

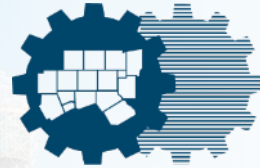
Air North Texas Coalition
Thursday, March 20, 2025
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. January 16 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. FIFA World Cup x Sustainability Meghna Tare, UTA
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Outreach Items
 - ii. Clean Air Corner
 - iii. Partner Portal
 - iv. Clean Air Action Day – June 6
 - d. Dallas-Fort Worth Clean Cities Initiatives Savana Nance, NCTCOG
 - e. Website Quantification/Social Media Report Leslie Maldonado, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, May 15
In-Person/Hybrid
NCTCOG Office
616 Six Flags Dr.
Arlington, TX 76011

Conference Call: 903-508-4574
Phone Conference ID: 113 489 564#









NCTCOG PRESENTATION

Start of the 2025 Ozone Season



DANIELA TOWER | AIR NORTH TEXAS COALITION | 3.20.2025

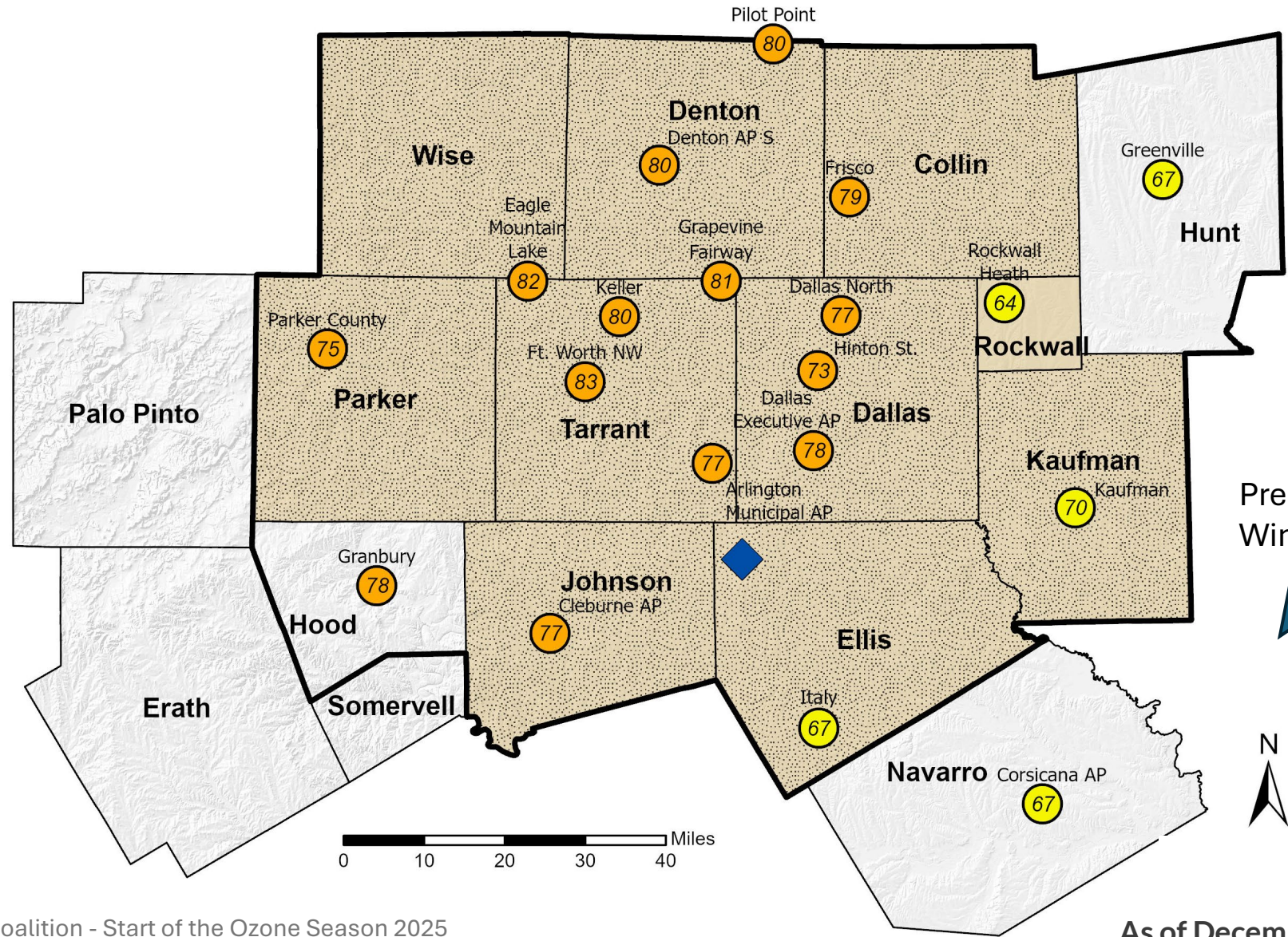
Regulatory Ozone Monitors - Design Values 2024

Legend

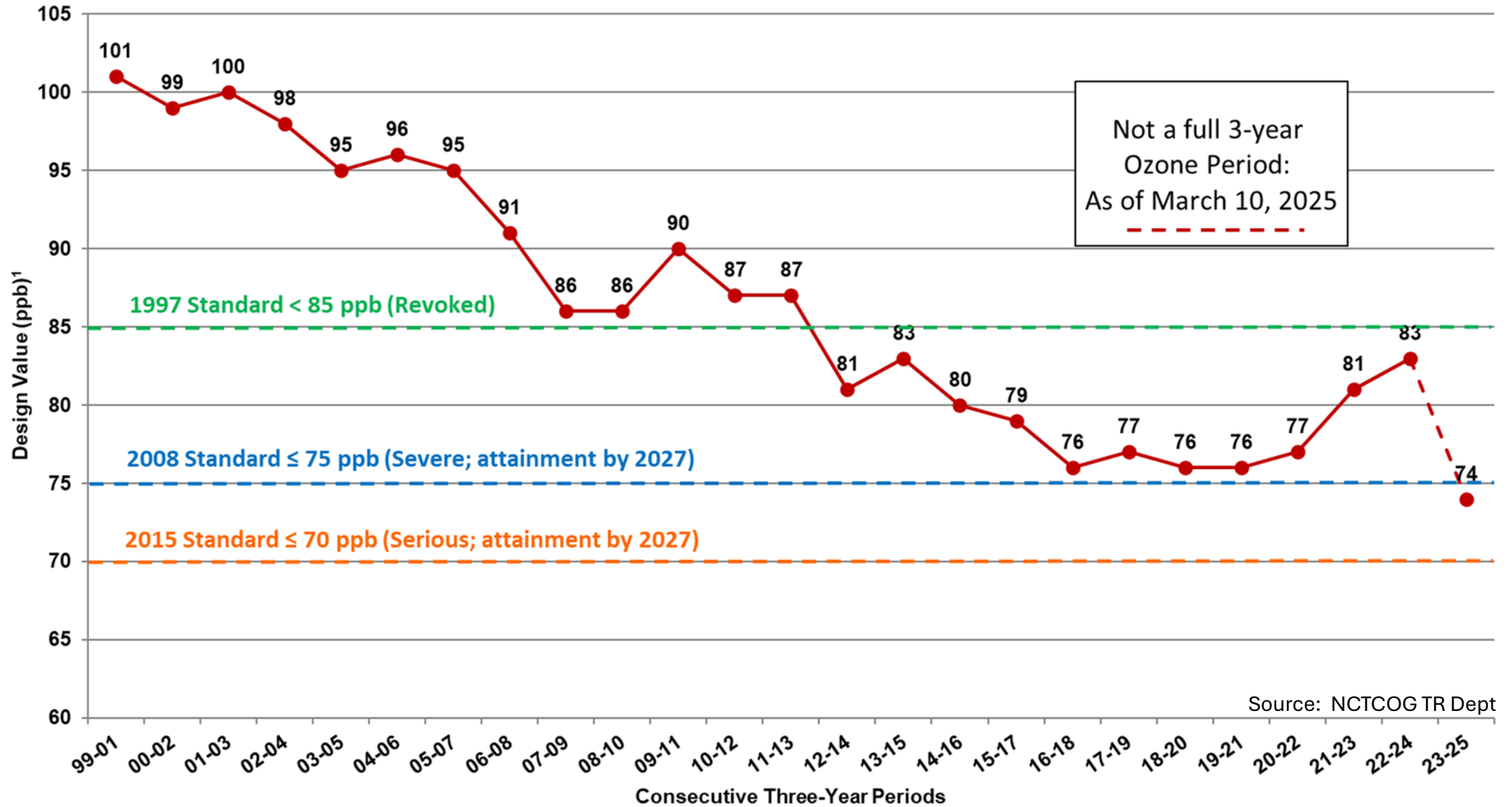
-  Metropolitan Planning Area
- Counties Designated
-  Nonattainment Under 2015 8-Hour Ozone NAAQS
-  Counties Designated Nonattainment Under 2008 8-Hour Ozone NAAQS
-  Temporarily Out of Service

Sept 2024

-  62 - 69
-  70 - 85

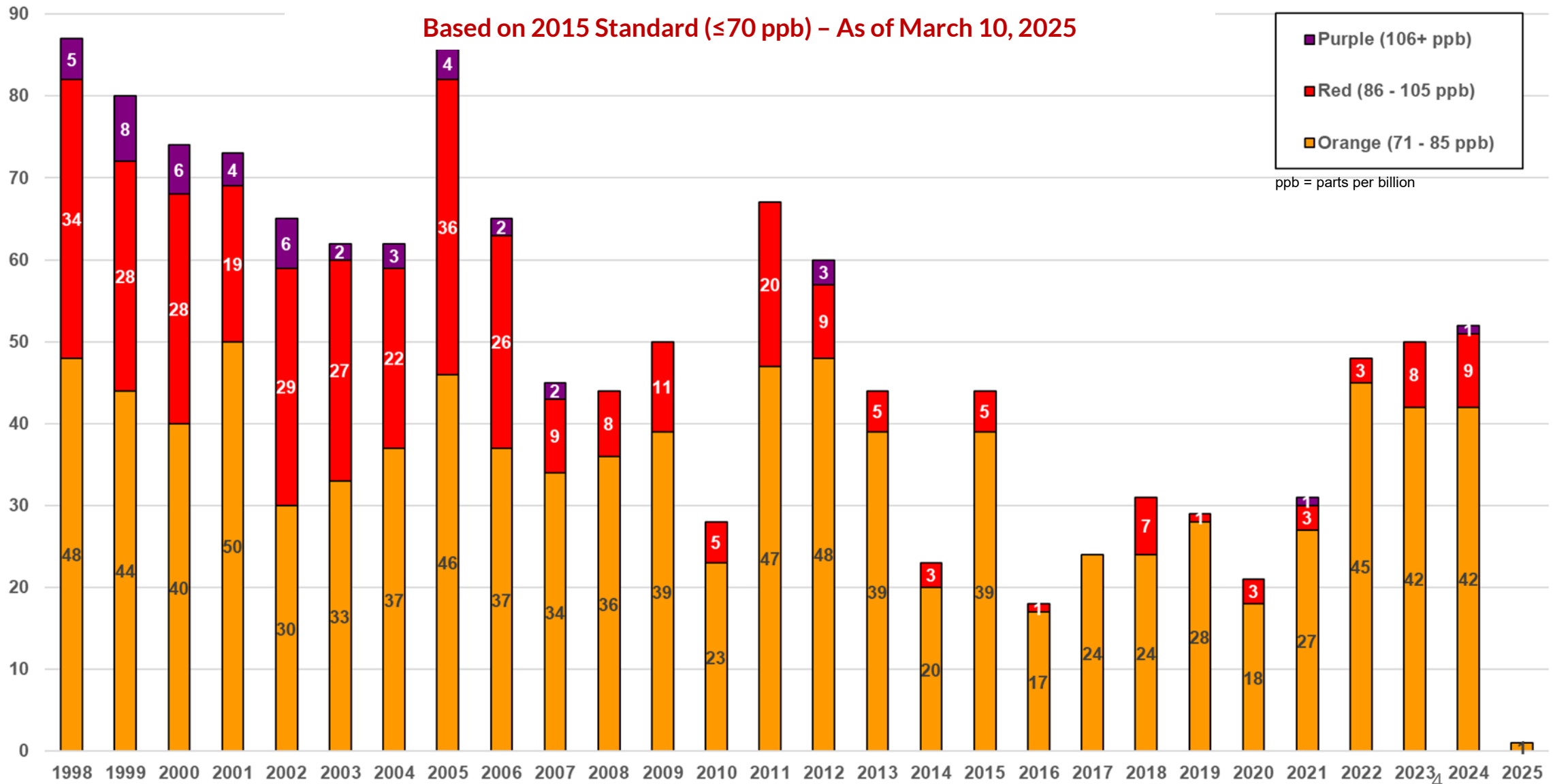


8-Hour Ozone Design Value Trends



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).

Regulatory 8-Hour Ozone NAAQS - Exceedance Trends

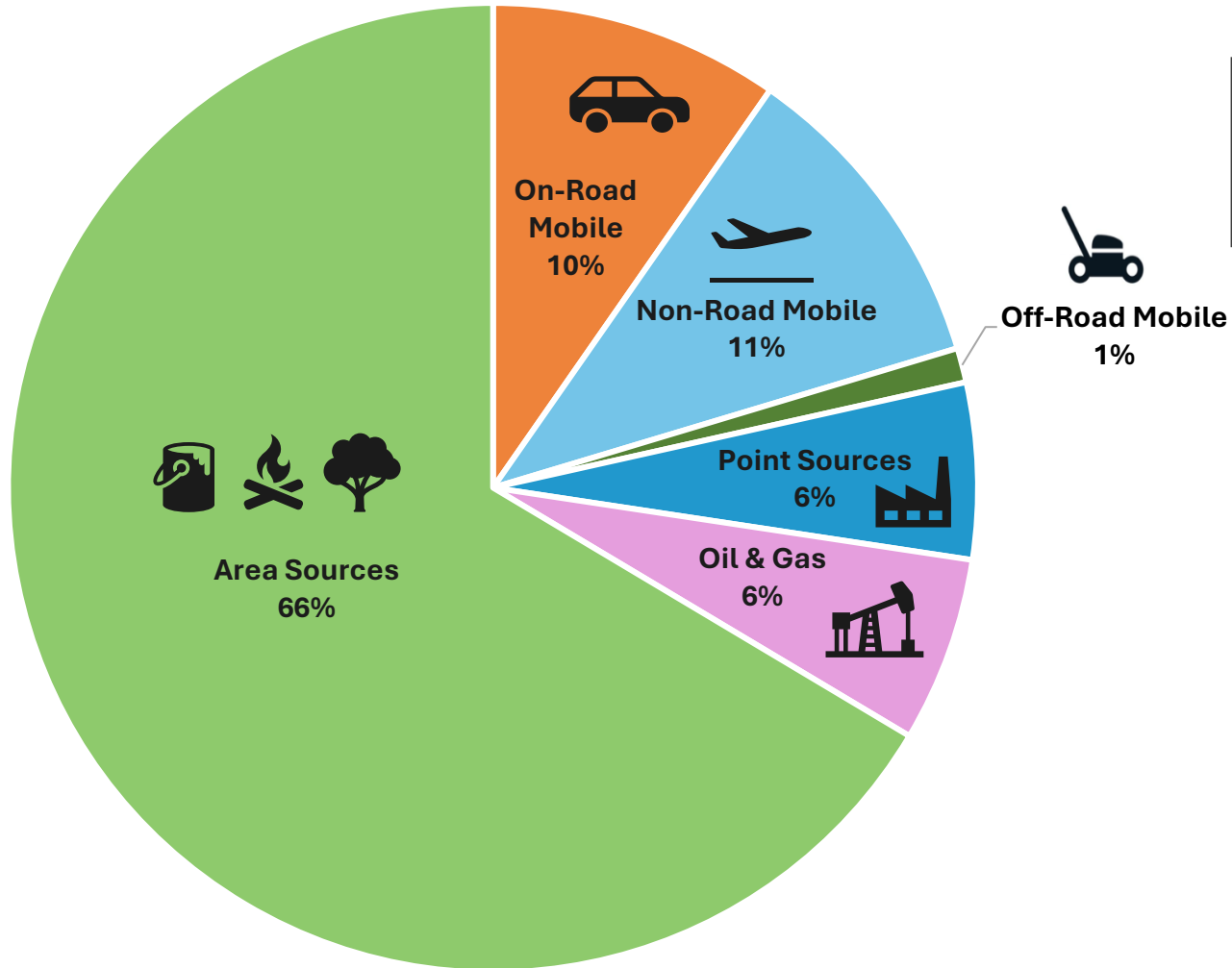


Exceedance Level indicates daily maximum eight-hour average ozone concentration.
 Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

Source: TCEQ http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl

Ground-Level Ozone: Precursor VOCs

2023 Inventory of Volatile Organic Compounds (VOC)



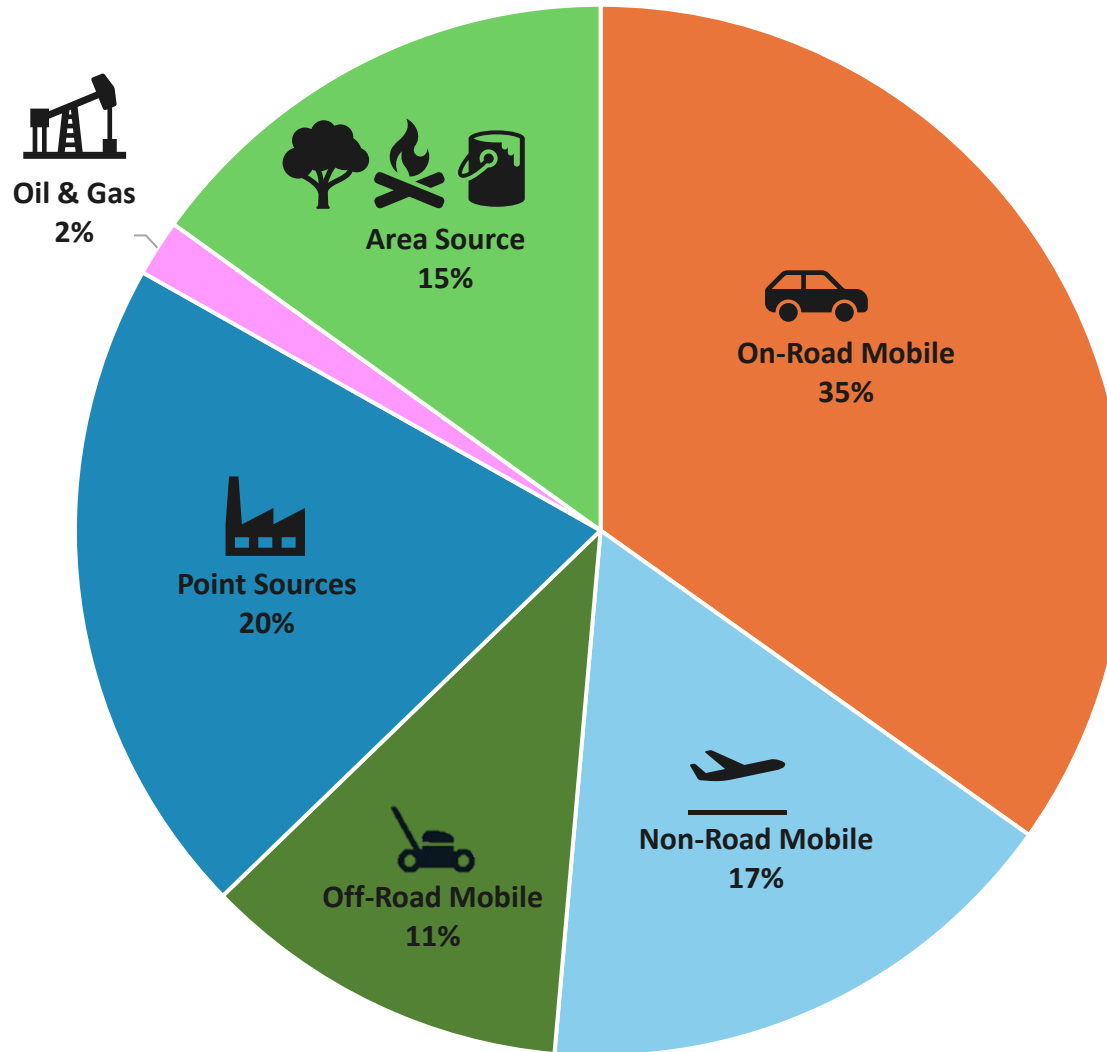
Optimum conditions for the formation of ozone include high temperatures and low winds.

Not all emissions are manmade! Plants emit a lot of VOCs – but we have no control over this.



Ground-Level Ozone: Precursor NOx

2023 Inventory of Nitrogen Oxides (NO_x)



Our region has less NO_x than VOC, making it *NO_x limited*. VOCs are abundant, the formation of ozone depends on the availability of NO_x. Therefore, many air quality improvement initiatives focus on the reduction of NO_x.

Since 2006 the DFW Region has reduced its NO_x emission by almost 2/3s. Yet the Ozone DV is going up in recent years (DV 2022). Why?

Source: NCTCOG & TCEQ



2008 Ozone National Ambient Air Quality Standards Attainment Scenario (75ppb)

Monitor Values as of March 17, 2025 – Start of the Ozone Season March 1

Five Highest Monitors	4 th Highest Value for Season			Current 2025 Ozone Season Design Value
	2023	2024	2025	
Eagle Mountain Lake	81	89	52	74
Keller	80	88	52	73
Fort Worth Northwest	84	85	47	72
Frisco	82	84	51	72
Denton Airport South	78	84	49	70

Based on 2023-2025 TCEQ ozone monitor data



Consequences of Not Reaching Attainment for the 2008 Standard by 2027

Transportation Sector

- Inability to implement Mobility 2050 Plan - Multi Modal Transportation Plan
- More congestion and higher travel time

Public Health

- Prolonged Health Impacts

Financial/ Economic Impacts

- Major Source Emissions (Section 185) Fees - \$45mio – Industry & Municipalities

Population & Employment Development

- Should not be a function of AQ



Current Local Air Quality Programs

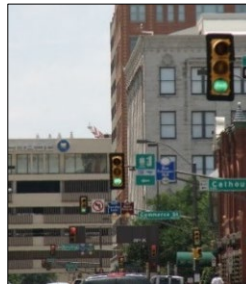
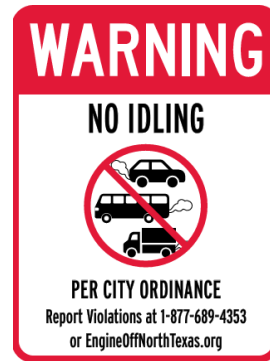
October 2024



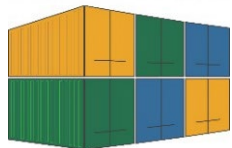
Rideshare. Record. Reward.



Dallas-Fort Worth
CLEAN CITIES



FREIGHT NORTH TEXAS



How to Get Involved

Resources and programs are available at AirNorthTexas.org to help North Texans incorporate these clean air actions into their routines or organizations.



FOR MORE INFORMATION

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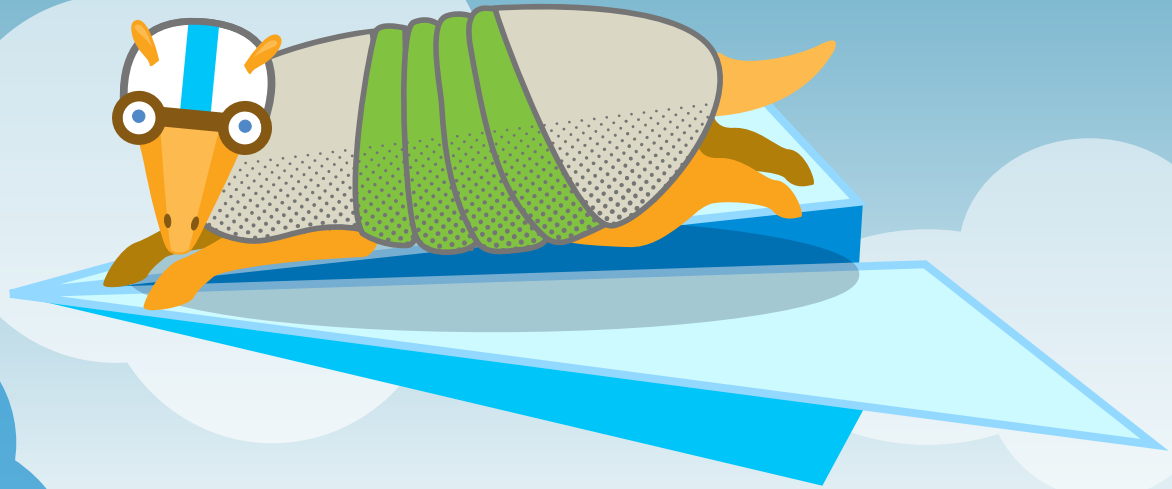
ANALISA GARCIA
Air Quality Planner
agarcia@nctcog.org
817-695-9170

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



Air North **Texas**

2024 Annual Report



Air North Texas

Is a regional public awareness campaign and partnership that seeks to improve air quality in North Texas. The campaign was formed by the North Central Texas Council of Governments with support of the Air North Texas Coalition made up of government agencies, nonprofit organizations, transportation authorities, educational institutions, and more. Air North Texas offers all North Texans resources related to improving air quality.



What We Do

In 2024, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

- . Paid Advertising
- . Public Education
- . Social Media
- . Community Outreach Partner Collaboration

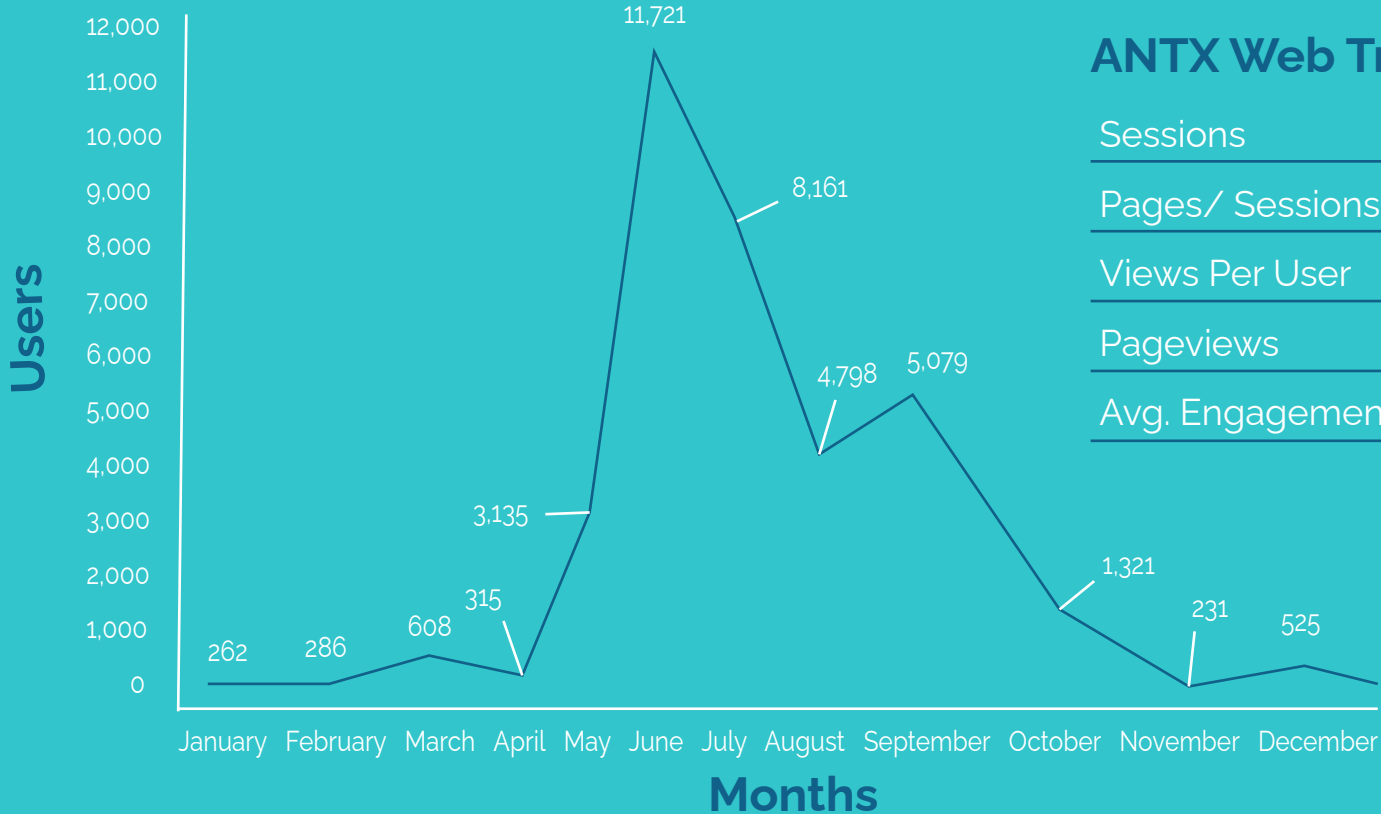
The figures on the next page show web traffic trends of airnorthtexas.org, the campaign's website.



Advertising Mediums, Run Dates, and Costs

Mediums	Timeframes	Cost
Out of Home	May – Sept. 2024	\$100,000.00
Print/Digital	May – Sept. 2024	\$19,600.00
Social Media	May – Sept. 2024	\$16,246.20
Audio	May – Sept. 2024	\$24,059.58
		Total Spent: \$159,905.78

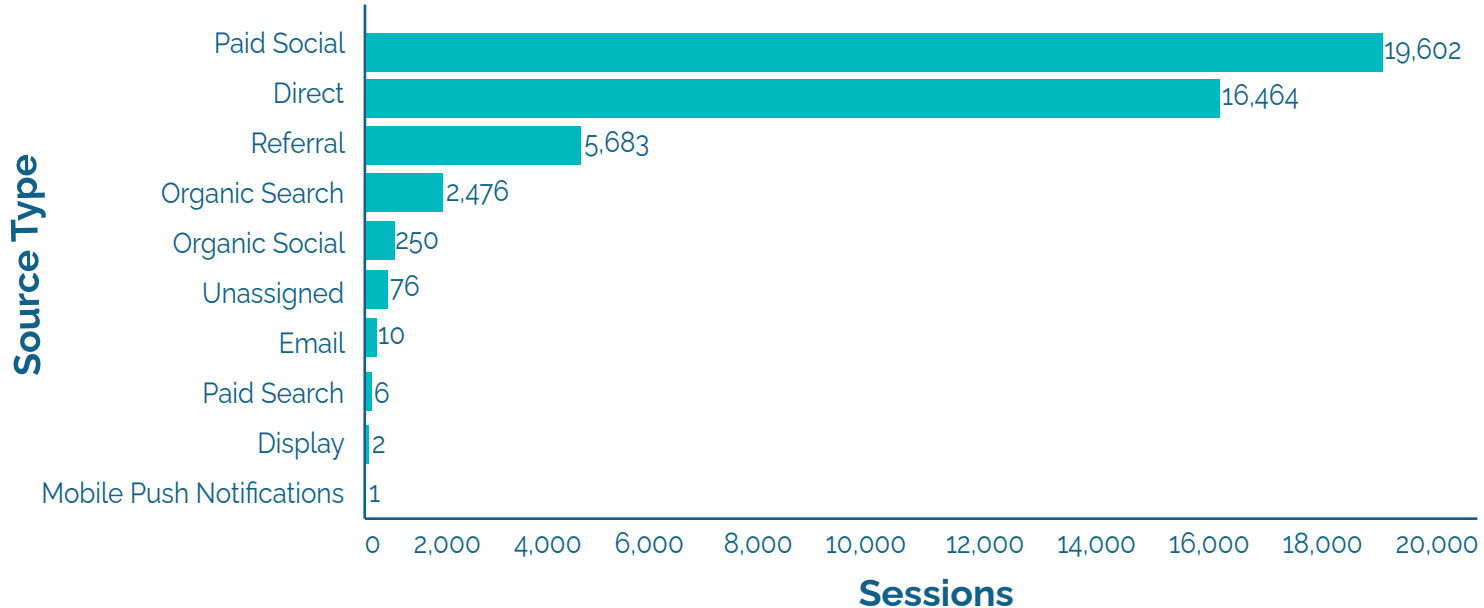
2024 Web Traffic Overview



ANTX Web Traffic Sources

Sessions	45,027
Pages/ Sessions	2.22
Views Per User	34,288
Pageviews	76,164
Avg. Engagement Time	22s

ANTX Web Traffic Sources



ANTX Users by Device



Clean Air Action Day

Clean Air Action Day is the campaign's annual event, during which North Texans are asked to do at least one thing to help improve air quality, such as carpooling, using mass transit, or biking. In 2024, we received 2,049 total commitments and 738 total participants.



Take lunch to work or summer activities

205 Commitments



Attend meetings remotely

91 Commitments



Maintain consistent speed when driving

153 Commitments



Confirm you are up-to-date on regular vehicle maintenance and state emissions and safety inspection

147 Commitments



Switch to energy efficient light bulbs

111 Commitments



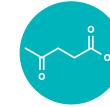
Reduce idling when driving

188 Commitments



Call for an alternative-fuel or hybrid vehicle

13 Commitments



Use a vehicle - approved biofuel in your car

13 Commitments



Sign up for air pollution alerts

52 Commitments



Buy local or at places where less driving is required

111 Commitments



Report smoking, polluting vehicles (#SMOKE)Vehicle

28 Commitments



Combine trips or drive less

193 Commitments



Telecommute

81 Commitments



Bicycle or walk instead of driving

250 Commitments



Pursue energy-efficient home

31 Commitments



Consider electric or alternative fuel lawn mower

28 Commitments



Log your commutes at [tryparkingit.com](https://www.tryparkingit.com)

7 Commitments



Use mass transit

32 Commitments



Carpool or vanpool

145 Commitments



Encourage someone else to make clean air choices on 6/7/2024

52 Commitments



Choose a clean vehicle option if purchasing a new vehicle

25 Commitments



Commit to making clean air choices the entire ozone season

41 Commitments



Tell a friend about Air North Texas and options that help improve air quality in the region

40 Commitments



Other

22 Commitments

Our Partners

In 2024, the campaign received support from 35 Air North Texas partners. Partner support greatly enhances the campaign, as partners implement unique campaign efforts throughout the year. Partners who have shown exceptional support of the campaign are recognized for their efforts each year.

City of Plano



City of Grand Prairie



City of Cedar Hill



ANTX Partner Award Winners

**City of Dallas
Outstanding
Initiative Award**

**City of Cedar Hill
Arlo Ambassador
Award**

*Air
North Texas*

2024 PARTNER OF THE YEAR

City of Grand Prairie

**City of Cedar Hill
Outstanding
Outreach Award**

**City of Plano
Outstanding
Education Award**

ANTX Outreach Events

**MARCH
5**

Air Sensor Summit
Richardson,
Informational
Booth

**MARCH
23**

Cowtown Great American Clean Up: Earth Party,
Informational
Booth

**APRIL
16**

El Centro College
Dallas,
Informational
Booth

**APRIL
17**

DFW Airport Employee Earth Day
DFW Airport,
Informational Booth

**APRIL
18**

Earth Day at Texas Instruments
Richardson,
Informational
Booth

**APRIL
21**

Oak Cliff Earth Day
Dallas,
Informational
Booth

**APRIL
23**

Ericsson Employee Earth Day
Plano,
Informational
Booth

**APRIL
23**

UT Arlington Earth Day 2024
Arlington,
Informational
Booth

**APRIL
25**

UNT Health Science Center Earth Day Fair
Fort Worth,
Informational Booth

**APRIL
25**

UT Dallas Earth Fair
Richardson,
Informational
Booth

**APRIL
27**

City of Lewisville's ColorPalooza
Lewisville,
Informational
Booth

**MAY
23**

Cyclin' with the Mayor Tyre Park
Grand Prairie,
Informational
Booth

**JUNE
7**

Clean Air Action Day
North Central
Texas, All Day

**AUGUST
2**

Dallas Mayor's Back to School Fair
Fair Park,
Informational
Booth

**SEPTEMBER
21**

TCU at SMU Football Tailgate
Dallas

**OCTOBER
6**

National Drive Electric Week Tanager Outlets,
Fort Worth,
Hosted Event

**OCTOBER
8**

Ericsson's Safety, Security, and Sustainability Week
Ericsson Village
Plano,
Informational Booth

**OCTOBER
21**

WTS 2024 Annual Golf Tournament

SOCIAL MEDIA

Below are some of the popular social media posts made by the NCTCOG Transportation Department, as well as a few of our partners' social media posts using the hashtag #AirNTx or airnorthtexas.org.

NCTCOG Trans

NCTCOG Transportation Department
September 9, 2024 · 43

Is your car smoking out of the tailpipe? That could represent a potentially serious problem with your vehicle. Get it checked out by a qualified technician today. [Learn more at](#)

YOUR CHOICES MATTER

SIGN UP FOR AIR QUALITY ALERTS AT AIRNORTHTEXAS.ORG

AIRNORTHTEXAS.ORG
Air North Texas
Air North Texas is the place to learn about North Texas air quality. Sign up to... [Learn more](#)

NCTCOG Transportation Department
May 6, 2024 · 0

Did you know that biking to school helps reduce traffic and improves air quality? Join us this Wednesday and make an impact on your community!

Read more about the benefits of Bike & Roll to School Day here:
<https://bit.ly/4bpi2UC?>

#BikeRollToSchoolDay #AQAW2024

Bike & Roll to School Day

City of Grand Prairie

City of Grand Prairie, TX @gp_tx · Feb 13, 2024

Arlo is staying in this Valentine's Day and making a home-cooked meal to save money and reduce emissions. Embrace green alternatives and incorporate sustainable practices into your Valentine's Day! #AirNTX

To learn more, visit: ow.ly/xi3N50QAUN9

From: Arlo the Airmadillo

Love the air you breath by embracing green alternatives!

Air North Texas

City of Grand Prairie, TX @gp_tx · Dec 12, 2024

Carpool this holiday season! 🎄🚗 Reduce stress, save on gas, and do your part for the planet by sharing rides with friends and family.

🌱 It's an easy way to spread holiday cheer while being eco-friendly. #AIRNTX

Share the ride, spread the cheer, save the planet this holiday year!

City of Grand Prairie

City of Dallas

City of Dallas @CityOfDallas · Jun 7, 2024

★ 공기 청정 실천의 날은 6월 7일입니다. 이 날은 공기의 질을 향상시키기 위해 간단한 행동을 실천하는 것이 중요성을 강조합니다. 더 자세한 정보를 원하시면 bit.ly/4akKpXG 에 방문하세요. #AirNTX #CAAD



AIRNORTHTEXAS.ORG/CLEANAIRACTIONDAY

Live Green in Plano

Live Green in Plano March 7, 2024

Did you know that ozone season runs from March through November? Ozone is a common air pollutant that can be harmful to our health.

Learn more and sign up for air pollution alerts: <https://www.airnorthtexas.org/>



A Friendly Reminder from Arlo the AIRmadillo:
It's Ozone Season.

Dallas Climate Action

Dallas Climate Action @DallasClimate · Sep 4, 2024

Learn more about Ozone Action Day!


@NCTCOGtrans



An AirMadillo Production

City of Cedar Hill

City of Cedar Hill, Texas - Government created an event.
June 3, 2024



CLEAN air ACTION DAY
JUNE 7, 2024
AIRNORTHTEXAS.ORG/CLEANAIRACTIONDAY

Fri, Jun 7, 2024
Clean Air Action Day Celebration!
450 Pioneer Trl, Cedar Hill, TX 75104-1500, United States...

Interested

Contact Us

airnorthtexas.org | airnorthtexas@nctcog.org | 817-695-9240

Find Us on Social Media: @NCTCOGtrans





Dallas-Fort Worth
CLEAN CITIES



Regional Transportation Council

Dallas-Fort Worth Clean Cities Update

Air North Texas Coalition

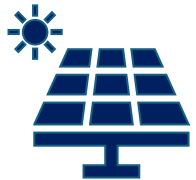
3.20.24

Clean Fuels & Energy Team

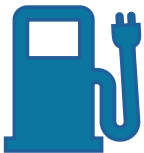
Key Focus Areas & Goals



Clean Vehicle Initiatives (CVI)



Energy Integration & Community Readiness



Alternative Fuel Infrastructure Initiatives

What We Do



Funding Support



Technical Assistance



Planning the Future



Raising Awareness

CVI Update: Heavy-Duty Vehicles Webinar

Showcase the latest Class 6 to 7 zero-emission vehicles (ZEV) to complement incoming zero-emission vehicle investments

When:

March 25: Kenworth and Peterbilt

March 26: Southwest International Trucks and Mack Trucks

March 27: Global Sweeper and Oshkosh Corporation

Time: 10:30 am – 11:30 am

Registration available at www.dfwcleancities.org/events



CVI Update: North Texas Zero-Emission Vehicle Project (NTx-ZEV)

Go to www.nctcog.org/NTxZEV for more information

	Vehicle & Infrastructure ~\$58 million available	ZEV Workforce Development ~\$1.2M available
Eligible Projects	<p>Any battery-electric or hydrogen fuel cell Class 6 or 7 vocational vehicle and infrastructure replacing a non-zero emission (gasoline, diesel, propane, natural gas) Class 6 or 7 vehicle</p> <p>Public and private entities eligible*</p>	<p>Fund workforce development projects, such as:</p> <ul style="list-style-type: none"> - First responder training - Mechanic training for vehicles/infrastructure - Driver training
Project Selection	<p>Call for Projects – <u>Expected to open Spring 2025</u></p> <p>Priority given to operations in 10 county ozone nonattainment area**</p>	<p>Strategic Selection or Other Selection Process</p>
Funding Level	<p>Maximum federal share allowed by EPA</p> <p>33% to 65% per battery-electric vehicle</p> <p>60% to 80% per hydrogen fuel cell vehicle</p>	<p>Workforce costs not subject to maximum federal share</p>

*Must adopt Clean Fleet Policy

**Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise



CVI Update: Dallas-Fort Worth Clean Cities Trends in Annual Energy Impacts

Impacts Over Calendar Year 2023

45 Reporting Fleets

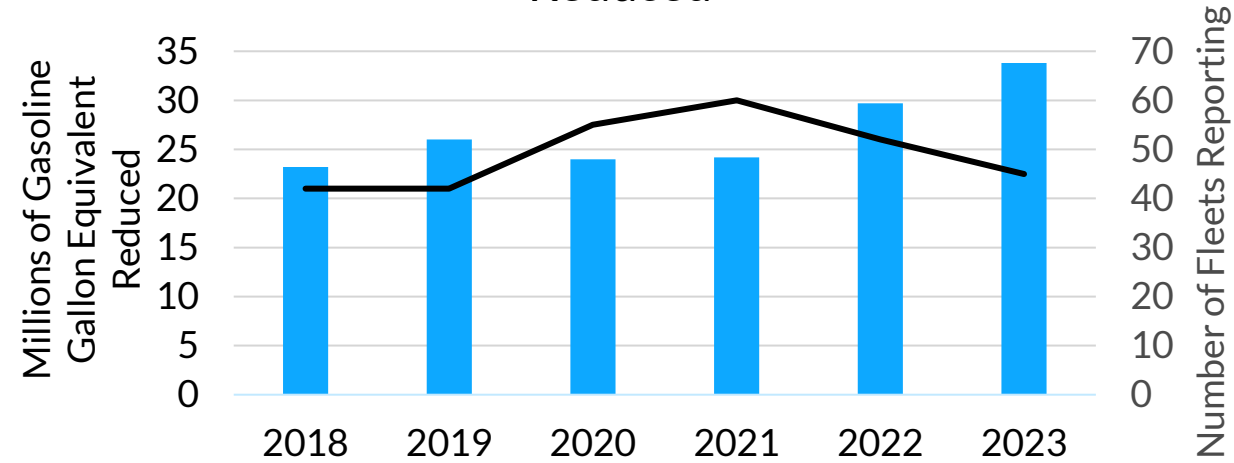
6,953 Alternative Fuel Vehicles & Equipment

59 Tons Ozone-Forming Nitrogen Oxides (NO_x) Reduced

3.4 Tons Fine Particulate Matter (PM_{2.5}) Reduced

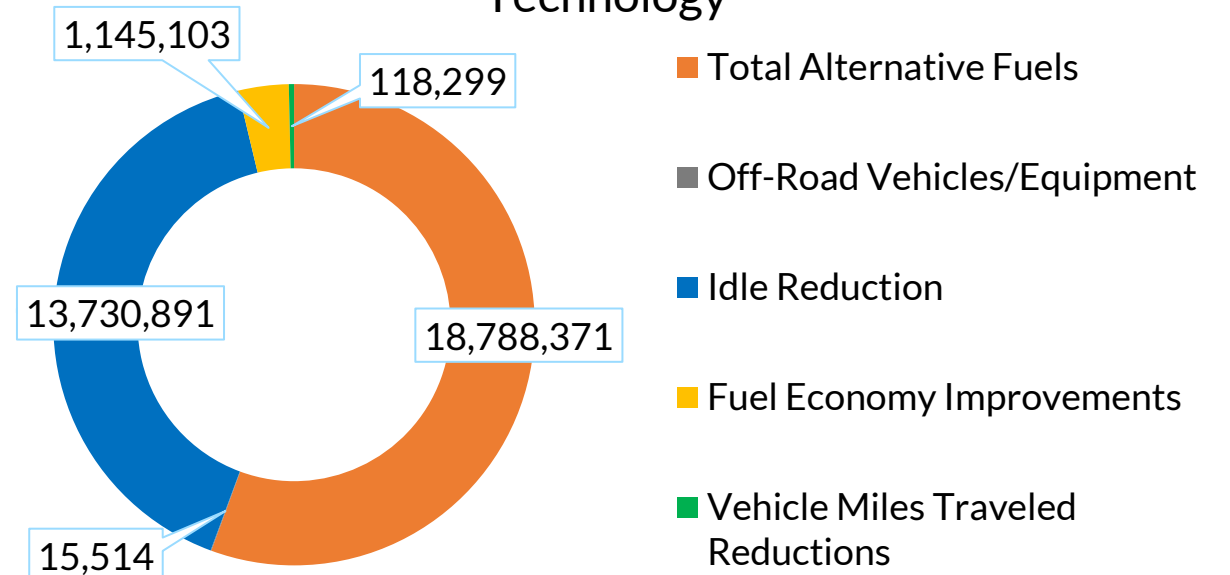
228,968 Tons Greenhouse Gas Emissions Reduced

Historical Gallons of Gasoline Equivalent Reduced



Gasoline Gallon Equivalent — Number of Reporting Fleets

Gallons of Gasoline Equivalent Reduced by Technology



CVI Update: 2024 Fleet Recognition Awardees

Purpose of Fleet Recognition

Recognize fleets efforts in improving air quality

Award Levels

- Bronze
- Silver
- Gold



Photo Source: NCTCOG

Requirements for Recognition

Be a Clean Fleet Policy Adoptee and Submit the DFWCC Annual Survey (available at www.dfwcleancities.org/annualreport)

Deadline is March 21, 2025, but additional time can be provided if needed



Energy Integration: North Texas Resilient Electric Vehicle (NTX-REV) Plan

The NTX-REV plan aims to enhance electric vehicle (EV) infrastructure to ensure critical EV travel continuity during grid outages

Resilience improvements are needed due to:

- Increasing power demand causing grid strain
- Power interruptions due to weather events
- Increased load due to population and economic growth
- Aging grid infrastructure
- Increasing EV adoption in critical operations (emergency services/first responders, refuse collection, public works, freight)

Texas has had more outages in the last 5 years than any other state

Outages lasted an average of 160 minutes

Most outages caused by severe weather*

*Source: [Payless Power](#)



Source: Getty



Source: City of Plano



Source: Getty

Energy Integration: North Texas Resilient Electric Vehicle (NTX-REV) Plan

Project Tasks:

- Conduct stakeholder involvement to identify resiliency strategies and critical operations in the region
- Draft resiliency plan
- Evaluate strategies, technologies, & equipment via:
 - Tabletop Scenario
 - Technology Demonstration
- Incorporate recommendations into local and regional hazard mitigation plans

Get Involved:

- Stakeholders can support project by:
 - Providing input at quarterly meetings (First meeting: March 26, 2025, at 10:00am)
 - Contributing to the distribution/adoption of the plan and recommendations
 - To become a stakeholder, complete the Stakeholder Form
- Distribute Stakeholder Flyer

Learn more at www.dfwcleancities.org/planning-resilient-ev-charging-in-texas

Planning Resilient EV Charging in North Texas Stakeholder Form



Alternative Fuel Infrastructure Initiatives: Regional Investments in EV Infrastructure

Texas EV Infrastructure Plan

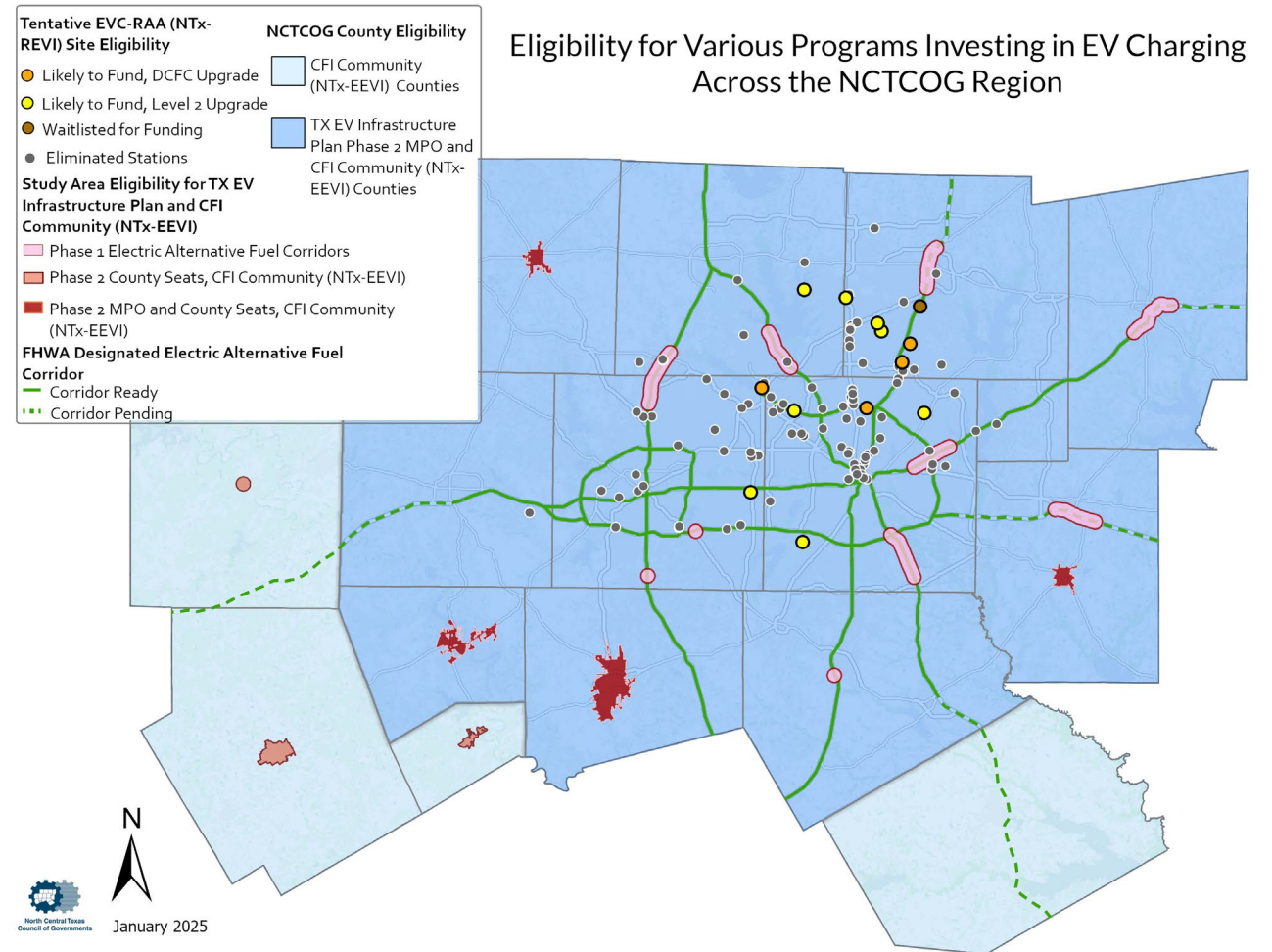
~\$60 million to build new chargers in the 12-County Metropolitan Planning Area and ~\$10M for 7 county seat sites (Managed by TxDOT)

North Texas Equitable Electric Vehicle Infrastructure Project (NTx-EEVI)

\$15M to build up to 100 new EV charging ports in the 16-county NCTCOG region

North Texas Reliable Electric Vehicle Infrastructure Project (NTx-REVI)

\$3.6 million award to repair and replace non-operational chargers in the DFW region



Alternative Fuel Infrastructure Initiatives: EV Charger Project Involvement

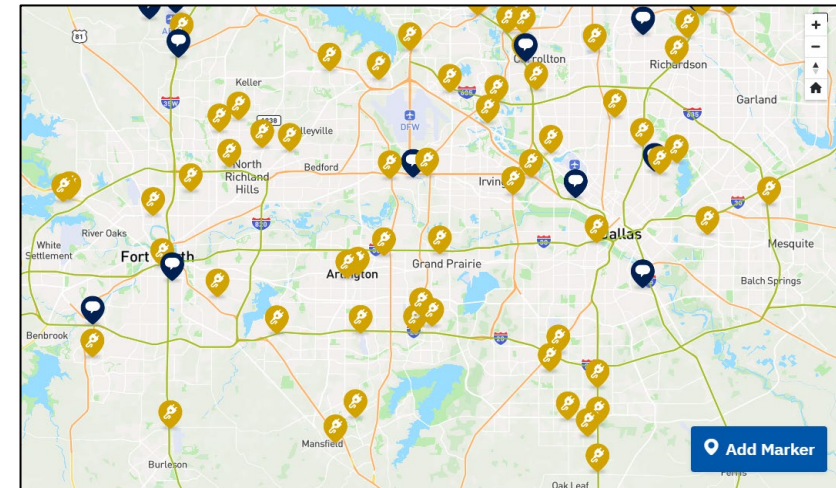
Visit the Regional EV Charging Station Projects page: publicinput.com/nctcogevcharging

Residents/Businesses:

- Sign up for email updates for future public engagement events in the NCTCOG region
- Submit comments and site suggestions on TxDOT Interactive Map
- Interested vendors may sign up on the Transportation Department Vendor Database
- Attend public engagement events
- Spread the word!

Public Agencies:

- Take the Local EV Interest Survey
- Share opportunities with residents
- Identify and share potential EV charging locations with NCTCOG



Texas EV Infrastructure Plan Interactive Map

Contact Us



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Lori Clark
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Dallas-Fort Worth
CLEAN CITIES



dfwcleancities.org



cleancities@nctcog.org



AIR NORTH TEXAS

Campaign Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | March 20, 2025

Air North Texas Web Analytics

Total Views

21,146

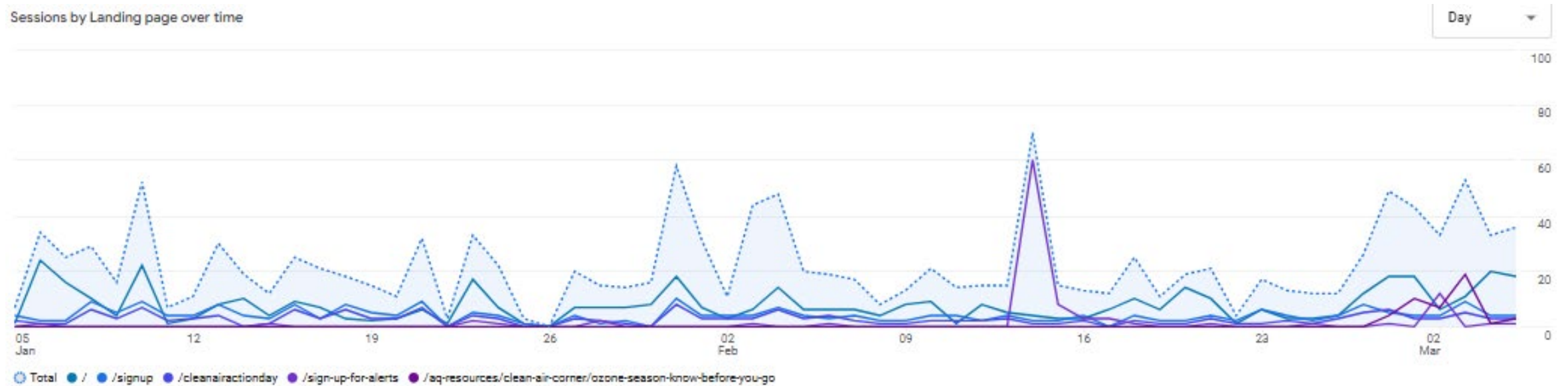
Users

1,607

Avg. engagement time per user

3m 46s

Sessions by Landing page over time



Users by Device



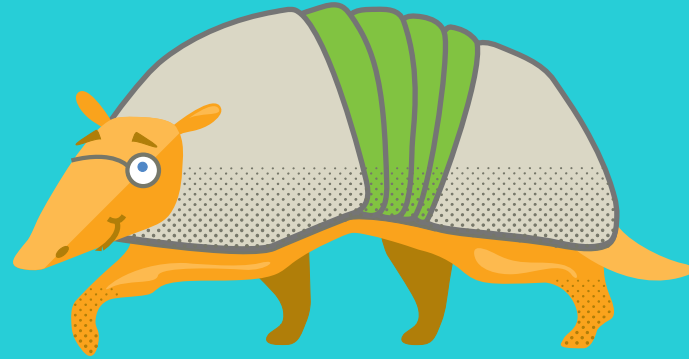
114



4

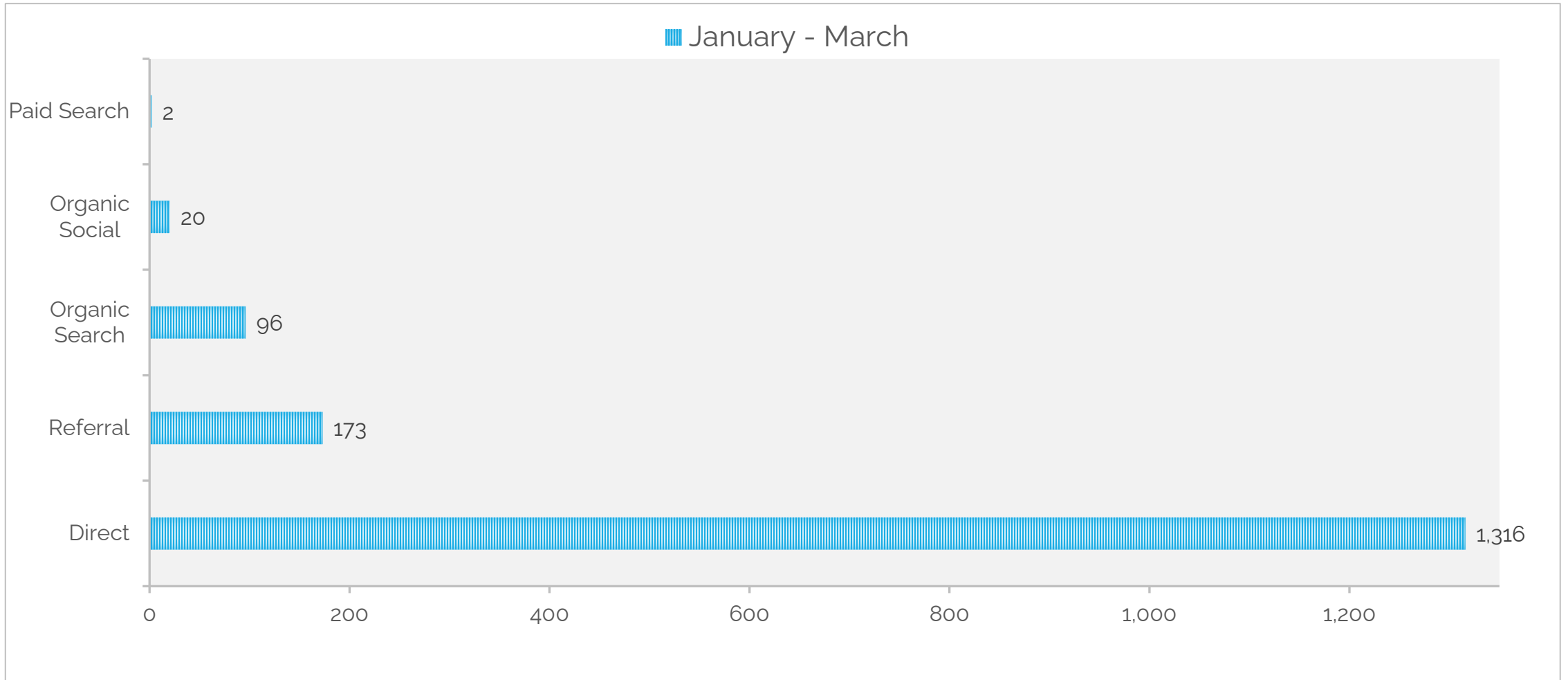


1,489



ANTx ANALYTICS

How Users Found Air North Texas



Top Pages Viewed





**AIR NORTH TEXAS
PARTNERS**



NCTCOG Transportation Department

@NCTCOGtrans · Government Organization

NCTCOG Transportation Department
January 30 · 🌐

By adopting practical habits with an awareness of the environment, you'll set the stage for a thriving 2025 with a productive and health-conscious routine. Read more on our latest post on Clean Air Corner: <https://www.airnorthtexas.org/.../start-the-year-strong...>



NCTCOG Transportation Department
March 14 at 2:01 PM · 🌐

Here's the weekend #AirQuality forecast for DFW:

- Saturday, March 15: Good (green)
- Sunday, March 16: Ozone (yellow)
- Monday, March 17: Ozone (yellow)... See more

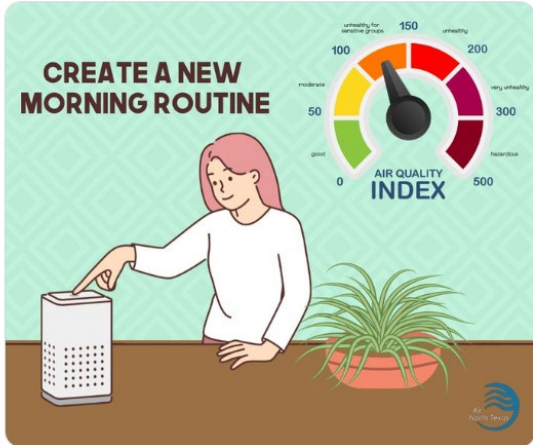




City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie, TX @gp.tx · Jan 6
Make it a point to check the AQI each morning to ensure you're not inhaling excess pollutants. If the air quality is bad try to use an air purifier, get purifying plants, or work indoors if possible. Visit airnorthtexas.org to see the Air Quality Report daily. #AirNTX



City of Grand Prairie, TX @gp.tx · Feb 8
Love the earth as much as you love your valentine! 🌍💖 Choose eco-friendly gifts that are perfect for a green Valentine's Day! #AirNTX



City of Grand Prairie, TX @gp.tx · Jan 21
When your tires aren't at their proper PSI, your car requires more energy to start and continue moving. Get your tires checked often to make sure they have the correct PSI. #airNTX



City of Grand Prairie, TX @gp.tx · Mar 14
Ozone season is here! Before heading outdoors, check the air quality index to stay safe. Consider carpooling or reducing energy use to help improve air quality and protect the environment. #AirNTX

For more information on ozone season, visit ow.ly/QEXW50VhBij



ANTx NCTCOG CONTACTS

Kimberlin To

Communications
Supervisor

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