Air North Texas Coalition  
Thursday, September 17, 2020  
1:30 – 3:00 pm

Agenda

1. Introductions ............................................................................................................... Kimberlin To, NCTCOG

2. Overview
   a. July 16 Meeting ....................................................................................................... Kimberlin To

3. Discussion
   a. Air Quality Update .................................................................................................. Nick Van Haasen, NCTCOG
   b. COVID-19 Update .................................................................................................. Nick Van Haasen
   c. Progress Reports .................................................................................................... Kimberlin To
   d. Administrative Announcements/Reminders .......................................................... Kimberlin To
      i. Clean Air Action Day Results
      ii. Clean Air Corner
      iii. Outreach Items
   e. Campaign Website Quantification/Social Media Report .................................. Kenny Bergstrom, NCTCOG

4. Other/Member Updates ............................................................................................... Kimberlin To

5. Additional Items ........................................................................................................ Kimberlin To
   a. Next Meeting Information:  
      Thursday, November 19, 1:30 PM  
      Call in number: TBD  
      Participant PIN: TBD
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.

Based on ≤70 ppb (As of September 16, 2020)

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

Legend
- Counties Designated Nonattainment Under 2015 8-Hour Ozone NAAQS
- Metropolitan Planning Area
- Counties Designated Nonattainment Under 2008 8-Hour Ozone NAAQS

2018-2020 Design Value (ppb)
- Ozone Monitoring Sites: 56-70 ppb
- Ozone Monitoring Sites: 71-85 ppb

Colors represent Air Quality Index breakpoints

North Central Texas Council of Governments

September 2020
Design Value (ppb)\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Standard</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>&lt; 85 ppb</td>
<td>Revoked</td>
</tr>
<tr>
<td>2008</td>
<td>≤ 75 ppb</td>
<td>Serious by 2021</td>
</tr>
<tr>
<td>2015</td>
<td>≤ 70 ppb(^1)</td>
<td>Marginal by 2021</td>
</tr>
</tbody>
</table>

\(^1\)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).

Source: NCTCOG TR Dept
EFFECTS OF COVID-19 ON TRANSPORTATION and AIR QUALITY

Air North Texas Meeting
September 17, 2020

Nick Van Haasen
1. TRANSPORTATION
Weekly Freeway Volumes: Respective 2019 to 2020

Traffic Decrease vs 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>% Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>-9.9%</td>
</tr>
<tr>
<td>April</td>
<td>-27.8%</td>
</tr>
<tr>
<td>May</td>
<td>-18.7%</td>
</tr>
<tr>
<td>June</td>
<td>-11.8%</td>
</tr>
<tr>
<td>July</td>
<td>-10.2%</td>
</tr>
</tbody>
</table>

Source: Traffic Radars on TxDOT Dallas and Fort Worth Districts
Regional Average Freeway Speed By Time of Day

Average Weekday Speeds, Weighted by Traffic Volume

Source: TxDOT Sidefire Devices
Percentage of Crashes: March and April 2019 vs March and April 2020

Crashes and Fatalities: 2019 vs 2020

Source: TxDOT Crash Records Information System
Transit Impacts: Ridership

Passenger Decrease: 2019 vs 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>-1.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>-2.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td></td>
<td>-26.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>-59.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>-55.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>June</td>
<td>-53.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>-54.8%</td>
<td></td>
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</tr>
</tbody>
</table>

Source: DART, DCTA, and Trinity Metro
Airport Impacts: Passenger Trends

Change in Airport Passengers - 2019 vs 2020

- February: 1.2% (Love Field), 8.2% (DFW)
- March: -52.2% (Love Field), -45.5% (DFW)
- April: -94.7% (Love Field), -91.9% (DFW)
- May: -82.2% (Love Field), -79.4% (DFW)
- June: -62.1% (Love Field), -67.6% (DFW)

Source: Dallas Love Field Website and DFWIA data
Bicycle and Pedestrian Impacts: Trail Counts

Increase in Full Week Trail Usage: 2019 vs 2020

Source: NCTCOG, collected at Chisholm Trail in Plano, Denton Branch Rail Trail in Denton, Katy Trail in Dallas and Trinity Trails in Fort Worth. Note: No adjustments for weather were applied.
2. AIR QUALITY
Regional Air Quality Impacts During COVID-19

- Emissions from vehicles reduced
- Lowest frequency of high-level, unhealthy, exposure days to ozone
  (prior to exceedances on August 3, 2020)
  - Ozone levels influenced by meteorological conditions: high temperatures, low winds, high UV index, limited rain, and little cloud coverage
- Cleaner air = blue skies
- Leading to a healthier populous (under review)
- Real world analysis on local contributions suggest multi-state SIP’s to reduce background
- How Can We Sustain Impacts? (To be determined)
  Electric and Fuel Cell Vehicles
  Travel Demand Management (Telecommuting)

Real world analysis on local contributions suggest multi-state SIPs to reduce background
<table>
<thead>
<tr>
<th>Month</th>
<th>2017 Days</th>
<th>2018 Days</th>
<th>2019 Days</th>
<th>2020* Days</th>
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<tbody>
<tr>
<td>March</td>
<td>2 yellow</td>
<td>8 yellow</td>
<td>10 yellow</td>
<td>3 yellow</td>
</tr>
<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
</tr>
<tr>
<td></td>
<td>High: 62</td>
<td>High: 63</td>
<td>High: 66</td>
<td>High: 64</td>
</tr>
<tr>
<td></td>
<td>at Eagle Mtn Lake</td>
<td>at Denton</td>
<td>at Cleburne</td>
<td>at Pilot Point</td>
</tr>
<tr>
<td>April</td>
<td>10 yellow</td>
<td>15 yellow</td>
<td>12 yellow</td>
<td>8 yellow</td>
</tr>
<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
</tr>
<tr>
<td></td>
<td>High: 68</td>
<td>High: 81</td>
<td>High: 69</td>
<td>High: 66</td>
</tr>
<tr>
<td></td>
<td>at Dallas Hinton</td>
<td>at Dallas North</td>
<td>at Greenville</td>
<td>at Rockwall</td>
</tr>
<tr>
<td>May</td>
<td>15 yellow</td>
<td>9 yellow</td>
<td>6 yellow</td>
<td>10 yellow</td>
</tr>
<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
</tr>
<tr>
<td></td>
<td>5 orange</td>
<td>5 orange</td>
<td>5 orange</td>
<td>3 orange</td>
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<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
</tr>
<tr>
<td></td>
<td>High: 80</td>
<td>High: 80</td>
<td>High: 80</td>
<td>High: 86</td>
</tr>
<tr>
<td></td>
<td>at Dallas North</td>
<td>at Pilot Point</td>
<td>at Pilot Point</td>
<td>at Grapevine Fairway</td>
</tr>
<tr>
<td>June</td>
<td>6 yellow</td>
<td>7 yellow</td>
<td>12 yellow</td>
<td>16 yellow</td>
</tr>
<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
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<tr>
<td></td>
<td>4 orange</td>
<td>2 orange</td>
<td>5 orange</td>
<td>5 orange</td>
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<td></td>
<td>days</td>
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<tr>
<td></td>
<td>High: 84</td>
<td>High: 85</td>
<td>High: 76</td>
<td>High: 77</td>
</tr>
<tr>
<td></td>
<td>at Cleburne Airport</td>
<td>at Dallas North</td>
<td>at Frisco</td>
<td>at Eagle Mountain Lake</td>
</tr>
<tr>
<td></td>
<td>High: 76 at Arlington Municipal</td>
<td>High: 76 at Cleburne Airport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>14 yellow</td>
<td>14 yellow</td>
<td>6 yellow</td>
<td>15 yellow</td>
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<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>days</td>
</tr>
<tr>
<td></td>
<td>3 orange</td>
<td>6 orange</td>
<td>7 orange</td>
<td>High: 86</td>
</tr>
<tr>
<td></td>
<td>days</td>
<td>days</td>
<td>days</td>
<td>at Dallas North</td>
</tr>
<tr>
<td></td>
<td>High: 81</td>
<td>High: 81</td>
<td>High: 83</td>
<td>High: 81</td>
</tr>
<tr>
<td></td>
<td>at Cleburne Airport</td>
<td>at Granbury</td>
<td>at Cleburne Airport</td>
<td>at Grapevine Fairway</td>
</tr>
<tr>
<td>August</td>
<td>11 yellow</td>
<td>12 yellow</td>
<td>14 yellow</td>
<td>14 yellow</td>
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<td></td>
<td>days</td>
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<tr>
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<td>3 orange</td>
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<td>8 orange</td>
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<td>High: 85</td>
<td>High: 84</td>
<td>High: 84</td>
<td>High: 89</td>
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<tr>
<td></td>
<td>at Grapevine Fairway</td>
<td>at Keller</td>
<td>at Keller</td>
<td>at FT. Worth Northwest</td>
</tr>
<tr>
<td></td>
<td>High: 91 at Parker County</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Data Source: TCEQ
Data Analysis: NCTCOG

* as of August 31, 2020. At this time last year (August 31, 2019), there were fourteen Yellow days and five Orange days.
Cumulative Ozone Exceedances, 2016-2020

Historical Ozone Cumulative Weekly Exceedances: 2016-2020
(CURRENTLY IN WEEK 29)

76 ppb, as of 9/16/2020 in week 29

Five year comparison showing the frequency of how often the general public is exposed to unhealthy levels of ozone.

Data Source: Texas Commission on Environmental Quality
Data Analysis: North Central Texas Council of Governments
Weekly Ozone Design Values, 2016-2020

A five year comparison in the changes of the yearly design value, per year, as the ozone season progresses.
*ozone levels are influenced by meteorological conditions: high temperatures, low winds, high UV index, limited rain, and little cloud coverage.

Percent Change in Average Regional Ozone*
Emissions: 2019 vs 2020

Mar  |  Apr  |  May  |  Jun  |  Jul  |  Aug  
-27% |  -9%  |  14%  |   3%  |  -5%  |   2%  

Data Source: Texas Commission on Environmental Quality
Data Analysis: North Central Texas Council of Governments
FOR MORE INFORMATION, PLEASE CONTACT:

Chris Klaus  
Senior Program Manager  
(817) 695-9286  
CKlaus@nctcog.org

Jenny Narvaez  
Program Manager  
(817) 608-2342  
JNarvaez@nctcog.org

Vivek Thimmavajjhala  
Transportation System Modeler  
(817) 704-2504  
VThimmavajjhala@nctcog.org

Nick Van Haasen  
Air Quality Planner  
(817) 640-3300  
NVanhaasen@nctcog.org

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2019 through September 1, 2020.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2019, 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 2019-2020 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 25, 2020. Please send reports to:

Kimberlin To, North Central Texas Council of Governments
Email: kto@nctcog.org
Fax: 817-640-3028

Thank you for your participation in the 2019-2020 Air North Texas Progress Report.

Report Guidelines

Excluding attachments, your report should be no longer than three single-spaced pages with no less than 10 pt font.

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
     o Link to official Air North Texas website on your organization’s website
     o Website content development and/or content revision for your organization’s website
o Provided content/information for the Air North Texas website

- **Advertising content**
  o Promoted the Air North Texas campaign through social media posts and/or online videos
  o Placed Air North Texas brand/logo on printed materials
  o Placed Air North Texas ads in print, online, TV, radio, billboard and/or other sources

- **Community involvement**
  o Hosted and/or participated in one or more public events (i.e. community outreach event, Earth Day events, Clean Air Action Day, etc.) to generate awareness of the Air North Texas campaign
  o Recruited and encouraged general public audience to sign up as an Air North Texas member through Air North Texas website

- **Press content**
  o 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.)
  o 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)
  o Publicized your organization’s involvement with the Air North Texas campaign
  o Published articles or other informational materials endorsing the partnership

- **Arlo content**
  o Promoted the Air North Texas campaign by posting Arlo related content on social media posts
  o Placed images of Arlo on ads in print, online, TV, radio, billboard and/or other sources
  o 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 2020 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.
2020 CLEAN AIR ACTION DAY COMMITMENTS

2,536 TOTAL COMMITMENTS

- **Plan the Most Fuel-Efficient Route & Combine Trips When You Must Drive**
  - 225 Commitments

- **Maintain Consistent Speed When Driving**
  - 215 Commitments

- **Conserve Electricity**
  - 186 Commitments

- **Conserve Water**
  - 167 Commitments

- **Sign Up for Air Pollution Alerts**
  - 122 Commitments

- **Avoid Burning, Including Grilling & Burning Trash**
  - 110 Commitments

- **Postpone Mowing on Ozone Action Day**
  - 70 Commitments

- **Report Smogging, Polluting Vehicles**
  - 65 Commitments

- **Log Your Commutes at TryParkingIT.com**
  - 24 Commitments

- **Work From Home**
  - 220 Commitments

- **Stay Up To Date On Vehicle Maintenance, State Emissions & Safety Inspection**
  - 200 Commitments

- **Reduce Idling When Driving**
  - 183 Commitments

- **Ensure Tires Are Properly Inflated & Minimize Vehicle Weight**
  - 151 Commitments

- **Consider Energy-Efficient Appliance Replacements**
  - 118 Commitments

- **Drive a Fuel-Efficient Vehicle**
  - 91 Commitments

- **Bicycle or Walk Instead of Driving**
  - 66 Commitments

- **Consider Electric or Alternative Fuel Lawn Mower**
  - 49 Commitments

- **Other**
  - 24 Commitments

446 TOTAL PARTICIPANTS
AIR NORTH TEXAS

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT

JULY 5, 2020 – SEPTEMBER 5, 2020

Air North Texas Coalition
September 17, 2020
Kenny Bergstrom, NCTCOG
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
<th>Compared To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>4,103</td>
<td>Decreased</td>
<td>By 58% compared to 2019</td>
</tr>
<tr>
<td>Avg. Time</td>
<td>1:10</td>
<td>Increased</td>
<td>By 45 seconds compared to 2019</td>
</tr>
<tr>
<td>Pageviews</td>
<td>6,406</td>
<td>Decreased</td>
<td>By 54% compared to 2019</td>
</tr>
<tr>
<td>New Visits</td>
<td>3,256</td>
<td>Decreased</td>
<td>By 55% compared to 2019</td>
</tr>
</tbody>
</table>
How Visitors Found Air North Texas

- Referral: 82 (May-July), 155 (July-Sept.)
- Social: 122 (May-July), 207 (July-Sept.)
- Search: 701 (May-July), 1,375 (July-Sept.)
- Direct: 1,088 (May-July), 1,643 (July-Sept.)
Top Directed Sites

- Lockheed Martin
- City of Grand Prairie
- DCCCD
- UNT Health Science Center
- City of Fort Worth
The return to learning is in full swing across North Texas. Here are some indoor air quality tips for students and families. 🧵 airmnorthexas.org/single-post/20...

Air North Texas Offers Air Quality Alerts, Ways To Reduce Emissions: richardsontoday.com/air-north-texas...
The air you breathe could be affecting your heart directly. Going by the findings of a recent study at the University of Washington, even the slightest decrease in the levels of air pollution could significantly reduce your risk of cardiovascular diseases. Find out what days are ozone days to avoid being outdoors at http://ow.ly/IWQo5QBvGF #AirNTX

El aire que respira podría estar afectando directamente a su corazón. Siguiendo los hallazgos de un estudio reciente en la Universidad de Washington, la menor disminución en los niveles de contaminación del aire podría reducir significativamente el riesgo de enfermedades cardiovasculares. Descubra qué días son los días del ozono para evitar estar al aire libre en http://ow.ly/8ov956BiJGE #AirNTX
City of Bedford, TX-City Services
@BedfordTX · Government Organization

Ozone in the DFW area is predicted to be at Level Orange today. Children, older adults, and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity. Current ozone information: http://bit.ly/3iC3ty. Consider a clean air choice: http://bit.ly/2oaAbpl.

Ozone is predicted to be at Level Orange in the DFW area tomorrow. Children, older adults, and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity if ozone reaches Level Orange. Find out more at AirNorthTexas.org AIRNTX.

Ozone is predicted to be at Level Red in the DFW area tomorrow. Children, older adults, and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should avoid outdoor activity if ozone reaches Level Red. All other people should limit prolonged outdoor exertion if ozone reaches Level Red. Find out more at AirNorthTexas.org AIRNTX.

This year, Clean Air Action Day is August 5, 2020. We’re asking all North Texans to help improve air quality by doing at least one green thing to improve air quality. Take the pledge at www.airnorthtexas.org/socialdistancing AIRNTX.
ANTx NCTCOG Contacts

**Kenny Bergstrom**
Communications Supervisor
(817) 704-5643
kbergstrom@nctcog.org

**Kimberlin To**
Communications Coordinator
(817) 608-2362
kto@nctcog.org

**Mindy Mize**
Program Manager
(817) 608-2346
mmize@nctcog.org

**Whitney Vandiver**
Communications Supervisor
(817) 704-5639
wvandiver@nctcog.org

Air North Texas Coalition Web Page:
https://www.nctcog.org/trans/about/committees/air-north-texas-coalition