

**Air North Texas Coalition**  
**Thursday, March 19, 2020**  
**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 ..... Nick Van Haasen, NCTCOG
  - b. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Corner
    - ii. Outreach Items
  - c. Campaign Website Quantification/Social Media Report ..... Kenny Bergstrom, NCTCOG
  - d. Events Schedule ..... Carli Baylor, NCTCOG
  - e. Air Quality Health Monitoring Task Force ..... Dorothy Gilliam, NCTCOG
4. Other/Member Updates ..... Kimberlin To
5. Additional Items ..... Kimberlin To
  - a. Next Meeting Information:  
On-site w/ call option  
Thursday, May 21, 1:30 PM  
Call in number: 1-888-909-7654  
Participant PIN: 504571#



# Air Quality Update

Air North Texas Coalition

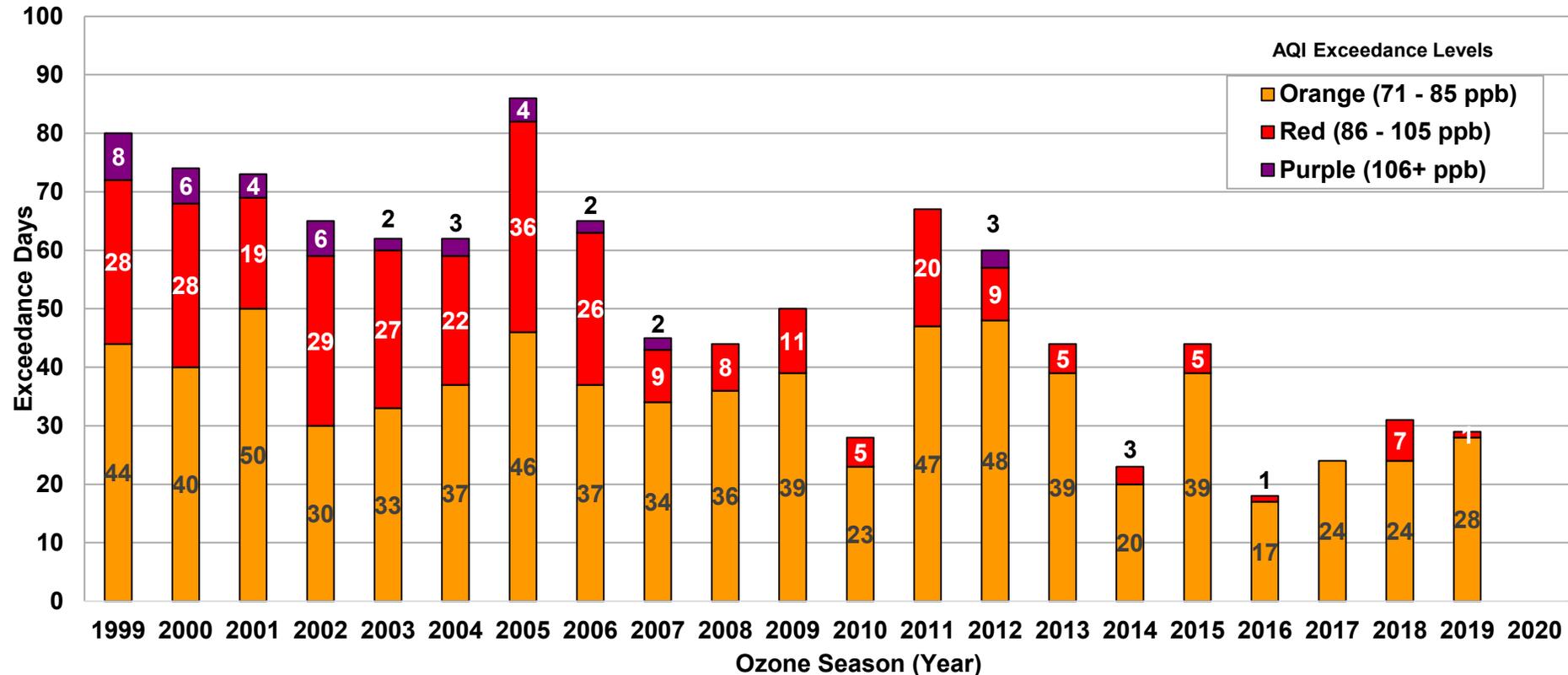
March 19, 2019



North Central Texas  
Council of Governments

# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of March 18, 2019)

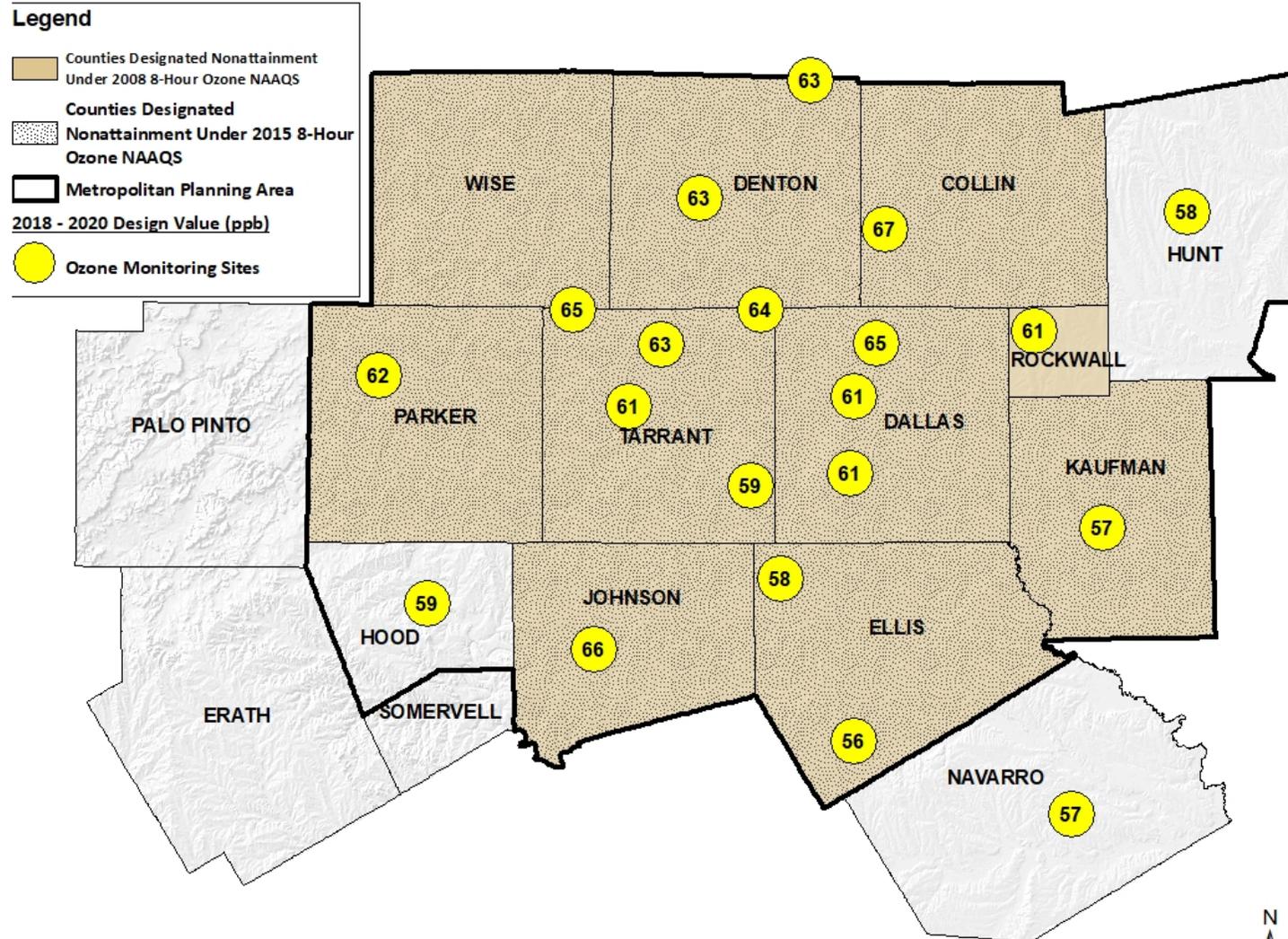


Exceedance Level indicates daily maximum eight-hour average ozone concentration.  
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

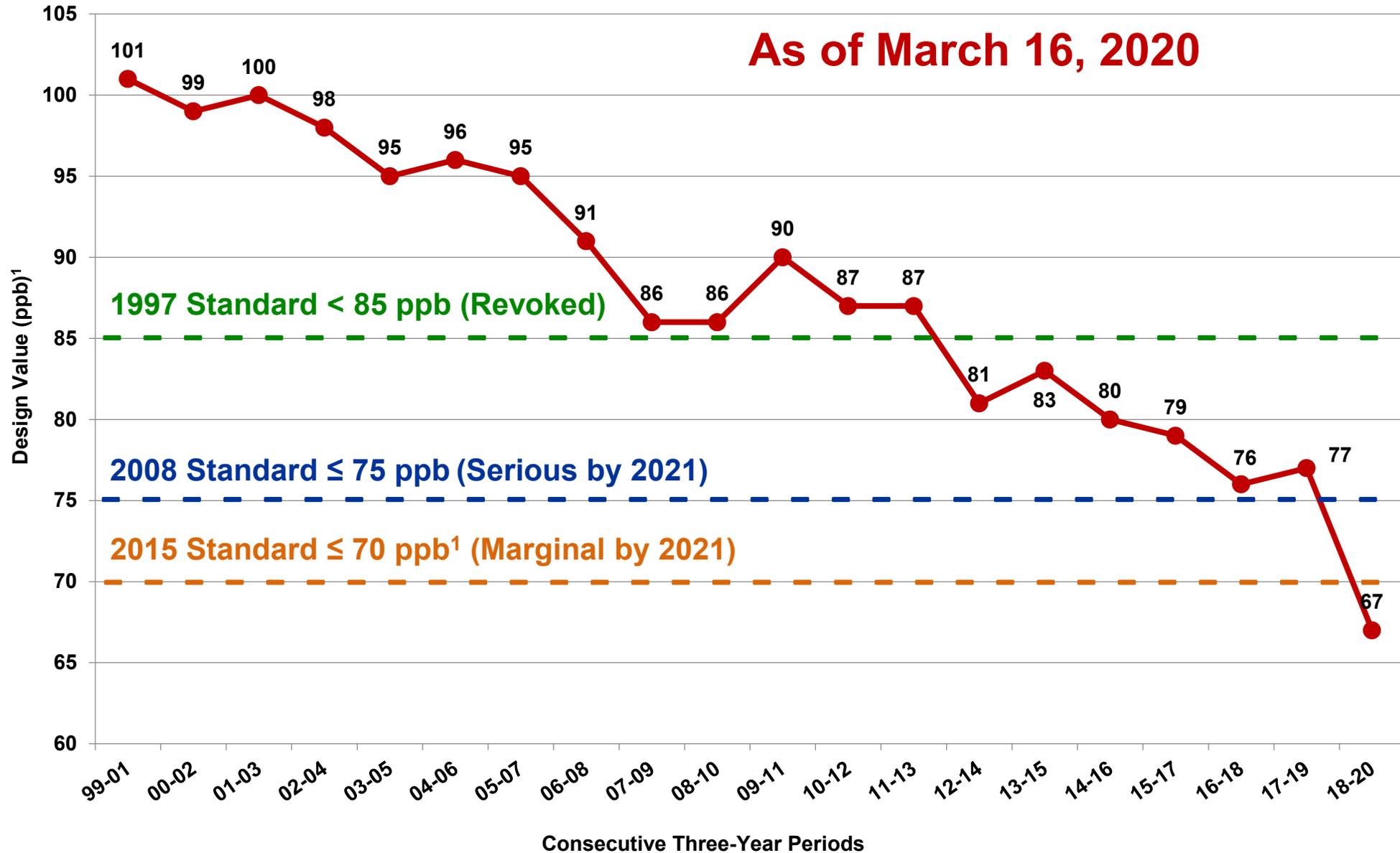
Source: TCEQ, [http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr\\_monthly.pl](http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl)  
ppb = parts per billion

# Monitor Locations

## 2020 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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**Air Quality Planner**  
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**<https://www.nctcog.org/trans/quality/air/ozone>**

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# AIR NORTH TEXAS

## CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

JANUARY 5, 2020 – MARCH 5, 2020

Air North Texas Coalition  
March 19, 2020  
Kenny Bergstrom, NCTCOG



# Air North Texas Web Analytics

Visits	793	Increased	By 4% compared to 2019
Avg. Time	1:17	Decreased	By 14 seconds compared to 2019
Pageviews	1,697	Decreased	By 2% compared to 2019
New Visits	741	Increase	By 4% compared to 2019

## Visits By Device



275

21% increase  
compared to 2018



24

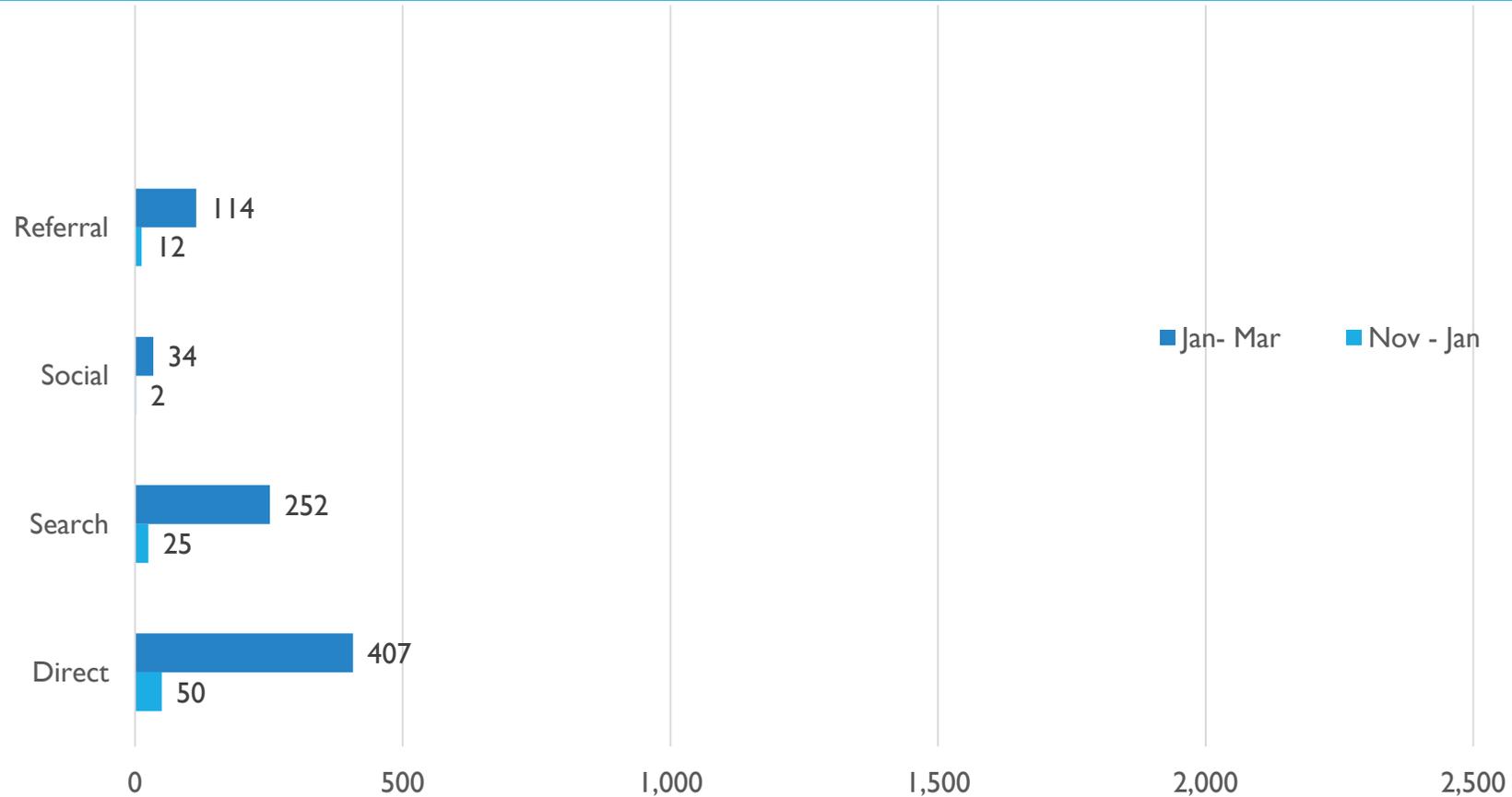
32% decrease  
compared to 2018



494

5% decrease  
compared to 2018

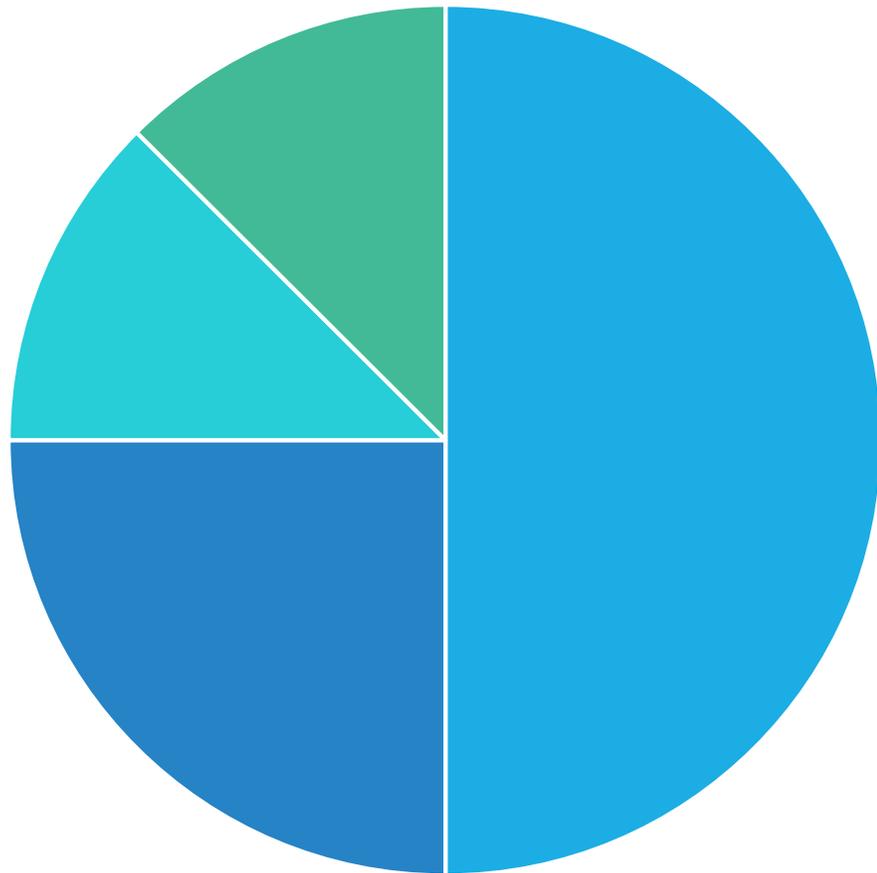
# How Visitors Found Air North Texas



\*No Advertising from November 5 – January 5

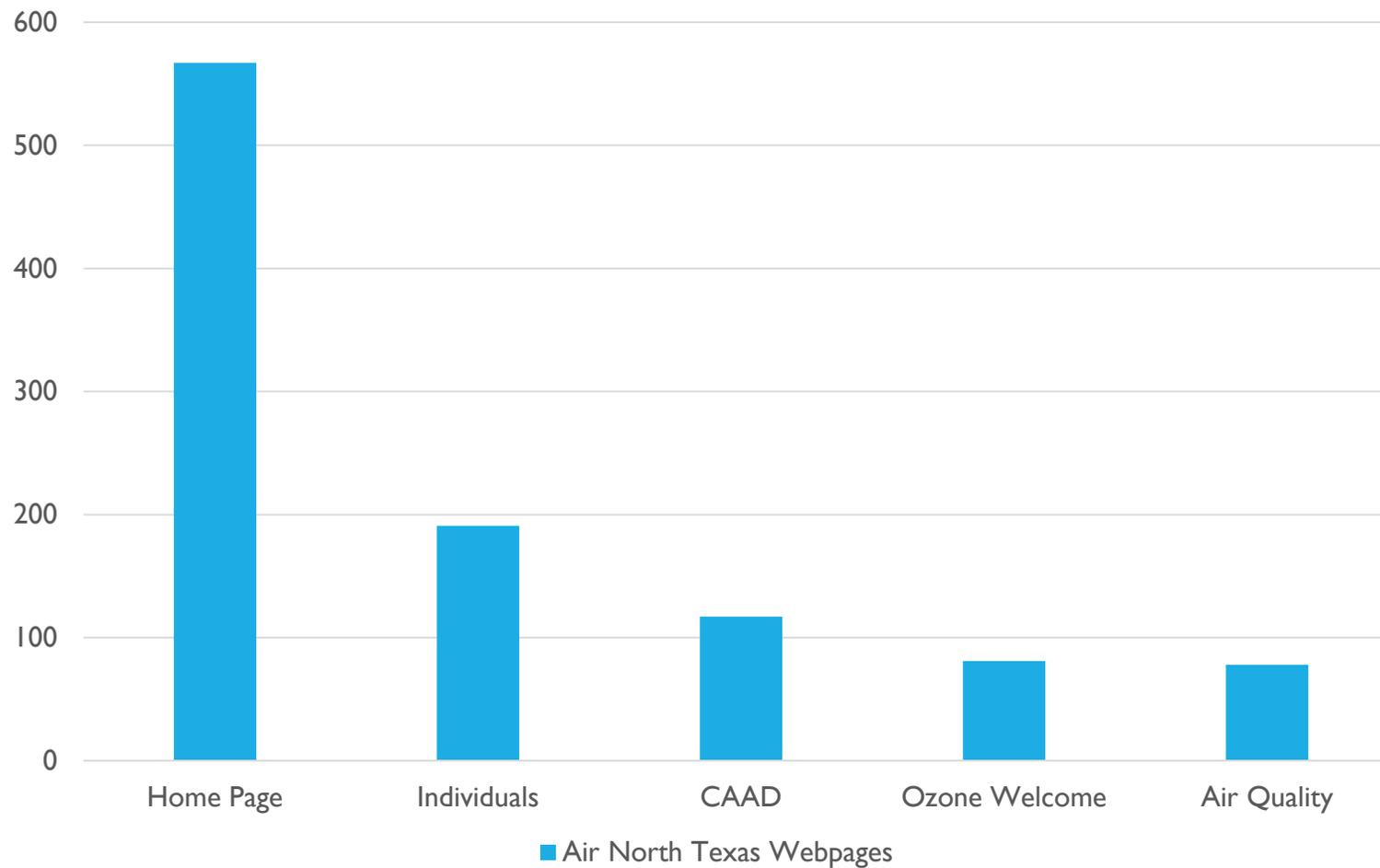


## Top Directed Sites



- Grand Prairie (45%)
- Fort Worth (22%)
- APTA (3%)
- Brookhaven College (2%)

# Top Pages Viewed





NCTCOG  
Transportation  
Department  
@NCTCOGtrans

# NCTCOG Transportation



**NCTCOG Transportation Department**

February 14 at 12:17 PM · 🌐

'Cause you know I'd walk a thousand miles if I could just see yoouuuuu... breathe clean air tonight. 🎵



**NCTCOG Transportation Department**

February 14 at 12:36 PM · 🌐

Life is a highway, I wanna carpool for air quality all night looonnggg!  
#CarpoolForTheLoveOfAirQuality



**NCTCOG Transportation Department**

February 14 at 4:18 PM · 🌐

You got me going in circles, roouunnddd and roouunnddd I gooo.  
#BikeForTheLoveOfAirQuality



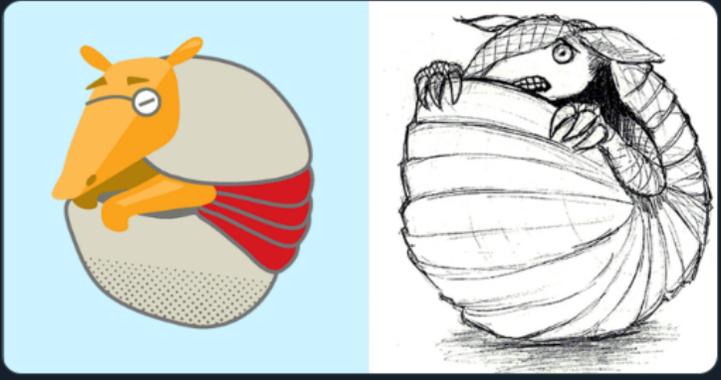


City of Grand  
Prairie - Municipal  
Government  
@cityofgptx



**Grand Prairie, TX** @gp\_tx · Feb 21

Submit your artwork to Arlo's Clean Air Art Contest for a chance to win prizes. Contest is open to all ages, all forms of art are accepted. Deadline is Feb. 28. [gptx.org/arloatcontest](http://gptx.org/arloatcontest) #AirNTX



**City of Grand Prairie - Municipal Government**

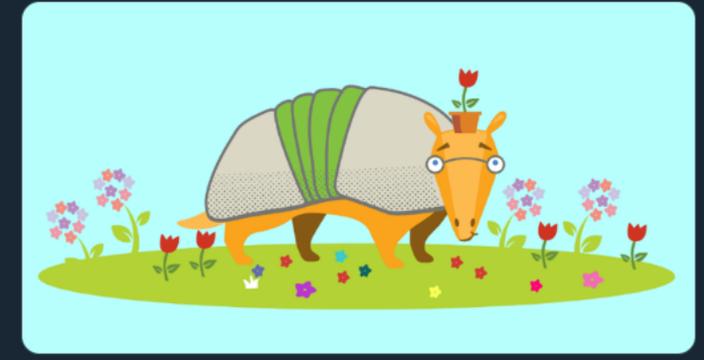
February 8 · 🌐

Air North Texas Advice: When making dinner for your loved ones this Valentine's day try purchasing local veggies and meats. This reduces the transportation distance it takes for those goods to get to you, thus reducing air pollution. #AirNTX



**Grand Prairie, TX** @gp\_tx · Mar 9

Plant a garden this spring to give the air the nutrients that it needs to be cleaner. These plants help clean out the gunk in the atmosphere: Find native plants at [txsmartscape.com](http://txsmartscape.com)! #AirNTX





Keep Cedar Hill Beautiful  
@KeepCedarHillBeautiful

# Keep CEDAR HILL Beautiful

**Keep Cedar Hill Beautiful**  
February 10 · 🌐

Make Cedar Hill's air quality your Valentine. Reduce vehicle usage by supporting local Valentine's Day services such as florists, grocers and restaurants. Support your local economy and improve air quality at the same time!

#AirNTX



... **Keep Cedar Hill Beautiful** is with Gregg Kidd and Duy Vu.  
February 5 · 🌐

Let's nurture the love for environmental stewardship to Keep Cedar Hill Beautiful. Thank you for the opportunity to teach our kids. @CHISDCP #CollegiateATrain @cindygarrett20 #AirNTX #KnowWhatToThrow #KeepCedarHillBeautiful

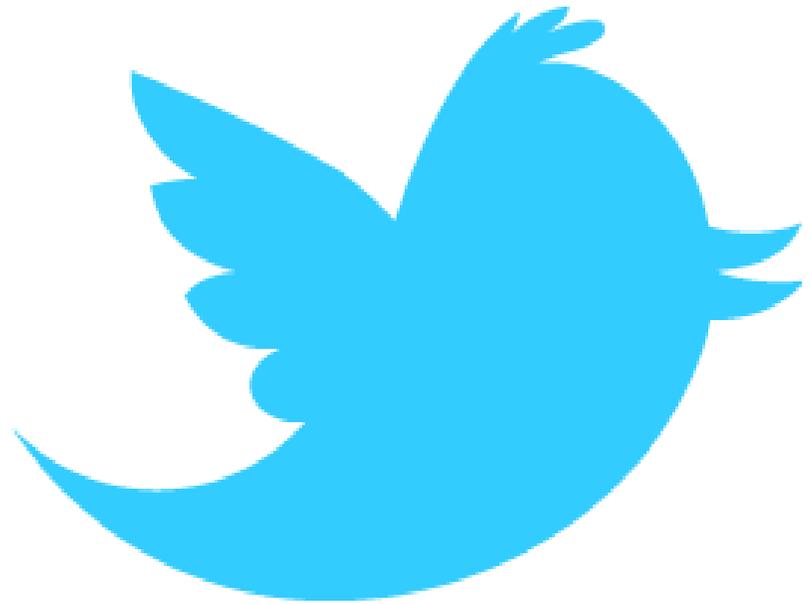


**Keep Cedar Hill Beautiful**  
March 7 at 9:48 AM · 🌐

Be a good neighbor, get a free t-shirt, and join us at the Neighborhood Block Party at the Alan Sims Recreation Center.

#AirNTX #KnowWhatToThrow





#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 Quality Health Monitoring Task Force



# Goals & Objectives



Convene a task force of government representatives, health officials, academic representatives and air quality experts to evaluate regional data that may indicate areas of need for additional air quality improvement or strategies.



Throughout the task force we hope to facilitate peer exchange and evaluate where more work associated with the health implications of traffic-related air pollution may be needed.

## 2020 Quarterly Task Force Meeting Schedule

February 18

May 29

August 25

December 15

**\*meetings held at NCTCOG from 9:30am - 11:30am**



# Staff Contacts



Interested in joining the Air Quality Health Task Force?  
Email one of us below!

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**Program Manager**

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**Air Quality Planner**

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**[www.nctcog.org/airquality](http://www.nctcog.org/airquality)**

