

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



Air Quality Update

Air North Texas Coalition

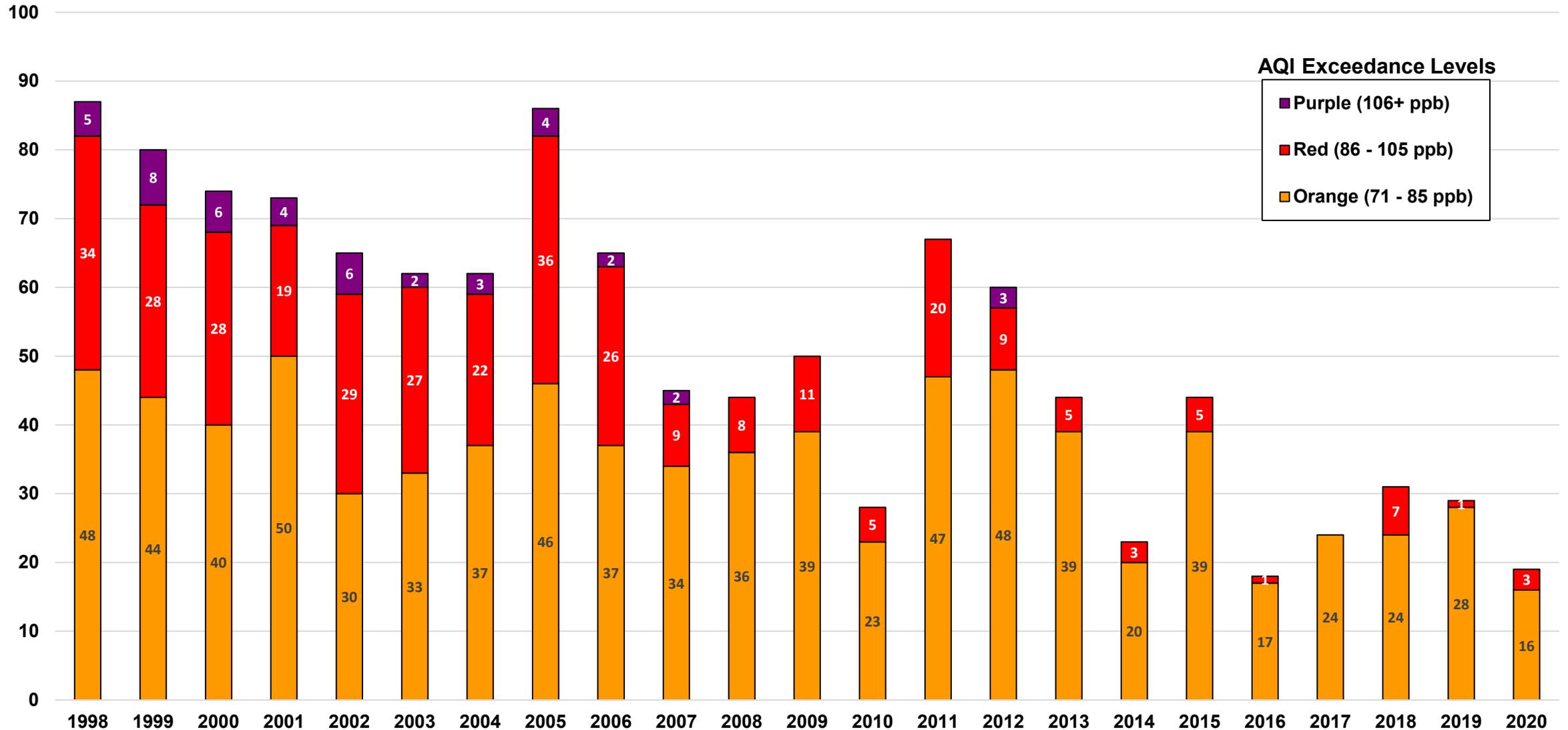
September 17, 2020
Nick Van Haasen



North Central Texas
Council of Governments

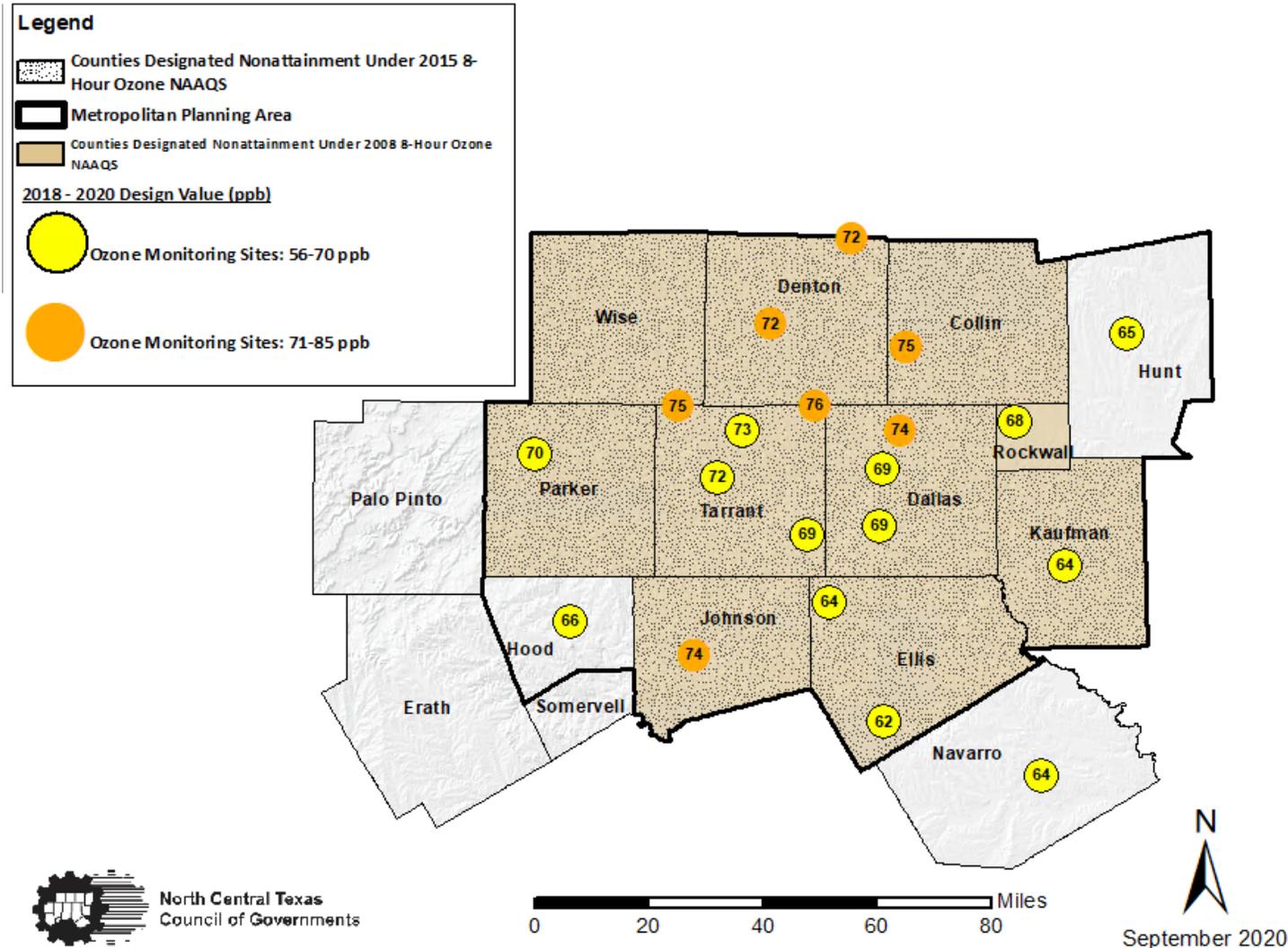
8-HOUR OZONE NAAQS HISTORICAL TRENDS

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

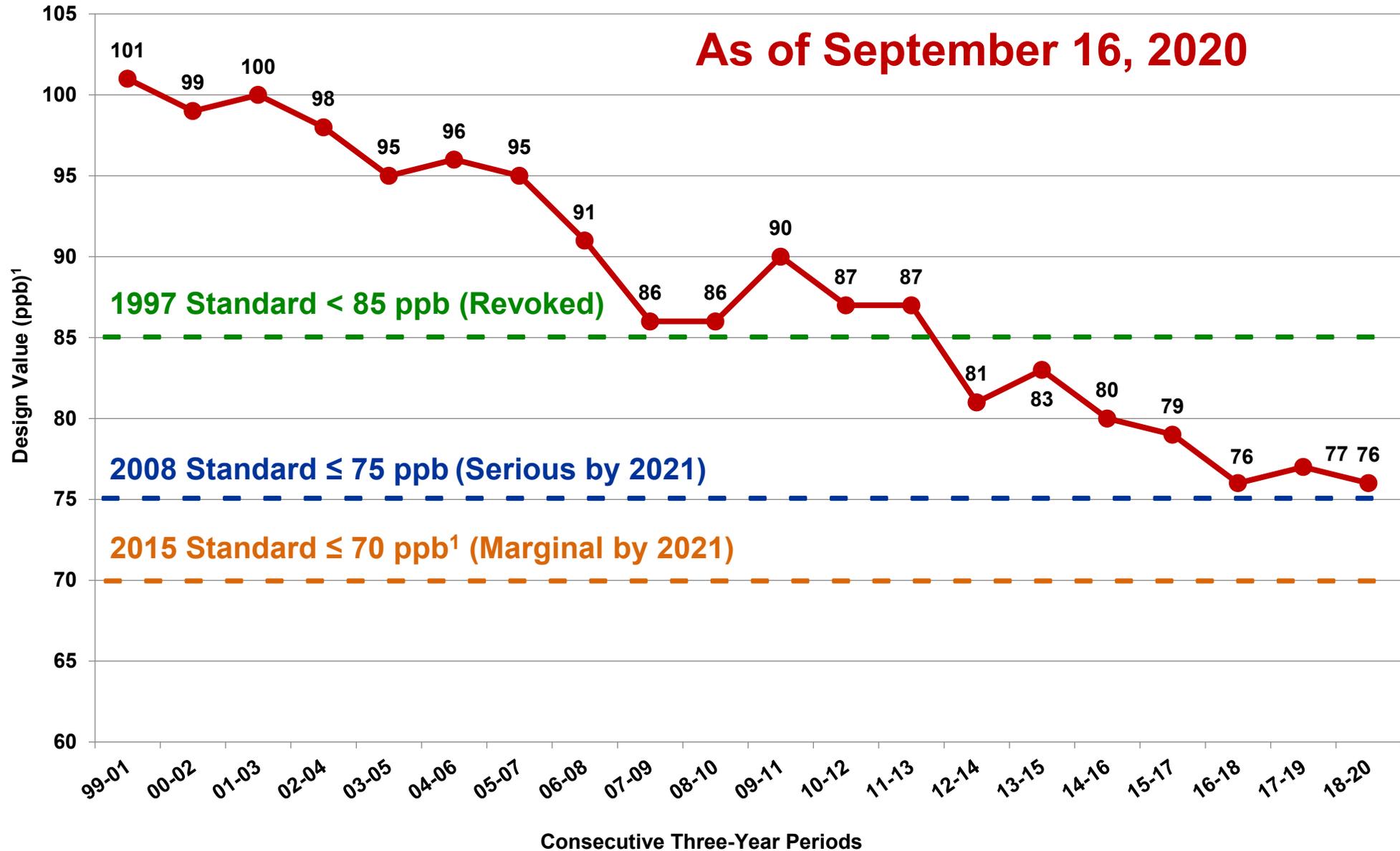


Monitor Locations

2020 Design Value Monitor Readings



8-HOUR OZONE NAAQS HISTORICAL TRENDS



¹Attainment 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

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) 608-2335
NVanhaasen@nctcog.org

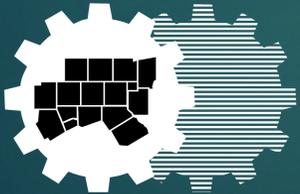
<https://www.nctcog.org/trans/quality/air/ozone>

EFFECTS OF COVID-19 ON TRANSPORTATION and AIR QUALITY

Air North Texas Meeting

September 17, 2020

Nick Van Haasen

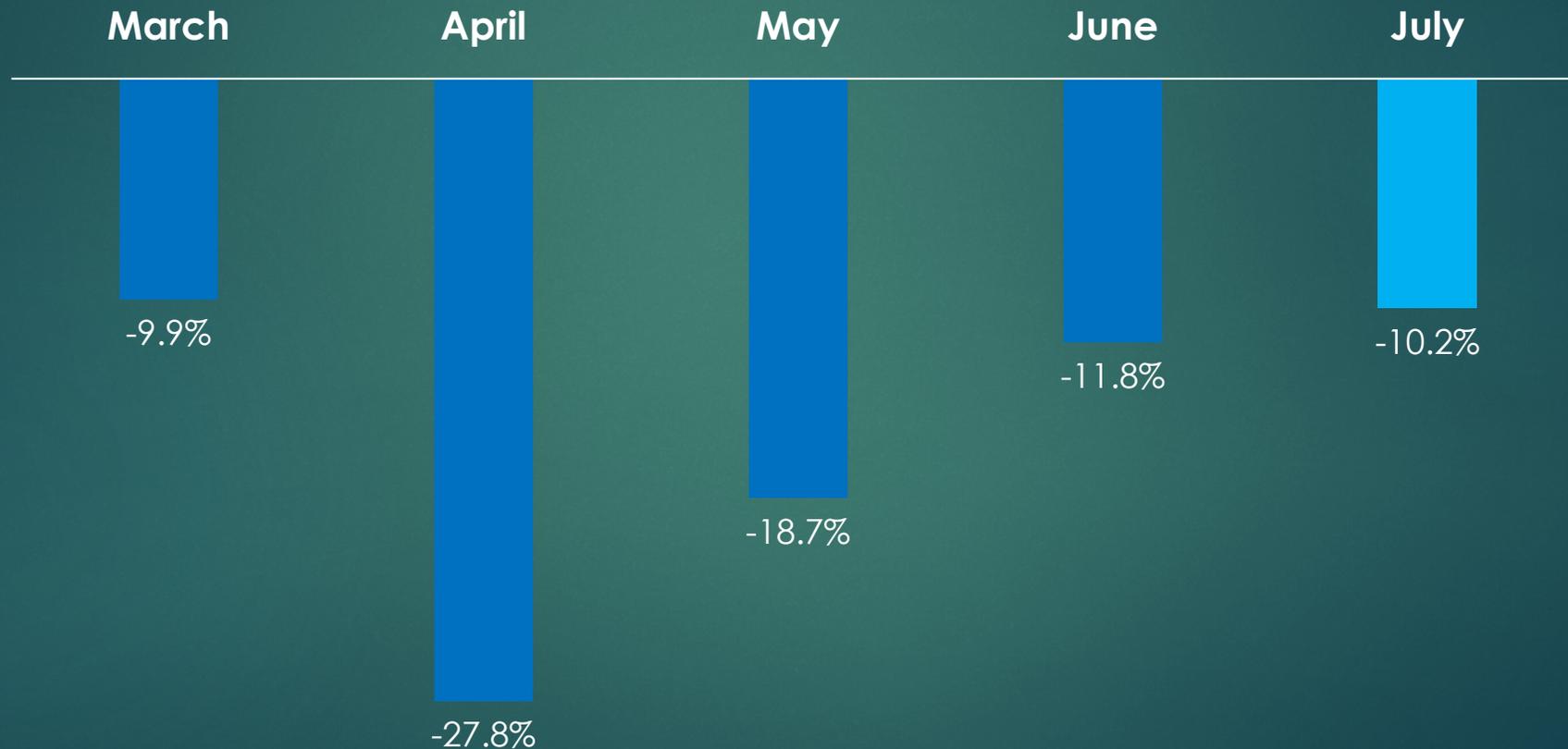


North Central Texas
Council of Governments

1. TRANSPORTATION

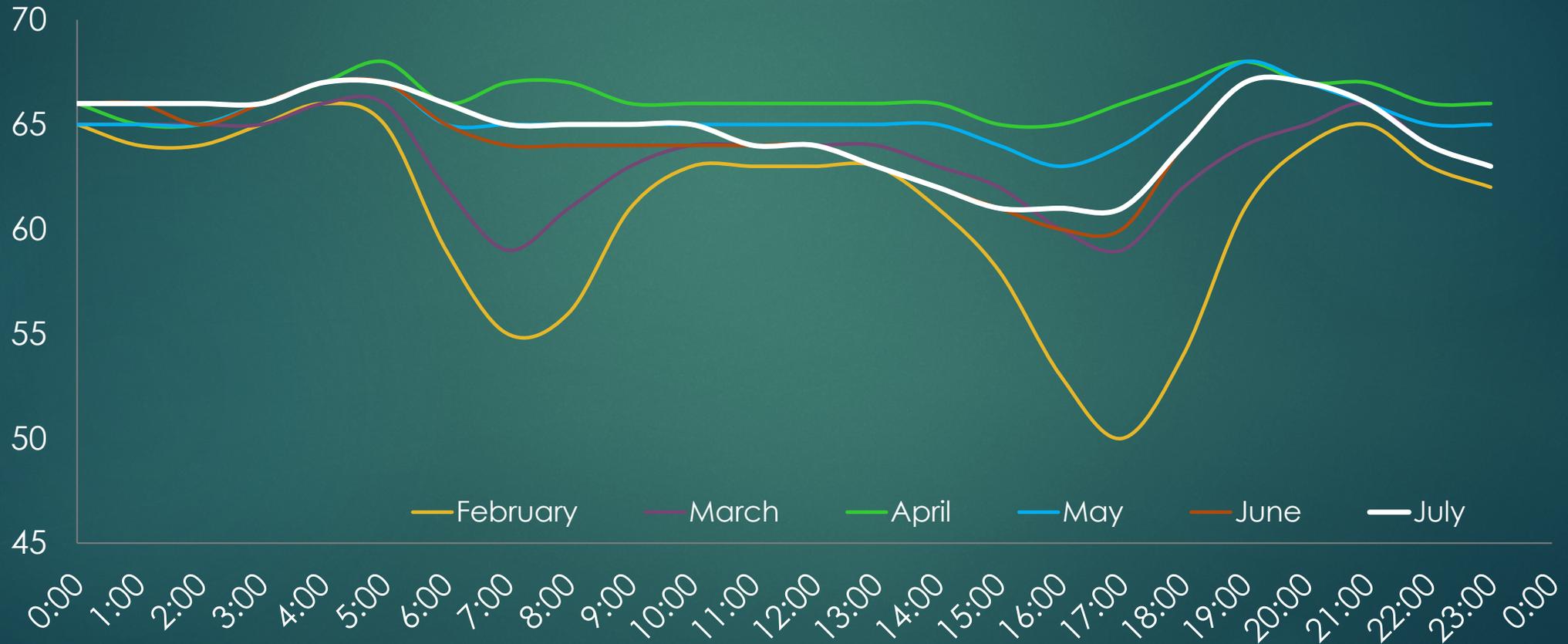
Weekly Freeway Volumes: Respective 2019 to 2020

Traffic Decrease vs 2019



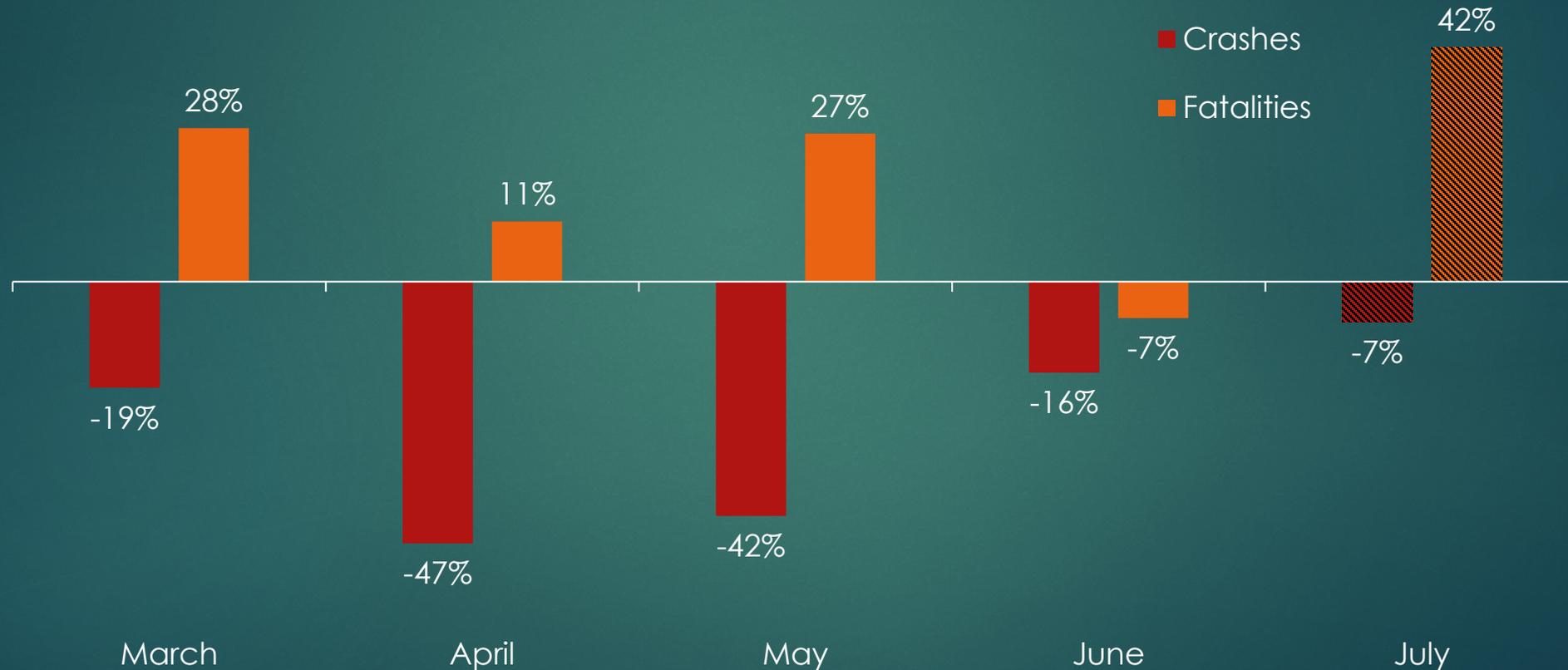
Regional Average Freeway Speed By Time of Day

Average Weekday Speeds, Weighted by Traffic Volume



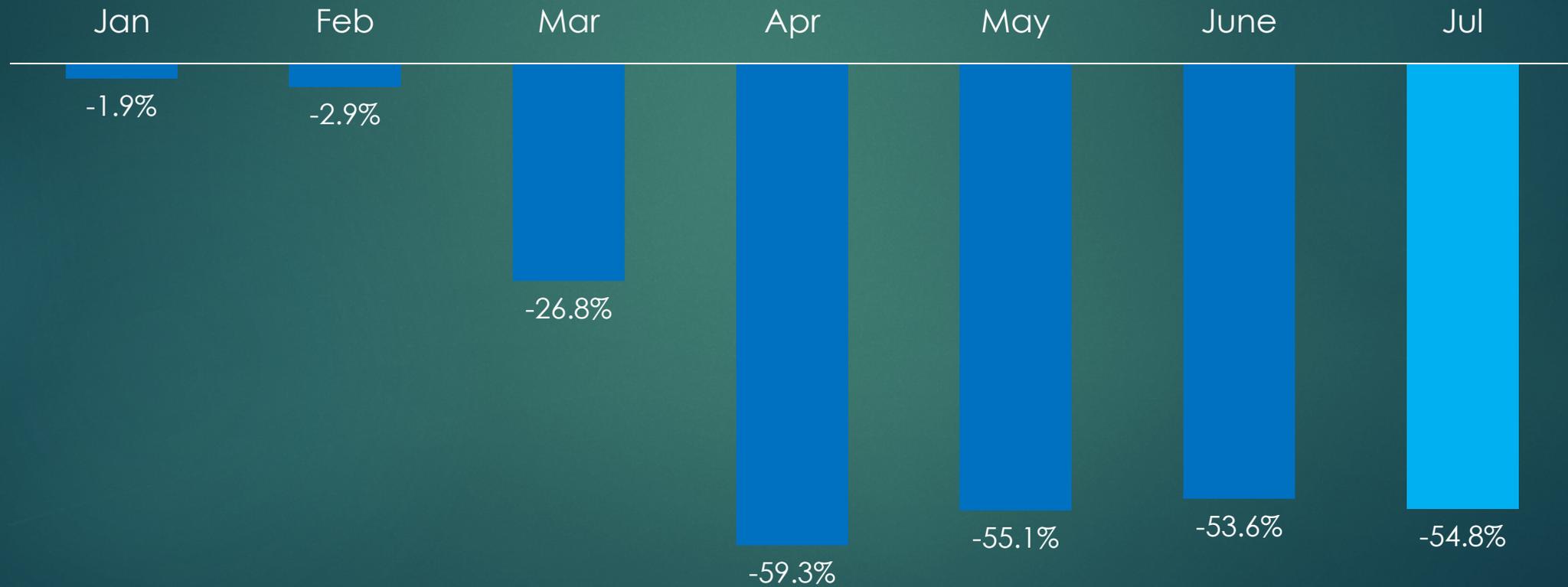
Percentage of Crashes: March and April 2019 vs March and April 2020

Crashes and Fatalities: 2019 vs 2020



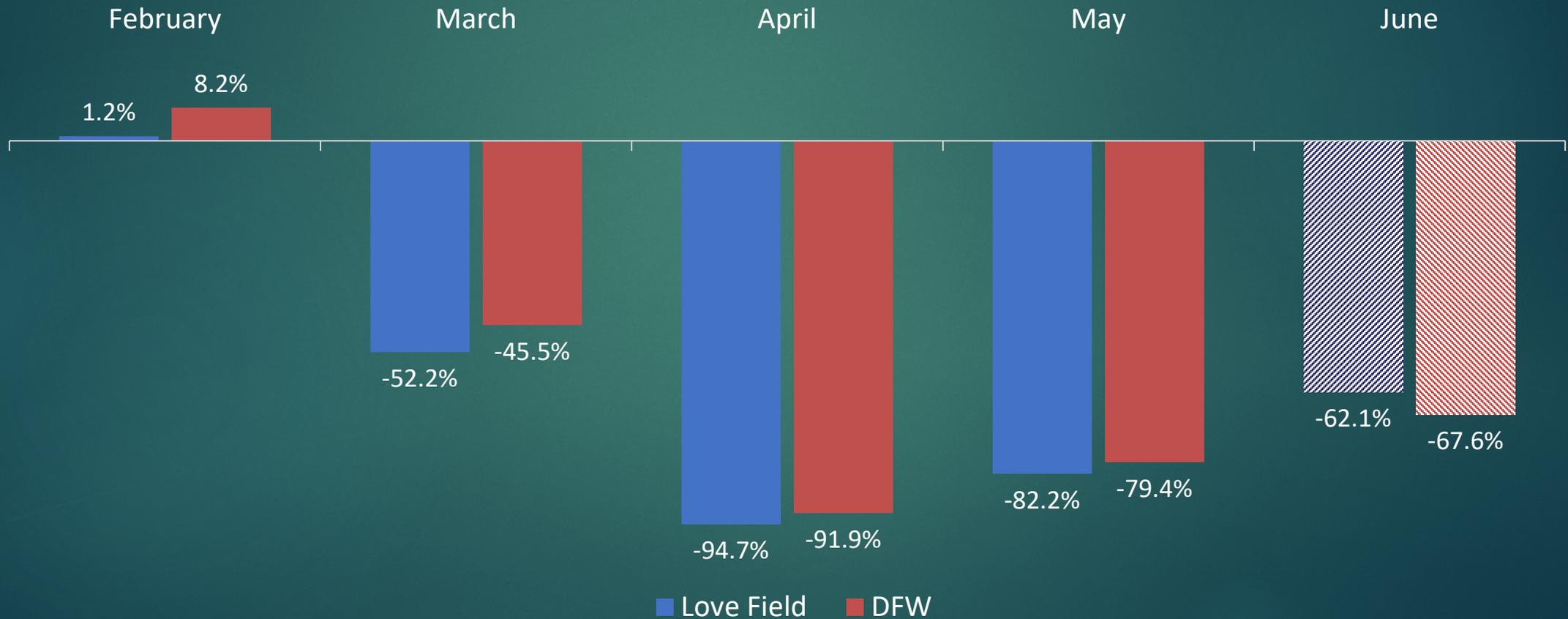
Transit Impacts: Ridership

Passenger Decrease : 2019 vs 2020



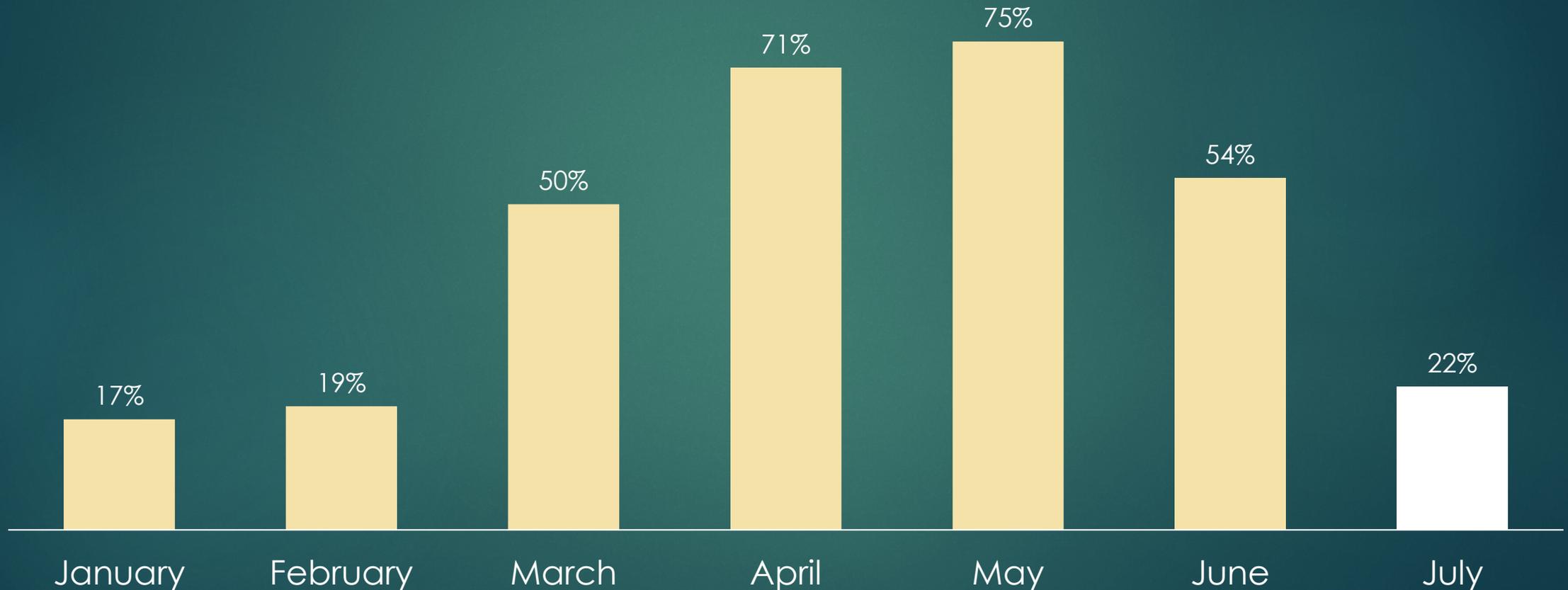
Airport Impacts: Passenger Trends

Change in Airport Passengers - 2019 vs 2020



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(r) 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

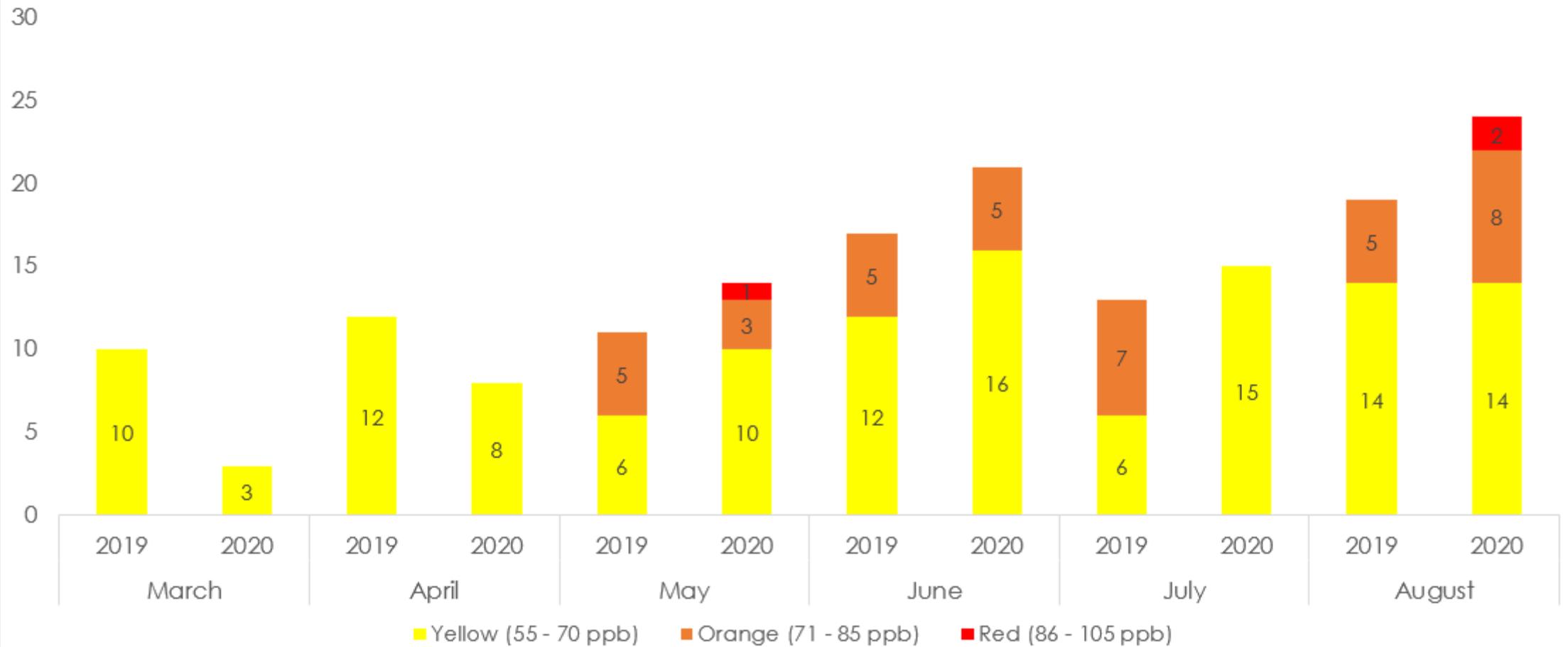
North Central Texas Ozone Comparison

		3 Year Design Value			
2017		2018	2019	2020*	
March	2 yellow days	8 yellow days	10 yellow days	3 yellow days	
	High: 62 at Eagle Mtn Lake	High: 63 at Denton	High: 66 at Cleburne	High: 64 at Pilot Point	
April	10 yellow days	16 yellow days	12 yellow days	8 yellow days	
	High: 68 at Dallas Hinton	2 orange days High: 81 at Dallas North High: 81 at Dallas Hinton	High: 69 at Greenville	High: 69 at Rockwall High: 69 at Grapevine	
May	15 yellow days	9 yellow days	6 yellow days	10 yellow days	
	5 orange days High: 80 at Dallas North High: 80 at Dallas Hinton	6 orange days 2 red days High: 92 at Eagle Mtn Lake	5 orange days High: 80 at Pilot Point	3 orange day 1 red day High: 86 at Grapevine Fairway	
June	6 yellow days	7 yellow days	12 yellow days	16 yellow days	
	4 orange days High: 84 at Cleburne Airport	2 orange days High: 85 at Dallas North	5 orange days High: 76 at Frisco High: 76 at Arlington Municipal High: 76 at Cleburne Airport	5 orange days High: 77 at Eagle Mountain Lake	
July	14 yellow days	14 yellow days	6 yellow days	15 yellow days	
	3 orange days High: 81 at Cleburne Airport High: 81 at Granbury	8 orange days 3 red days High: 92 at Grapevine Fairway	7 orange days High: 83 at Cleburne Airport	High: 69 at Dallas North	
August	11 yellow days	12 yellow days	14 yellow days	14 yellow days	
	3 orange days High: 83 at Grapevine Fairway	6 orange days 2 red days High: 91 at Parker County	5 orange days High: 84 at Keller	8 orange days 2 red days High: 89 at FT. Worth Northwest	

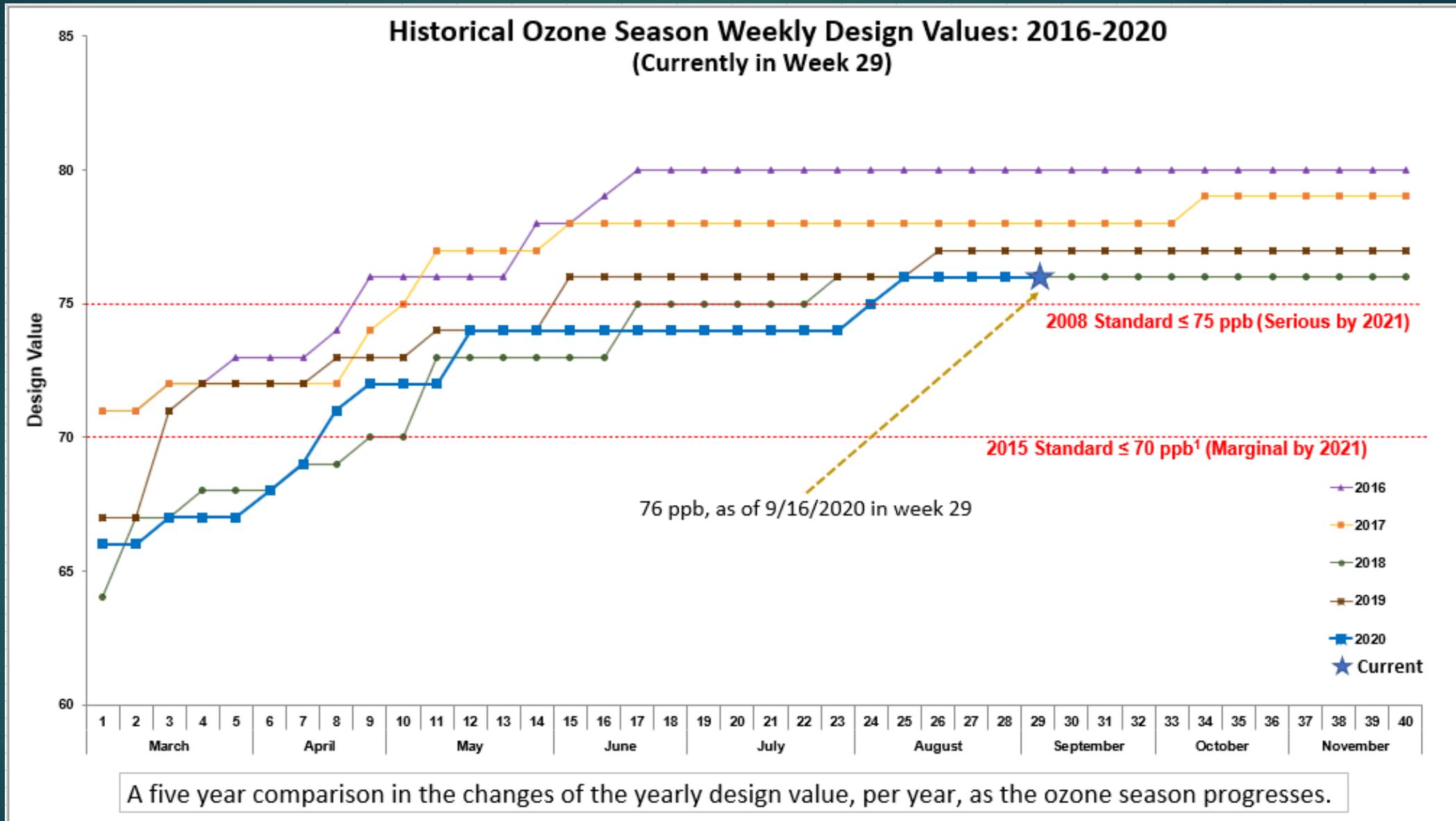
Data Source: TCEQ
Data Analysis: NCTCOG

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

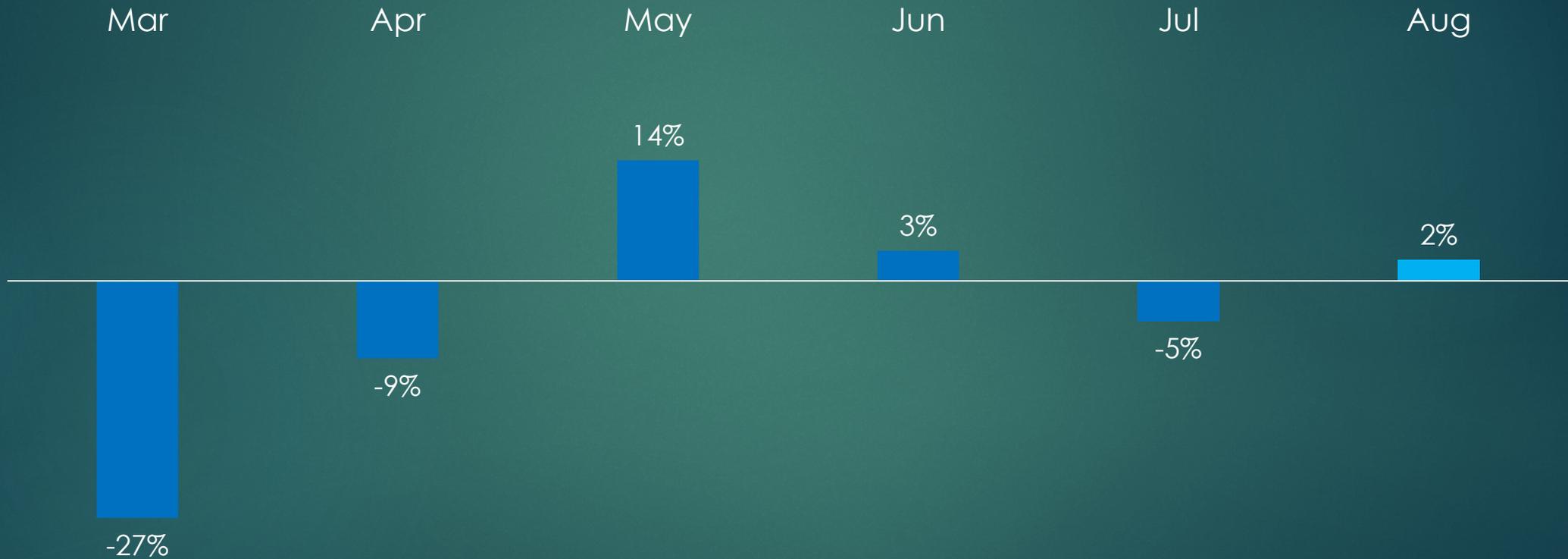
North Central Texas Ozone Exceedance Comparison: 2019-2020



Weekly Ozone Design Values, 2016-2020



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



*ozone levels are influenced by meteorological conditions: high temperatures, low winds, high UV index, limited rain, and little cloud coverage.

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



Air North Texas Partner Progress Report Guidelines: 2019-2020

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**
 - Link to official Air North Texas website on your organization's website
 - Website content development and/or content revision for your organization's website

- Provided content/information for the Air North Texas website
 - **Advertising content**
 - Promoted the Air North Texas campaign through social media posts and/or online videos
 - Placed Air North Texas brand/logo on printed materials
 - Placed Air North Texas ads in print, online, TV, radio, billboard and/or other sources
 - **Community involvement**
 - 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
 - Recruited and encouraged general public audience to sign up as an Air North Texas member through Air North Texas website
 - **Press content**
 - 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.)
 - 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)
 - Publicized your organization's involvement with the Air North Texas campaign
 - Published articles or other informational materials endorsing the partnership
 - **Arlo content**
 - Promoted the Air North Texas campaign by posting Arlo related content on social media posts
 - Placed images of Arlo on ads in print, online, TV, radio, billboard and/or other sources
 - 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

229 Commitments



WORK FROM HOME

220 Commitments



MAINTAIN CONSISTENT SPEED WHEN DRIVING

216 Commitments



STAY UP TO DATE ON VEHICLE MAINTENANCE, STATE EMISSIONS & SAFETY INSPECTION

206 Commitments



CONSERVE ELECTRICITY

186 Commitments



REDUCE IDLING WHEN DRIVING

183 Commitments



CONSERVE WATER

167 Commitments



ENSURE TIRES ARE PROPERLY INFLATED & MINIMIZE VEHICLE WEIGHT

151 Commitments



SIGN UP FOR AIR POLLUTION ALERTS

131 Commitments



CONSIDER ENERGY-EFFICIENT APPLIANCE REPLACEMENTS

118 Commitments



AVOID BURNING, INCLUDING GRILLING & BURNING TRASH

110 Commitments



DRIVE A FUEL-EFFICIENT VEHICLE

91 Commitments



POSTPONE MOWING ON OZONE ACTION DAY

76 Commitments



BICYCLE OR WALK INSTEAD OF DRIVING

66 Commitments



REPORT SMOKING, POLLUTING VEHICLES

65 Commitments



CONSIDER ELECTRIC OR ALTERNATIVE FUEL LAWN MOWER

49 Commitments



LOG YOUR COMMUTES AT TRYPARKINGIT.COM

24 Commitments



OTHER

248 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



Air North Texas Web Analytics

Visits

4,103

Decreased

By 58% compared to 2019

Avg. Time

1:10

Increased

By 45 seconds compared to 2019

Pageviews

6,406

Decreased

By 54% compared to 2019

New Visits

3,256

Decreased

By 55% compared to 2019



Visits By Device



1,525

74% decrease
compared to 2019



106

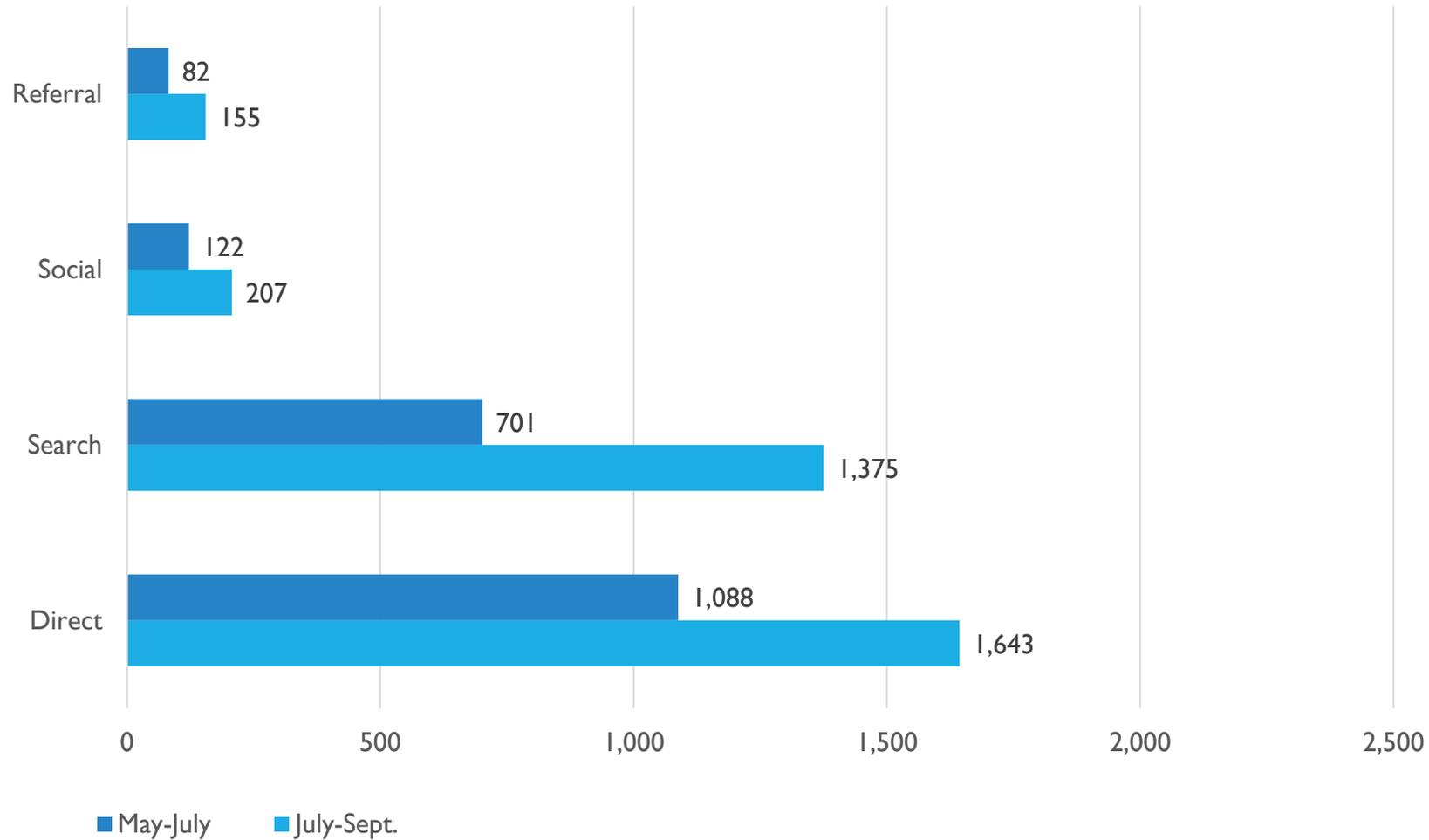
82% decrease
compared to 2019



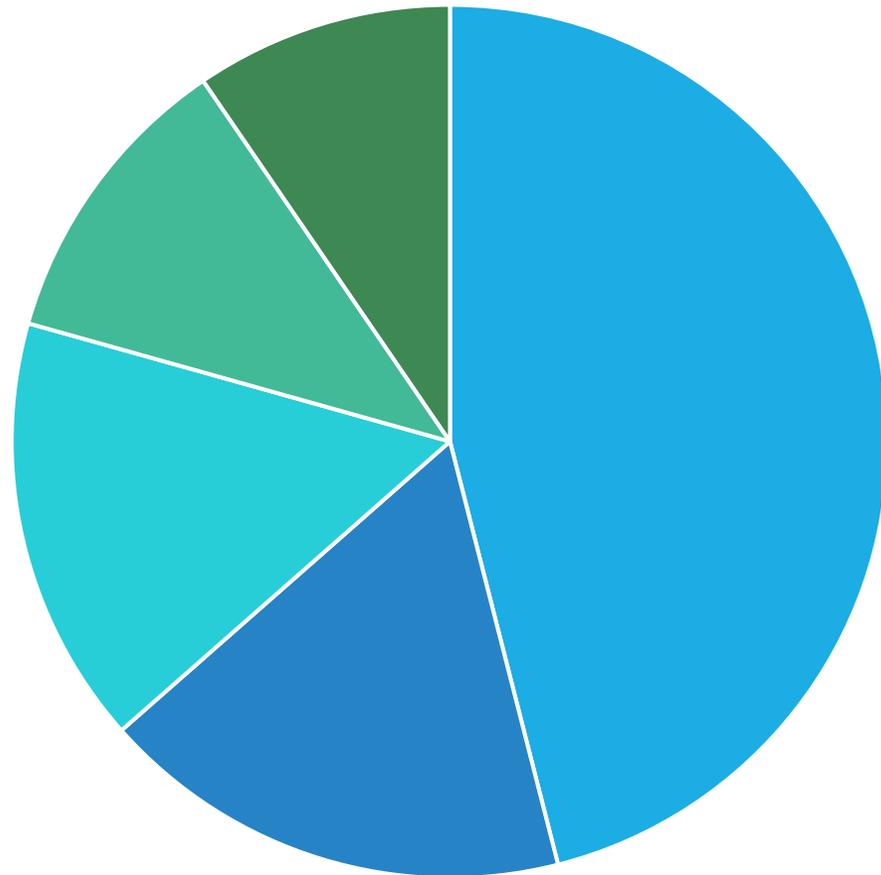
1,704

48% increase
compared to 2019

How Visitors Found Air North Texas

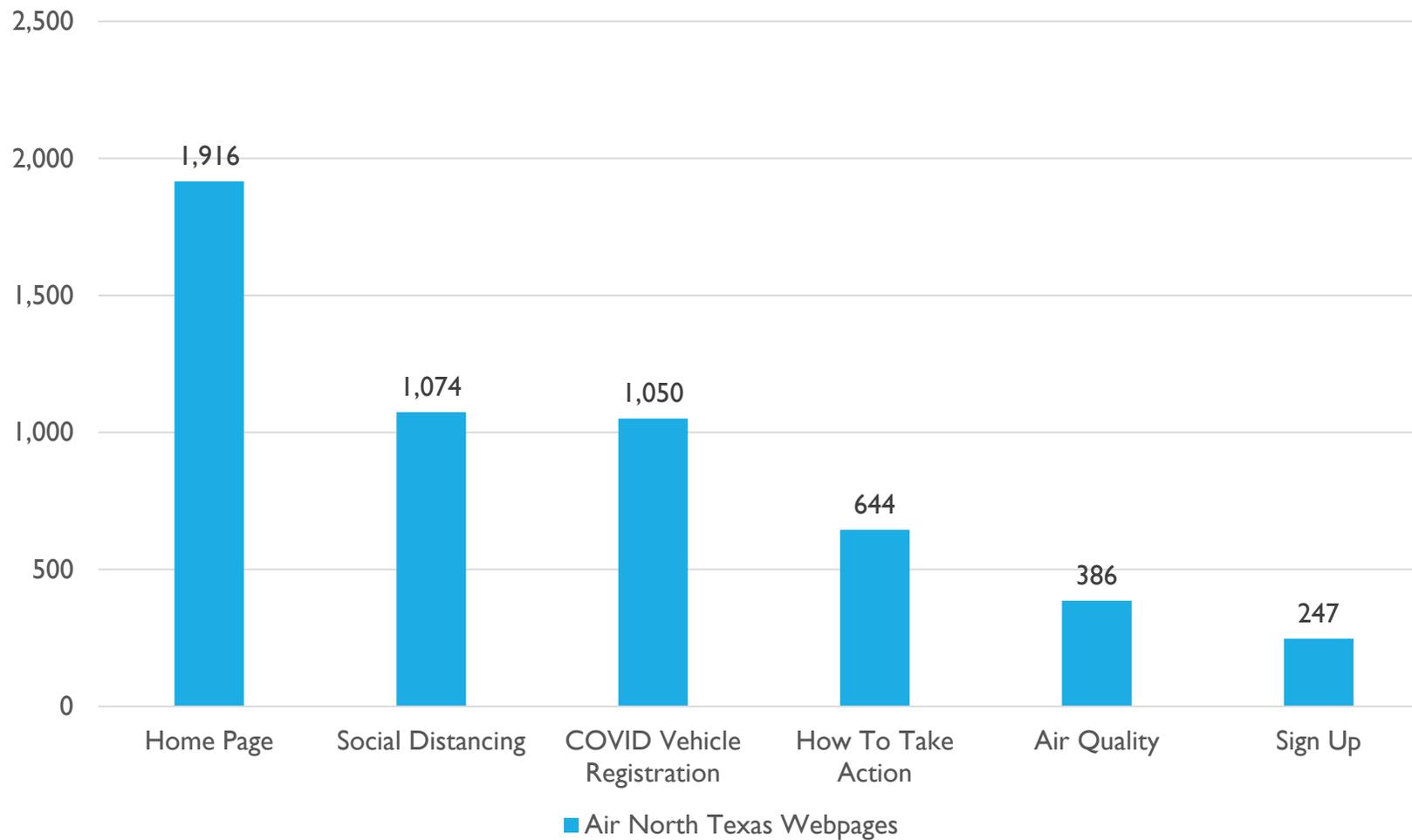


Top Directed Sites



- Lockheed Martin
- City of Grand Prairie
- DCCCD
- UNT Health Science Center
- City of Fort Worth

Top Pages Viewed





North Central Texas
Council of Governm
NCTCOG
Transportation
Department
@NCTCOGtrans



NCTCOGTransportation ✓
@NCTCOGtrans
The return to learning is in full swing across North Texas. Here are some indoor air quality tips for students and families. 🌿😊 airnorthtexas.org/single-post/20...



12:30 PM · Sep 8, 2020 · Twitter Web App



NCTCOGTransportation ✓
@NCTCOGtrans
Air North Texas Offers Air Quality Alerts, Ways To Reduce Emissions: richardsontoday.com/air-north-texa...



11:25 AM · Aug 31, 2020 · Twitter Web App

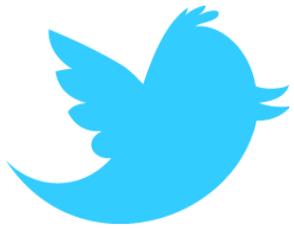


NCTCOGTransportation ✓
@NCTCOGtrans
Fall Allergies and Bad Air Pollution Days: airnorthtexas.org/single-post/20...



11:39 AM · Sep 4, 2020 · Twitter Web App





City of Grand Prairie - Municipal Government

@cityofgptx · Government Building

City of Grand Prairie - Municipal Government
20h · 🌐

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/IWQo50BitGF> #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/Bov950BitGE> #AirNTX

See Translation



Grand Prairie, TX
@gp_tx

Refresh the air in your home with these air quality tips!
Learn more tips at ow.ly/Fv5250Ann9B. #AirNTX

#GPTX #GrandPrairie



Grand Prairie, TX Retweeted
NCTCOGTransportation
@NCTCOGTrans

Ozone Action Day – DFW-area ozone on 8/18 is predicted to be at Level Red, unhealthy for sensitive groups. bit.ly/9nC9vy



4:29 PM · Aug 17, 2020 · Twitter Web App





City of Bedford, TX-City Services

@BedfordTX · Government Organization

B City of Bedford, TX-City Services
August 24 · 🌐

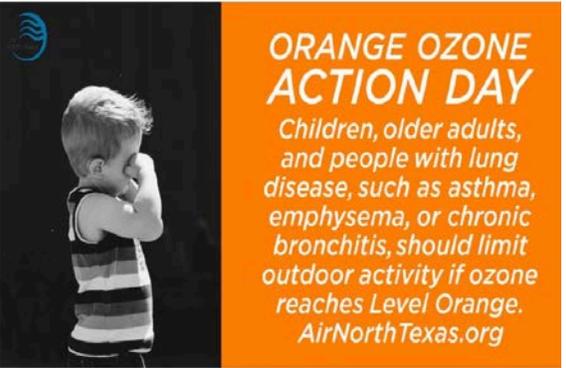
Ozone in the DFW area is predicted to be at Level Orange today. Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity. Current ozone information: <http://bit.ly/9nC9vy>. Consider a clean air choice: <http://bit.ly/2oAbaPt>.



👍👎👤 5 3 Comments 1 Share

B City of Bedford, TX-City Services
August 24 · 🌐

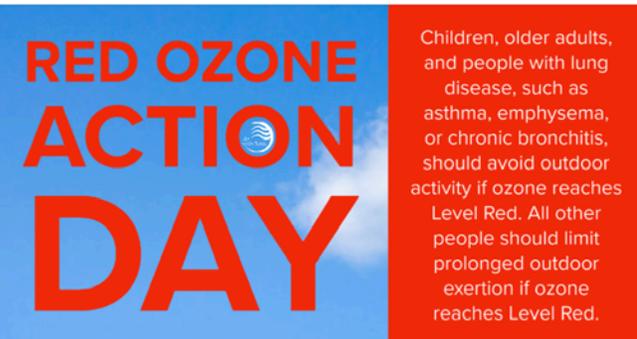
Ozone is predicted to be at Level Orange in the DFW area tomorrow. Children, older adults, and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity if ozone reaches Level Orange. Find out more at AirNorthTexas.org #AirNTX



👍👎👤 6 1 Share

B City of Bedford, TX-City Services
August 21 · 🌐

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



👍👎👤 7 10 Comments 1 Share

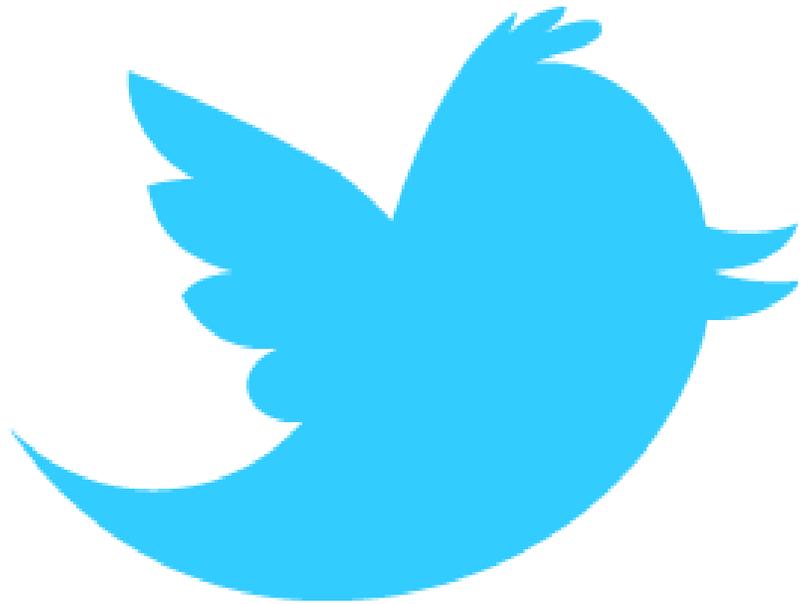
B City of Bedford, TX-City Services
August 3 · 🌐

This year, Clean Air Action Day is August 5, 2020. We are 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



👍 4





#AirNTX

ANTx NCTCOG Contacts

Kenny Bergstrom

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

Mindy Mize

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

Kimberlin To

Communications Coordinator
(817) 608-2362
kto@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>

