



go green
breathe clean
a campaign for clean air

Air North Texas FAQ

Who Is Air North Texas?

Air North Texas was formed by the North Central Texas Council of Governments with the support of an Air Quality Public Relations Task Force that is made up of government agencies, non-profit organizations, transit authorities, and others in the region. Air North Texas is a region-wide public Air Quality Awareness Initiative that seeks to improve air quality in North Texas. Air North Texas includes individuals and organizations working to improve the health and quality of life in the region.

Why Does Air North Texas exist?

The federal Clean Air Act serves as the basis for the nation's air pollution control efforts and permits the U.S. Environmental Protection Agency (EPA) to establish National Ambient Air Quality Standards for major air pollutants, of which there are six: carbon monoxide, lead, nitrogen oxides, ozone, particulates, and sulfur oxides.

Air North Texas was developed because nine counties, Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, and Tarrant, in North Texas fall under nonattainment for the pollutant ozone, according to the EPA. Air North Texas is a regional education and awareness campaign for the general public that seeks to generate behavioral and lifestyle changes within our community to help improve air quality, and also is designed to help educate North Texans on the health impact of air pollution.

What are Air Pollution Warnings and Watches?

Air Pollution Watches are announced when air quality is predicted to be in the unhealthy range or higher for sensitive groups in parts or the entire North Texas nonattainment region. The Texas Commission on Environmental Quality (TCEQ) monitors air quality data for the State and forecasts when air pollution may reach hazardous levels. Based on these forecasts, an Air Pollution Watch is issued. If a monitor registers reaching unhealthy levels an Air Pollution Warning is issued. For more information about air pollution levels in the North Central Texas region, please visit our Air Facts link on the homepage for Air North Texas.

Is there a specific time of the year when air pollution is a problem?

Poor air quality is a problem throughout the year. Air North Texas encourages the community to adopt lifestyle changes that benefit and improve the air we breathe air every day of the year. Ozone pollution occurs primarily in warmer weather.

Can individuals join Air North Texas?

Yes. Individuals can join by going to the Air North Texas Web site and clicking on the Join Us button. Once signed on, an individual will periodically receive information on what they can do to support the Air North Texas mission. Please feel free to pass on Air North Texas information on to friends and family.

As an employee, how can I get my employer on board with Air North Texas?

There are two ways that employers can participate in Air North Texas and clean air programs.

The first is to work with the North Texas Clean Air Coalition (NTCAC). This organization provides air quality outreach to the business community. They can help your organization set up employee trip reduction programs and other clean air/sustainability programs. To learn more about the North Texas

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Clean Air Coalition visit www.workingforcleanair.org or click on the business tab on the Air North Texas Web site.

Secondly, if your employer does not want to participate or does not get involved immediately with NTCAC, remember that there are plenty of steps you can take on your own to improve air quality, like taking public transit, walking or biking to work or avoiding unnecessary driving. Also, talk to your colleagues about Air North Texas. Encourage them to take steps to improve air quality and to join Air North Texas.

Are there any obligations associated with becoming part of Air North Texas?

For our partners, Air North Texas is a voluntary and non-binding partnership to strengthen and promote a regional voice that will generate increased air quality awareness and education. Partner support can range anywhere from promoting the campaign through Web links to generating public exposure at actual events or through marketing and advertising collateral. To learn more, please read the Regional Partners section of the Air North Texas FAQs.

For individuals who join Air North Texas as members, we encourage you to make everyday choices and lifestyle changes that help clean the air and to pass along the tips you learn to family and friends.

Are there membership fees for becoming part of Air North Texas?

No.

Will my e-mail be shared if I subscribed to Air North Texas for information alerts?

We will never share your e-mail address or other information with any other organization or group outside of Air North Texas. We will use your information only to send you Air North Texas-relevant information and on topics related to air quality.

REGIONAL PARTNERS

What is Air North Texas?

Air North Texas is a regional air quality partnership and general public outreach effort. Air North Texas leverages existing resources and program strengths to offer the public a comprehensive resource for air quality information. Collaborative efforts focus on reducing harmful emissions, protecting public health and welfare, motivating residents to make choices that improve air quality and preserving the economic vitality in the region.

What is the Air North Texas Partner Agreement and how is it relevant and/or necessary to this initiative?

The Air North Texas Partner Agreement is a non-binding mutual expression of cooperation to support the principles outlined under Section 1 of the Air North Texas Partner Agreement which highlight the Air North Texas Goal and Mission Statement. The Goal and Mission Statement state that Air North Texas is:

A voluntary effort and creative platform to develop a regional brand to generate increased awareness that will foster behavioral changes to improve air quality

An all-inclusive branding effort that will serve to bridge existing and developing air quality programs into one comprehensive and mutually complementary initiative

Do partners have to accomplish all task items listed under Section 3 of the agreement?

No. Task items listed under Section 3 of the agreement are suggested and recommended partner support elements. Partners are encouraged to provide as much support as their resources allow them to, but this is a voluntary collaborative initiative.

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Do all the benefits listed under Section 2 apply when an entity signs on as an Air North Texas partner even though they may not have fulfilled any or all task items listed under Section 3?

Yes. One of the major goals of Air North Texas is to supply entities that have limited resources and funding with the necessary materials to be a part of this regional initiative. No voice is too small and every avenue counts.

What qualifies as shared resources?

Shared resources refers to the leveraging of existing marketing dollars and programs strengths through a regional partnership that strives to establish a consistent and comprehensive message for air quality.

Where can my entity download Air North Texas campaign materials?

All Air North Texas campaign collateral including media releases, fact sheets, creative materials, service requests, and a calendar of events are some of the resources available to Air North Texas Partners. These items can be downloaded on a password-protected site under the official campaign Web site [www.airnorthtexas.org]. This Web site will launch on July 15, 2008, and password information will be sent to partners around that timeframe. For now, several items are available for download off the Air Quality Public Relations Task Force Committee site located at www.nctcog.org/trans/committees/aqprtf/index.asp . If an item you are looking for is unavailable please contact NCTCOG staff for assistance.

How Does Air North Texas Relate to North Texas Clean Air Coalition?

The North Texas Clean Air Coalition (NTCAC) was formed in 1993 by the North Texas Commission, the North Central Texas Council of Governments (NCTCOG), the Greater Dallas Chamber, and the Fort Worth Chamber. It was later joined by the region's three transit agencies.

From 1993-2006, NTCAC provided air quality outreach to the business community and the general public. In 2006, it became apparent that the federal funding was insufficient to cover coordinated education needs regarding clean air out of the same source of funds for both public and business outreach. A decision was made to break off the public outreach function of the NTCAC and have that directly administered by and funded with local air quality Regional Transportation Council and some federal funds by NCTCOG in partnership with transportation agencies, public, city, State government and non-profit entities. The education programs for businesses would continue to be administered by NTCAC who is committed to encouraging voluntary efforts to improve air quality in North Texas through educating, motivating and recognizing the business community. For more information on NTCAC, visit www.workingforcleanair.org.

What is required under Air North Texas' annual status reporting and in implemented tasks?

As stated in the Partner Agreement Section 3.2.5.—all partnering entities will need to provide an annual status report on implemented tasks to reflect that they have met minimum required goals of the Air North Texas mission. Partners are also encouraged to share and exchange information highlighting the successes and challenges in promoting Air North Texas. These forms are under development and will be released to the partners in the coming months.

How does a partner qualify for annual recognition for Air Quality efforts?

At the end of each campaign run (every fiscal year), the Air Quality Public Relations Task Force will evaluate and review tasks accomplished by each entity. Additionally, the annual status reports mentioned in the section above will be used to help recognize entities for their efforts. Air North Texas is a tight-knit community and values each participating entity, but there will be clear distinction for those who went above and beyond the call and contributed their efforts at a higher level.

Sign up today to become a face of change with Air North Texas.