

Air Quality Update

Air North Texas Coalition

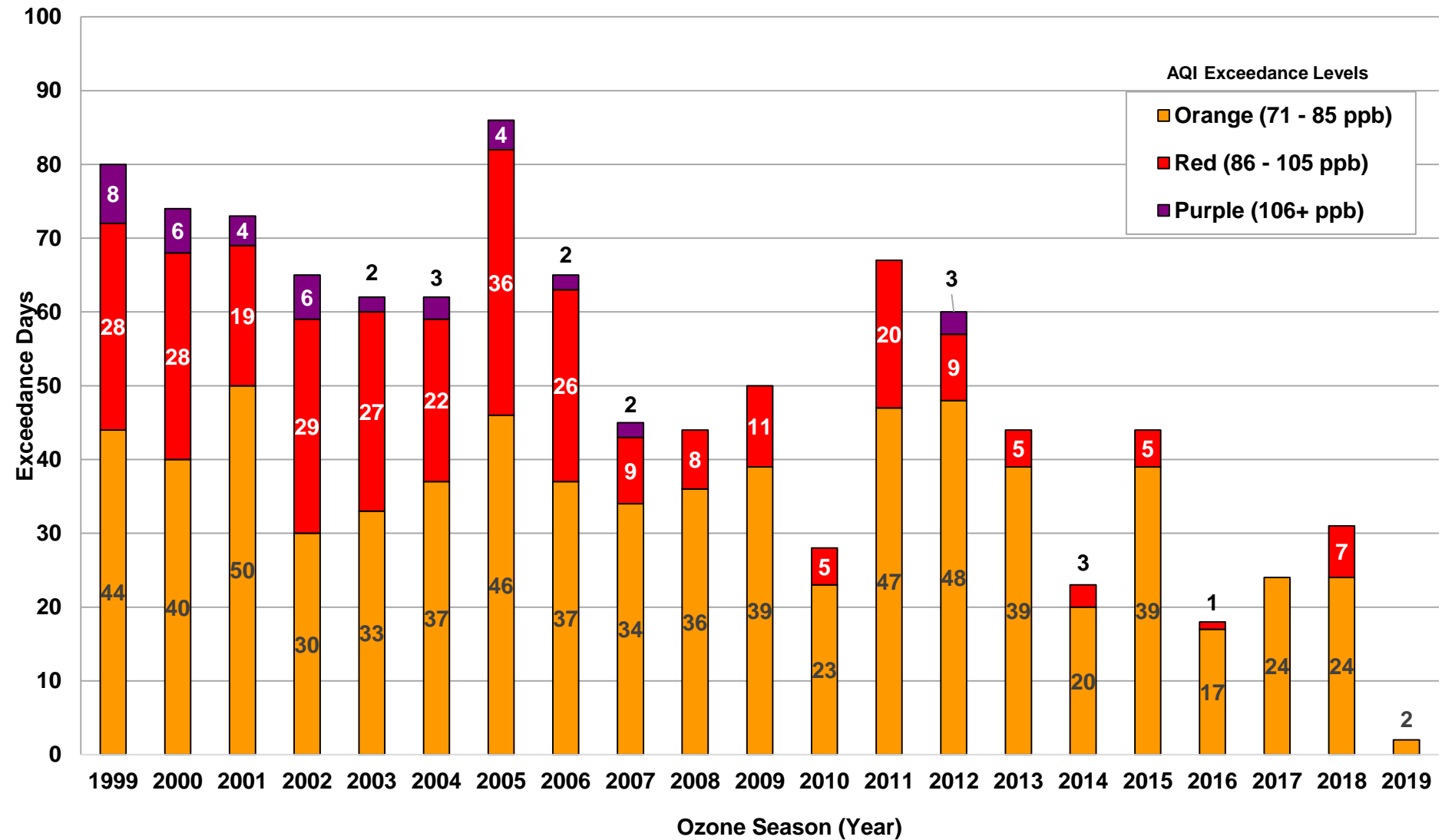
May 16, 2019



**North Central Texas
Council of Governments**

8-HOUR OZONE NAAQS HISTORICAL TRENDS

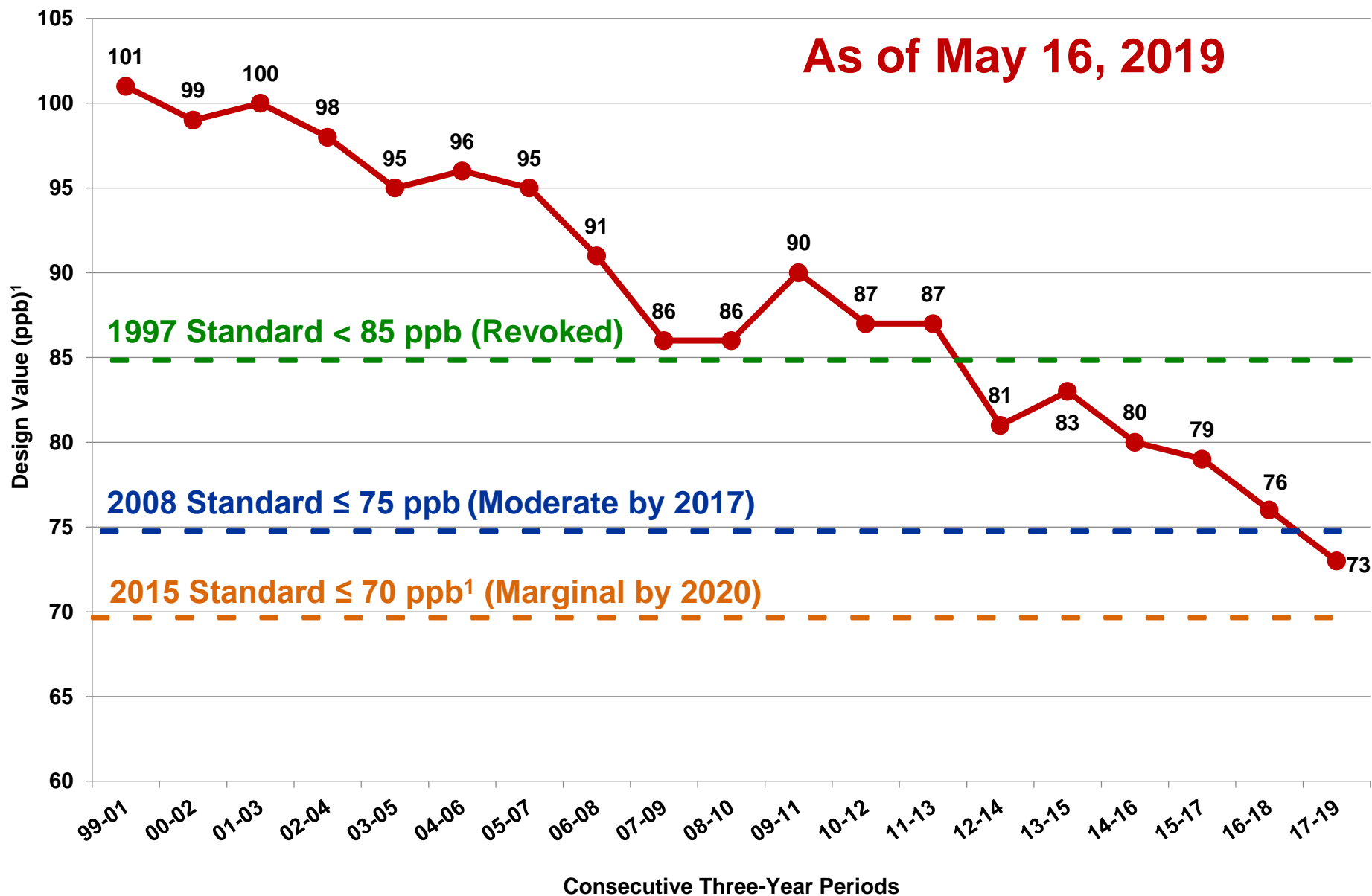
Based on ≤ 70 ppb (As of May 16, 2019)



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.

Source: TCEQ, http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl
ppb = parts per billion

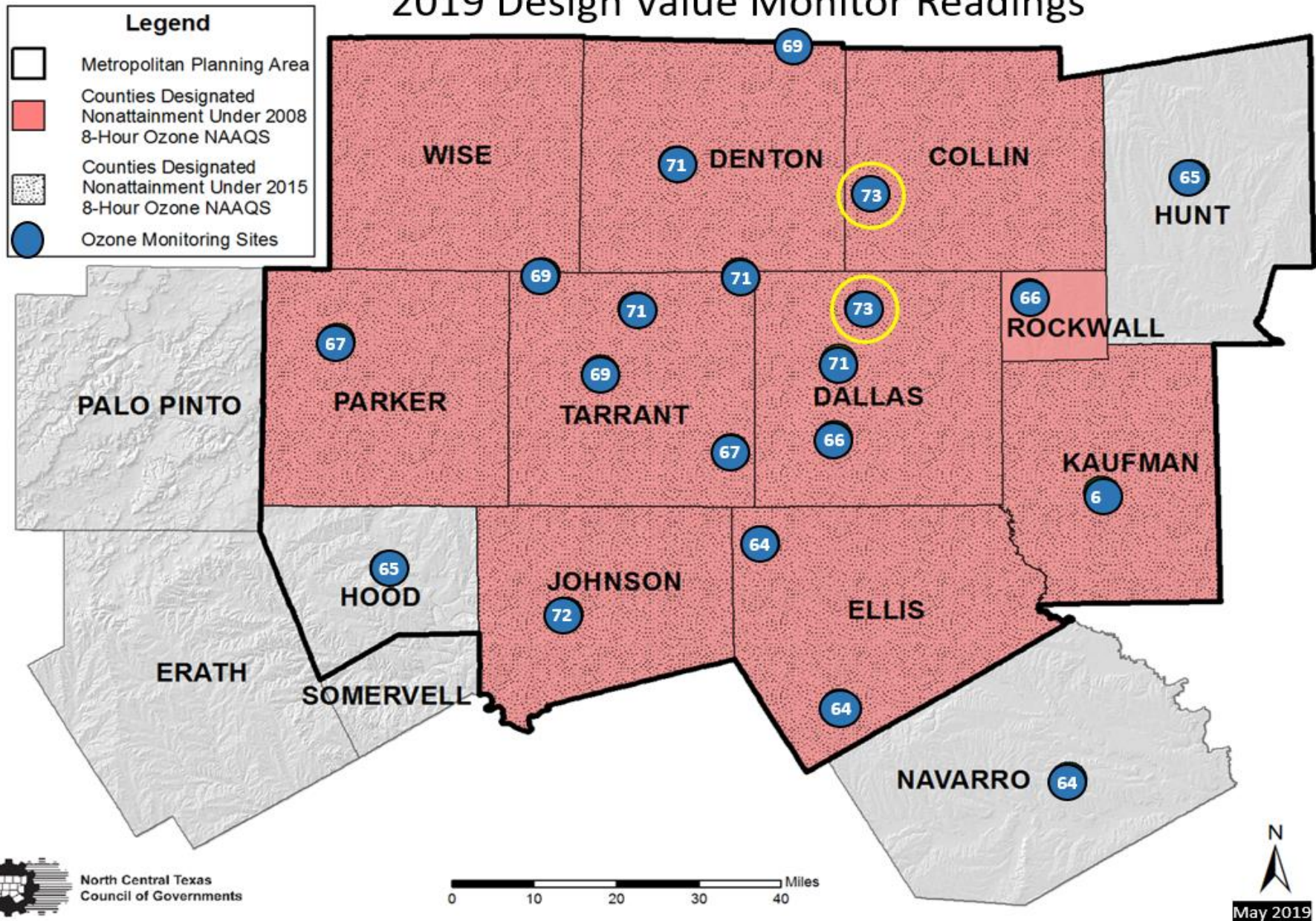
8-HOUR OZONE NAAQS HISTORICAL TRENDS



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).

2015 8-HOUR OZONE NAAQS DESIGNATIONS

2019 Design Value Monitor Readings



CONTACTS

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

Jackson Enberg
Air Quality Operations Analyst
(817) 704-2506
jenberg@nctcog.org

Trey Pope
Air Quality Operations Analyst
(817) 695-9297
tpope@nctcog.org

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



Air Quality Awareness and Action

Alex Pharmakis
Sustainability Coordinator

Education

- “Why Care About Air” presentation
- Eco-Fairs
- Solar Cars program
- Environmental Education Center tours



Outreach Methods

- Print newsletter
 - 3 issues per year
 - Sent to ~72,000 single family homes
 - CAAD is typically cover story for summer
- Utility bills
- E-News
 - Monthly
- Facebook
- Website



City Drives Towards Lowering Emissions

As of June 27, North Texas has had 11 [Ozone Action Days](#). Above average temperatures and tailpipe emissions have contributed to the high number of ozone exceedance days. The City of Plano is fighting back by working towards reducing the emissions from its fleet operations.

The City has consistently upgraded its fleet as vehicle technology and fuel



COMBAT OZONE ALERT DAYS WITH GOLINK

With summer upon us, you're probably hearing your local weatherperson or radio host issuing ozone alert day warnings and advising you to limit your outdoor activities or skip the drive to the office and work from home if possible. You may be wondering why these days happen so frequently, or what they have to do with you. Well – here's the scoop.

In summer months, hot temperatures and strong sunlight react with emissions from vehicles, buildings, power plants and other sources to accelerate chemical reactions that create ground level ozone. Ground level ozone, different than the earth's protective atmospheric ozone layer, can cause negative respiratory health effects, especially for children and those with existing conditions such as asthma. It is especially important for Plano residents to be aware of ozone alert days because Collin County is one of ten counties in the region that often exceeds national standards for ground level ozone.

In North Texas, the majority of chemicals that combine to create ground level ozone are emitted from automobiles. Plano residents can help lower their emissions by combining trips, carpooling, driving during non-peak hours, and by taking mass transit. While taking mass transit can be a challenge for some, DART, in March, began offering increased commuter options in Plano with their new GoLink service.

GoLink, which is part of the DART Mobility on Demand initiative, has two primary functions: increasing connections to the existing DART rail and bus network, and providing more convenient and customized mobility within GoLink zones.

Customers use a smartphone app called TapRide to choose their pick-up and drop-off location anywhere within the GoLink zone. Customers are then picked up by one of DART's 15-passenger, on-demand buses and charged a regular DART fare. At its core, GoLink is similar to other ride-sharing applications with its curb-to-curb service because you're not tethered to traditional bus stops. The pick-up and drop-off locations, however, must be located within the GoLink zone. Service is available on weekdays from 5 a.m. to 8 p.m. [Learn more about GoLink at Dart.org/golink.](#)



Participate in Clean Air Action Day

Share your actions with us on [Facebook.com/LiveGreenInPlano](#)
Pledge to improve Plano's air quality by June 22nd
[www.AirNorthTexas.org/CleanAirActionDay](#)

Utility Bill May 2019

Work Together, Breathe Better

Choose an action so we can all breathe easier! Pledge by June 21st


AirNorthTexas.org/CleanAirActionDay




Carpool with a friend

Switch to LED Lightbulbs

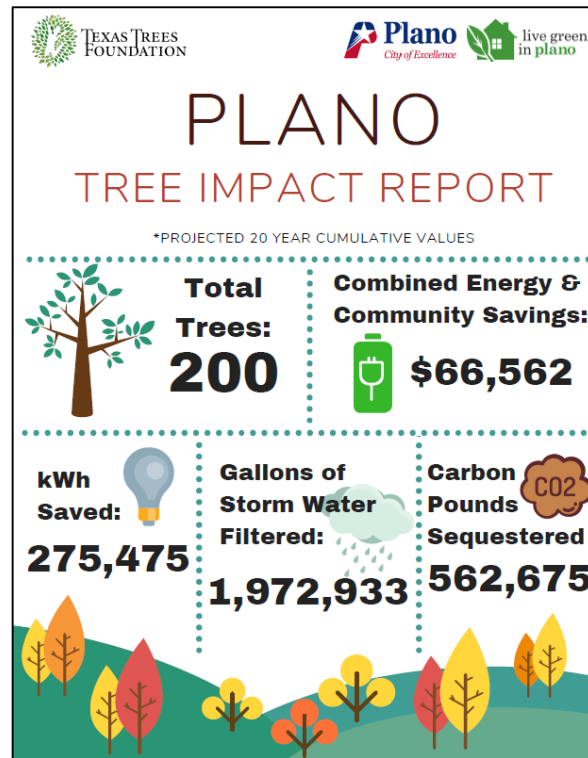
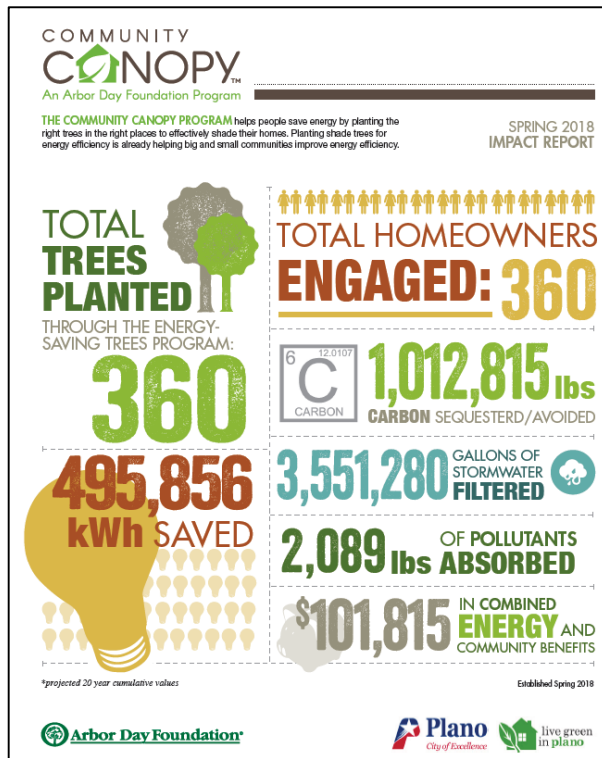
Use mass transit

Combine trips




Tree Giveaways



Energy Campaign

- Swap and Save
 - Energy conservation
 - 4,000 LEDs to residents who take the pledge
- Switch to Renewable Electricity
 - Encouraging residents to switch to 100% renewable electricity plans
 - Comparison calculators
 - Power to Choose how-to-video
 - Smart thermostat incentive

Choose the Right Light



	Incandescent	CFL	LED
Lifetime	1,000 hours	10,000 hours	25,000 hours
Wattage	60 W	15 W	9 W
Energy Savings (%)	-	75%	85%
Annual Energy Cost per Bulb*	\$9.65	\$2.40	\$1.55
Price per Bulb	\$1-\$1.50	\$2	\$3

*Based on 4 hours per day of usage and an electricity rate of 11 cents per kWh.

Visit plano.gov/swapandsave to learn more.

City Initiatives

- STAR Community certification
- Renewable electricity purchases
- Greenhouse gas inventories
- Policies
 - Clean Fleet
 - Mobile Source Reduction
- Anti-Idling Ordinance
- Fire Department: Green Star generators



Fleet Purchases

- Current Fleet
 - 1 EV: Chevy Bolt
 - 5 Off-road EVs: Forklifts/Mowers
 - 1 PHEV: Toyota Prius Prime
 - 39 Hybrids
- Upcoming purchases
 - 4 EVs- Chevy Bolts
 - 1 PHEV- Toyota Prius Prime
 - 1 BEV\PHEV- Pickup Truck



Air Quality Monitors

- 2 monitors installed at 2 PISD High Schools
- 44 monitors to be deployed as a UT-Dallas research project



Thank you!

Alex Pharmakis

alexp@plano.gov

972-769-4343

AIR NORTH TEXAS

Campaign Quantification
March 5, 2019 – May 5, 2019

Air North Texas Coalition
May 16, 2019

Erin Arnim and Jade Liu, NCTCOG



Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

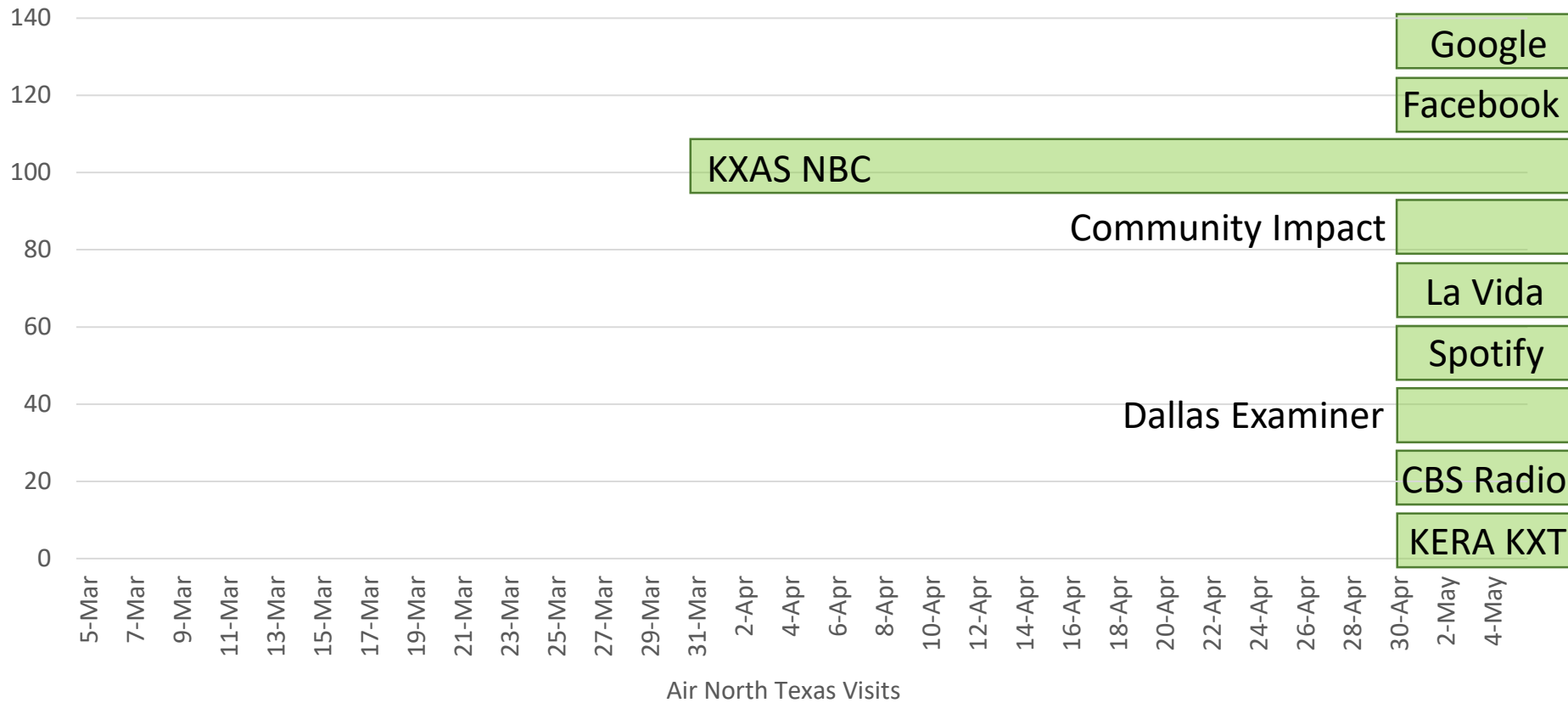
Air North Texas Web Analytics

Visits	2,469	Decreased	by 16% compared to 2018
Avg. Time	1:14sec	Increased	by 62 seconds compared to 2018
Pageviews	5,452	Decreased	by 0.18% compared to 2018
New Visits	86%	Increased	by 0.7% compared to 2018

Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

Web Traffic + Advertising



Air North Texas Visits



Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

Visits By Device



1,702

17% Decrease
compared to 2018



119

4% Increase
compared to 2018



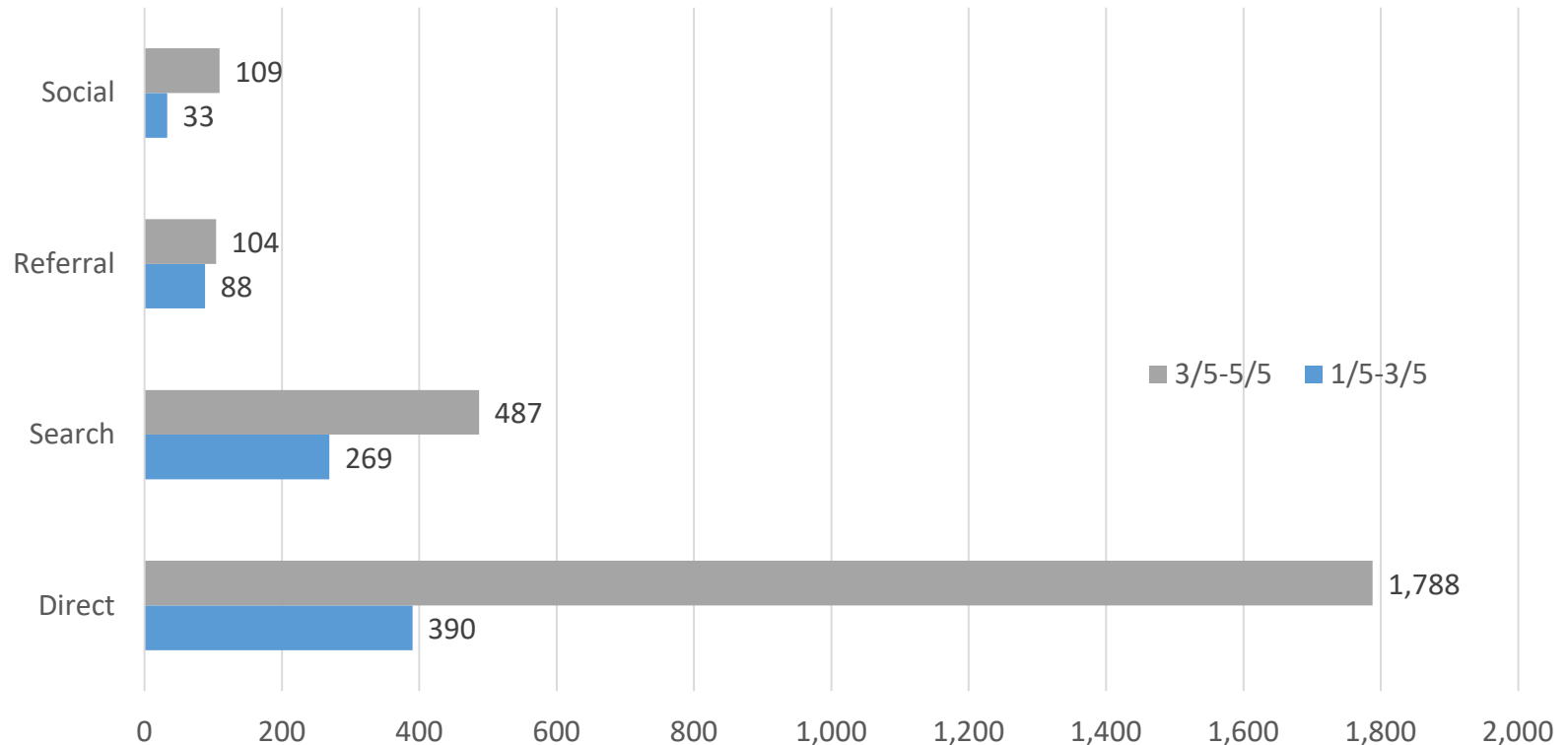
648

11% Decrease
compared to 2018

Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

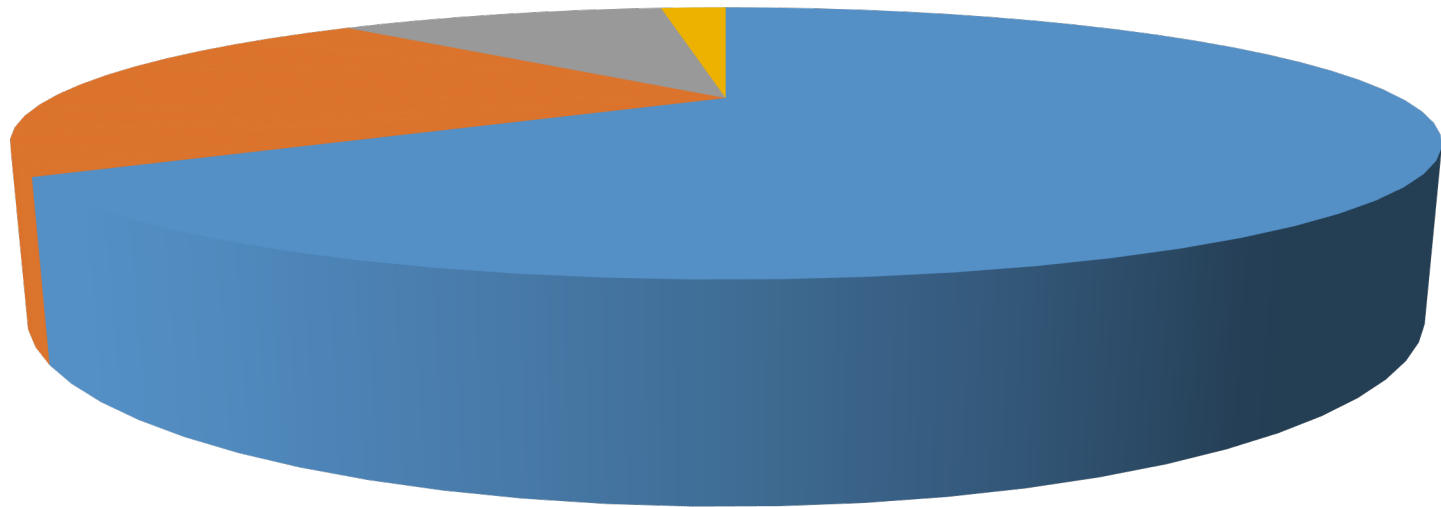
How Visitors Found Air North Texas



Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

Top Directed Sites

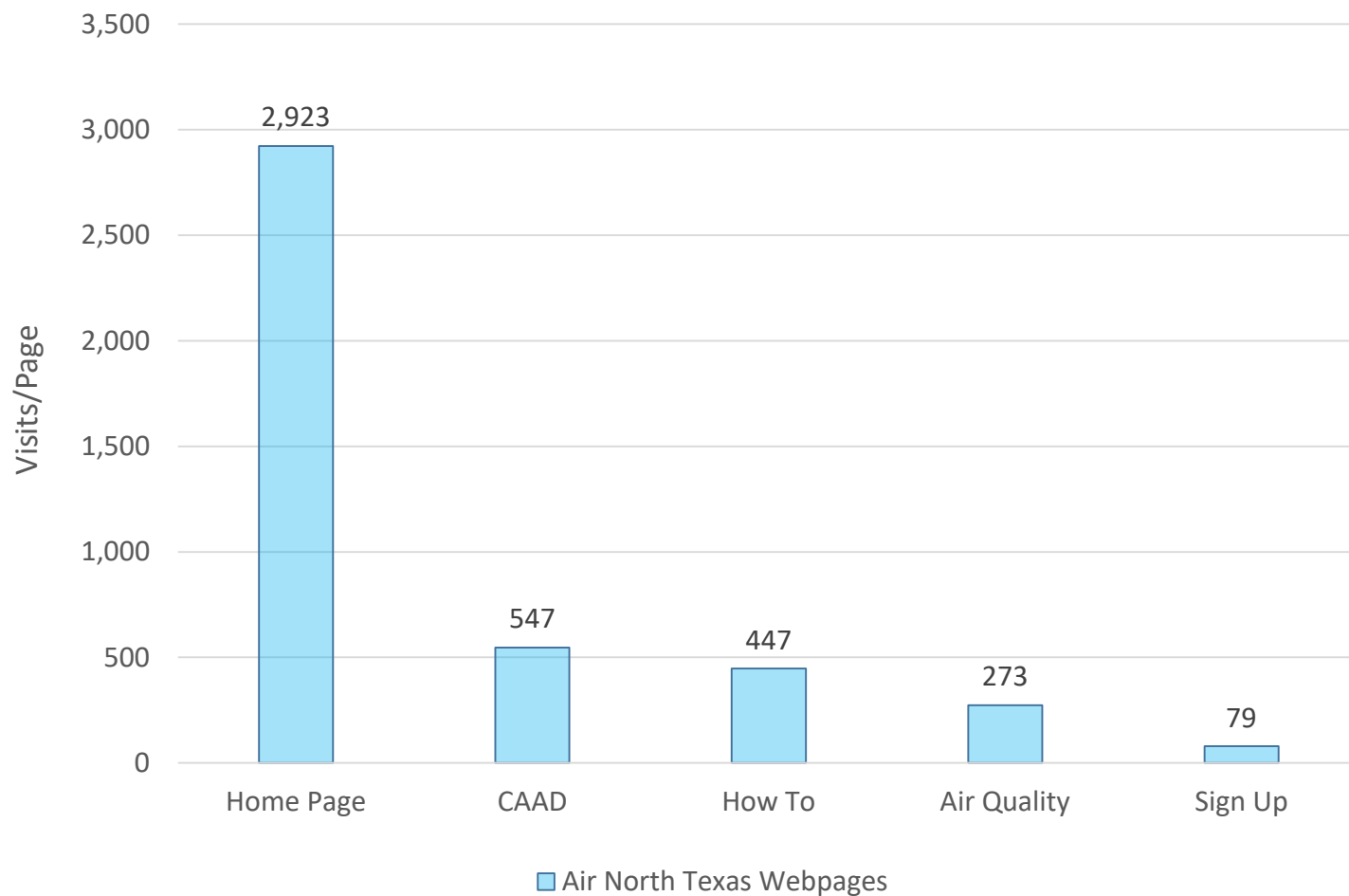


- Facebook (45%)
- Fort Worth (15%)
- Dallas Community College (7%)
- Green Dallas (6%)

Air North Texas Bi-Monthly Quantification

March 5, 2019 – May 5, 2019

Top Pages Viewed

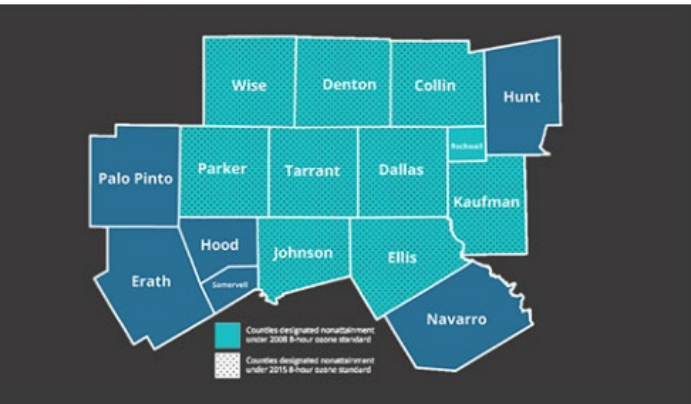




NCTCOG
Transportation
Department
@NCTCOGtrans



Last year, the EPA designated these 9 counties as not meeting the air quality standard. We've made lots of progress since the '90s, but we're not there yet. Stay tuned to learn more about ozone basics and visit airnorthtexas.org for updates.



6 1 Comment 3 Shares

Like Comment Share



Take extra steps to prevent fires. It'll keep our air clean and Elmo happy.
#AirQualityAwarenessWeek

Elmo when there isn't a fire Elmo when there is a fire



1:59 PM - 30 Apr 2019

1 Like



When cleaning your home, switch to non-toxic cleaning products or consider making your own. For more tips and ideas, visit airnorthtexas.org/single-post/20...
#EarthDay



2:12 PM - 22 Apr 2019



We love the message in the corner! Conserving energy and carpooling are excellent ways to reduce air pollution. Visit airnorthtexas.org to learn more.



13 4 Shares

Like Comment Share



City of Grand
Prairie - Municipal
Government ✓
@cityofgptx



Grand Prairie, TX
@gp_tx

Follow

Spring is blooming in Grand Prairie. A prime time to keep in mind that clean air breeds quality fruits and veggies and helps maintain their peak flavor! Discover new recipe ideas at bit.ly/2x1WSvX #GetFitGP #AirNTX



9:56 AM - 20 Mar 2019

2 Likes



2

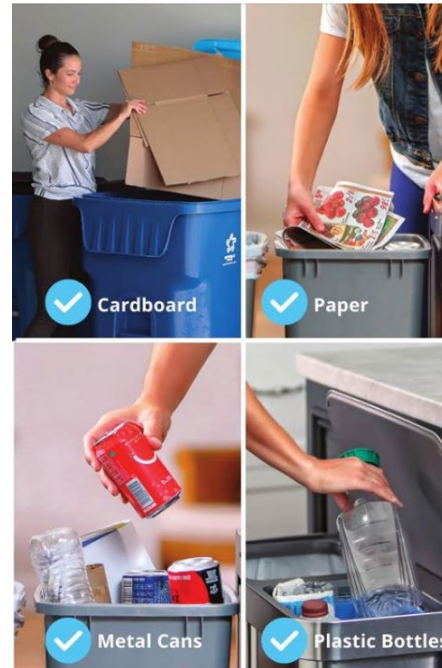


City of Grand Prairie - Municipal
Government ✓
March 18

Like Page

March 18 is World Recycling Day! Help us join the rest of the world in improving our environment and air quality by getting up, out and recycling. Recycling helps improve air quality by reducing the demand for power that landfills require.

Be sure your recyclables are empty, clean and dry before you put them in your recycle container. #Recycle #GetFit #AirNTX



20

1 Comment 7 Shares

Like

Comment

Share



Green Dallas
@GreenDallasTX

Dallas Climate Action Plan Community Meetings

May 2, 6-8 p.m. Martin Weiss Rec Center, 1111 Martindell Ave.
May 6, 6-8 p.m. : Churchill Rec Center, 6906 Churchill Way
May 7, 6-8 p.m.: Audelia Road Library, 10045 Audelia Rd.
May 9, 6-8 p.m.: Eastfield College, Pleasant Grove, 802 S. Buckner Blvd.



Green Dallas

April 9 at 7:00 PM · 🌐

👍 Like Page ...

The Texas Commission on Environmental Quality (TCEQ) has issued an Ozone Action Day for the Dallas-Fort Worth area for April 10, 2019. Please monitor the Twitter page (@Dallas_Air) and AirNorthTexas.org for more information. #AirNorthTexas #AirQuality #OzoneAlert NCTCOG Transportation Department

DFW OZONE ALERT

The Air Quality Index is **ORANGE**

Orange ozone days are unhealthy for sensitive groups which are people with lung diseases (such as asthma), older adults, children & teenagers, and people who are active outdoors.

Sensitive groups should:

- Schedule outdoor activities in the morning when ozone is lower.
- Take more breaks, do less intense activities when outside.
- Watch for symptoms such as coughing or shortness of breath.
- Plan indoor activities.
- Follow your asthma action plans and keep medicine handy.



Arlo is an Armadillo whose shell changes color based on the Air Quality Index. Arlo has asthma, so he knows when he can play outside (when he is green or yellow), and when he should limit his outdoor activity (when he is orange or red).

www.AirNorthTexas.org
www.GreenDallas.net



👍 1

👍 Like

💬 Comment

➦ Share



City of Denton Sustainability
April 28 at 7:55 AM · 🌐

👍 Like Page

Air Quality Week has started and we hope you will all celebrate with us by making air aware choices throughout the week and beyond. Here is our friend Arlo making the choice to drive a fuel efficient vehicle. #AirNTX



City of Denton Sustainability
May 1 at 10:03 AM · 🌐

#AirQualityAwarenessWeek tip of the day is all about idling. When you are wasting gas and polluting the area around you. When you eliminate the need for idling you will be improving your health, as well as, the health of your vehicle. #AirNTX #SustainableDenton #Learn2Conserve

me when I see
someone idling

me when no
one is idling



NCTCOG Transportation Department
April 30 at 3:00 PM · 🌐

Idling is running your vehicle when it's not moving, which causes exhaust to pollute your lungs. Smoke is bad for both you and your vehicle. Don't idle, don't smoke. #AirQualityAwarenessWeek

👍 🍕 🍷 10

1 Share

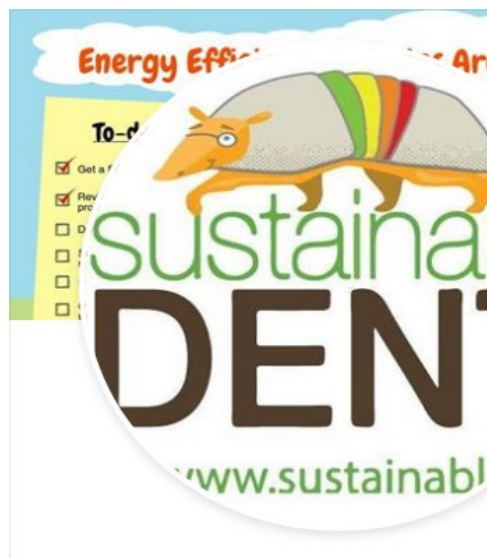
👍 Like

💬 Comment

➦ Share

City of Denton Sustainability updated their profile picture.
April 4 · 🌐

This is our friend Arlo the Air-madillo. He helps us learn about air quality. Visit AirNorthTexas.org to learn more! Clean Air Action Day is June 21, 2019



👍 🍕 🍷 6

👍 Like

💬 Comment

City of Denton Sustainability updated their profile picture.
May 3 at 9:56 AM · 🌐

#AirQualityAwarenessWeek Tip #5 - Carpooling is a great way to save gas while riding with friends and coworkers. For more ideas and take action by signing up for air action day at: <https://www.airnorthtexas.org/individuals>. #AirNTX #CAAD2019



CARPPOOLING

You're doing it wrong.

NCTCOG Transportation Department
May 2 at 8:00 PM · 🌐

Carpooling may sound difficult, but it isn't! Whether it's to work or running errands, carpooling can be like mini road trips. Put fewer cars on the road by carpooling with members of your community. #AirQualityAwarenessWeek

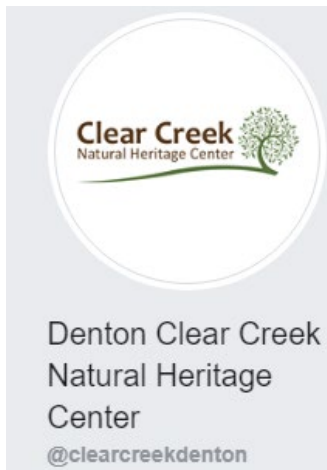
👍 2

1 Comment

👍 Like

💬 Comment

➦ Share



Clear Creek Denton
@CCNHCDenton

Follow

It's [#airqualityawarenessweek](#) and we hope you will all celebrate by make air aware choices this week! You can learn more by visiting our friends at airnorthtexas.org.
[#AirNTX](#)



10:27 AM - 30 Apr 2019

2 Retweets 3 Likes





Keep Fort Worth
Beautiful

@KeepFortWorthBeautiful



Keep Fort Worth Beautiful

April 9 at 1:00 PM · 🌐

👍 Like Page ...

Ozone is predicted to be at Level Orange in the Dallas-Fort Worth area. On Ozone Action Days you can reduce ozone-forming emissions by implementing clean air strategies like these:

- Carpool or vanpool
- Bike or walk instead of driving
- Take mass transit such as Dallas Area Rapid Transit (Official DART page), Trinity Metro or Denton County Transportation Authority (DCTA)
- Report smoking vehicles
- Observe the speed limit
- Reduce idling
- Combine trips
- Keep your vehicle maintained (inspections, properly inflate tires, changing filters regularly)

People, especially children, older adults and people with lung disease, should limit outdoor activity if ozone reaches Level Orange. For more info about air quality and ozone levels, visit AirNorthTexas.org.



**Ozone Action Day
Level Orange**

👍 8

1 Comment 5 Shares

👍 Like

💬 Comment

➦ Share



City of Bedford, TX-
City Services ✓
@BedfordTX



CITY OF
BEDFORD



City of Bedford, TX-City Services ✓

April 8 at 2:57 PM · 🌐



Like Page



Orange Ozone Action Day: April 9, 2019

Ozone is predicted to be at Level Orange in the Dallas-Fort Worth area tomorrow, April 9. 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 Action Day Level Orange

Children, older adults and people with lung disease, such as asthma, emphysema, or chronic bronchitis, should limit outdoor activity if ozone reaches Level Orange.



👍 🤔 😬 26

4 Comments 33 Shares



Like



Comment



Share



#AirNTX

AIR NORTH TEXAS

NCTCOG CONTACTS



Kenny Bergstrom

Communications Coordinator

(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>



2019 Outreach Events

Saturday, February 9

Home Energy Fair

Former Irving Central Library, 1 - 3 pm

Informational booth

AirCheckTexas, DFW Clean Cities, Regional Smoking Vehicle, Electric Vehicles North Texas, Try Parking It

Monday, February 11

Public Meeting

Arlington

Presentations: Future of Transportation in Dallas-Fort Worth: First-Mile Connections to High-Speed Rail, Overview of Volkswagen Settlement, Title VI Program Update/Revised Complaint Procedures

Highlighted Information: AirCheckTexas Drive a Clean Machine Program, EV Incentives, 511DFW Traveler Information System, Mobility Plan Administrative Revisions

Thursday, February 21

Aging Well Expo

Arlington Convention Center, 9 am - 2 pm

AirCheckTexas informational booth

Monday, March 11

Public Meeting

Arlington

Presentations: Regional Operations and Air Quality Funding, RTC's Assessment Policy Project Funding, Start of 2019 Ozone Season, AirCheckTexas Program Update

Highlighted Information: Proposed Modifications to the List of Funded Projects, EV Incentives, Regional Smoking Vehicle Program

Thursday, March 28

SER Community Day

Tarrant County Community College, Fort Worth, 7 am - 5 pm

Aviation Education informational booth

Saturday, March 30

Fort Worth Earth Party

Panther Island Pavilion, 11 am - 3 pm

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Wednesday, April 3

10th Annual Earth Day Fest

Brookhaven College, Farmers Branch

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Saturday, April 6

Colorpalooza

Old Town Lewisville, 10 am - 7 pm

Informational booth

Air North Texas, AirCheckTexas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active Transportation Program, Try Parking It

***Note:** event cancelled due to inclement weather; items provided to City of Lewisville

For additional information or for future outreach opportunities, please contact:

Carli Baylor, Communications Specialist

cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)



2019 Outreach Events

Monday, April 8

**Public Meeting
Arlington**

Presentations: 10-Year Plan Update, 2019 Congestion Management Update, Mobility 2045 Status Report, 511DFW Traveler Information System

Highlighted Information: 2019 Spring Outreach Season, Regional Smoking Vehicle Program, Mobility 2045 Administrative Revisions

Friday, April 12

UNT University Day

Library Mall, Denton, 11 am - 1:30 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Saturday, April 13

8th Annual Irving Bicycle Fest

North Lake College DART Station, 10 am – 2 pm

Sustainable Development informational booth

***Note:** event cancelled due to inclement weather; items provided to City of Irving

Saturday, April 13

City of Plano's Great American Cleanup

Oaks Church Parking Lot, 10:30 am - 1:30 pm

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active Transportation Program, Try Parking It

Note: event cancelled due to inclement weather

Wednesday, April 17

UTA's Celebrating People & Planet

University Center Mall, 11 am - 1 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

Thursday, April 18

iWork2019 Career Exploration

Plano Event Center, 9 am - 1 pm

Aviation Education informational booth

Saturday, April 20

Keep Grapevine Beautiful Earth Day

Town Square Gazebo, Grapevine, 9 am - Noon

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active Transportation Program, Try Parking It

Wednesday, April 24

DFW Airport's Student Earth Day

DFW Airport LiveWell Center, Dallas, 9:30 am - 1:30 pm

Informational booth

Air North Texas, NCTCOG Active Transportation Program, Aviation Education

For additional information or for future outreach opportunities, please contact:

Carli Baylor, Communications Specialist

cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)



2019 Outreach Events

Thursday, April 25

UT Dallas Earth Fair

Student Union Mall, Richardson, 11 am - 1 pm

Informational booth

Air North Texas, DFW Clean Cities, NCTCOG Active Transportation Program, Try Parking It

**Friday, April 26 -
Sunday, April 28**

EarthX

Fair Park, Dallas, 10 am - 6 pm

Informational booth

Air North Texas, DFW Clean Cities, Regional Smoking Vehicle Program, NCTCOG Active Transportation Program, Try Parking It

Wednesday, June 5

Get Fit GP - Guys Night Out

AirHogs Stadium, Grand Prairie, 7 - 9 pm

Informational booth

Air North Texas, Regional Smoking Vehicle Program, Electric Vehicles North Texas, Try Parking It

Saturday, September 7

Thinkers & Tinkers

Joe Farmer Recreation Center, Allen, 11 am - 3 pm

Aviation Education informational booth

For additional information or for future outreach opportunities, please contact:

Carli Baylor, Communications Specialist

cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)

511DFW

Kyle Roy

May 16, 2019



BEGIN YOUR TRIP HERE.

511DFW

Regional Traveler Information System

Integrate data from various sources

- Waze, Google Maps and Apple Maps
- TxDOT (Speeds, DMS, CCTV images, Incidents)
- Municipal and transportation partners

Transit data and Trip Planner

Weather alerts

Motorist assistance information



BEGIN YOUR TRIP HERE.

511DFW Components

Dial 511 - Interactive Voice Response
Website

Mobile App


Information Exchange Network

Data Archive

Performance Measures

Traffic Incident

20170619083005

Traffic Incident at MOCKINGBIRD LN Eastbound (Dallas). From 4/17/2017 04:31 PM with minor impact. Estimated duration until 04:36 PM. 

Organization

TxDOT Dallas

*

Access Level

Public

*

Type


*

Roadway

MOCKINGBIRD LN Eastbound (Dallas)

*

at



Exit 14

*

From

4/17/2017 04:31 PM



*

Estimated Duration

 days hours mins

Impact

Minor

*

Use right click to set affection on lanes or shoulders



Add more details

Create



BEGIN YOUR TRIP HERE.

My511

Personalized account

Seamless integration between website and app

Save frequent trips and regular commutes

Privacy feature saves intersections rather than addresses

Request alerts



BEGIN YOUR TRIP HERE.

2018-2019 Update

Customizable map, DMS, cameras added to the app

Electric vehicle charging stations

All features available in English and Spanish

Interactive Voice Response System (IVR) uses concatenated speech

Future updates

- Expansive parking information
- Wrong way driving alerts



BEGIN YOUR TRIP HERE.

Next Steps

Request promotional information from NCTCOG

Share the website through social media, newsletters
and add a link to your website

Download the app in the App Store or on Google Play



BEGIN YOUR TRIP HERE.