



SAMPLE MEMBER EMAIL OR NEWSLETTER ARTICLE

Houstonairquality.com

[Insert Organization Name] Clears the Air on Houston Air Quality

Many Houstonians are unaware that their regional air quality has continued to improve over the past 20 years. Despite summer meteorology that is conducive to ozone formation and being home to the largest concentration of petrochemical and refining facilities in the nation, Houston remains compliant with five out of the six federal health-based standards for common air pollutants. While there is still work to be done, the Houston region is making progress to reduce ozone pollution.

Over the past 26 years, the U.S. Environmental Protection Agency has lowered the standard, or threshold for the amount of ozone pollution, to compel metropolitan areas to continue to reduce ozone pollution levels. Industry and businesses in Houston continue to work to achieve lower ozone pollution levels across the region. Due to these continued efforts, Houston reached compliance with both the 1990 and 1997 federal ozone standards.

Houston also has seen tremendous growth in the last couple of decades – both in terms of population and the expansion of business and industry. Since 2010, the Houston region has added more than 736,000 residents, which is the largest growth of any U.S. metro area during this time period.

With rapid regional growth, more businesses and industrial facilities are being built or expanded, more homes are being constructed and powered, more cars are on the streets and highways, and more consumer products are being used. To counter the environmental impacts from this regional growth, businesses, industry and government developed and implemented improved air emissions controls, lower emitting construction equipment, more fuel-efficient cars and trucks and more energy efficient homes.

Due to the combined efforts of many – industry and business, local, state and federal government, and individual citizens – the Houston region has been able to maintain economic growth while achieving substantial air quality improvements. Houstonians should take great pride in being the model of how to achieve cleaner air while maintaining a strong economy.

[Insert organization name] is helping to share information on Houston's improving air quality through the fact-based web resource On Air: Houston at houstonairquality.com. We encourage you to visit the website and spread the word about our regional air quality.