2016 OZONE SEASON

Eight-Hour Ozone Exceedance Days Based on 70 ppb Standard

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.

- Orange (71-75 ppb)
- Orange (76-85 ppb)
- Red (86-105 ppb)
- Purple (106+ ppb)

Exceedance Days

Ozone Season (Year)

1998: 34, 27, 21
1999: 28, 27, 17
2000: 28, 29, 11
2001: 19, 29, 11
2002: 6, 27, 17
2003: 4, 22, 16
2004: 3, 36, 24
2005: 2, 26, 24
2006: 2, 22, 18
2007: 11, 23, 14
2008: 11, 22, 16
2009: 5, 20, 13
2010: 3, 21, 10
2011: 5, 24, 28
2012: 4, 27, 24
2013: 11, 9, 12
2014: 15, 5, 3
2015: 5, 24, 5
2016: 5

*Not a full year of data, current as of 8/10/2016
Source: TCEQ, http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl
ppb = parts per billion
Design Value (ppb)

- 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 less than or equal to 70 parts per billion (ppb).

*Data not certified by the Texas Commission on Environmental Quality
^Not a full year of data, current as of 8/10/2016.

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 less than or equal to 70 parts per billion (ppb).

*Data not certified by the Texas Commission on Environmental Quality
^Not a full year of data, current as of 8/10/2016.

1997 Standard < 85 ppb (Revoked)

2008 Standard ≤ 75 ppb¹ (by 2017)

2015 Revised Standard ≤ 70 ppb (TBD; Moderate by 2024)
DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

Fiscal Year 2017-2019 Goal Update

REGIONAL TRANSPORTATION COUNCIL
AUGUST 11, 2016

Ken Kirkpatrick
FY2017-2019 DBE GOAL UPDATE

NCTCOG Policy and Current DBE Goal

NCTCOG Policy:
Award Fair Share of Contracts to Disadvantaged Business Enterprises

NCTCOG Transportation Department (US DOT-Assisted Contracting Opportunities):
25 Percent Overall DBE Participation Goal
Demonstration of Good-Faith Efforts
Certification of DBE Eligibility
Necessary to Update the Goal for Next Three Years
## FY2017-2019 DBE GOAL UPDATE

### DBE Availability Analysis

<table>
<thead>
<tr>
<th></th>
<th>Potential Awards (in $1,000s)</th>
<th>Total DBE Firms*</th>
<th>Total Firms*</th>
<th>Non-Weighted Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Planning/Engineering Services</td>
<td>$ 8,470</td>
<td>536</td>
<td>1,679</td>
<td>31.92%</td>
</tr>
<tr>
<td>Advertising/Public Relations and Outreach</td>
<td>$ 2,382</td>
<td>221</td>
<td>1,022</td>
<td>21.62%</td>
</tr>
<tr>
<td>Software Development/Computer Services</td>
<td>$ 817</td>
<td>182</td>
<td>2,229</td>
<td>8.17%</td>
</tr>
<tr>
<td>Equipment</td>
<td>$ 1,467</td>
<td>6</td>
<td>102</td>
<td>5.88%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$13,136</td>
<td>945</td>
<td>5,032</td>
<td>18.78%</td>
</tr>
</tbody>
</table>

Total Weighted Summary 25.67%

*Market Area is Dallas-Fort Worth Metropolitan Area*
## FY2017-2019 DBE GOAL UPDATE

### Historical Performance

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Contract Amount</th>
<th>DBE Goal</th>
<th>DBE Contract Percent</th>
<th>DBE Expenditure Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2010</td>
<td>$17,028,000</td>
<td>13%</td>
<td>22%</td>
<td>24.1%</td>
</tr>
<tr>
<td>2011-2013</td>
<td>$7,122,596</td>
<td>25%</td>
<td>27.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>2014-2016*</td>
<td>$14,485,947</td>
<td>25%</td>
<td>29.81%</td>
<td>31.69%</td>
</tr>
</tbody>
</table>

*through May 1, 2016
## FY2017-2019 DBE GOAL UPDATE

### Race Conscious & Race Neutral Participation

Race Conscious Participation:
- Achieved through DBE contract goals

Race Neutral Participation:
- Achieved without DBE contract goals

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Contract Expenditures</th>
<th>Total DBE Expenditures</th>
<th>Race Conscious Expenditures</th>
<th>Race Neutral Expenditures</th>
<th>Ratio of Race Conscious v. Race Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-2016</td>
<td>$8,061,597</td>
<td>$2,555,293</td>
<td>$1,443,164</td>
<td>$1,112,130</td>
<td>56:44</td>
</tr>
</tbody>
</table>
FY2017-2019 DBE GOAL UPDATE

Proposed Goal

<table>
<thead>
<tr>
<th>2017-2019 Contracting Opportunities</th>
<th>$13,136,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed Overall DBE Goal</td>
<td>25%</td>
</tr>
<tr>
<td>Race Conscious</td>
<td>14%</td>
</tr>
<tr>
<td>Race Neutral</td>
<td>11%</td>
</tr>
</tbody>
</table>

Goal Development Methodology and Supporting Materials Available at: http://www.nctcog.org/trans/programs/DBEProgram.asp
FY2017-2019 DBE GOAL UPDATE

Public Comments

Public Meetings (June)
  Positive Feedback and Comments
  Clarifying Questions

DBE Open House/Workshop (July)
  Positive Feedback and Comments
  Comments and Questions Focused on Process
## FY2017-2019 DBE GOAL UPDATE

### Schedule

<table>
<thead>
<tr>
<th>TASK</th>
<th>DATE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>STTC Meeting: Information Item</td>
<td>May 27</td>
<td>✔️</td>
</tr>
<tr>
<td>Notice to Public: Proposed DBE Goal</td>
<td>June 1</td>
<td>✔️</td>
</tr>
<tr>
<td>Public Meetings: Proposed DBE Goal</td>
<td>June 13-15</td>
<td>✔️</td>
</tr>
<tr>
<td>RTC Meeting: Information Item</td>
<td>June 16</td>
<td>✔️</td>
</tr>
<tr>
<td>Consultant/DBE Workshop</td>
<td>July 13</td>
<td>✔️</td>
</tr>
<tr>
<td>End of 45-Day Public Comment Period</td>
<td>July 21</td>
<td>✔️</td>
</tr>
<tr>
<td>STTC Meeting: Action Item</td>
<td>July 22</td>
<td>✔️</td>
</tr>
<tr>
<td>Submit Electronically to FTA</td>
<td>August 1</td>
<td>✔️</td>
</tr>
<tr>
<td>Draft DBE Goal for FY17-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RTC Meeting: Action Item</td>
<td>August 11</td>
<td></td>
</tr>
<tr>
<td>Executive Board: Action Item</td>
<td>August 25</td>
<td></td>
</tr>
<tr>
<td>Submit Electronically to FTA</td>
<td>August 26</td>
<td></td>
</tr>
<tr>
<td>Approved DBE Goal for FY17-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DBE Program Update and Goal</td>
<td>October 1</td>
<td></td>
</tr>
<tr>
<td>Effective October 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
QUESTIONS OR COMMENTS

Ken Kirkpatrick
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Emily Beckham
Grants and Contracts Supervisor
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RECOMMENDED MARKETING EFFORTS FOR DFW CONNECTOR PILOT PROGRAM

Regional Transportation Council
August 11, 2016

Ken Kirkpatrick, Counsel for Transportation
Mindy Mize, Program Manager, Transportation Marketing
Amanda Wilson, A.I.C.P., Public Information Manager, Community Outreach
BACKGROUND

TollTag Users Have a Higher Payment Rate than ZipCash Users

Pilot Initiated at RTC Suggestion to TxDOT

Test Ability to Cover Collection Risk for Pay-by-Mail/ZipCash Users

Periodically Increase Pay-by-Mail Surcharge (at 90, 180 days)

Market-Driven Approach to Increase Toll Tag Usage (currently 70% TollTag/30% Zip Cash on DFW Connector)

Potential to Apply Lessons Learned to IH 35W Corridor (TxDOT has Collection Risk)
RECOMMENDED MARKETING EFFORTS FOR DFW CONNECTOR PILOT PROGRAM

TollPerks for New TollTag Customers

Prize Giveaways

Preloaded TollTags to Targeted Areas

TollTag Sales at Inspection Stations in Targeted Areas

TollTag Sales at Car Dealerships in Targeted Areas
REQUESTED ACTION

Request Approval of Up To $300,000 to Implement DFW Connector TollTag Marketing Efforts

Source of Funds: Regional Toll Revenues (Regional Pool)

Administratively Modify the TIP/STIP and Any Other Necessary Administrative or Planning Documents
CONTACT INFORMATION

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TOLLPERKS FOR NEW TOLLTAG COSTUMERS

Concept
TollPerks Points can be Redeemed for Exclusive Rewards from Dallas-Fort Worth area Merchants

Additional TollPerks are Given to New TollTag Customers

TollTag Must be Tied to a Credit Card/Bank Account

Market in Concert with Prize Giveaway

Estimated Cost
See Prize Giveaway Information
PRIZE GIVEAWAYS

Concept

One or More Grand Prizes for a Vacation Destination or North Texas Area Sporting Team Given Away

New TollTag Customers are Entered into Drawing

TollTag Must be Tied to a Credit Card/Bank Account

Use Advertising Such as Billboards Along DFW Connector and Online/Digital Ads

Estimated Cost

Prize Pool: $5,000
Marketing: $40,000
Concept

Preloaded TollTags are Offered to High Use ZipCash Customers in Average to Low Income Zip Codes Using the DFW Connector

$20 Credit is Offered, but TollTag Must be Tied to a Credit Card/Bank Account

Use Direct Mail Piece to Advertise to Target Group of ZipCash Users on DFW Connector

Target 10,000 Users

Estimated Costs

Incentives up to $200,000
Staff/Marketing up to $30,000
TOLLTAG SALES AT INSPECTION STATIONS IN TARGETED AREAS

Concept

TollTag Package are Offered to Costumers Going Through Annual Inspection Process

TollTag Must be Tied to a Credit Card/Bank Account

Target Inspection Stations Where Highest Concentration of Users of the DFW Connector Live

Participating Inspection Stations Will Receive $5 per TollTag Sold Through NTTA

Joint RTC/NTTA Staff Communication/Coordination Effort

Estimated Cost

$10,000
**Concept**

TollTag Package is Offered to Purchasers of Vehicles as a Part of Dealer Benefits Package (e.g. Free Oil Changes)

TollTag Must be Tied to a Credit Card/Bank Account

Target Dealerships Around Highest Concentration of DFW Connector Users

Dealership Will Receive Incentive for Participating ($5 per tag Through NTTA)

Joint RTC/NTTA Staff Communication/Coordination Effort

**Estimated Cost**

$10,000
REGIONAL 10-YEAR PLAN/PRIORITIES

Regional Transportation Council
August 11, 2016
BACKGROUND

• In 2004, Category 2 funds were received through FY 2020
  • Category 2 Funds are used to implement mobility and capacity projects
  • Additional Category 2 funds have not been allocated to the region since that time.

• The Regional Transportation Council (RTC) programmed Category 2 funds by creating a 10-year project priorities map.
  • Staff proposes to follow a similar, but new performance-based process for selecting the next round of Category 2 funds.

• In June 2016, the Texas Transportation Commission (TTC) announced that new Category 2 funds would be allocated for FY 2017 to FY 2027.
  • Proposition 1 funds were previously placed into Category 2, for ease of implementation
  • Future Category 2 funds will include Proposition 1 and Proposition 7 allocations
HB 20, passed by the 84th Texas Legislature, required the Texas Department of Transportation (TxDOT) and Metropolitan Planning Organizations (MPOs) to:

- Develop a 10-year plan for the use of allocated funds
- Use performance based planning and project selection
- Develop criteria that consider:
  - Congestion
  - Safety
  - Economic development opportunities
  - Available funding
  - Effects on the environment, including air quality
  - Socioeconomic effects, including adverse health or environmental effects on minority or low-income neighborhoods
  - Any other factors deemed appropriate by the planning organization
PROPOSED 10-YEAR PLAN
DEVELOPMENT PROCESS

1. Inventory and reassess projects from previous 10-year planning efforts (Electronic Item 9.1)
2. Coordinate with TxDOT Districts to assess project timing and estimated construction costs
3. Review the 2027 network year of Mobility 2040 (the current Metropolitan Transportation Plan (MTP)) to identify the next set of candidate priority projects
4. Review and refine performance measures used to develop Mobility 2040 for use in this effort
5. Develop draft map and project listing
6. Coordinate map with other entities selecting projects
7. Create a “system” of improvements
8. Financially constrain project listing/map of projects
9. Follow regular public involvement and committee approval process
10. Transmit final plan to TxDOT/TTC
Current Status as of August 2016

Legend
- Freeways
- Other Highways / Roadways
- County Boundary
- Metropolitan Planning Area Boundary

* If on the same roadway as a completed or under construction project, the completed/under construction portion refers to the interim stages and the future need portion refers to the ultimate project.
PERFORMANCE MEASURES UNDER CONSIDERATION

• During the development of Mobility 2040, all limited access facilities in the region were evaluated using a technical, data-driven approach

• Performance measures were developed in response to MAP-21 national goals

• Scores were used to rank and prioritize improvements in Mobility 2040

• Staff proposes to use similar performance measures to prioritize improvements in response to the HB 20 10-year plan requirements
PERFORMANCE MEASURES UNDER CONSIDERATION, CONT.

• Below are the Mobility 2040 performance measures:

<table>
<thead>
<tr>
<th>Performance Measure Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Volume/Roadway Capacity</td>
</tr>
<tr>
<td>Speed</td>
</tr>
<tr>
<td>Crash Rate</td>
</tr>
<tr>
<td>Pavement Conditions</td>
</tr>
<tr>
<td>Basic Employment</td>
</tr>
<tr>
<td>Number of Trucks</td>
</tr>
<tr>
<td>Environmental Justice Index</td>
</tr>
<tr>
<td>Planning Status, Funding Availability, Constraints, and System</td>
</tr>
<tr>
<td>Continuity</td>
</tr>
</tbody>
</table>
CONTACT/QUESTIONS?

MTP Coordination:

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Project Funding:

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Adam Beckom, AICP
Principal Transportation Planner
Ph: (817) 608-2344
abeckom@nctcog.org
<table>
<thead>
<tr>
<th>AGENCY</th>
<th>ACTION</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STTC</td>
<td>Information – Mobility 2040 and 2016 Transportation Conformity</td>
<td>December 4, 2015</td>
</tr>
<tr>
<td>RTC</td>
<td>Information – Mobility 2040 and 2016 Transportation Conformity</td>
<td>January 14, 2016</td>
</tr>
<tr>
<td>NCTCOG</td>
<td>Public Meetings and Start of Public Comment Period on Mobility 2040 and 2016 Transportation Conformity</td>
<td>January-February 2016</td>
</tr>
<tr>
<td>STTC</td>
<td>Action – Endorsement of Mobility 2040 and 2016 Transportation Conformity</td>
<td>February 26, 2016</td>
</tr>
<tr>
<td>RTC</td>
<td>Action – Endorsement of Mobility 2040 and 2016 Transportation Conformity and End of Public Comment Period on Mobility 2040 and 2016 Transportation Conformity</td>
<td>March 10, 2016</td>
</tr>
<tr>
<td>EPA, FHWA, TCEQ, TxDOT</td>
<td>Begin 90 Day Partner Review of 2016 Transportation Conformity</td>
<td>March 11, 2016</td>
</tr>
<tr>
<td>NCTCOG</td>
<td>US 67/IH 35E TCM Substitution Public Comment Period Begins</td>
<td>April 11, 2016</td>
</tr>
<tr>
<td>STTC</td>
<td>Approve the RTC’s Intent to Adopt a Resolution Indicating Concurrence on the TCM Substitution</td>
<td>April 22, 2016</td>
</tr>
<tr>
<td>RTC</td>
<td>Adopt a Resolution Approving TCM Substitution</td>
<td>May 12, 2016</td>
</tr>
<tr>
<td>EPA and TCEQ</td>
<td>Send TCM Substitution Concurrence Letters to FHWA, FTA, and TxDOT</td>
<td>Late May, 2016</td>
</tr>
<tr>
<td>STTC</td>
<td>Action – Endorsement of the 2016 Transportation Conformity for Mobility 2040 and Associated TIP, Incorporating the TCM Substitution</td>
<td>May 27, 2016</td>
</tr>
<tr>
<td>RTC</td>
<td>Action – Endorsement of the 2016 Transportation Conformity for Mobility 2040 and Associated TIP, Incorporating the TCM Substitution</td>
<td>June 16, 2016</td>
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<tr>
<td>US DOT</td>
<td>Estimated 2016 Transportation Conformity Determination</td>
<td>June 2016</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td></td>
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<tr>
<td>----------------------------------------------------------------------</td>
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<tr>
<td>TCEQ Commission Approval</td>
<td>August 3, 2016</td>
<td></td>
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<tr>
<td>Addition of Hood County</td>
<td></td>
<td></td>
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<tr>
<td>State Recommendations Due to EPA</td>
<td>October 2016</td>
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</tr>
<tr>
<td>EPA Final Nonattainment Designations</td>
<td>October 2017</td>
<td></td>
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<tr>
<td>Effective Date of Final Designations</td>
<td>December 2017</td>
<td></td>
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<tr>
<td>State Implementation Plan Due</td>
<td>December 2020</td>
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<tr>
<td>Attainment Date</td>
<td>Marginal – Extreme</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2020 – 2037</td>
<td></td>
</tr>
</tbody>
</table>

Note: Dates are anticipated, and subject to change; [https://www.epa.gov/ozone-pollution/2015-ozone-naags-timelines](https://www.epa.gov/ozone-pollution/2015-ozone-naags-timelines)  
ppb = parts per billion
2015 EIGHT-HOUR OZONE STANDARD

Nonattainment Recommendations (≤70 ppb)

Legend
- Counties Designated as Nonattainment Under 2008 Eight-Hour Ozone Standard
- Counties Recommended Nonattainment Under 2015 Eight-Hour Ozone Standard
- Metropolitan Planning Area

2013-2015 Design Value (ppb)*
- 0 - 54 ppb
- 55 - 70 ppb
- 71 - 85 ppb

North Central Texas Council of Governments
August 2016
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NCTCOG Ozone Updates: www.nctcog/ozone