

Air North Texas Coalition
Thursday, September 19, 2024
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. July 18 Meeting Kimberlin To
3. Discussion
 - a. Air Quality Update Daniela Tower, NCTCOG
 - b. Progress Reports due tomorrow, Friday, September 20
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Outreach Items
 - ii. Clean Air Corner
 - iii. Advertising
 - d. Website Quantification/Social Media Report Leslie Maldonado, NCTCOG
 - e. Event Reminders Kimberlin To
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**
Thursday, November 21
In-person/Hybrid
NCTCOG Office
616 Six Flags Dr.
Arlington, TX 76011
Conference Call: 1 903-508-4574
Phone Conference ID: 556 304 35#

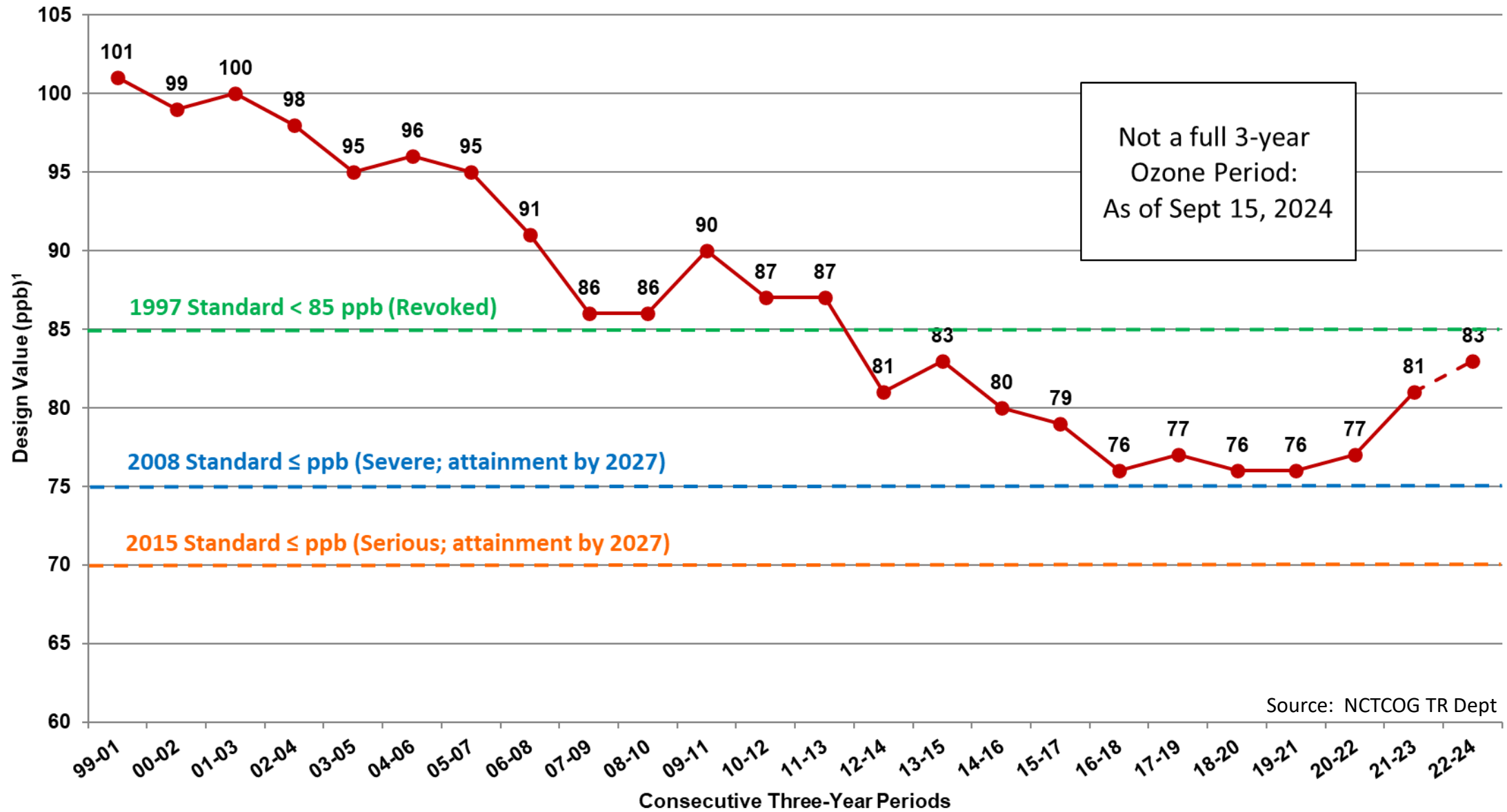


Air Quality Update

Air North Texas Coalition • September 19, 2024

Jenny Narvaez, Program Manager

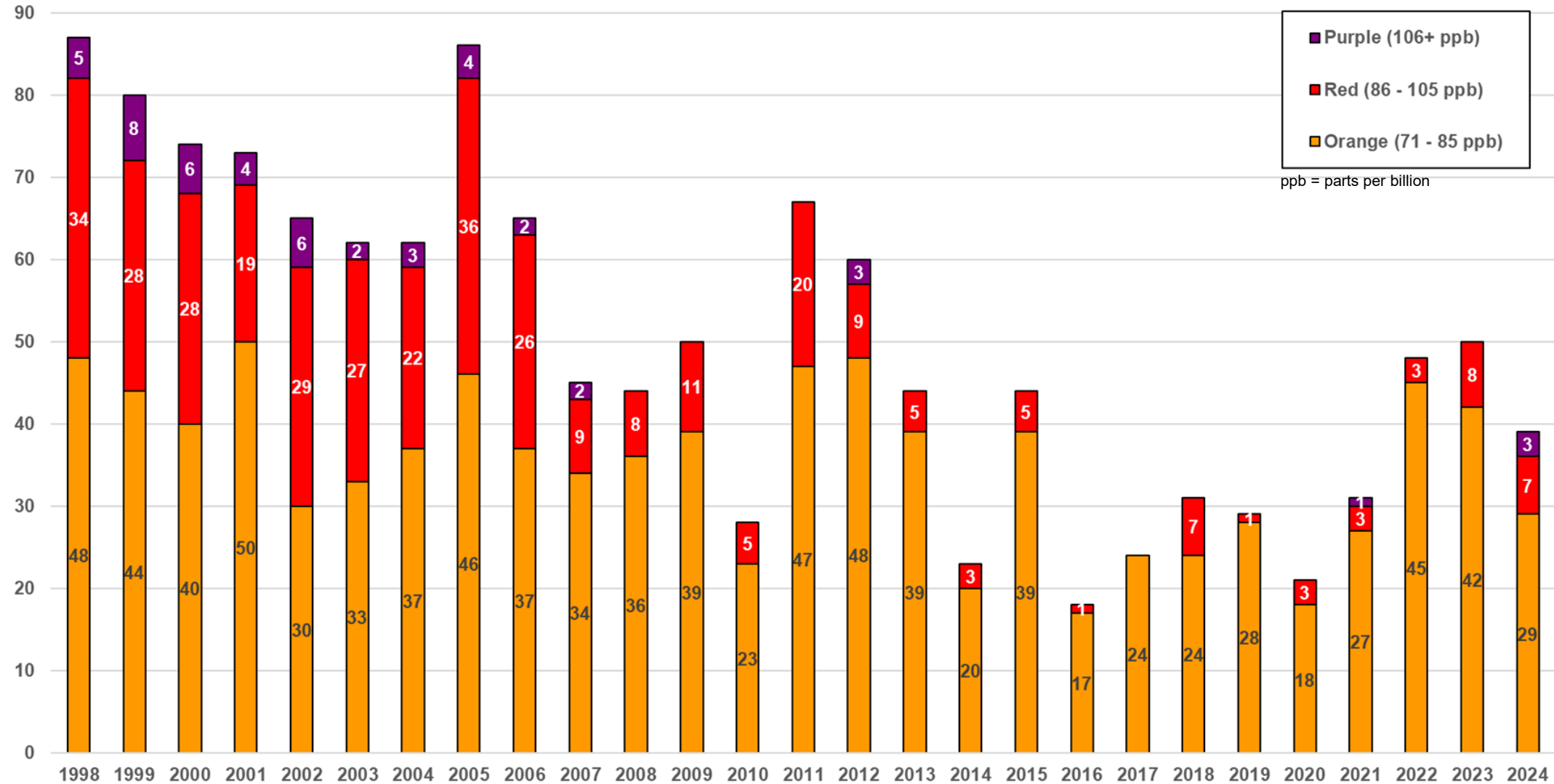
8-Hour Ozone Design Value Trends



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).

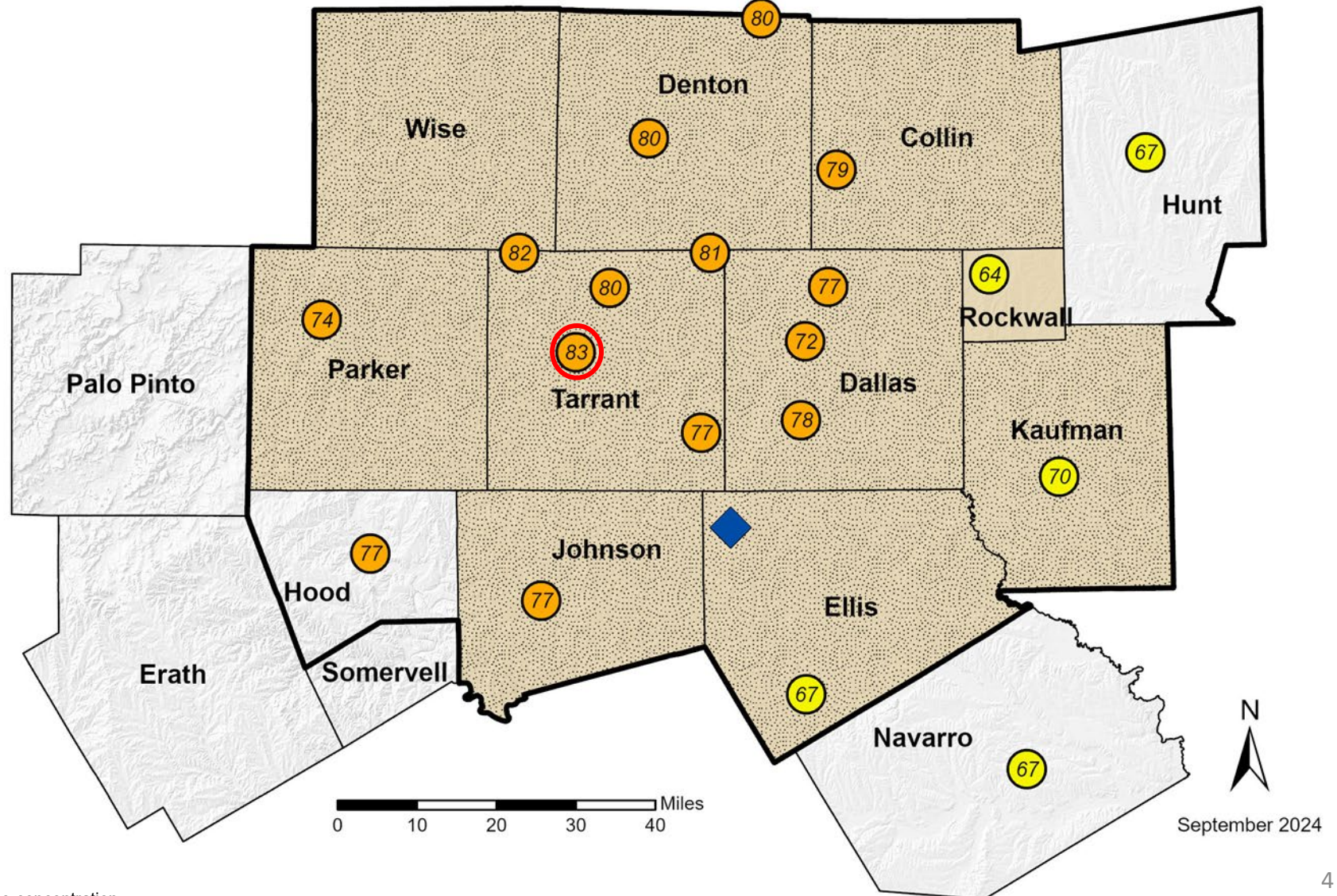
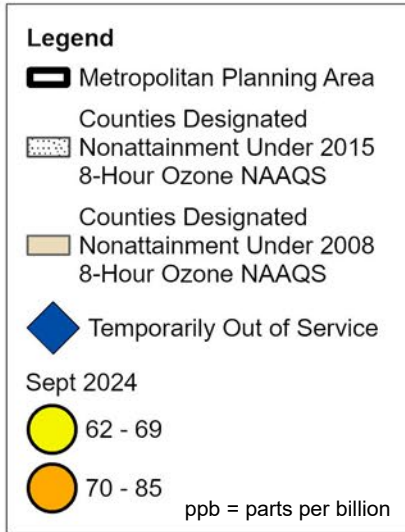
Regulatory 8-Hour Ozone National Ambient Air Quality Standards Exceedance Trends

Based on ≤ 70 ppb – Start of Ozone Season 2024 (as of Sept 15)



Regulatory 8-Hour Ozone National Ambient Air Quality Standards Exceedance Trends

As of Sept 15, 2024



Section 185: Not only local business, but also municipalities (power plant, wastewater treatment plant, landfill) local governments and therefore residents.

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.

Timeline and Milestones – 2008 Ozone Standard

2008 Ozone Standard (≤ 75 ppb)

Attainment Date:
No later than **July 20, 2027**

Severe designation = Section 185 fees if
unable to reach attainment

*Attainment will be based on
2024-2026 Ozone Monitor Data*

Preliminary 2023 Ozone Season
Monitor Value = 83ppb

First year of data for the relevant DV is
2024 with a DV of at least 83



EPA Ozone Classifications

Marginal
(3 years to attain) Date

Moderate
(6 years to attain) 2018

Serious
(9 years to attain) 2021

Severe
(15/17 years to attain) 2027

Extreme
(20 years to attain)



EPA Revision of the PM_{2.5} Annual Design Value

Reminder:

PM_{2.5} Primary Annual Standard

- Former Standard: 12.0 µg/m³ – annual mean, averaged over 3 years
- **New Standard on February 7, effective May 6, 2024 : 9.0 µg/m³**

PM_{2.5} 24-hour Standard

- Current: 35 µg/m³ – 98th percentile, averaged over 3 years
- **Standard retained: 35 µg/m³**

PM₁₀ 24-hour Standard

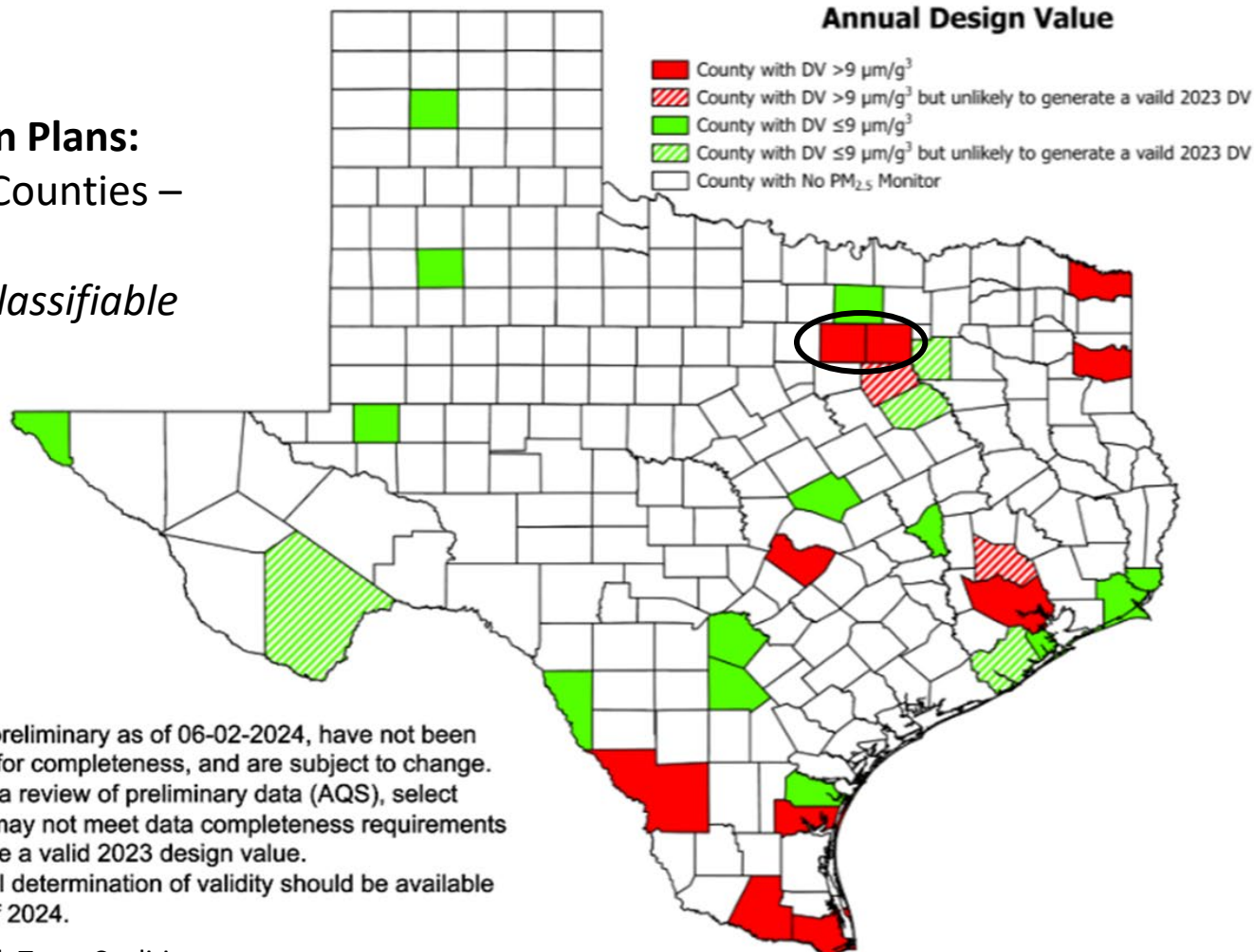
- Current: 150 µg/m³ – 98th percentile, averaged over 3 years
- **Standard retained: 150 µg/m³**



EPA Revision of the PM_{2.5} Annual Design Value

Potentially Affected Counties

Current TCEQ Recommendation Plans:
 Dallas & Tarrant Counties – *nonattainment*
 Ellis County - *unclassifiable*



Notes:

- Data are preliminary as of 06-02-2024, have not been screened for completeness, and are subject to change.
- Based on a review of preliminary data (AQS), select monitors may not meet data completeness requirements to generate a valid 2023 design value.
- The formal determination of validity should be available by June of 2024.

County	Preliminary Annual DV (µg/m ³)*
Harris	12.5
Cameron	11.0
Bowie	10.3
Montgomery	10.0*
Dallas	9.9
Kleberg	9.9
Hidalgo	9.7
Webb	9.7
Tarrant	9.6
Travis	9.6
Harrison	9.5
Ellis	9.2*
Atascosa	9.0
El Paso	9.0
Bexar	8.9
Jefferson	8.8
Navarro	8.7**
Nueces	8.4
Brazoria	8.3**
Galveston	8.3
Orange	8.3
Kaufman	8.1*
Brazos	8.0
Maverick	7.9
Denton	7.7
Bell	7.4
Ector	7.3
Brewster	6.2*
Potter	6.0
Lubbock	5.7

*unlikely to generate a valid 2023 DV but may generate a valid 2024 DV
 **unlikely to generate a valid 2023 or 2024 DV



FOR MORE INFORMATION

CHRIS KLAUS
Senior Program Manager
cklaus@nctcog.org
817-695-9286

JENNY NARVAEZ
Program Manager
jnarvaez@nctcog.org
817-608-2342

VIVEK THIMMAVAJJHALA
Transportation System Modeler
vthimmavajjhala@nctcog.org
817-704-2504

DANIELA TOWER
Air Quality Planner
dtower@nctcog.org
817-704-5629

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

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



Air North Texas Partner Progress Report Guidelines: 2024

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2023 through September 1, 2024.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2023, 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 2024 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, 2024**. Please send reports to:

Kimberlin To
North Central Texas Council of Governments
Email: kto@nctcog.org

Thank you for your participation in the 2024 Air North Texas Progress Report.

Report Guidelines

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/virtual 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 2025 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 Bi-monthly Quantification & Social Media Report

Air North Texas Coalition | September 19, 2024

Air North Texas Web Analytics

Visits

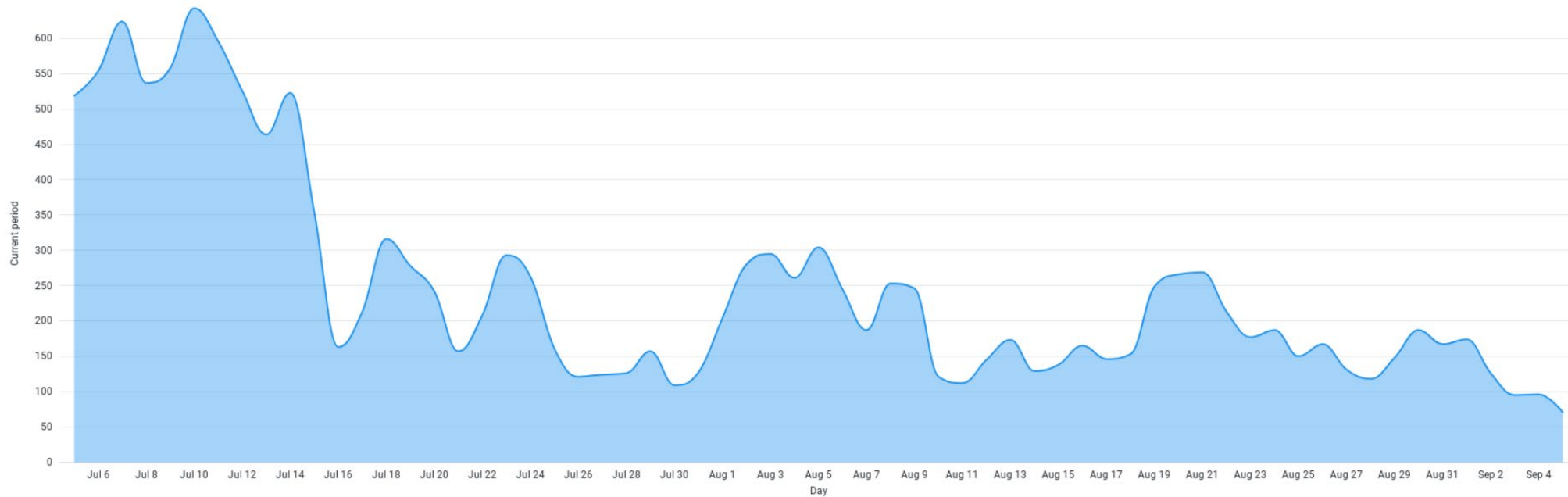
15,502

New Visits

13,432

Avg. Time

04:48



Visits by Device



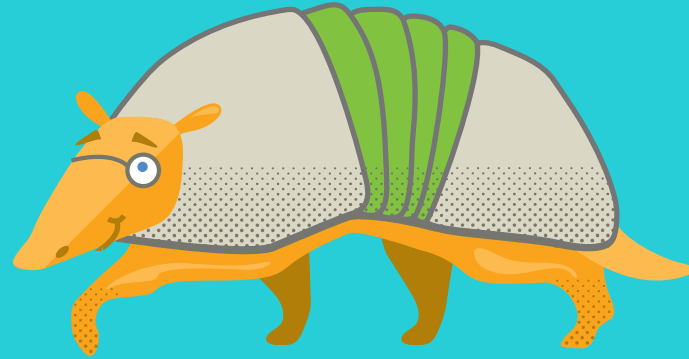
14,294



1,073

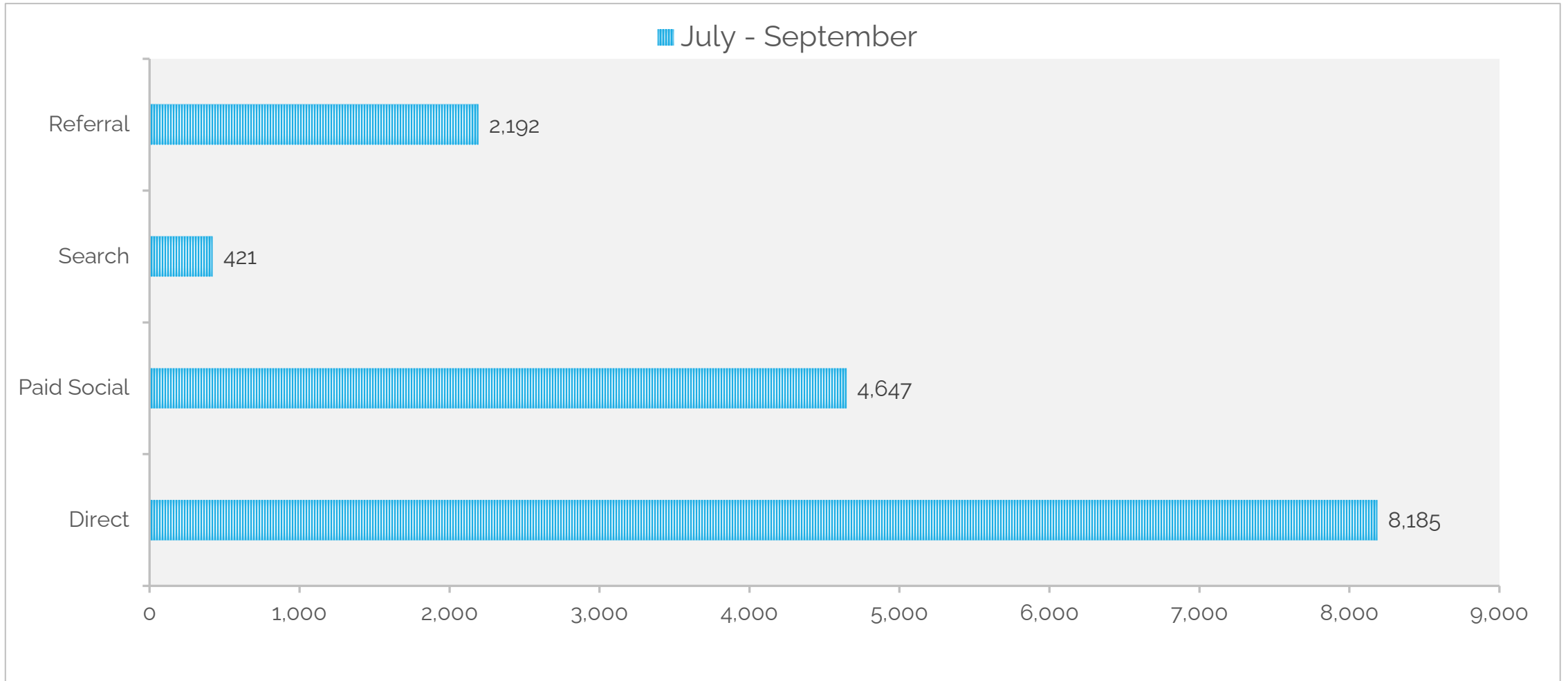


153

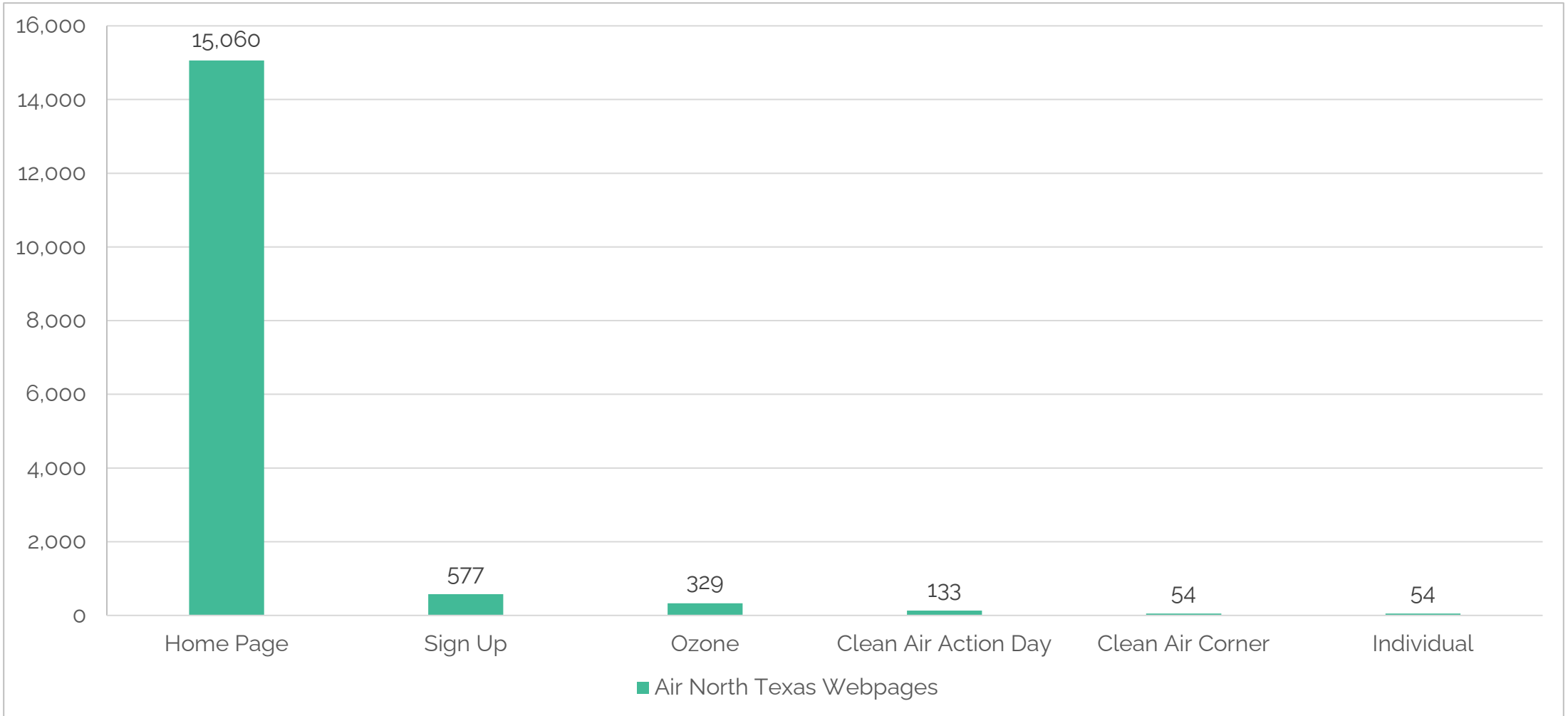


ANTx ANALYTICS

How Visitors Found Air North Texas



Top Pages Viewed





AIR NORTH TEXAS
PARTNERS



City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government
July 13 · 🌐

In this heat, it's easy to forget about the impact our energy usage has. Be creative and find activities with a low pollution output such as:
-Visiting the farmer's market 🥕
-Biking day trip 🚲
-Lake day 🌊
-Craft project from upcycling items ♻️
#A... See more

Low pollution summer activities

- visit the farmer's market
- biking day trip
- lake day
- Craft project from upcycling home items

Try to implement low-pollution activities in your summer days to help keep the ozone levels down.

City of Grand Prairie - Municipal Government
August 17 at 3:00 PM · 🌐

Remember to check the air quality before stepping outside during ozone season! ☀️
To learn more about our air quality, visit www.aimorthtexas.org

CHECK AIR QUALITY
BEFORE GOING OUTSIDE

GOOD
MODERATE
UNHEALTHY FOR SENSITIVE GROUPS
UNHEALTHY

City of Grand Prairie - Municipal Government
August 23 at 6:00 PM · 🌐

Drive towards sustainability. Choose eco-friendly models for a greener future! 🚗 🌱 #AirNTX
Visit www.aimorthtexas.org to discover more ways to think green.

THINK GREEN WHEN CONSIDERING A NEW CAR

THE HIGHER THE MPG, THE BETTER A CAR WILL BE ON THE ENVIRONMENT AND YOUR POCKETS

City of Grand Prairie - Municipal Government
July 9 · 🌐

Checking the current AQI is a great way to keep yourself safe. ☀️
Try to minimize time outdoors when the code is at color orange or under.
You can set up air pollution alerts at www.aimorthtexas.org

LEARN THE AIR QUALITY INDEX

- EXCELLENT!
- MODERATE
- UNHEALTHY FOR SENSITIVE GROUPS
- VERY UNHEALTHY!
- UNHEALTHY

Check the color of Arlo's shell on aimorthtexas.org to stay informed about when it's safe to be outside.





NCTCOG Transportation Department

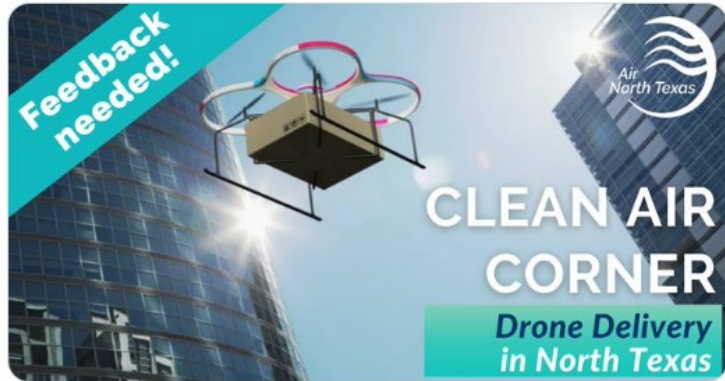
@NCTCOGtrans · Government Organization

NCTCOGTransportation @NCTCOGtrans · Aug 12
Be a part of the regional air quality solution! Keep your vehicle properly inspected and maintained all year round to ensure the air we breathe is clean. Learn more at AirNorthTexas.org



1 77

NCTCOGTransportation @NCTCOGtrans · Jul 15
The City of Arlington is seeking feedback on how the community feels about the use of drones and ground robots for delivery. Learn more on our latest post on Clean Air Corner: bit.ly/4bLFRWa



95

NCTCOGTransportation @NCTCOGtrans · Sep 12
Ozone Action Day – Ozone in the DFW area on Friday, September 13, 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.



1 73

NCTCOGTransportation @NCTCOGtrans · Sep 12
Current ozone information: bit.ly/3nnYsoh
Consider a clean air choice:



40



ANTx NCTCOG CONTACTS

Kimberlin To

Communications
Supervisor

(817) 608-2362

kto@nctcog.org

Leslie Maldonado

Public Involvement
Intern

(817) 695-9109

lmaldonado@nctcog.org

Air North Texas Coalition Web Page:

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





2024 Outreach Events

Saturday, September 21	<p>TCU at SMU Football Tailgate Dallas, 12 pm – 5 pm Target Audience: University students, Alumni, North Texas residents Programs & Projects: Air North Texas, Drive Aware North Texas, Try Parking It</p>
Sunday, October 6	<p>National Drive Electric Week Tanger Outlets, Fort Worth, 10 am – 2 pm Hosted Event Target Audience: North Texas residents, Electric Vehicle Enthusiasts Programs & Projects: Air North Texas, DFW Clean Cities, Electric Vehicles North Texas</p>
Tuesday, October 8	<p>Ericsson’s Safety, Security, and Sustainability Week Ericsson Village Plano, 11 am – 1 pm Informational Booth Target Audience: Ericsson employees, North Texas residents Programs & Projects: Air North Texas, Drive Aware North Texas, Try Parking It</p>
Tuesday, October 15	<p>October Public Meeting Presentations: Blue-Green-Grey Call for Projects, Regional Parking Management Toolbox and Database, Strategic Selection of Traffic Signal Equipment Highlighted Information: Mobility 2045 – 2022 Update: Administrative Revisions, Interactive Public Input: Map Your Experience, Try Parking It, Business Engagement Program</p>
Monday, October 21	<p>WTS 2024 Annual Golf Tournament Target Audience: Consultants in the engineering, transit, and roadway industries; Transit agencies, City officials, General Public Programs & Projects: Air North Texas, Mobility 2050, Map Your Experience</p>
Tuesday, October 29 – Wednesday, October 30	<p>North Texas Facilities Expo Irving Convention Center, TBD Informational Booth Target Audience: Clean Energy enthusiasts, Facilities and maintenance managers, Public Works professionals, Property managers, Purchasing managers, Utility managers, Energy managers Programs & Projects: DFW Clean Cities, Electric Vehicles North Texas</p>

For additional information or for future outreach opportunities, please contact:
Kimberlin To, Communications Supervisor – kto@nctcog.org