

# **AIR QUALITY UPDATE**

**Air North Texas Coalition  
Conference Call  
January 17, 2019**

**Jenny Narvaez  
Program Manager**

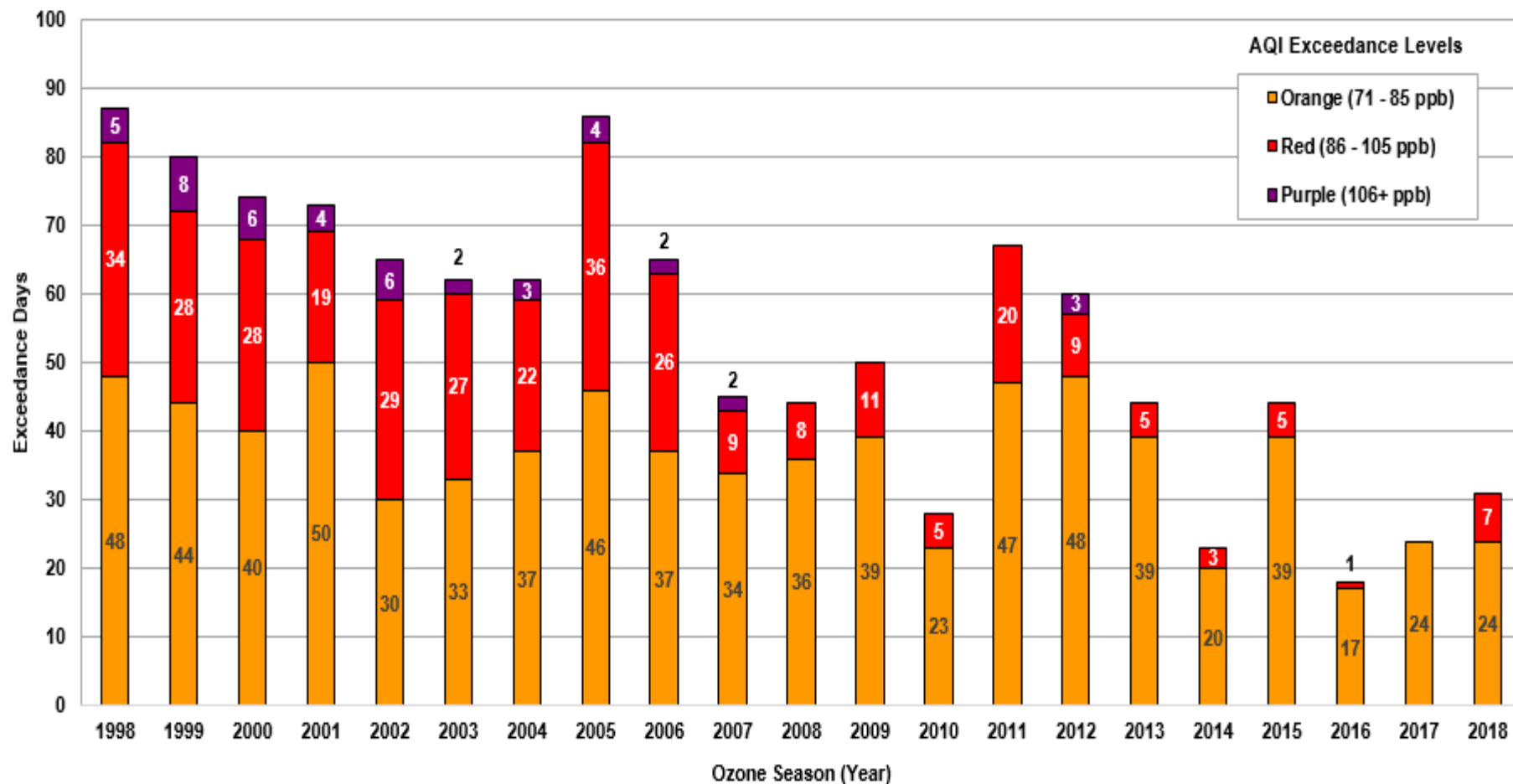


**North Central Texas  
Council of Governments**



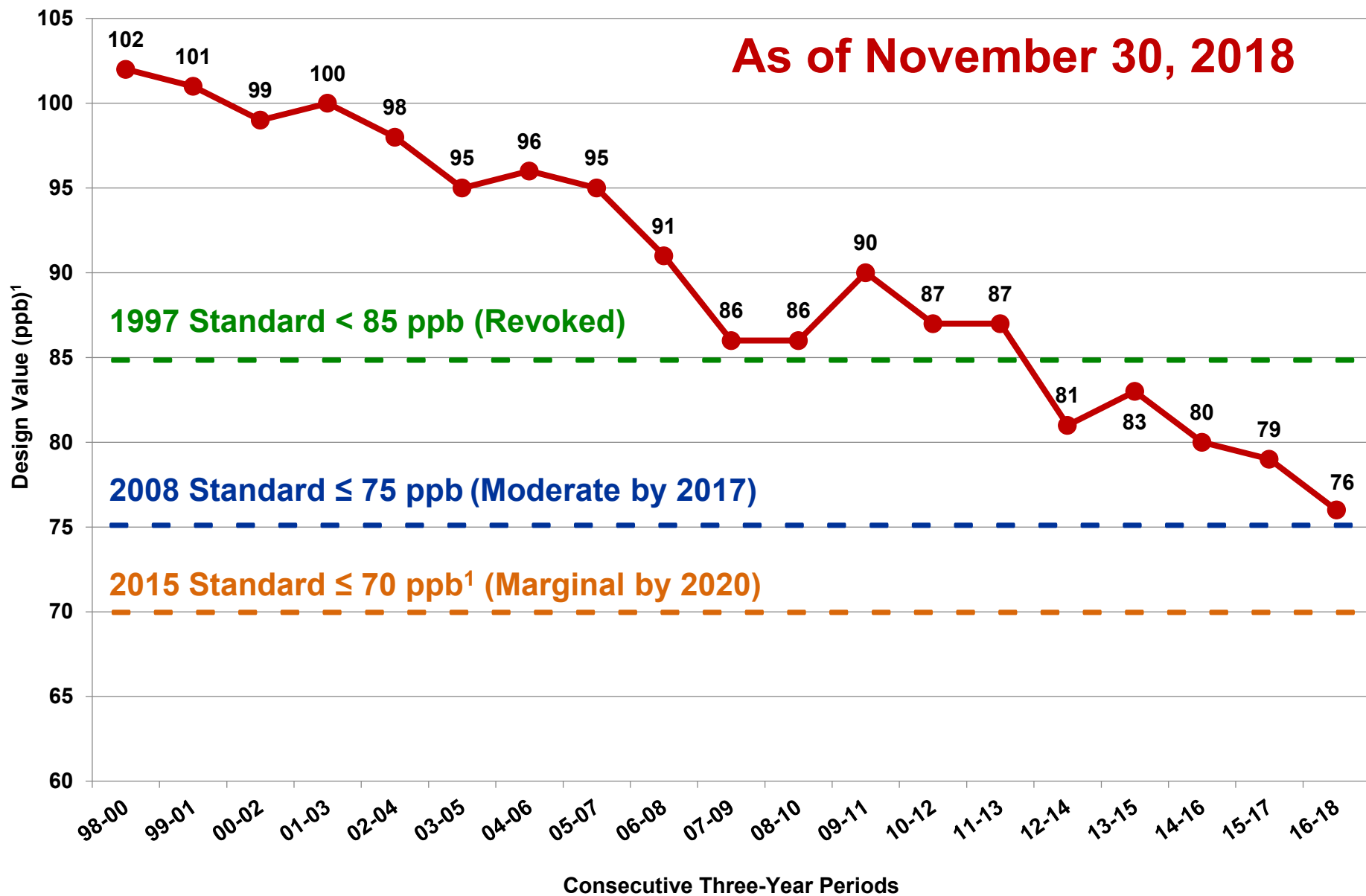
# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of November 30, 2018)



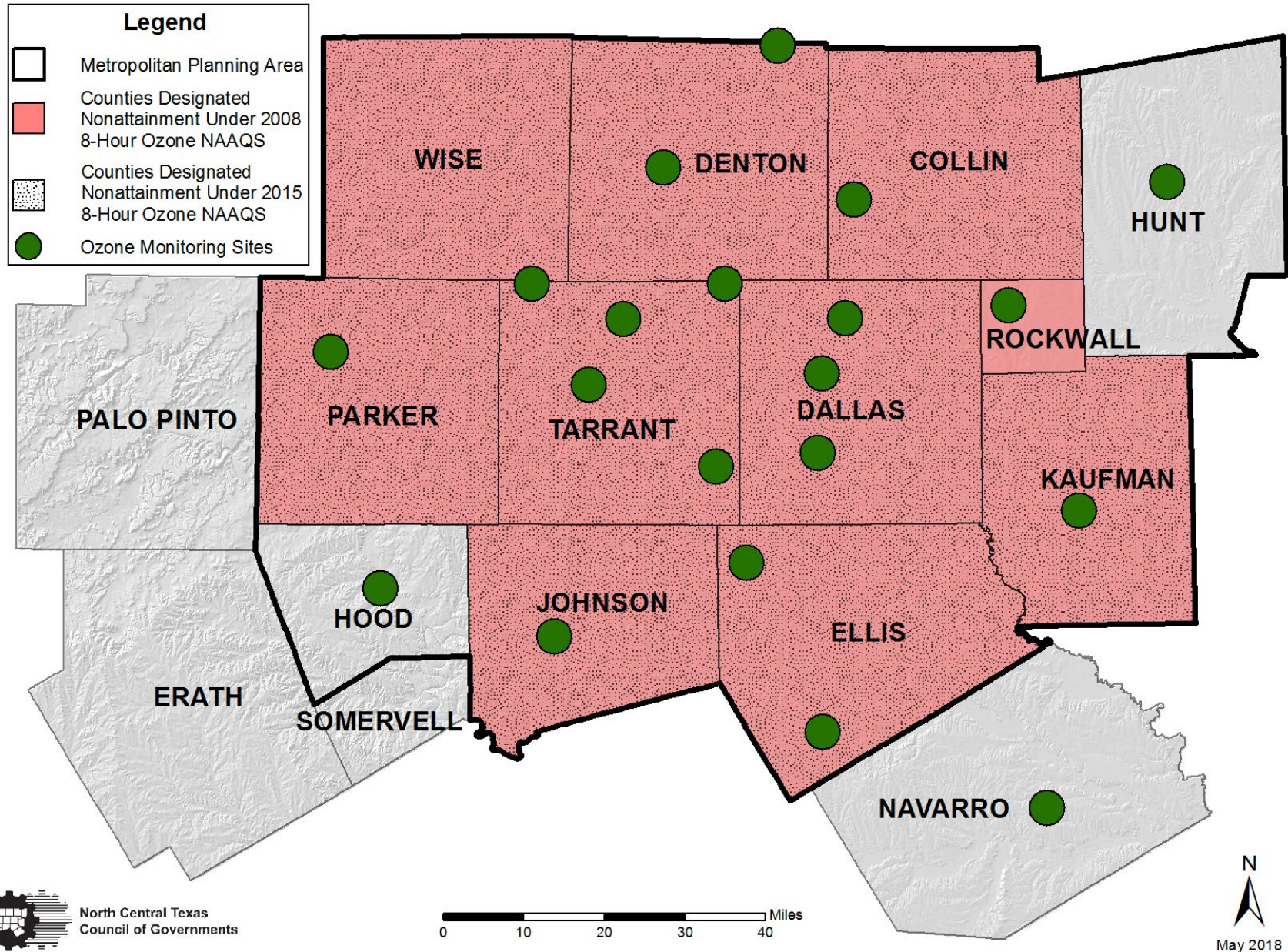


# 8-HOUR OZONE NAAQS HISTORICAL TRENDS



<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).

# 2015 8-HOUR OZONE NAAQS DESIGNATIONS



# CONTACTS

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





## 2019 Outreach Events

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**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*

**Thursday, February 21**

**Aging Well Expo**

**Arlington Convention Center, 9 am - 2 pm**

AirCheckTexas informational booth

**Wednesday, April 3**

**10<sup>th</sup> 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 13**

**City of Plano's Great American Cleanup**

**Oaks Church Parking Lot, 10:30 am - 1:30 pm**

Informational booth

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

**Saturday, April 20**

**Keep Grapevine Beautiful Earth Day**

**Town Square Gazebo, Grapevine**

Informational booth

*Air North Texas, AirCheckTexas, DFW Clean Cities, 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*

**Friday, April 26 -  
Sunday, April 28**

**EarthX**

**Fair Park, Dallas, 10 am - 6 pm**

Informational booth

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

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

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# **AIR NORTH TEXAS**

**Campaign Quantification**

**November 5, 2018 – January 5, 2018**

**Air North Texas Coalition**

**January 17, 2018**

**Erin Arnim, NCTCOG**





# Air North Texas Bi-Monthly Quantification

## November 5, 2018 – January 5, 2018

### Air North Texas Web Analytics

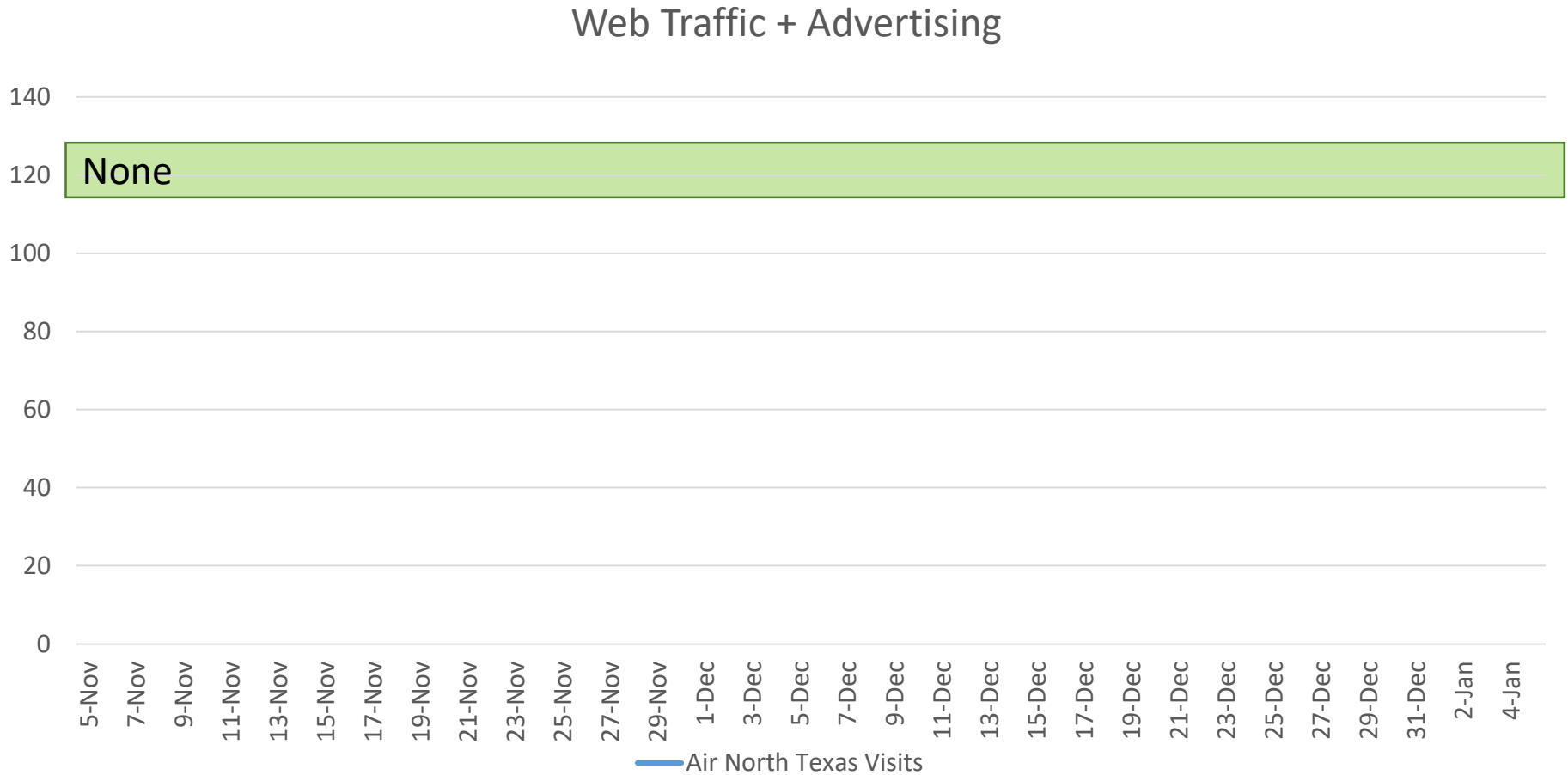
Visits	944	Decreased	by 24% compared to 2017
Avg. Time	1:22sec	Decreased	by 5 seconds compared to 2017
Pageviews	1,775	Decreased	by 56% compared to 2017
New Visits	84.1%	Decreased	by 0.9% compared to 2017





# Air North Texas Bi-Monthly Quantification

## November 5, 2018 – January 5, 2018





# Air North Texas Bi-Monthly Quantification

## November 5, 2018 – January 5, 2018

### Visits By Device



225

25% decrease  
compared to 2017



30

11% Increase  
compared to 2017



689

25% Decrease  
compared to 2017

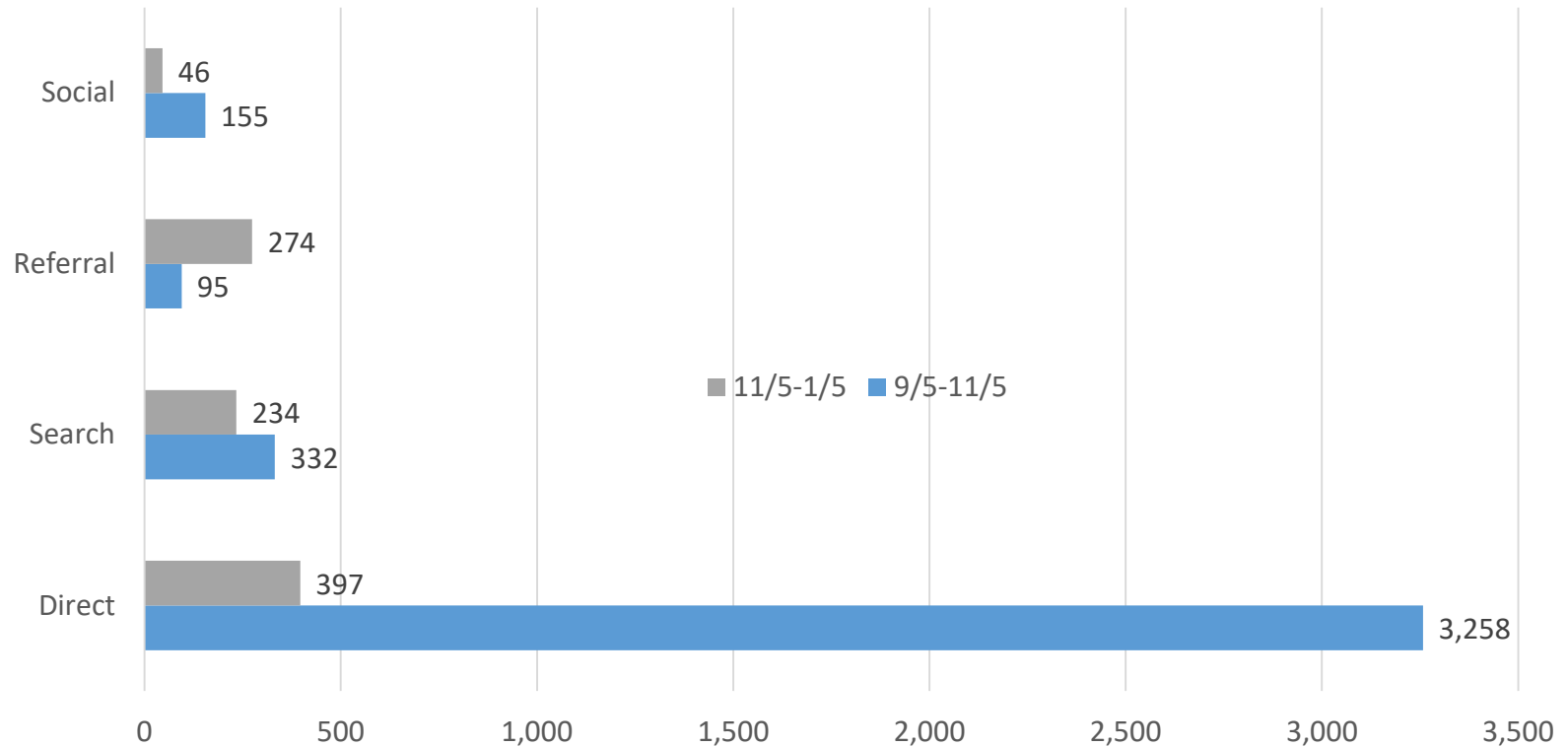




# Air North Texas Bi-Monthly Quantification

## November 5, 2018 – January 5, 2019

### How Visitors Found Air North Texas





# Air North Texas Bi-Monthly Quantification

## November 5, 2017 – January 5, 2018

### Top Directed Sites



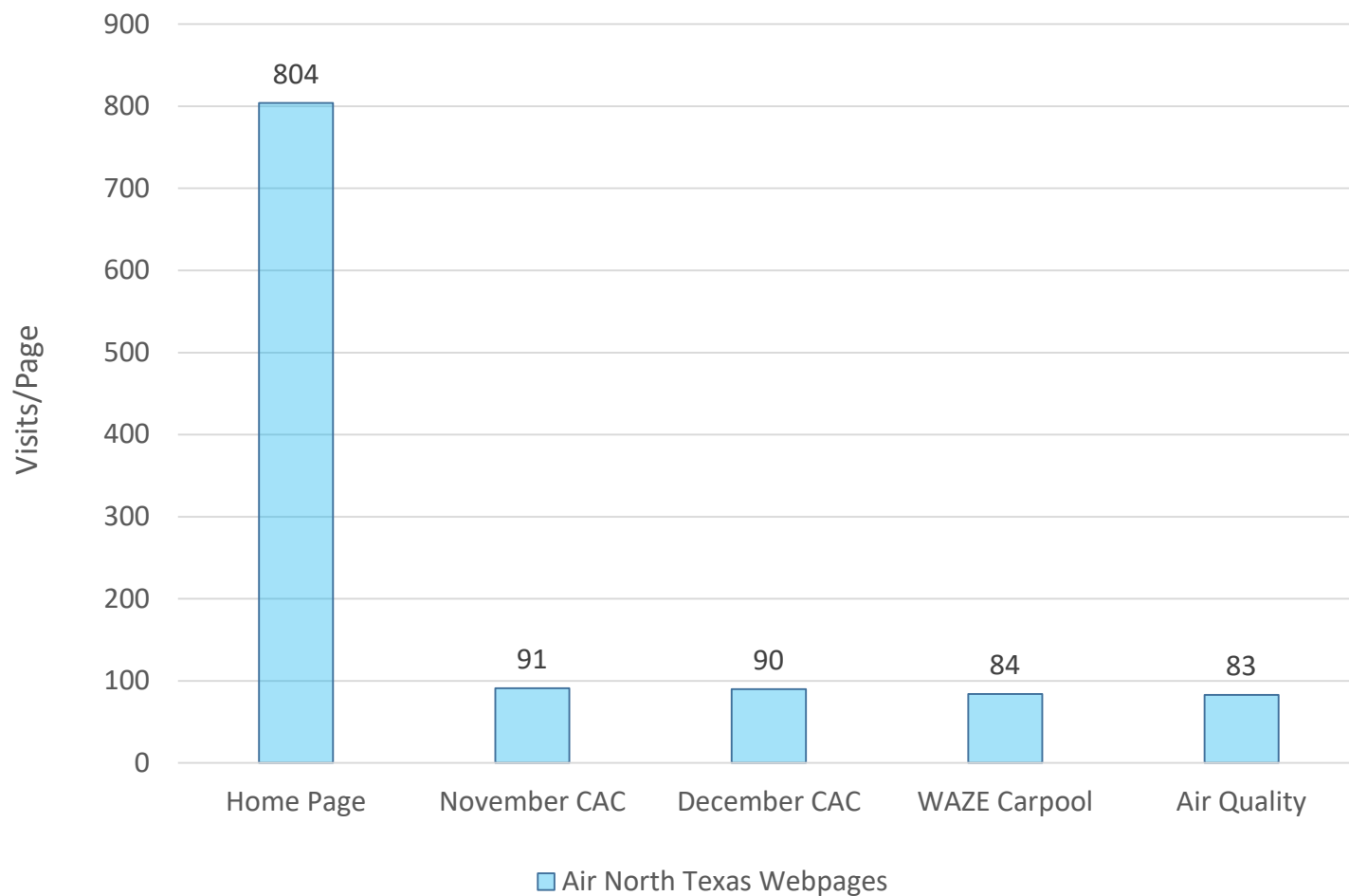
- Facebook (12%)
- 99 Reasons for SEO (12%)
- Green Dallas (2%)
- Drive Clean Texas (1%)



# Air North Texas Bi-Monthly Quantification

## November 5, 2018 – January 5, 2018

### Top Pages Viewed





NCTCOG  
Transportation  
Department  
@NCTCOGtrans



**NCTCOG Transportation Department**

November 12, 2018 · 🌐

Congratulations to the City of Grand Prairie for winning Air North Texas Partner of the Year for the third year in a row!

Not an Air North Texas partner? Become one today and join more than 30 other partners helping to spread the word about how to make the air we breathe cleaner. Visit <https://www.airnorthtexas.org/becomeapartner> to sign up!



**NCTCOG Transportation Department**

November 30, 2018 · 🌐

Another deleted scene from The Lion King 🦁. This one shows us throwing a free Air North Texas lunch bag to everyone who signs up for air quality alerts. Better hurry! This giveaway ends TODAY! [airnorthtexas.org/signup](http://airnorthtexas.org/signup)



**NCTCOG Transportation**

@NCTCOGtrans

It's normal to feel burned out from all the holiday cooking. If you're going out to eat, consider eating at restaurants that promote an eco-friendly message. For suggestions on great eco-friendly restaurants in DFW, visit: [bit.ly/sustainableNTX](http://bit.ly/sustainableNTX).

Sustainable Christmas Tip #2  
#AirNorthTexas



Eating a plant-based meal just one day a week is a start in helping reduce air pollution.

12:08 PM - 17 Dec 2018



**NCTCOG Transportation**

@NCTCOGtrans

Sustainable Actions during your Ho-Ho-Ho-Holiday: some tips on how to create a sustainable holiday season for you and your family [bit.ly/sustainableNTX](http://bit.ly/sustainableNTX) #AirNorthTexas



12:02 PM - 4 Dec 2018





City of Grand  
Prairie - Municipal  
Government ✓  
@cityofgptx



City of Grand Prairie - Municipal  
Government ✓

December 24, 2018 at 10:30 AM · 🌐

During these holidays find ways to make the air you breathe cleaner by recycling your wrapping paper (foil and glitter paper cannot be recycled). According to the EPA, each ton of mixed paper that is recycled can save an equivalent of 322 gallons of gasoline. #AirNTX



Grand Prairie, TX  
@gp\_tx

Following

Reduce energy use by purchasing LED holiday lights. LED bulbs use up to 95% less energy than traditional holiday lighting. #AirNTX



9:00 AM - 16 Dec 2018

Like Page



Grand Prairie, TX  
@gp\_tx

Following

Cycle or take a walk around the neighborhood with your family after Thanksgiving dinner this year. Enjoy the fresh air as a family, while emitting zero emissions! #AirNTX



10 PM - 24 Nov 2018



Grand Prairie, TX  
@gp\_tx

Following

Aim to breathe fresh air this year by forming new habits like conserving electricity or bringing your lunch to work! #AirNTX



Grand Prairie, TX  
@gp\_tx

Following

December is Senior Health Month. As you age, the goal to a good exercise routine is to include: endurance, strength, balance and flexibility. A bike ride is a great way to build endurance and reduce air pollution! Learn more: [bit.ly/2x1WSvX](https://bit.ly/2x1WSvX) #GetFitGP #AirNTX



7:00 PM - 6 Dec 2018



Denton Sustainable  
Schools

@DentonSustainableScho  
ols



Denton Sustainable Schools

December 3, 2018 · 🌐

👍 Like Page



Have you heard about Arlo the airmadillo? Arlo is a great resource when it comes to teaching air quality. Learn more at: [www.airnorthtexas.org](http://www.airnorthtexas.org)

## MEET ARLO



Arlo was born in Arlington, Texas and is proud to call the University of Texas at Arlington his alma mater. He loves spending time outdoors and his favorite hobbies include riding his bike and playing baseball. Even though his eyesight isn't great, Arlo is a great hitter when he's up at bat!

### MEET ARLO



Arlo does his part to improve air quality by choosing clean air choices. He likes to bike with friends instead of driving alone. He encourages all his friends to do the same so that we can all breathe clean air.

### MEET ARLO



### MEET ARLO



Arlo is an airmadillo that's special because his shell changes color to match the weather. This special trait helps him know when he can play outside and when he should stay indoors. Arlo is a great resource for teaching air quality.



# #AirNTX



# AIR NORTH TEXAS

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**Air North Texas Coalition Web page:**

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