

START OF OZONE SEASON

Air North Texas Coalition

March 15, 2018

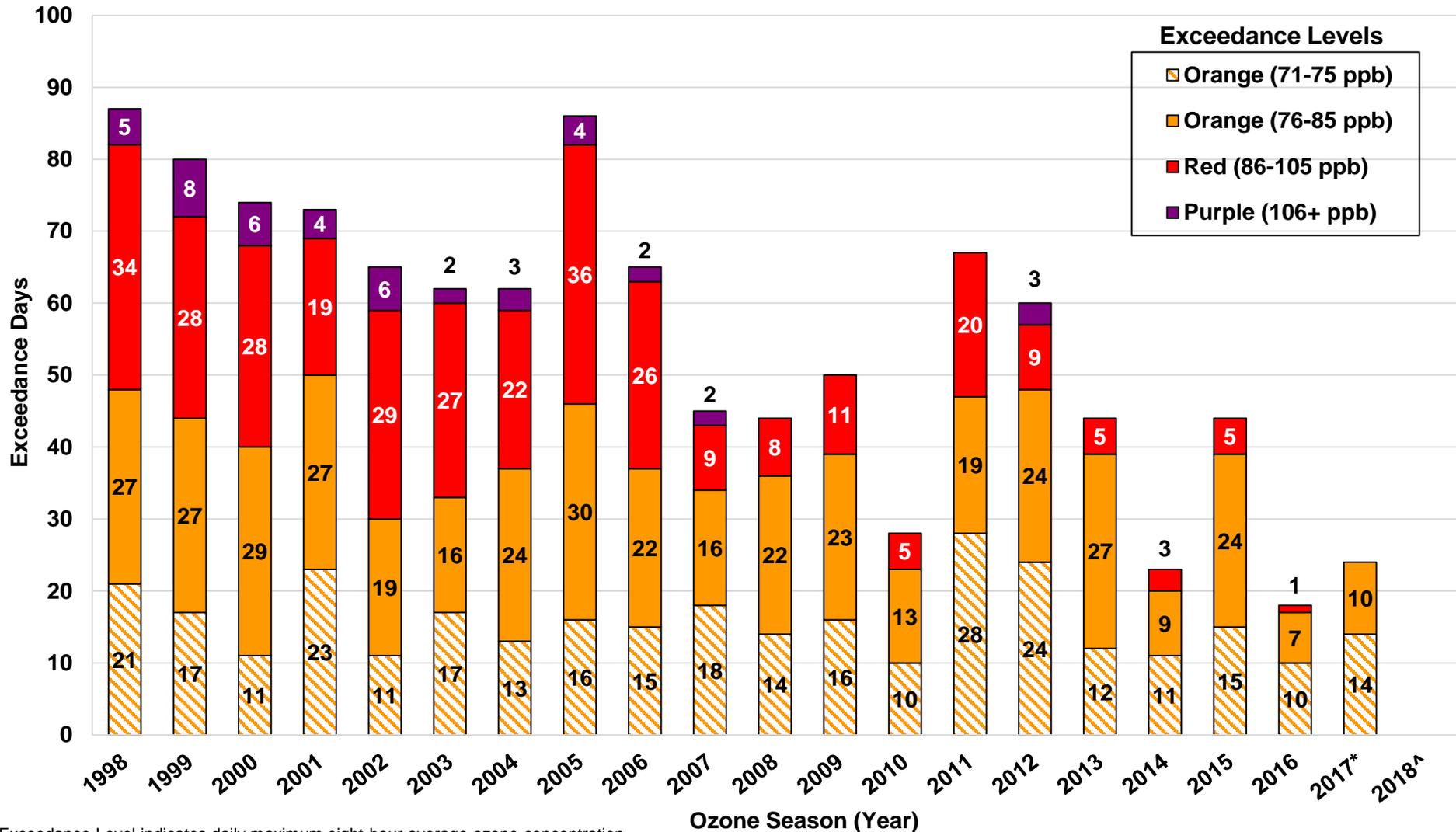


**North Central Texas
Council of Governments**



8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on ≤ 70 ppb (As of March 13, 2018)



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.

 = Additional level orange exceedance days under the revised standard that were not exceedances under the previous 75 ppb standard. (AQI level orange = 71-75 ppb)

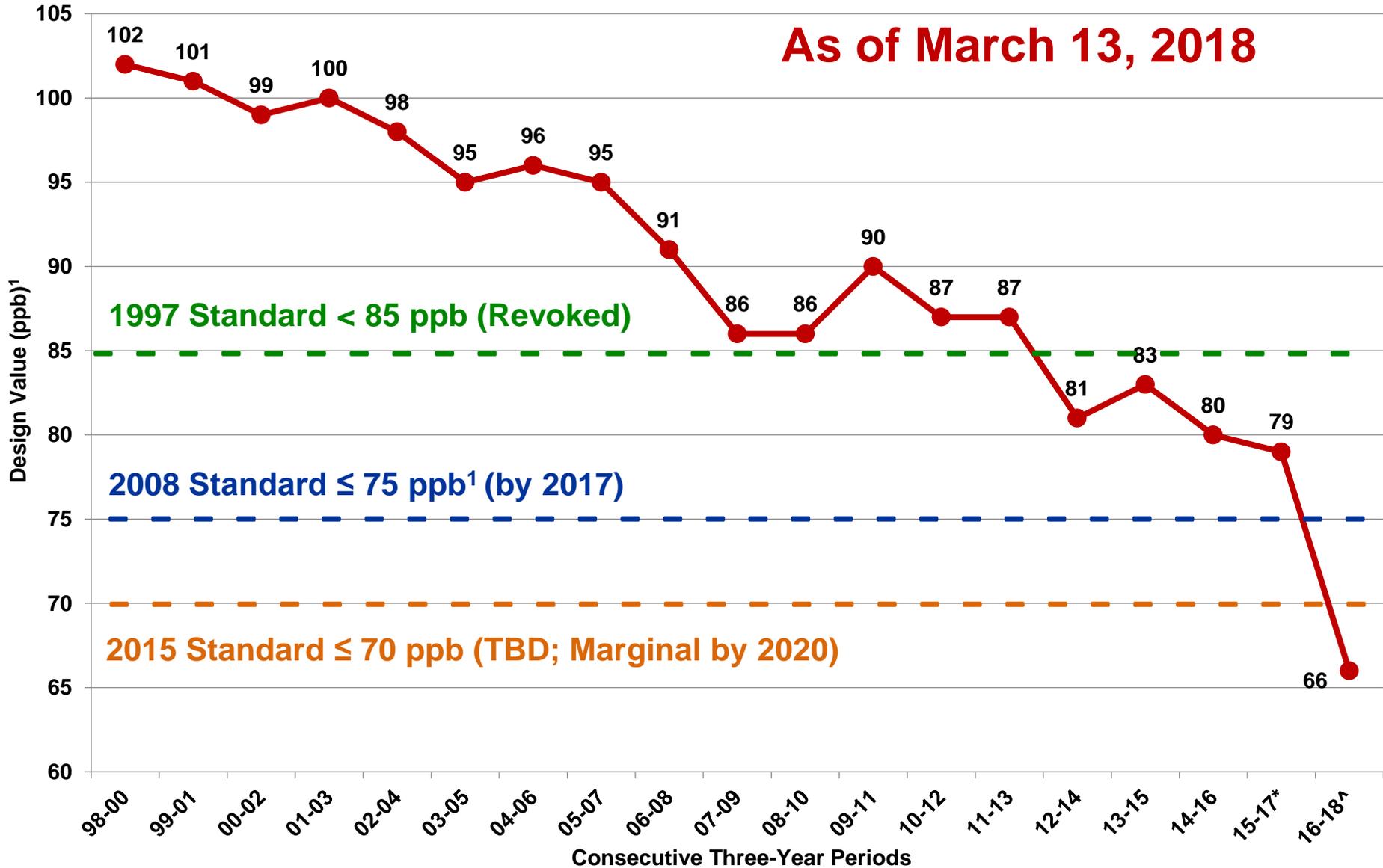
*Data not certified by the TCEQ

^Not a full year of data, current as of 3/13/2018

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

As of March 13, 2018



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).

*2017 data not certified by the Texas Commission on Environmental Quality

^Not a full year of data, current as of 3/13/2018

2015 8-HOUR OZONE NAAQS UPDATES

- November 16, 2017:** EPA designated 2,646 counties as Attainment/Unclassifiable and 3 counties as Unclassifiable
- January 16, 2018:** Final Rule Effective Date
- April 2018:** Final Rule Classifying Nonattainment Counties (Marginal classification anticipated for DFW 10-county nonattainment region)
- On-going:** Monitor the United States Court of Appeals for the District of Columbia Circuit case No. 15-1115 *South Coast Air Quality Management District v. EPA, et al., vacating portions of the 2008 Ozone Implementation Rule*²

GETTING INVOLVED

Clean Fleets North Texas

2018 Call for Projects - Vehicles and Equipment

\$1.5 million available locally

<http://www.nctcog.org/aqfunding>

Volkswagen Settlement

Summer 2018 – Mitigation Plan

\$209 million statewide to replace or repower old diesel

<http://www.nctcog.org/trans/air/VWsettlement>

Metropolitan Transportation Plan Policy Bundle

- Clean Fleet
- Clean Construction
- Idling Restrictions
- Recycle Tires (future)

Opportunity to inventory for future funding consideration

<http://www.nctcog.org/policybundle>

Texas Emissions Reduction Plan – Summer 2018

Texas Clean Fleet Program (Alternative Fuel Vehicles)

Emissions Reductions Incentive Grant Program (Clean Diesel Vehicle & Equipment)

<http://www.terpgrants.org>

FOR MORE INFORMATION

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Jody Loza

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jloza@nctcog.org

<http://www.nctcog.org/trans/air/ozone/index.asp>

Canva

BEST PRACTICES

OVERVIEW

Canva is a free graphic-design tool website that uses a drag-and-drop format and provides access to over a million photographs, graphics and fonts. The tools can be used for both web and print media design and graphics.

OUR USES

**Social media
graphics**

Sizing

Presentations

**Flyers /
Banners**

**Photo
editing**

**Design
inspiration**

EXAMPLE:

Social Media Graphics



EXAMPLE:

Social Media Graphics

Drive with

no stress.

Drive on

TEXpress.



EXAMPLE:

Social Media Graphics



DUMP

the

PUMP



DUMP

the

PUMP

EXAMPLE:

Sizing

Social Media Posts



Twitter Post



Social Graphic



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

EXAMPLE:

Presentations

A collection of social media icons including Instagram, Facebook, Twitter, YouTube, and others, arranged in a grid pattern on a dark background.

SOCIAL MEDIA

Briefing

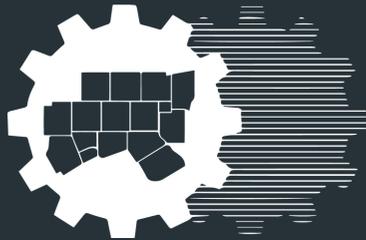
EXAMPLE:

Flyers / Banners

What do you **really** want in a travel app?

Help us design the new
511DFW
your local guide to a faster route.





Victor Henderson

Communications Specialist



(817) 695-9290



vhenderson@nctcog.org



Air North Texas Partner Progress Report Guidelines: 2017-2018

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2017 through September 1, 2018.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2017, 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 2017-2018 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 Whitney Vandiver at wvandiver@nctcog.org or 817-704-5639.

Submit completed progress reports via email, fax, or hard copy by close of business **Friday, September 14, 2018**. Please send reports to:

North Central Texas Council of Governments
 Attention: Whitney Vandiver
 PO Box 5888
 Arlington, TX 76005-5888
 Email: wvandiver@nctcog.org
 Fax: 817-604-3028

Thank you for your participation in the 2017-2018 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 2018 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.

AIR NORTH TEXAS

Campaign Quantification

January 5, 2018 – March 5, 2018

Air North Texas Coalition

March 15, 2018

Ciera Collins and Erin Arnim, NCTCOG



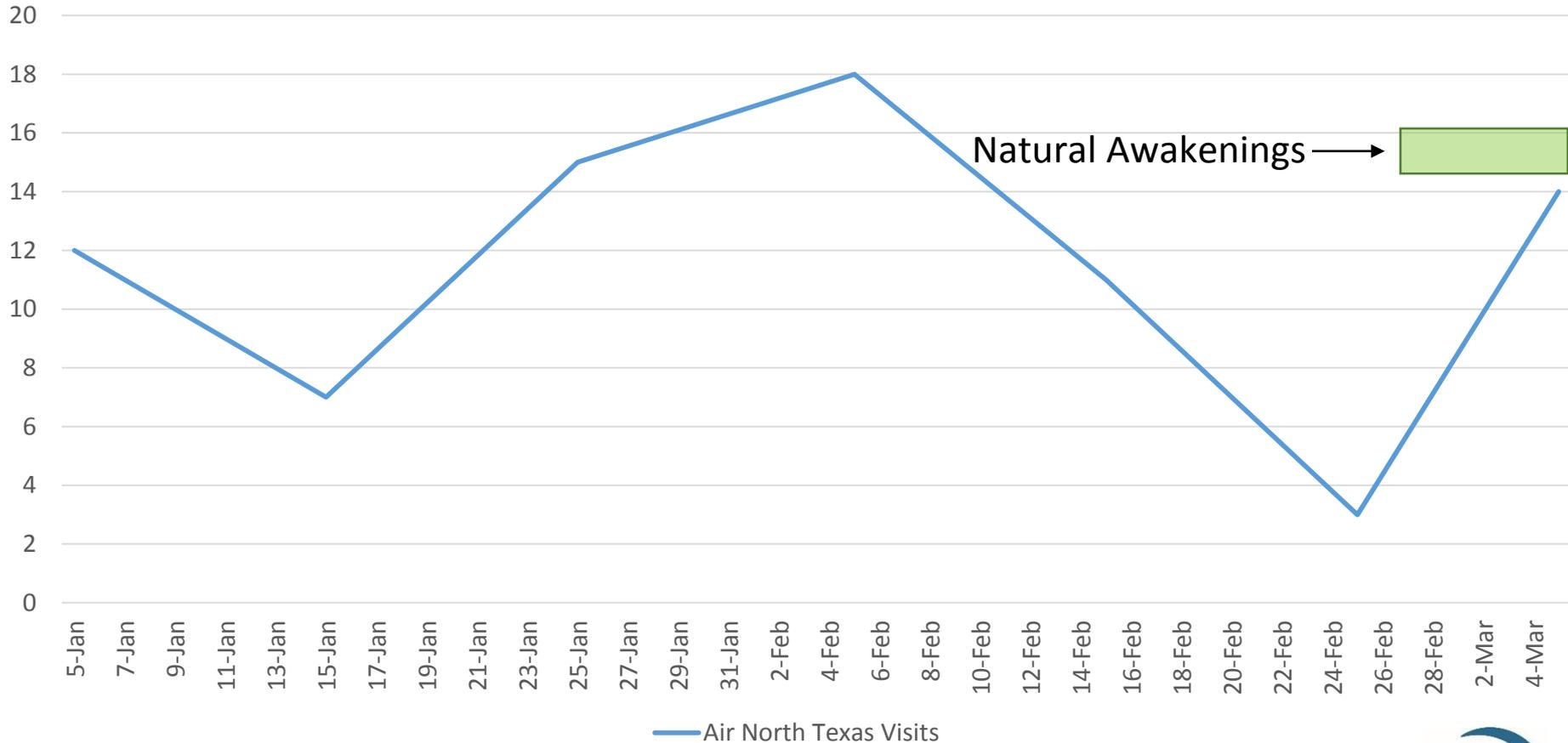
Air North Texas Bi-Monthly Quantification January 5, 2018 – March 5, 2018

Air North Texas Web Analytics

Visits	434	Decreased	by 2% compared to 2017
Avg. Time	2:06sec	Decreased	by 1 seconds compared to 2017
Pageviews	1,392	Increased	by 7% compared to 2017
New Visits	81%	Decreased	by 3% compared to 2017

Air North Texas Bi-Monthly Quantification January 5, 2018 – March 5, 2018

Web Traffic + Advertising



Air North Texas Bi-Monthly Quantification January 5, 2018 – March 5, 2018

Visits By Device



129

47% Increase
compared to 2017



21

19% Decrease
compared to 2017

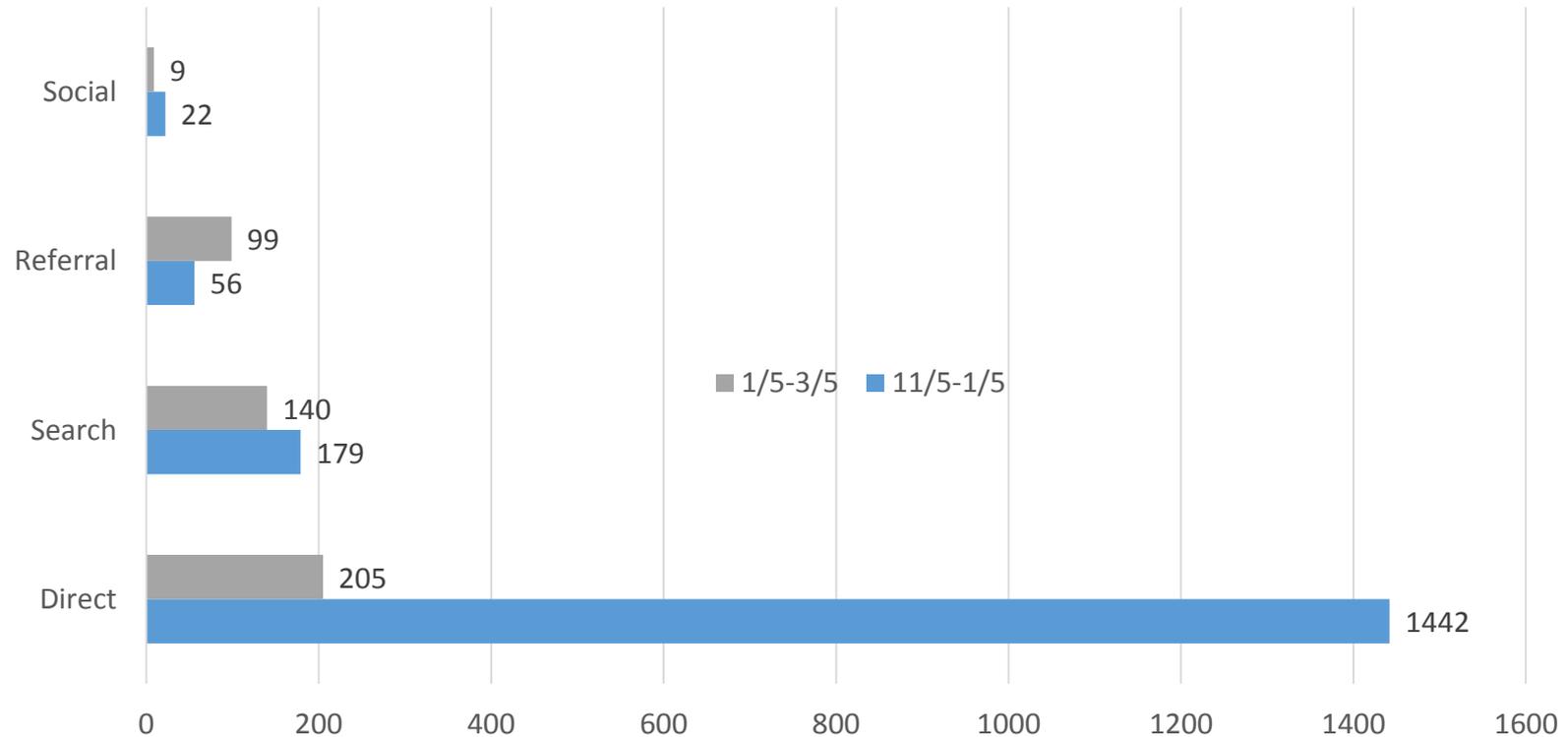


284

13% Decrease
compared to 2017

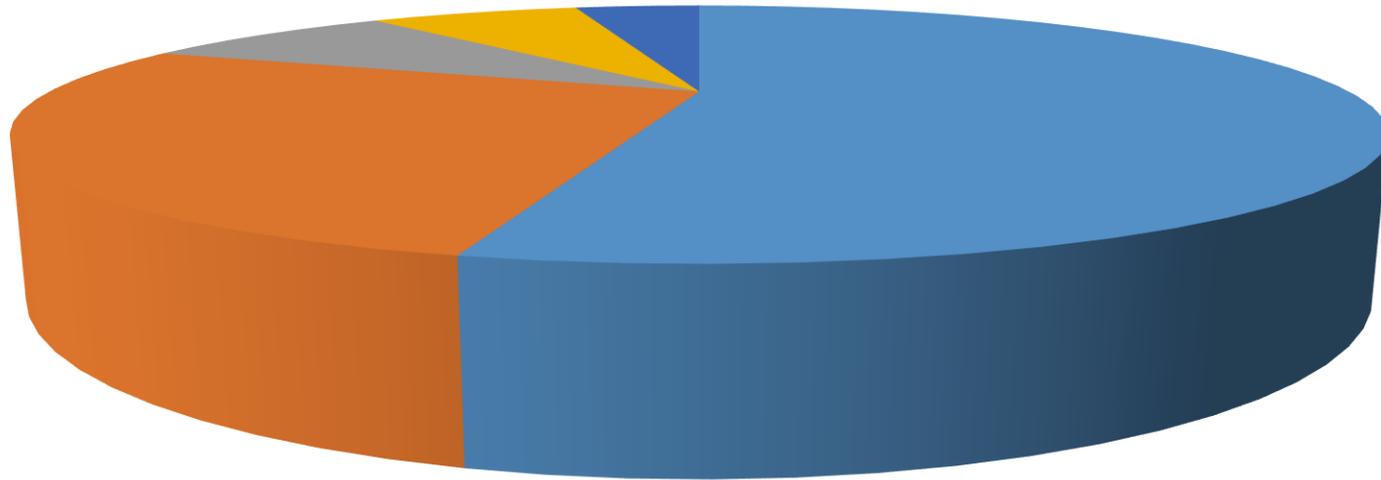
Air North Texas Bi-Monthly Quantification January 5, 2018 – March 5, 2018

How Visitors Found Air North Texas



Air North Texas Bi-Monthly Quantification January 5, 2017 – March 5, 2018

Top Directed Sites



■ NCTCOG (40%)

■ Fort Worth (20%)

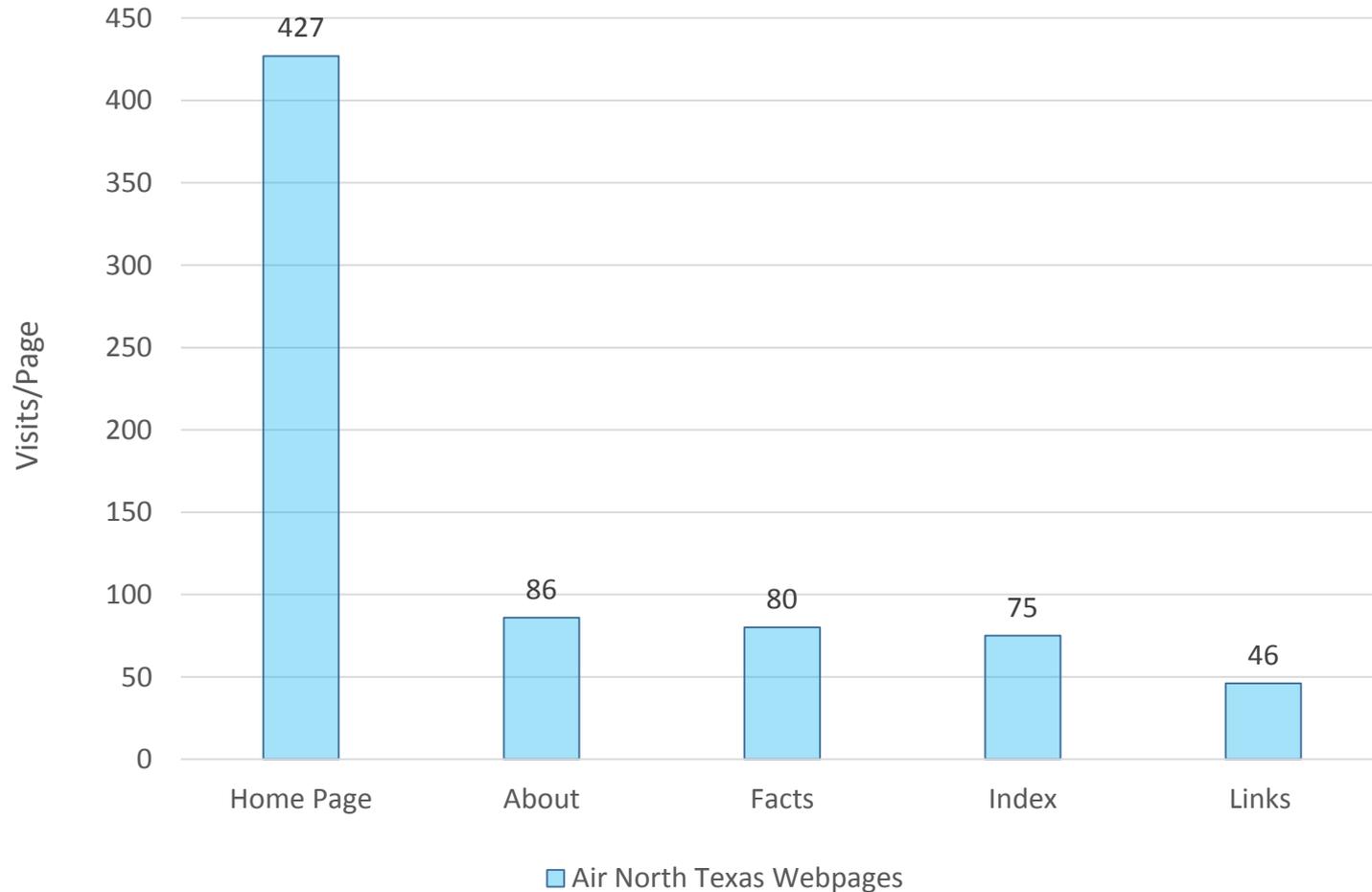
■ TxDot (6%)

■ Green Dallas (5%)

■ Grapevine (3%)

Air North Texas Bi-Monthly Quantification January 5, 2017 – March 5, 2018

Top Pages Viewed





NCTCOG
Transportation
Department
@NCTCOGtrans



TAKE STEPS
TOWARD
IMPROVING
AIR QUALITY.

www.airnorthtexas.org



NCTCOG Transportation Department

January 25 · 🌐



Ditch the car and take a walk today! The weather's fine 🌞🚶
Walking is just one of the many ways to improve our air quality. Check out other ways you can reduce emissions at airnorthtexas.org.



NCTCOGTransportation @NCTCOGtrans · Jan 25



Ditch the car and take a walk today! The weather's fine 🌞🚶
Walking is just one of the many ways to improve our air quality. Check out other ways you can reduce emissions at airnorthtexas.org.





City of Grand
Prairie - Municipal
Government ✓
@cityofgptx



City of Grand Prairie - Municipal
Government ✓

March 5 at 2:00pm

Air pollution season in North Texas officially begins this month! Learn how you can prevent air pollution by visiting airnorthtexas.org #AirNTX

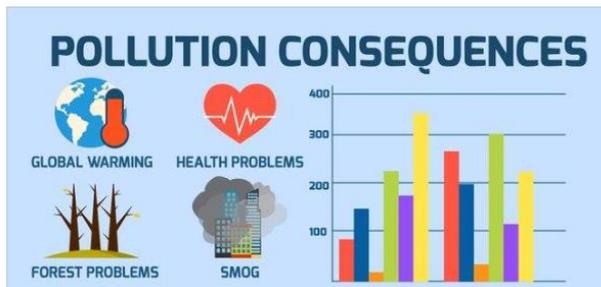
Like Page



City of Grand Prairie - Municipal
Government ✓

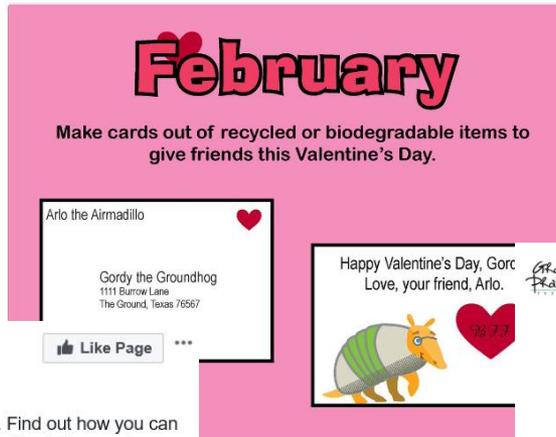
January 20

Make cleaner air one of your new year's resolutions. Find out how you can start making clean air actions to improve air quality in North Texas at <http://www.airnorthtexas.org/> #AirNTX



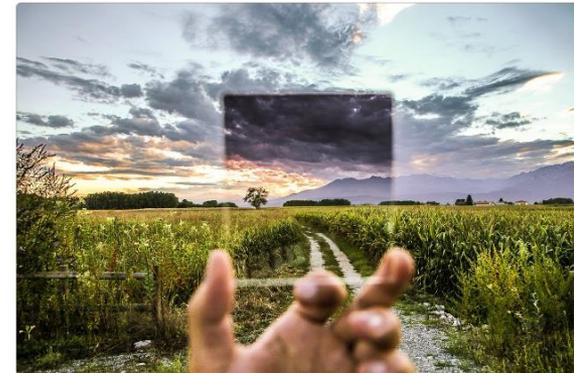
Grand Prairie, TX @gp_tx · Feb 13

Arlo the #AirNTX Armadillo invites you to reduce air pollution by making cards out of recycled or biodegradable items this Valentine's Day! For more tips on reducing air pollution, please visit bit.ly/nJ8RPX



Grand Prairie, TX @gp_tx · Feb 19

Help the vision of having clean air in North Texas become a reality by following some of #AirNTX tips listed on their blog at bit.ly/2o0PWSl





#AirNTX

AIR NORTH TEXAS

NCTCOG CONTACTS



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Air North Texas Coalition Web page:

www.nctcog.org/trans/committees/aqprtfc



2018 Outreach Events

**Tuesday, January 9 -
Tuesday, January 16**

Public Meetings

Carrollton, Arlington, Fort Worth

Presentations: Work Program Modifications, Mobility 2045, North Texas SolSmart Designations

Highlighted Information: AirCheckTexas Drive a Clean Machine Program

Friday, January 12

MLK Celebration Fair

MLK Jr. Recreation Center, Dallas, 11 am - 2 pm

AirCheckTexas Informational booth

**Monday, January 22 -
Thursday, January 25**

Liberty Mutual Transportation Fairs

Plano, Irving, Richardson

Try Parking It Informational booth

**Monday, February 5 -
Tuesday, February 13**

Public Meetings

Arlington, Haltom City, Richardson

Presentations: Work Program Modifications, Mobility 2045, Funding Program: Sustainable Development, Access North Texas

Highlighted Information: AirCheckTexas Drive a Clean Machine Program, Modifications to List of Funded Projects

Saturday, March 17

Chasing Leaks 5k

Trinity Park Pavilion, Fort Worth, 7:30 am – Noon

Air North Texas items distributed at event

Saturday, March 24

Earth Party

Fort Worth Water Gardens, 11 am - 1 pm

Informational booth

Air North Texas, AirCheckTexas, NCTCOG Active Transportation Program, Try Parking It

Saturday, March 31

Hazardous Waste Event

Grapevine, 8 am - 11:30 am

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities

Tuesday, April 3

Earth Day Fest

Commons Courtyard, Brookhaven College, 11:30 am - 1:30 pm

Informational booth

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

Saturday, April 7

Car Care Clinic

Firestone, Plano, 10 am - 2 pm

Informational booth

Regional Smoking Vehicle Program

Saturday, April 7

Car Care Clinic

Advanced Auto Repair, Denton, 10 am - 2 pm

Informational booth

AirCheckTexas, Regional Smoking Vehicle Program

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

Carli Baylor, Transportation Program Assistant

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



2018 Outreach Events

- Tuesday, April 10** **Car Care Clinic**
Christian Brothers Automotive, Grapevine, 2 - 4 pm
Informational booth
Regional Smoking Vehicle Program
- Thursday, April 12** **Car Care Clinic**
Car Care Central, Plano, 10 am - 1 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Friday, April 13** **UNT's University Day**
Library Mall at UNT, Denton, 11 am - 1:00 pm
Informational booth
Air North Texas, Clean Air Action Day, AirCheckTexas, Car Care Clinics, DFW Clean Cities, Try Parking It, Look Out Texans Safety Campaign
- Saturday, April 14** **Car Care Clinic**
Rick & Ray's Auto Plaza Center, Fort Worth, 9 am - Noon
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 14** **Car Care Clinic**
Kwik Kar Auto Service & Repair, Arlington, 10 am - 2 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 14** **Car Care Clinic**
Road Masters Auto Service, Richardson, 10 am - 2 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 14** **City of Plano's Great American Cleanup**
Chase Oaks Church, 11 am - 1:30 pm
Informational booth
Air North Texas, AirCheckTexas, NCTCOG Active Transportation Program, Try Parking It
- Saturday, April 14** **City of Lewisville's ColorPalooza**
Old Town Lewisville, 10 am - 5 pm
Informational booth
Air North Texas, AirCheckTexas, NCTCOG Active Transportation Program, Try Parking It
- Tuesday, April 17** **Earth Day Event**
UNT Health Science Center, Fort Worth, 11 am - 1 pm
Informational booth
Air North Texas, AirCheckTexas, NCTCOG Active Transportation Program, Try Parking It
- Wednesday, April 18** **UTA Celebrating People and Planet**
UTA University Center, Arlington, 11 am - 1 pm
Informational booth
Air North Texas, AirCheckTexas, NCTCOG Active Transportation Program, Try Parking It

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

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



2018 Outreach Events

- Wednesday, April 18** **Earth Day Celebration: Student Event**
DFW Airport's LiveWell Center, Dallas, 9:30 am - 1:30 pm
Informational booth
Air North Texas, NCTCOG Active Transportation Program, Aviation Educatio
- Thursday, April 19** **Earth Day Celebration: Employee Event**
DFW Airport's LiveWell Center, Dallas, 11:00 am - 1:30 pm
Informational booth
AirCheckTexas, Try Parking It
- Thursday, April 19** **UT Dallas Earth Fair**
Student Union Mall
Air North Texas and AirCheckTexas items distributed at event
- Saturday, April 21** **Car Care Clinic**
Kwik Kar Auto Service & Repair, Arlington, 10:30 am - 12:30 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 21** **Car Care Clinic**
Heller Automotive, Inc., Plano, 10 am - 2 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 21** **Car Care Clinic**
The Star Auto Service, Richardson, 9 - 11 am
Informational booth
Regional Smoking Vehicle Program
- Saturday, April 21** **Grapevine Earth Day Event**
Downtown Gazebo
Air North Texas and AirCheckTexas items distributed at event
- Tuesday, April 24** **Car Care Clinic**
Burdick Auto Solutions, McKinney, 10 am - 2 pm
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 28** **Car Care Clinic**
Kinney's Automotive, Hurst, 10 am - 2 pm
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program
- Saturday, April 28** **Car Care Clinic**
Starkey Service Center, Dallas, 9 - 11 am
Informational booth
AirCheckTexas, Regional Smoking Vehicle Program

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2018 Outreach Events

Saturday, April 28

Irving's Annual Bicycle Fest

North Lake College Campus, 10 am - 2 pm

Sustainable Development Informational booth

Friday, August 3

Dallas Mayor's Back-to-School Fair

Fair Park, Dallas, 8 am - 2 pm

Sustainable Development Informational booth

Thursday, August 9

Tarrant County Back-to-School Roundup

Will Rogers Memorial Center, Fort Worth, 8 am - 2 pm

Sustainable Development Informational booth

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