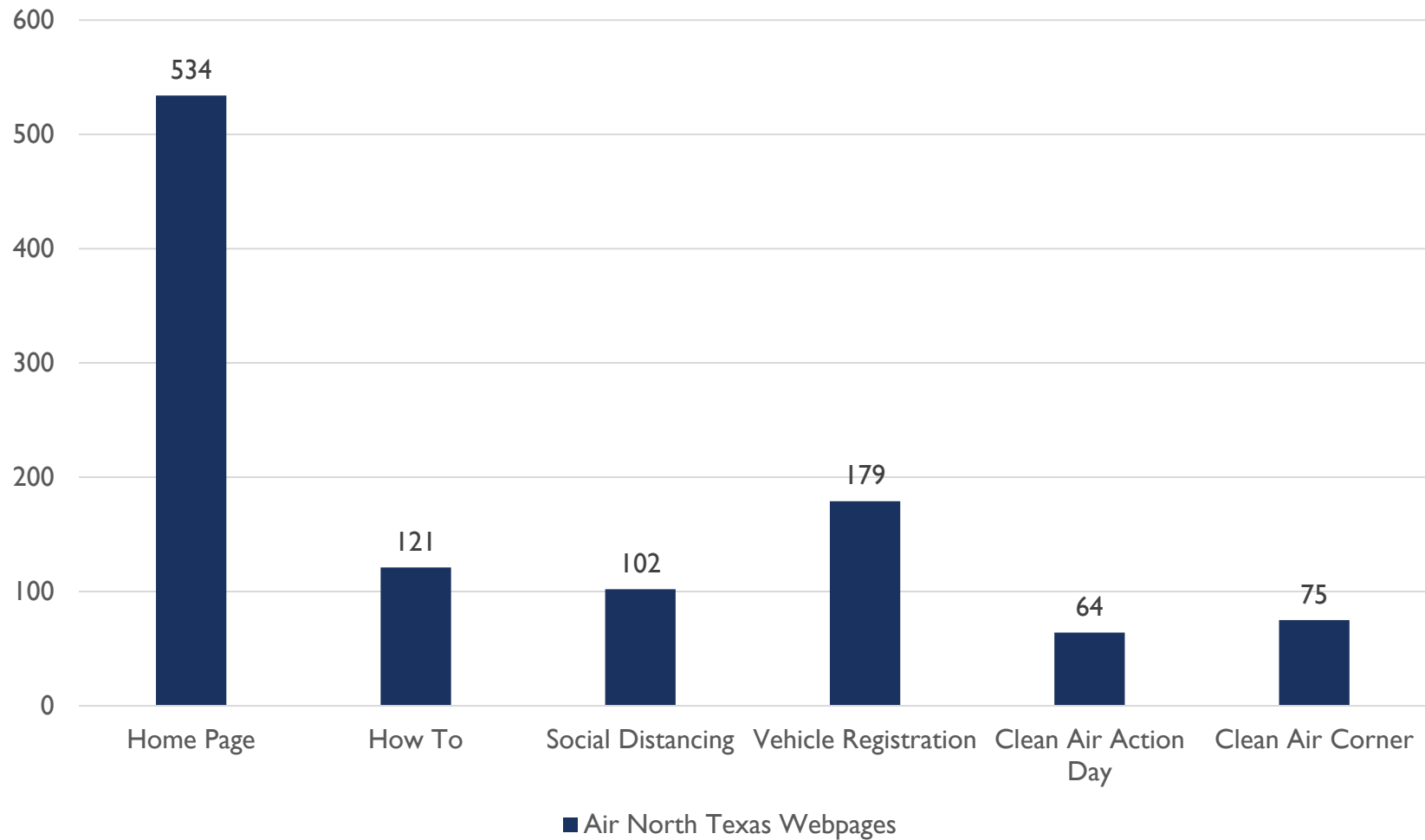


# TOP DIRECTED SITES



- City of Fort Worth
- City of Denton
- Denton County
- City of Plano

# TOP PAGES VIEWED





## City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



Grand Prairie, TX  
@gp\_tx

Eating locally, shopping at farmers markets and buying organic products helps keep harmful toxins, like pesticides, out of the air. #AirNTX

### SHOP AT FARMERS MARKET

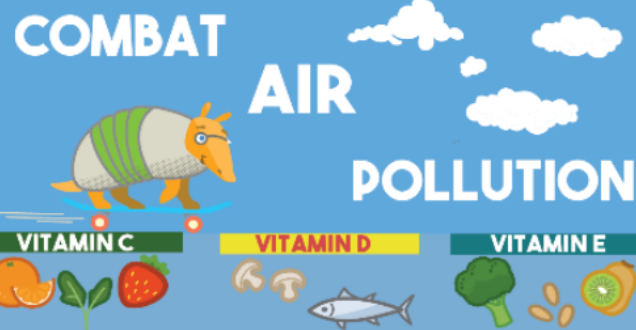


5:00 PM · Apr 9, 2021 · Hootsuite Inc.



Grand Prairie, TX  
@gp\_tx

Load up on these powerful nutrients to combat the effects of air pollution: oranges, spinach, strawberries, mushrooms, fish, broccoli, nuts, and kiwi. #AirNTX #GetFit

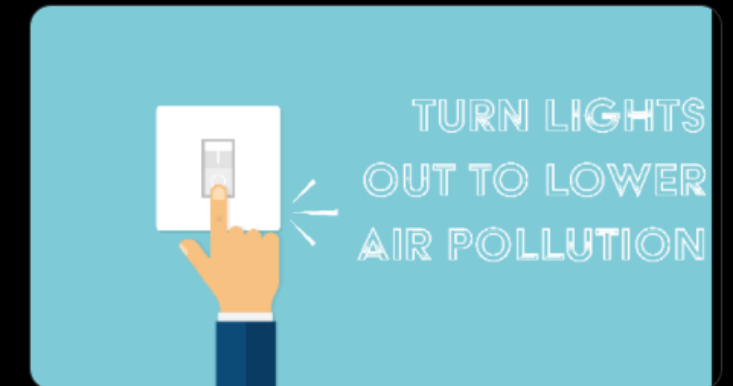


12:01 PM · Mar 28, 2021 · Hootsuite Inc.



Grand Prairie, TX @gp\_tx · Mar 12

The power plants that supply electricity use fossil fuels, which are a major component of air pollution. By turning off lights when leaving a room, you can lower energy consumption and improve our air. #AirNTX





## City of Denton Sustainability

@sustainabledenton · Government Organization



City of Denton Sustainability

March 8 · 🌐

...

March means spring and warmer temperatures! But it also marks the start of ozone season. Increased temperatures make conditions more likely to produce ozone and poor air quality. Take the chance today to sign up for Air Quality Alerts through Air North Texas, they along with their mascot Arlo will keep you informed all summer long with air quality updates and ways that you can help too!

<https://www.airnorthtexas.org/signup>

#AirNTX





## City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



City of Grand Prairie - Municipal Government

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Apr 9 · 🌐 · Eating locally, shopping at farmers markets and buying organic products helps keep harmful toxins, like pesticides, out of the air. #AirNTX  
\*\*\*\*\* Comiendo localmente, comprando en mercados de agricultores y comprando productos orgánicos...



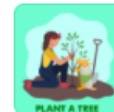
13



City of Grand Prairie - Municipal Government

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Apr 14 · 🌐 · To celebrate Earth Day and enhance the city's air quality, we will be giving away free trees on April 22 at Epic Central Park from 10 a.m. -2 p.m. You can register for a free tree by emailing [dhernandez@gptx.org](mailto:dhernandez@gptx.org). To ensure CDC guidelines are being kept a time will be allotted for pick up. #AirNTX...



16

3 Comments



City of Grand Prairie - Municipal Government

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Mar 28 · 🌐 · Load up on these powerful nutrients to combat the effects of air pollution: oranges, spinach, strawberries, mushrooms, fish, broccoli, nuts, and kiwi. #AirNTX #GetFit \*\*\*\*\*  
Cargue con estos poderosos nutrientes para combatir los efectos de la...







Keep Cedar Hill Beautiful 

May 7 at 9:35 AM · 

...

Get your bikes ready and join KCHB at the Head for the Hills bike rally this Saturday! [#AirNTX](#)



# Keep Cedar Hill Beautiful

@KeepCedarHillBeautiful · Government Organization





#AirNTX

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**Air North Texas Coalition Web Page:**

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

