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)**

^Not a full year of data.

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
Design Value (ppb) \(^1\)

1 Atainment 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).

\(^2\)Not a full year of data.

1997 Standard < 85 ppb (Revoked)

2008 Standard ≤ 75 ppb\(^1\) (by 2017)

2015 Standard ≤ 70 ppb (TBD; Marginal by 2022)

As of July 10, 2017

Source: NCTCOG TR Dept
TOLL MANAGED LANE
DATA MONITORING

Regional Transportation Council

July 13, 2017

Dan Lamers, P.E.
TOLL MANAGED LANE
DATA MONITORING

Cumulative December 2013 – April 2017

How much HOV 2+ Subsidy has the RTC been responsible for?

$1,349,808 as of April 2017

How much of the Vanpool Toll reimbursement has the RTC been responsible for?

$ 2,717 from October 2014 – April 2017

How long can the RTC keep the HOV policy at 2+?

For now, it remains 2+ and it will continue to be monitored quarterly

Have there been any additional NTTA customer service needs?

No, minimal impact

Have the speeds on the Toll Managed Lane facilities dropped below 35 mph?

No
## TOLL MANAGED LANE DATA MONITORING

### Cumulative December 2013 – April 2017

<table>
<thead>
<tr>
<th>Facility</th>
<th>HOV 2+ Subsidy Costs</th>
<th>NTTA Customer Service (Additional Needs)</th>
<th>Project Performance Events (Speeds &lt; 35 mph)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North Tarrant Express</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SH 183/121 from IH 35W to SH 121</td>
<td>$606,303</td>
<td>Negligible</td>
<td>0</td>
</tr>
<tr>
<td><strong>LBJ Express</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• IH 635 from Preston Road to Greenville Avenue</td>
<td>$743,505</td>
<td>Negligible</td>
<td>0</td>
</tr>
<tr>
<td>• IH 35E from Loop 12 to IH 635</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DFW Connector</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SH 114 from Kimball Avenue to Freeport Parkway</td>
<td>N/A</td>
<td>Negligible</td>
<td>0</td>
</tr>
<tr>
<td><strong>IH 30 Managed Lanes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IH 30 from SH 161 to Westmoreland Road</td>
<td>N/A</td>
<td>Negligible</td>
<td>0</td>
</tr>
<tr>
<td><strong>IH 35E Managed Lanes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IH 35E from FM 2181 (Teasley) to LBJ</td>
<td>N/A</td>
<td>Negligible</td>
<td>0</td>
</tr>
</tbody>
</table>
Cotton Belt Rail Line: Regional Planning Perspective

Michael Morris, P.E.
Regional Transportation Council
July 13, 2017
Long-Standing Priority

Recognized need for cross-region rail transit in the long-range plan since 1986 (Mobility 2000)

Addison is an original member of DART and has been awaiting rail service since joining in 1983

Mobility 2040 included RTC Policy Position on Transit Implementation in the Cotton Belt Corridor (P16-01)
We’re Halfway There
AM Peak Roadway Congestion in the Corridor (Video)
Over two-thirds of Cotton Belt riders will transfer to or from other rail lines.
Impact Tomorrow

2040 ridership over 5.5 million annually (21,296 daily)

Busiest commuter rail in the region

Fourth busiest rail line overall (behind DART’s Red, Green, and Blue light rail lines)
Airport Trip Generation in 2040

Ratio of Airport Trips to Share of Population

[Map showing the ratio of airport trips to population share in different areas, with numbers 0.90, 1.00, 1.18, and 1.25 indicated on the map.]
Innovative Funding

Coincident solicitations and project awards

Promotes private sector innovation in the design and construction of the rail corridor and rolling stock

Maximizes opportunities for leveraging value capture

Catalyst for next generation urban space
Air Quality Benefits

$\text{NO}_x$ emissions reduction = 79.92 lbs/day

VOC emissions reduction = 37.47 lbs/day

Daily Automobile VMT reduction = 113,124.35 miles
2017-2018 CMAQ/STBG* FUNDING: TRANSIT PROGRAM

Regional Transportation Council
July 13, 2017

* Congestion Mitigation and Air Quality Improvement Program/Surface Transportation Block Grant
CMAQ/STBG PROJECT FUNDING PROGRAMS

• The Programs include:
  • Federal/Local Funding Exchanges
  • Automated Vehicle Program
  • Strategic Partnerships
  • Planning and Other Studies
  • 10 Year Plan/Proposition 1 Adjustments
  • Sustainable Development Phase 4: Turnback Program, Context Sensitive, Transit Oriented Development (TOD) Projects

• **Transit Program**
  • Assessment Policy Program(s)/Project(s)
  • Local Bond Program Partnerships
  • Safety, Innovative Construction, and Emergency Projects
  • Management and Operations (M&O), NCTCOG-Implemented, and Regional/Air Quality Programs
**CMAQ/STBG FUNDING PROGRAM: TRANSIT PROGRAM**

<table>
<thead>
<tr>
<th>Description/Purpose</th>
<th>To assist regional partners with innovative transit projects and provide alternative modes of transportation throughout the region.</th>
</tr>
</thead>
</table>
| Current Requests    | • High-Intensity Bus Transit in the IH 30 and IH 35W Corridor  
                      • Cotton Belt Corridor  
                      • Carpenter Ranch Station- Irving |
| Next Steps          | Anticipated for action in Summer or Fall 2017. |
**PROPOSED TRANSIT PROJECTS**

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Agency</th>
<th>Proposed FY</th>
<th>Proposed Federal Funding^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton Belt Corridor Regional Rail Project (#4) from DFW Terminal B to Shiloh Station in Plano^1</td>
<td>DART</td>
<td>2019</td>
<td>$20,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2020</td>
<td>$40,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2021</td>
<td>$30,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2022</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Regional Trail Connections to the Future Cypress Waters Cotton Belt Rail Station</td>
<td>Dallas County</td>
<td>2019</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>7th Street District Circulator Electric Buses and charging stations (in Fort Worth)</td>
<td>FWTA</td>
<td>2018</td>
<td>$2,880,000^3</td>
</tr>
<tr>
<td>IH 30 High Intensity Bus Pilot Service from the western terminus of IH 30 managed lanes to Downtown Dallas</td>
<td>DART^4</td>
<td>2018</td>
<td>$13,000,000^5</td>
</tr>
<tr>
<td>IH 35W High Intensity Bus Pilot Service from the Fort Worth Intermodal Transportation Center to Texas Health Presbyterian Park-n-Ride in Denton</td>
<td>FWTA/DCTA</td>
<td>2019</td>
<td>$1,000,000^5</td>
</tr>
<tr>
<td>Legacy Transportation Management Association (TMA)</td>
<td>Plano</td>
<td>2018</td>
<td>$300,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2019</td>
<td>$400,000</td>
</tr>
<tr>
<td>Carpenter Ranch Station on the Orange Line in Irving</td>
<td>DART</td>
<td>2020</td>
<td>$8,800,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>129,380,000</strong></td>
</tr>
</tbody>
</table>

^1 This project replaces the $100M placeholder in the Transportation Improvement Program (TIP) with the actual project to be implemented; NCTCOG staff is coordinating with Coppell and the Dallas Fort Worth International Airport regarding their participation in the corridor. This funding partnership is contingent upon utilization of an innovative financing/procurement process.

^2 Requires a 20% Local Match or for individual agencies to use their Transportation Development Credits (TDCs).

^3 An additional $1,720,000 is funded with an existing Federal Transit Administration grant for a total of $4,600,000.

^4 To be refined through future coordination efforts with transit agencies.

^5 Propose to move buses from one corridor to the other with phased pilot service.
2017-2018 CMAQ/STBG: Transit Program

Legend
- Major Highways / Roadways
- Other Highways / Roadways
- County Boundary
- Bus Service
- Rail Line
- Rail Station
- Transportation Management Association (TMA)
- Regional Trail Connection to Rail Station

Dallas CBD

Fort Worth CBD

North Central Texas Council of Governments

June 2017
# TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>STTC Information</td>
<td>May 26, 2017</td>
</tr>
<tr>
<td>RTC Information</td>
<td>June 8, 2017</td>
</tr>
<tr>
<td>STTC Action</td>
<td>June 23, 2017</td>
</tr>
<tr>
<td>Public Meeting on Transit Program of Projects</td>
<td>June 13, 14, &amp; 20, 2017</td>
</tr>
<tr>
<td>RTC Action</td>
<td>July 13, 2017</td>
</tr>
<tr>
<td>Public Meeting on Cotton Belt and Innovative Funding</td>
<td>August 2017</td>
</tr>
</tbody>
</table>
ACTION REQUESTED

• RTC approval of:
  • The proposed list of projects to fund through the 2017-2018 CMAQ/STBG: Transit Program.
  • Administratively amending the 2017-2020 Transportation Improvement Program (TIP)/Statewide Transportation Improvement Program (STIP) and other planning/administrative documents to incorporate these changes.
QUESTIONS?

Adam Beckom, AICP
Principal Transportation Planner
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abeckom@nctcog.org

Christie J. Gotti
Senior Program Manager
817-608-2338
cgotti@nctcog.org
FY2018 and FY2019 Unified Planning Work Program and Studies to Fund through the CMAQ/STBG Funding Program

Regional Transportation Council
July 13, 2017

http://www.nctcog.org/trans/admin/upwp
Unified Planning Work Program

Task 1 – Administration and Management
Task 2 – Transportation Data Development and Maintenance
Task 3 – Short-Range Planning and Programming, and Air Quality and Transit Operations
Task 4 – Metropolitan Transportation Plan
Task 5 – Special Studies and System Operations

Implemented through:
• 28 Subtasks
• 150-200 Programs and Projects

Funded through:
• 20 Revenue Sources
• 141 Grants

Exhibit I-8 – UPWP Policies
Cooperative Planning Agreement

Memorandum of Agreement Between the Dallas-Fort Worth Metropolitan Planning Organization, the Texas Department of Transportation, and the Public Transportation Operators

Metropolitan Planning Organization (Regional Transportation Council with the North Central Texas Council of Governments)

Texas Department of Transportation Dallas, Fort Worth, and Paris Districts

Dallas Area Rapid Transit

Fort Worth Transportation Authority

Denton County Transportation Authority

North Texas Tollway Authority

Collin County Toll Road Authority

Dallas/Fort Worth International Airport

Cities of Arlington, Grand Prairie, McKinney and Mesquite
## 2017-2018 CMAQ/STBG Funding Program: Proposed Planning and Other Studies

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Fiscal Year</th>
<th>Federal Funding Source</th>
<th>Match to Federal Funds</th>
<th>Total Federal Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harry Hines Corridor Conceptual Study and Preliminary Design</td>
<td>2019</td>
<td>STBG</td>
<td>Local Funds</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>McKinney Avenue Transit Authority M-Line Extension to Knox Street Feasibility Study</td>
<td>2018</td>
<td>STBG</td>
<td>Local Funds/Transportation Development Credits (TDCs)(^1)</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>High Speed Rail Core Express(^2)</td>
<td>2018</td>
<td>STBG</td>
<td>TDCs(^3)</td>
<td>$2,000,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$4,000,000</strong></td>
</tr>
</tbody>
</table>

---

1: The City of Dallas may wish to use TDCs being allocated to the City through the MTP Policy Bundle effort.
2: In addition to the $3,000,000 previously funded for a total of $5,000,000
3: Regional TDCs
Summary of Total Funding

Estimated Total Funding (all sources): $170,727,340
### Unified Planning Work Program
**FY2018 and FY2019 Funding Summary**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2018 and FY2019 US FTA (Sec. 5303)</td>
<td>$ 5,596,327</td>
</tr>
<tr>
<td>FY2018 and FY2019 US FHWA (Estimated PL)</td>
<td>$14,910,150</td>
</tr>
<tr>
<td>FY2017 US FHWA (Estimated PL-Carryover)</td>
<td>$ 5,981,498</td>
</tr>
<tr>
<td>Total Transportation Planning Funds</td>
<td>$26,487,975</td>
</tr>
<tr>
<td>Anticipated Expenditures</td>
<td>$22,664,000</td>
</tr>
<tr>
<td>PL Balance to Carry Over to FY2020</td>
<td>$ 3,823,975</td>
</tr>
</tbody>
</table>
Requested RTC Action

Approve the FY2018 and FY2019 Unified Planning Work Program, including:

- the three studies proposed for funding under the Planning and Other Studies Portion of the 2017-2018 CMAQ/STBG Funding Program; and
- reaffirmation of the UPWP Policies contained in Exhibit I-8 of the Work Program.

And

Direct staff to administratively amend the Transportation Improvement Program/Statewide Transportation Improvement Program.
LEGISLATIVE UPDATE AND BILL SUMMARY

Regional Transportation Council
July 13, 2017

Amanda Wilson, AICP
North Central Texas Council of Governments
Federal Legislative Update

FY18 Appropriations

- House Subcommittee Action – proposed 3.7% funding cut from current year
- Cuts all funding for TIGER, cuts to transit Capital Investment Grants program, $100 million for automated vehicle research
- Next step: full House Appropriations Committee action
Federal Legislative Update

Federal Infrastructure for Rebuilding America (INFRA) Grant Program

◦ Formerly known as the FASTLANE program
◦ Projects addressing critical issues facing highways and bridges
◦ Four key objectives: economic vitality; leveraging non-federal funding sources; use of innovative approaches; performance measurement to achieve desired outcomes
◦ $1.5 billion available
◦ Continues emphasis on economic development, mobility and safety
State Legislative Update

Bill summary of transportation legislation has been completed, see Electronic Item 6.2

**SB 1004** Relating to the deployment of network nodes in public right-of-way; authorizing fees
  - Included as Handout Reference Item 6.2.1

Funding for LIRAP and LIP vetoed by Governor

Special session scheduled to begin July 18 – 20 items included in the call
Potential Federal-State Mismatch

Federal government white paper focused on leveraging through public-private partnerships

New INFRA grants available with key objective of leveraging

Texas continuing pay-as-you-go trend with no new public-private partnerships authorized

RTC action during regular session to support contingency PPPs to participate in federal programs
RTC Action Requested

Approve a Letter to Governor Abbott:

Requesting that the Governor add an item to the Special Session call to allow, as a contingency to take advantage of federal initiatives that arise during the Interim, the tools necessary to make sure North Texas does not get overlooked on any federal transportation initiatives.
Contact Information

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(817) 704-2545

Amanda Wilson, AICP
Program Manager
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(817) 695-9284

www.nctcog.org/trans/legislative
## NCTCOG 16-County Crash and Fatality Data

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Crashes</strong></td>
<td>90,844</td>
<td>100,039</td>
<td>106,655</td>
<td>118,942</td>
<td>132,599</td>
<td>11.48%</td>
</tr>
<tr>
<td><strong>Total Fatalities</strong></td>
<td>528</td>
<td>583</td>
<td>619</td>
<td>651</td>
<td>778</td>
<td>19.51%</td>
</tr>
</tbody>
</table>

Source: TxDOT’s Crash Records Information System (CRIS) current as of 2/8/17
2016 Crash Rates By County

- Wise: 21.97, VMT: 174,553
- Denton: 71.54, VMT: 7,047,027
- Collin: 50.23, VMT: 6,544,710
- Hunt: 45.96, VMT: 1,418,634
- Parker: 40.49, VMT: 1,935,337
- Tarrant: 74.94, VMT: 25,559,664
- Dallas: 81.05, VMT: 40,497,853
- Rockwall: 47.95, VMT: 1,239,914
- Kaufman: 38.91, VMT: 2,668,466
- Hood: N/A
- Johnson: 33.57, VMT: 1,199,763
- Ellis: 38.48, VMT: 3,488,696

2016 Regional Crash Rate = 71.00
### 2016 Contributing Factors
Serious Injury and Fatal Crashes

<table>
<thead>
<tr>
<th>Top Five Contributing Factors (12-County MPA - Limited Access Facilities)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Speeding (Failed to Control Speed/Over Limit/Unsafe Speed)</td>
<td>34.63%</td>
</tr>
<tr>
<td>2. Changed Lane when Unsafe</td>
<td>13.02%</td>
</tr>
<tr>
<td>3. Driver Related (Distraction in Vehicle/Driver Inattention/Drove without Headlights/Road Rage/Mobile Device Use - (Talking/Texting/Other/Unknown [0.68%])</td>
<td>12.23%</td>
</tr>
<tr>
<td>4. Followed Too Closely</td>
<td>10.83%</td>
</tr>
<tr>
<td>5. Faulty Evasive Action</td>
<td>7.09%</td>
</tr>
</tbody>
</table>
### 2012-2016 Regional Bicycle and Pedestrian Crash Data (All Crash Severity)

#### 16-COUNTY CRASHES ALL ROADWAYS

<table>
<thead>
<tr>
<th>Year</th>
<th>Bicycle</th>
<th>Pedestrian</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>468</td>
<td>1,154</td>
</tr>
<tr>
<td>2013</td>
<td>538</td>
<td>1,282</td>
</tr>
<tr>
<td>2014</td>
<td>522</td>
<td>1,294</td>
</tr>
<tr>
<td>2015</td>
<td>553</td>
<td>1,361</td>
</tr>
<tr>
<td>2016</td>
<td>538</td>
<td>1,525</td>
</tr>
</tbody>
</table>
Traffic Incident Management Attendance

TIM Training Attendance Overview

- First Responders Training – 2,720 Attendees
- Executive Level Training – 712 Attendees
- Photogrammetry Training – 190 Attendees (Basic)
  120 Attendees (Advanced)
Mobility Assistance Patrol Program

In 2016, Dallas and Tarrant County Mobility Assistance Patrols provided:

- 38,310 Driver Assistance / Stalled Vehicle
- 3,620 Crash Assistance
- 6,930 Protection to First Responders
- 27,735 Courtesy Check / Directions
- 5,987 Debris Removal
- 6,646 Abandoned Vehicle Check

Total Combined Assists: 92,179
Combined Highway Miles Patrolled: 464

2,951 assists were either not found or cancelled before a patrol vehicle could arrive.
Crashes Involving Impaired Drivers 2012-2016

Crashes Involving Alcohol, Drugs, or Medication
All Roadways

<table>
<thead>
<tr>
<th>Year</th>
<th>Alcohol</th>
<th>Drugs</th>
<th>Medication</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3,753</td>
<td>420</td>
<td>70</td>
</tr>
<tr>
<td>2013</td>
<td>3,835</td>
<td>410</td>
<td>49</td>
</tr>
<tr>
<td>2014</td>
<td>3,767</td>
<td>530</td>
<td>50</td>
</tr>
<tr>
<td>2015</td>
<td>4,085</td>
<td>490</td>
<td>68</td>
</tr>
<tr>
<td>2016</td>
<td>4,264</td>
<td>525</td>
<td>55</td>
</tr>
</tbody>
</table>
Wrong-Way Driving Pilot Projects
Dallas and Tarrant Counties

Phase I - Dallas County
- Initiated in 2014 with 350 Diamond Interchanges
  - Replacement of conflicting lane and arrow markings, signal enhancements
  - 156 intersections completed
- Expanded into Collin and Denton Counties
  - Identified 32 additional intersections

Phase II - Tarrant County
- Initiated in 2015 focusing on 54.2 miles of 7 freeway corridors
  - WWD pavement markings in travel lanes, enhanced signage with active-detection units, optimized sign placement, and WWD incident notification technology
Takata Airbag Recall

- 70 Million airbags under recall by 2019
  - 500,000 of which are estimated to be in North Texas
  - Twelve U.S. deaths have occurred so far – two in Texas

- Help spread the word about the Takata Airbag recall by urging colleagues and residents to check if their vehicles are affected at [Safercar.gov](http://Safercar.gov) or [AirbagRecall.com](http://AirbagRecall.com)

- Handouts are available upon request
Contact Information

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Camille Fountain
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Kevin Kroll
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817-695-9258
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DFW CONNECTOR PILOT PROGRAM UPDATE

Regional Transportation Council
July 13, 2017

Ken Kirkpatrick, Counsel for Transportation
Mindy Mize, Program Manager, Transportation Marketing
Amanda Wilson, A.I.C.P., Program Manager, Community Outreach
Purpose of Pilot Program

Test Ideas to Increase TollTag Usage
Apply Lessons Learned in IH 35W Corridor
Reduce Collection Risk to TxDOT

Initial Phase: Increase Pay-by-Mail Surcharge (75%, 90%)

Current Rates: Tag/No-Tag - $0.70/$1.33

TollTag/Pay-by-Mail Split

January 2015: 68%/32%
January 2016: 70%/30%
January 2017: 75%/25%
June 2017: 75%/25%

RTC Approved Funding for Phase Two (Marketing Efforts)
MARKETING EFFORTS FOR DFW CONNECTOR PILOT PROGRAM

TollPerks for New TollTag Customers

Prize Giveaways

Preloaded TollTags to Targeted Areas

TollTag Sales at Inspection Stations and/or Car Dealerships in Targeted Areas

Marketing is Expected to Start in Late July 2017
TOLLPERKS FOR NEW TOLLTAG CUSTOMERS

Marketing

Targeted to Potential ZipCash Users of DFW Connector Corridor Who Would Be New TollTag Customers

Advertised Through Pandora Radio and Geo-Targeting with Paid Social Ads, such as Facebook

NCTCOG and NTTA Social Media Messaging

2,000 TollPerks Points will be Given to New TollTag Customers Using a Referral Code

Approximately Worth $20

TollTag Must be Tied to a Credit Card/Bank Account

Campaign will Run for 30 Days
Marketing

Prizes - Vacation Package $2,500; Best Buy $1,500; Macy’s $1,000

Targeted to Potential ZipCash Users of DFW Connector Corridor Who Would Be New TollTag Customers

Advertised Through Pandora Radio and Geo-Targeting with Paid Social Ads, Such as Facebook

NCTCOG and NTTA Social Media Messaging

TollTag Must be Tied to a Credit Card/Bank Account

Campaign will Run for 30 Days
PRELOADED TOLLTAGS TO TARGETED AREAS

Marketing

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

Participant will Make Initial Payment on Their New TollTag, and Will Receive a $20 Credit

Use Direct Mail Piece and Insert in ZipCash Bills to Advertise to ZipCash Users on DFW Connector
NEXT STEPS FOR THE DFW CONNECTOR PILOT PROGRAM

Finalize Creative and Messaging for the DFW Connector Pilot Program

Finalize the Performance Metrics and Tracking

Advertising Campaign Expected to Start Before August 2017 RTC Meeting
CONTACT INFORMATION

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2015 EIGHT-HOUR OZONE STANDARD ($\leq 70$ PPB)

### Anticipated Extension Implementation Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 Standard Final:</td>
<td>October 26, 2015¹</td>
</tr>
<tr>
<td>Effective Date:</td>
<td>December 28, 2015</td>
</tr>
<tr>
<td>State Nonattainment Designation Recommendations to EPA:</td>
<td>October 2016</td>
</tr>
<tr>
<td>EPA Designations Final (Updated):</td>
<td>October 2018</td>
</tr>
<tr>
<td>EPA Designations Effective:</td>
<td>January 2019</td>
</tr>
<tr>
<td>Attainment Plans Due (moderate and above):</td>
<td>January 2022*</td>
</tr>
<tr>
<td>Attainment Dates (no later than)</td>
<td></td>
</tr>
<tr>
<td>Marginal:</td>
<td>January 2022*</td>
</tr>
<tr>
<td>Moderate:</td>
<td>January 2025*</td>
</tr>
<tr>
<td>Serious:</td>
<td>January 2028*</td>
</tr>
<tr>
<td>Severe:</td>
<td>January 2034*</td>
</tr>
</tbody>
</table>

¹https://federalregister.gov/a/2015-26594

*Dates are anticipated based on EPA’s final designation effective date

Source: Environmental Protection Agency (EPA)
Delay in Revoking 2008 NAAQS for Ozone

Higher Likelihood for Reclassification to Severe Nonattainment

If 2017 Eight-hour Ozone Average Remains Below 75 ppb, Texas can Request to EPA a One-year Attainment Extension

Data for Designations: 2015-2017 Ozone Monitor Readings

Fewer Counties Designated as Nonattainment

Lower Classification Under 2015 NAAQS for Ozone

NAAQS = National Ambient Air Quality Standards
ppb = parts per billion
2015 EIGHT-HOUR OZONE STANDARD

State Designation Recommendations Based on 2013-2015 Ozone Data

Legend
- Counties Recommended Nonattainment Under 2015 Eight-Hour Ozone Standard by TCEQ on 9/30/2016
- Metropolitan Planning Area

2013-2015 Design Value (ppb)
- Green: 0 - 54 ppb
- Yellow: 55 - 70 ppb
- Orange: 71 - 85 ppb
Volkswagen Clean Air Act Settlement

June 26, 2017 - Workshop Sponsored by Texas Clean Air Working Group and City of Austin

Staff From Governor’s Office Requested Feedback:

1. Through What Structure Should Funds be Distributed?
2. What Should Geographic Distribution of Funds Be?
3. How Should Projects be Selected?
RECENT CORRESPONDENCE

Fiat-Chrysler

5/23/2017  Department of Justice on Behalf of EPA Files Civil Lawsuit Against Fiat-Chrysler for Alleged Clean Air Act Violations

Fiat-Chrysler Sold Approximately 103,828 Diesel-fueled New Dodge Ram 1500 and Jeep Grand Cherokees with Emissions Cheat Devices

Model Years 2013-2016 with 3.0 Liter Eco-Diesel Engines

6/16/2017  Regional Transportation Council Sends Letter to Department of Justice Requesting States Receive a Portion of any Financial Settlement to Implement Air Quality Projects and Programs

Federal Budget Considerations

Maintain Funding for:

  Department of Energy Clean Cities Program
    Federal Program Funded Since 1993
    Dallas-Fort Worth Coalition Designated since 1995

  Environmental Protection Agency Diesel Emissions Reduction Act
    10 Awards to NCTCOG from 2007-2015
    $7,900,886 in Funding
    790 Individual Grant Activities
    950 Tons NO\textsubscript{x} Reductions Over Project Lifetime

Funding for Both Programs Eliminated by White House
FOR MORE INFORMATION

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