

Air Quality Update

Air North Texas Coalition

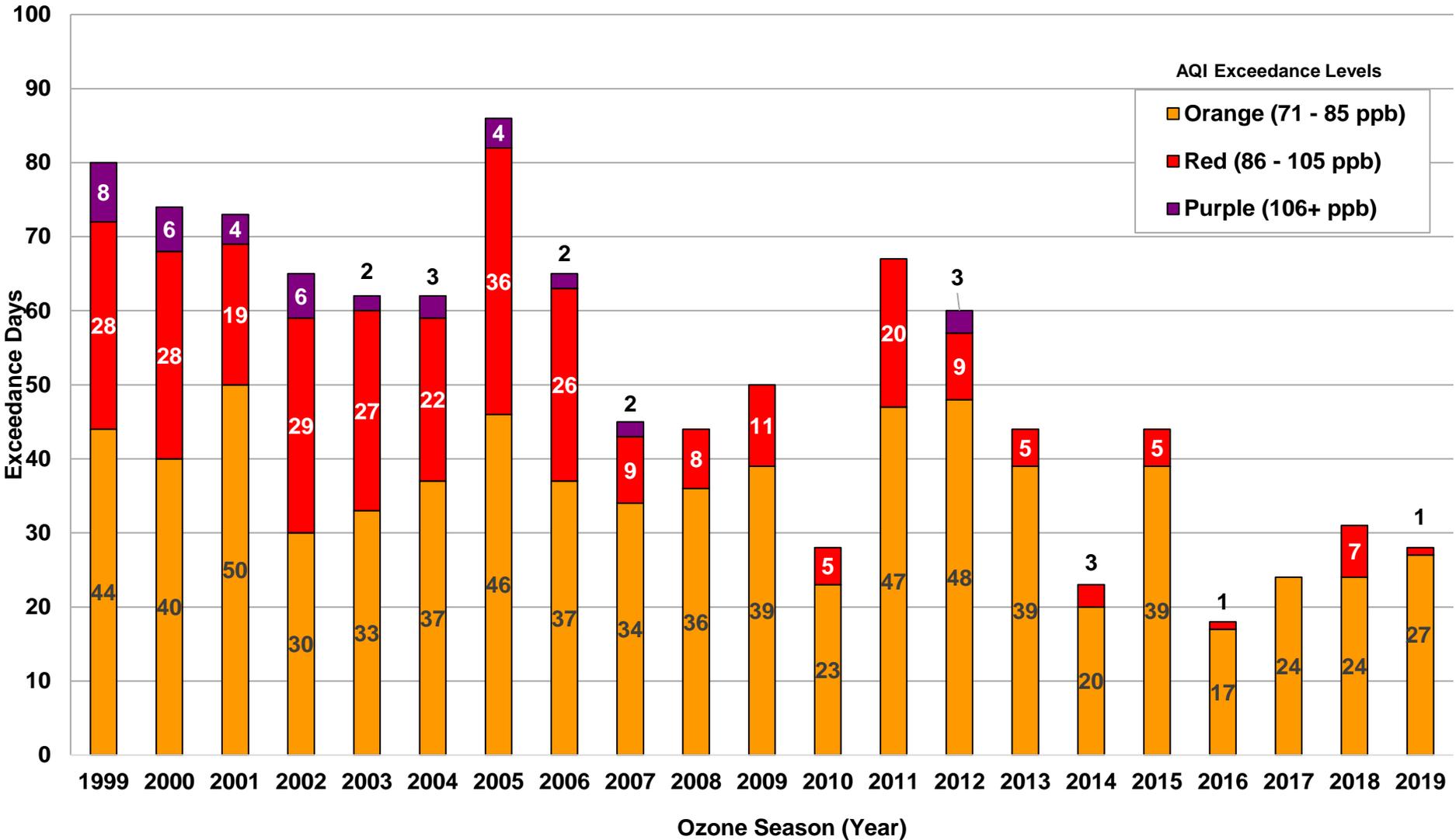
September 19, 2019



North Central Texas
Council of Governments

8-HOUR OZONE NAAQS HISTORICAL TRENDS

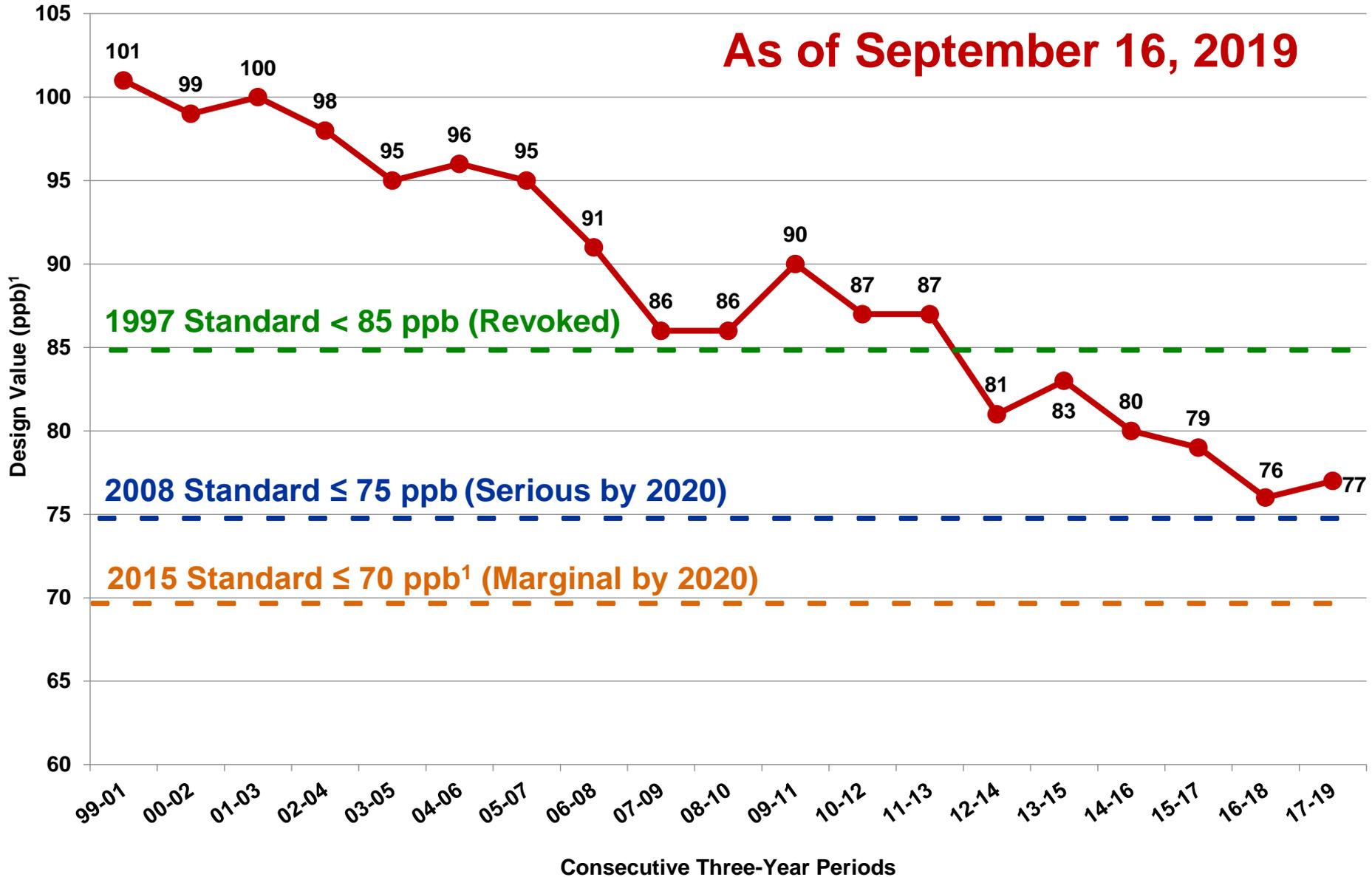
Based on ≤ 70 ppb (As of September 16, 2019)



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

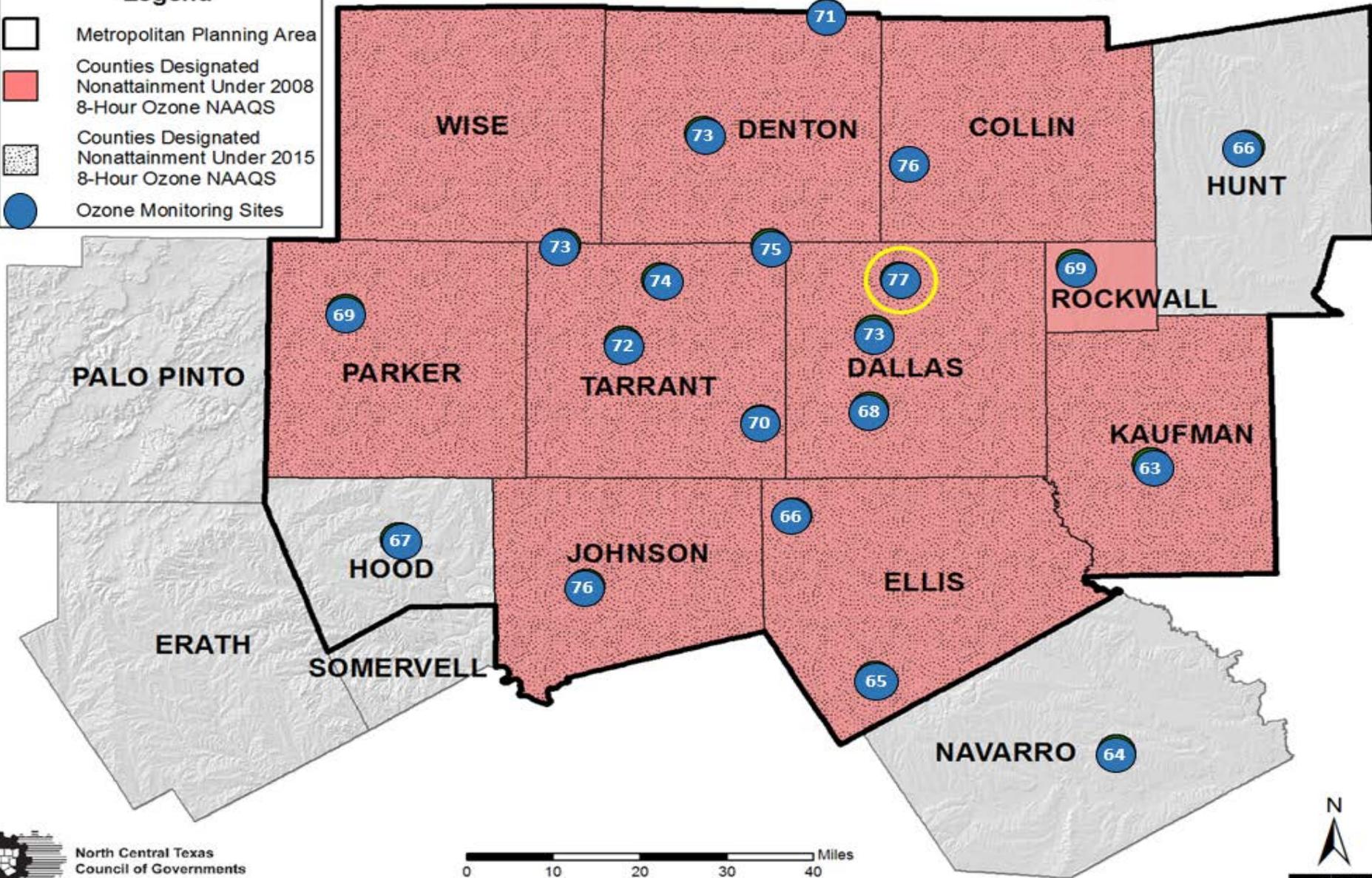
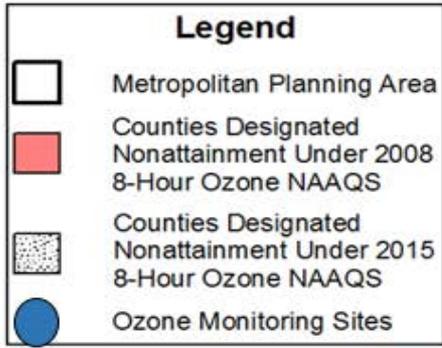
8-HOUR OZONE NAAQS HISTORICAL TRENDS



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).

2015 8-HOUR OZONE NAAQS DESIGNATIONS

2019 Design Value Monitor Readings



CONTACTS

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

AIR NORTH TEXAS

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

JULY 5, 2019 – SEPTEMBER 5, 2019

Air North Texas Coalition

September 19, 2019

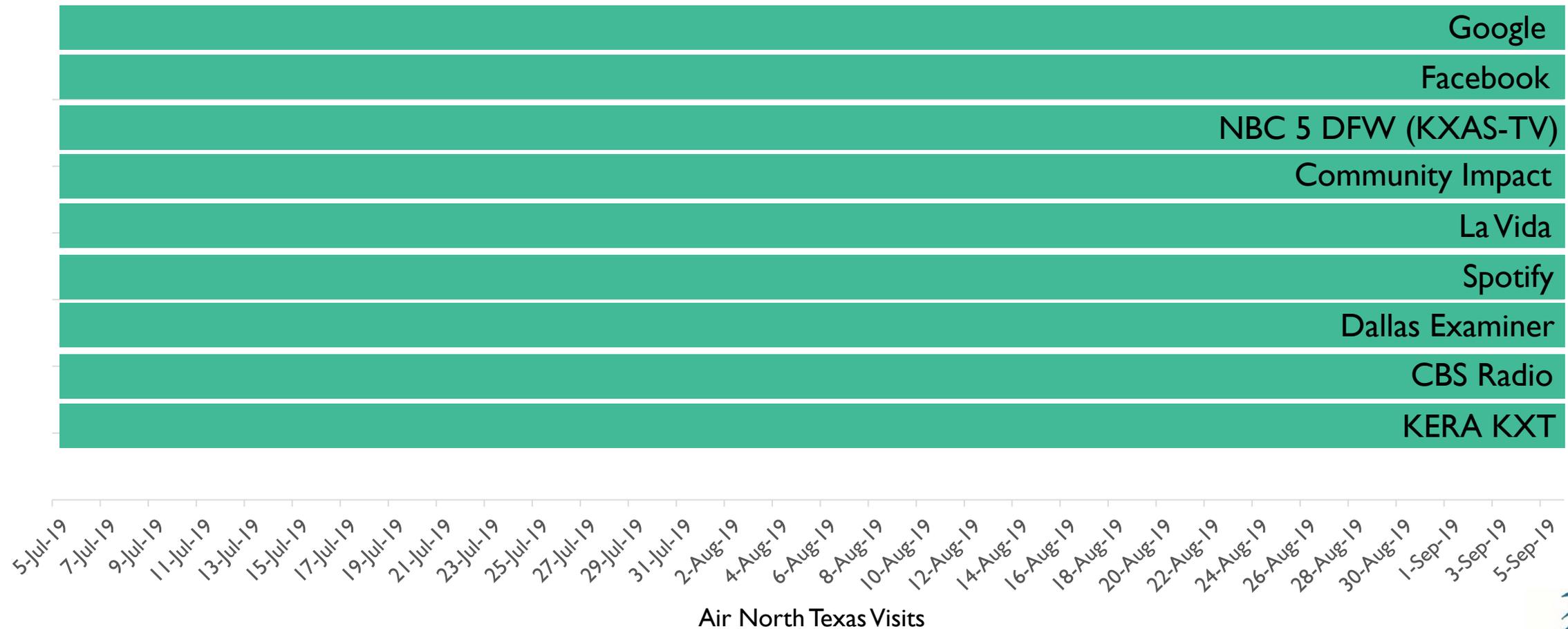
Kenny Bergstrom & Kimberlin To, NCTCOG



Air North Texas Web Analytics

Visits	7,538	Increased	By 26% compared to 2018
Avg. Time	00:35	Decreased	By 12 seconds compared to 2018
Pageviews	14,024	Increased	By 31% compared to 2018
New Visits	7,247	Increased	By 32% compared to 2018

Web Traffic & Advertising



Visits By Device



5,788

27% increase
compared to 2018



1,151

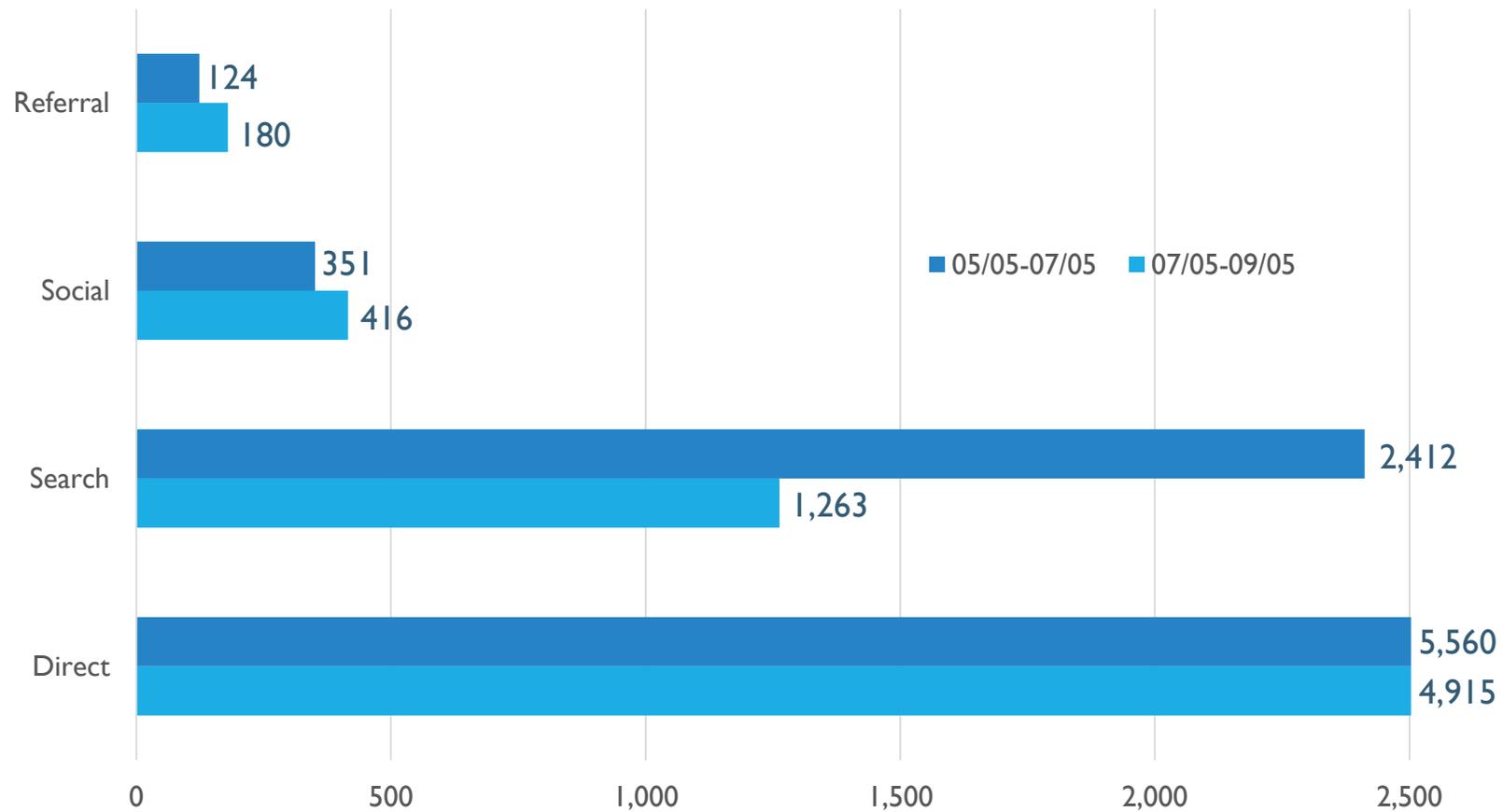
11% increase
compared to 2018



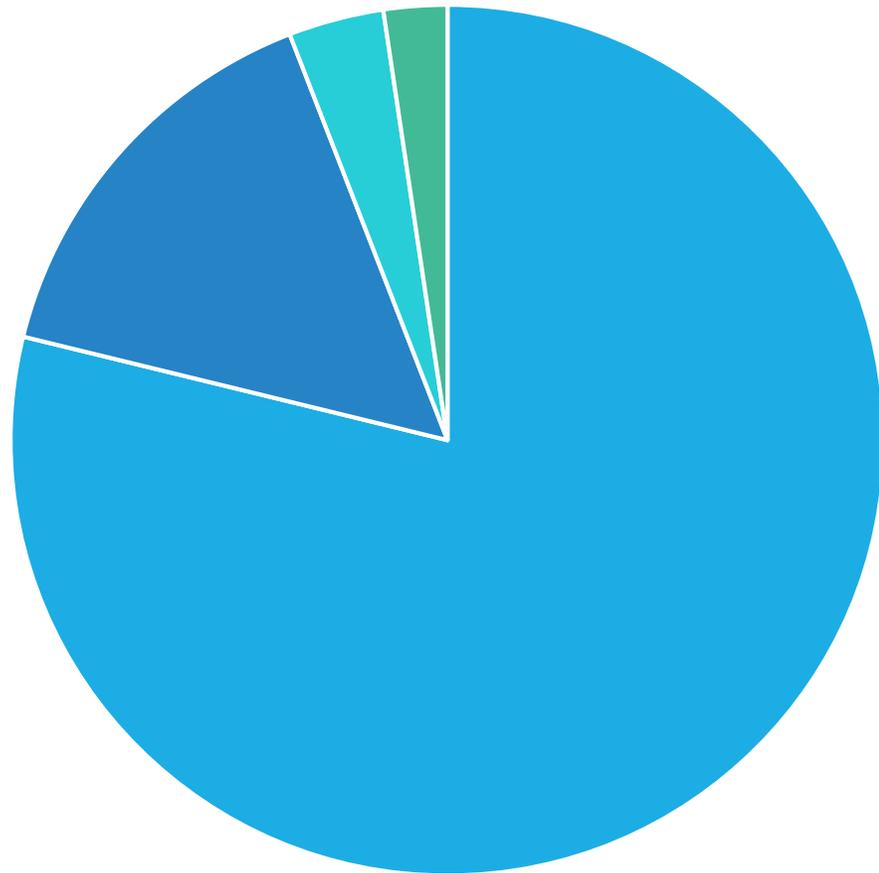
578

44% increase
compared to 2018

How Visitors Found Air North Texas

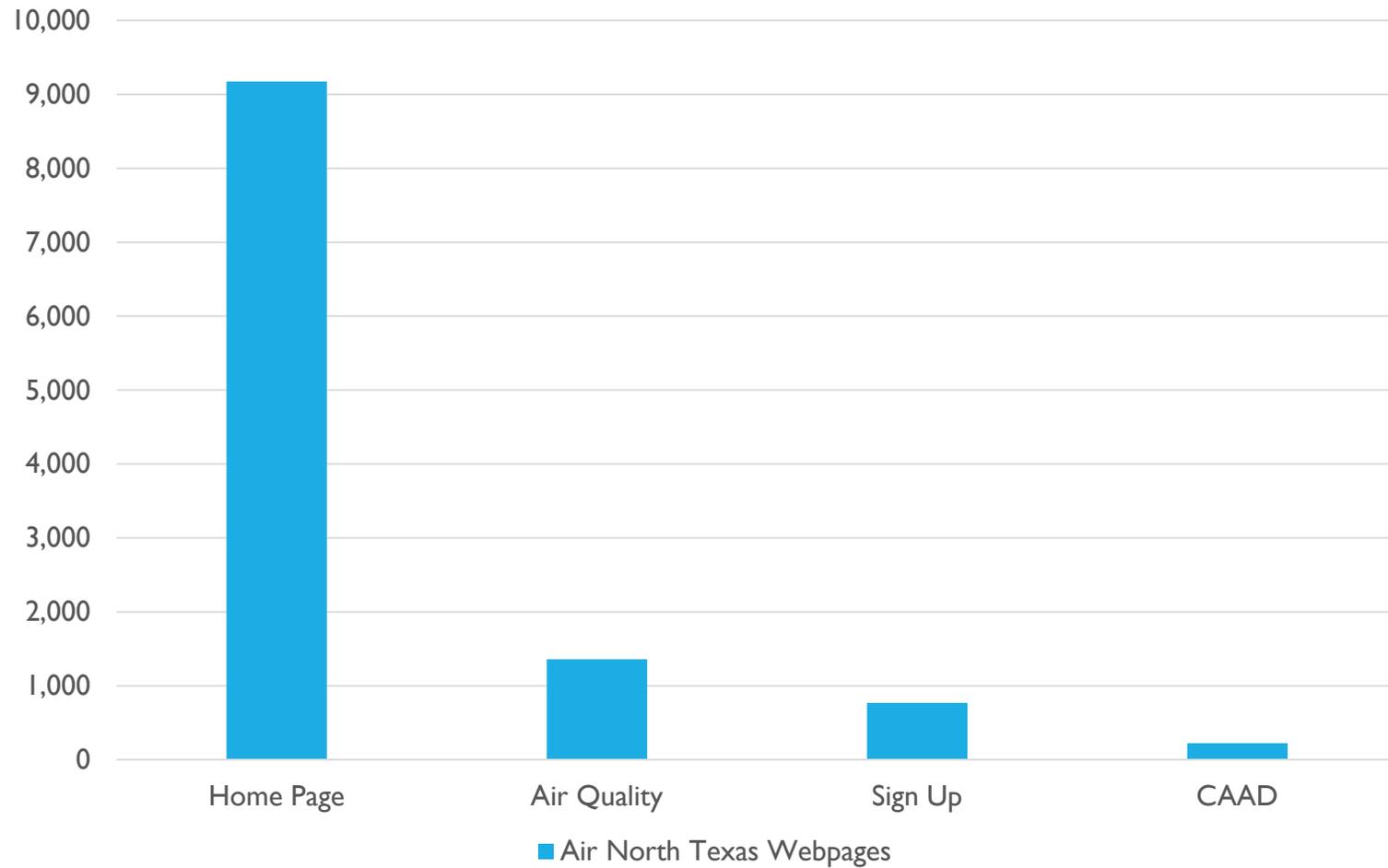


Top Directed Sites



- Facebook (67%)
- NBCDFW (13%)
- Green Dallas (3%)
- Fort Worth (2%)

Top Pages Viewed

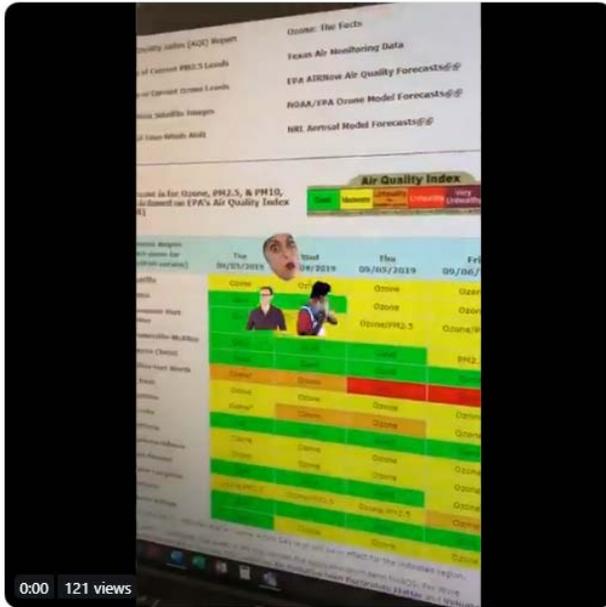




NCTCOG
Transportation
Department
@NCTCOGtrans



NCTCOGtransportation @NCTCOGtrans · Sep 3
So the air quality forecast shows red ozone action days on Thursday and Friday For the DFW area, which is something we don't want to see. What can you do to clean the air? Visit aimorthtexas.org for ideas that individuals, businesses and governments can use!



NCTCOG Transportation Department
September 4 at 12:01 PM · 🌐

The air quality forecast isn't looking good this week. One way you can help is by carpooling. Check your network. You and a friend might be headed the same way! Visit tryparkingit.com to find rideshare matches.



NCTCOG Transportation Department
July 23 · 🌐

Ozone Action Day – Ozone in the DFW area Wednesday 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: <http://bit.ly/2oAbaPt>.



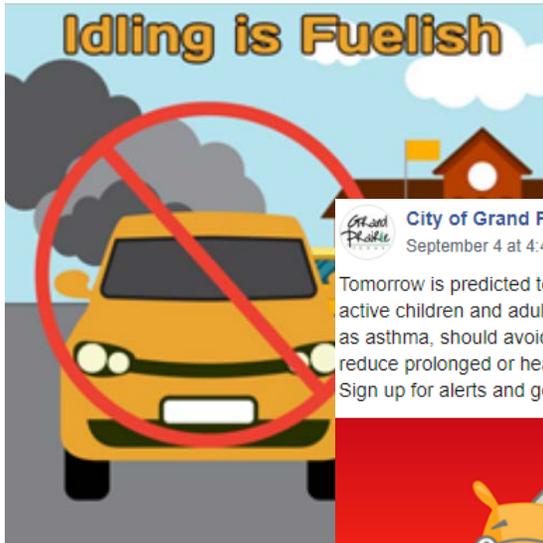


City of Grand Prairie - Municipal Government
 August 19 at 5:00 PM · 🌐

Like Page

Back-to-school is in session! We encourage parents to avoid idling as children have an increased risk of developing asthma, respiratory problems and adverse health effects to their developing lungs. #AirNTX #GetFitGP

City of Grand Prairie - Municipal Government
 @cityofgptx



City of Grand Prairie - Municipal Government
 September 4 at 4:46 PM · 🌐

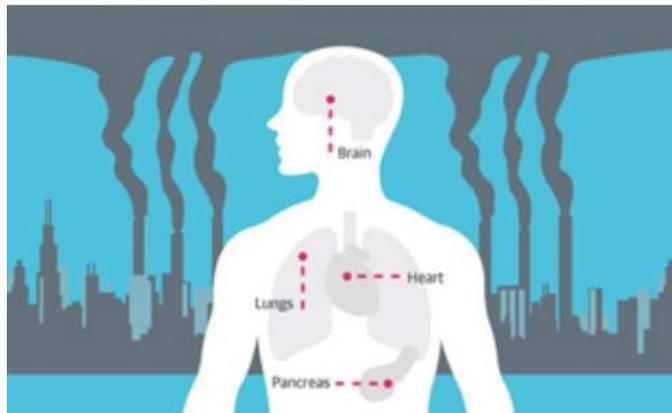
Tomorrow is predicted to be a level red ozone day. Level red is unhealthy, so active children and adults, along with those with respiratory diseases such as asthma, should avoid prolonged outdoor exertion. Everyone else should reduce prolonged or heavy outdoor exertion. #AirNTX
 Sign up for alerts and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



City of Grand Prairie - Municipal Government
 August 22 at 10:00 AM · 🌐

Like Page

Exposure to air pollutants has been linked to suppressed lung growth, asthma, heart disease, fetal brain growth damage and the onset of diabetes. Take action against air pollution at <https://www.airnorthtexas.org/individuals> #AirNTX #GetFitGP



City of Grand Prairie - Municipal Government
 July 20 · 🌐

Like Page

Unplug electronics or turn off power strips to conserve electricity and keep the air clean this summer! #AirNTX #GetFitGP





City of Bedford, TX-
City Services ✓
@BedfordTX

MEDIEVAL FAIRE & MARKET

SATURDAY, SEPT. 21 9 AM - 4 PM

BEDFORD PUBLIC LIBRARY, TX

PERIOD COSTUMES ENCOURAGED. NO WEAPONS PLEASE.

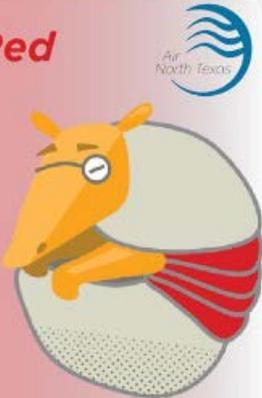


City of Bedford @CityofBedfordtx · Sep 4

Ozone is predicted to be at Level Red in the DFW area tomorrow. Children, older adults and people with lung disease should avoid outdoor activity if ozone reaches Level Red. Everyone should limit prolonged outdoor exertion if ozone reaches Level Red. AirNorthTexas.org

Ozone Action Day Level Red

Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should avoid outdoor activity if ozone reaches Level Red. All other people should limit prolonged outdoor exertion if ozone reaches Level Red.



City of Bedford, TX-City Services

July 24 · 🌐

Orange Ozone Action Day: July 25, 2019

Ozone is predicted to be at Level Orange in the Dallas-Fort Worth area tomorrow, July 25. 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.





Live Green in Plano
@livegreeninplano

Switch & Win

Switch to a 100% renewable plan and be entered to win a free smart thermostat.



Live Green in Plano
September 3 at 2:58 PM



NCTCOG Transportation Department
September 3 at 2:40 PM

Like Page

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 dis...
See More

Live Green in Plano
August 9

There have been 16 ozone action days so far this year. Have you been receiving air pollution alerts? www.airnorthtexas.org/signup #AirNTX

Air Quality Index Values and Ozone Concentration			
Air Quality Index(AQI) Values	8-hour Ozone Levels (ppb)	Levels of Health Concern	Colors
0-50	0-54	Good	Green
51-100	55-70	Moderate	Yellow
101-150	71-85	Unhealthy for Sensitive Groups	Orange
151 to 200	86-105	Unhealthy	Red

AIRNORTHTEXAS.ORG

Sign Up for Alerts | Air North Texas

Sign up for Air North Texas alerts to receive Air North Texas air pollution...





Green Dallas
@GreenDallasTX



Green Dallas

September 5 at 8:14 PM · 🌐

Ozone is predicted to be at Level Red in DFW on Friday, Sept 6th. Children, older adults & people with lung disease, like asthma, emphysema, or chronic bronchitis, should avoid outdoor activity. All others should limit prolonged outdoor exertion during Level Red.

www.AirNorthTexas.org

DFW OZONE ALERT

Air Quality Index is **RED**

Red ozone days are unhealthy for everyone, especially sensitive groups which are people with lung diseases (such as asthma), older adults, children & teenagers, and people who are active outdoors.

Sensitive groups should:

- Avoid prolonged or heavy outdoor exertion.
- Watch for symptoms such as coughing or shortness of breath.
- Plan indoor activities.
- Follow your asthma action plans and keep medicine handy.



Ato is an Affimadillo whose shell changes color based on the Air Quality Index. Ato has asthma, so he knows when he can be outside (when he is green or yellow), and when he should limit his outdoor activity (when he is orange or red).

www.AirNorthTexas.org
www.GreenDallas.net



Green Dallas @GreenDallas · Sep 2

Ozone is predicted to be at Level Orange in the Dallas-Fort Worth area On Sept 2.

Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis should limit outdoor activity. Visit airnorthtexas.org for info & air quality alerts.

DFW OZONE ALERT

The Air Quality Index is **ORANGE**

Orange ozone days are unhealthy for sensitive groups which are people with lung diseases (such as asthma), older adults, children & teenagers, and people who are active outdoors.

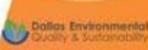
Sensitive groups should:

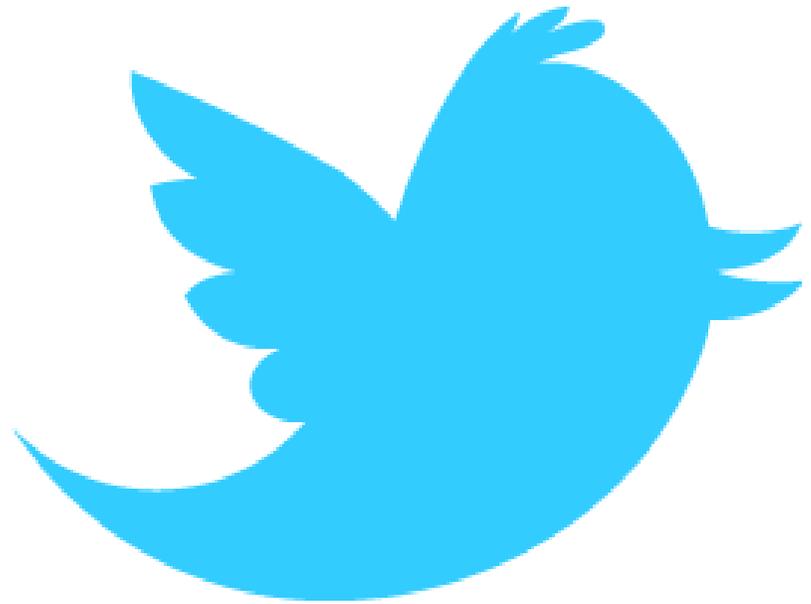
- Schedule outdoor activities in the morning when ozone is lower.
- Take more breaks, do less intense activities when outside.
- Watch for symptoms such as coughing or shortness of breath.
- Plan indoor activities.
- Follow your asthma action plans and keep medicine handy.



Ato is an Affimadillo whose shell changes color based on the Air Quality Index. Ato has asthma, so he knows when he can be outside (when he is green or yellow), and when he should limit his outdoor activity (when he is orange or red).

www.AirNorthTexas.org
www.GreenDallas.net





#AirNTX

ANTx NCTCOG Contacts

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Air North Texas Coalition Web Page:

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





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
 - 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
 - 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.



2019 Outreach Events

- 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
- Wednesday, April 3** **10th Annual Earth Day Fest**
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)



2019 Outreach Events

- 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

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2019 Outreach Events

- 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 -
Sunday, April 28** **EarthX**
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
- Monday, May 13** **Public Meeting**
Arlington
Presentations: FY2020 and FY2021 Unified Planning Work Program, Transportation Alternatives Set-Aside Program Call for Projects, National Highway System Review
Online Review & Comment: Work Program Modifications
Highlighted Information: Regional Smoking Vehicle Program
- 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
- Monday, June 10** **Public Meeting**
Arlington
Presentations: 2020-2022 Disadvantaged Business (DBE) Goals, Regional Pedestrian Safety Action Plan
Online Review & Comment: Proposed Modifications to the List of Funded Projects
Highlighted Information: Regional Smoking Vehicle Program, Volkswagen Funding Available for Buses
- 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

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2019 Outreach Events

- Thursday, August 8** **Tarrant County Back-to-School Roundup**
TCC South Campus, 8 am - 2 pm
Sustainable Development Informational booth
- Thursday, August 22 -** **Great American Trucking Show (GATS)**
Saturday, August 24 **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
- Friday, September 13** **Industry Discovery Expo**
AT&T Stadium, Arlington, 10 am - 2 pm
Aviation Education informational booth
- Saturday, September 21** **National Drive Electric Week**
North Irving Transit Center, 10 am - 2 pm
Informational booth
Air North Texas, Electric Vehicles North Texas, DFW Clean Cities
- Saturday, September 21** **Girls in Aviation Day**
Frontiers of Flight Museum, Dallas, 10 am - 3 pm
Aviation Education informational booth
- Wednesday, October 9** **iWork Youth Career Exploration**
Education Service Center, White Settlement, 9 am - 1 pm
Aviation Education informational booth
- Saturday, October 12** **Peterbilt Open House & Environmental Fair**
Denton, 11 am - 2 pm
Informational booth
Air North Texas, DFW Clean Cities, Electric Vehicles North Texas, SMARTE, Regional Smoking Vehicle Program
- Saturday, October 12** **Car Care Clinic**
Courtesy Nissan, Richardson
Informational booth
- Sunday, October 13** **EV Display at State Fair of Texas**
Fair Park, Dallas, 9 am - 6 pm
Electric Vehicles North Texas informational booth
- Monday, October 14** **UNT Fall Housing Fair**
Library Mall, Denton Campus, 11 am - 1 pm
Try Parking It informational booth

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2019 Outreach Events

**Friday, October 18 -
Sunday, October 20**

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

Friday, October 25

Car Care Clinic
Starkey's Service Center, Dallas
Informational booth

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