

# Dallas-Fort Worth Clean Cities Strategic Plan

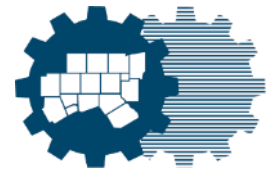
## Fiscal Year 2024-Fiscal Year 2027

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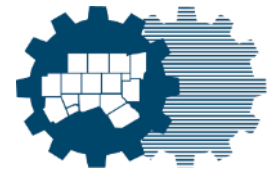
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Dallas-Fort Worth  
CLEAN CITIES



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## Overview

- **Strategic Plan Timeframe:** Fiscal Years 2024-2027 (October 1, 2023-September 30, 2027)
- **Frequency of updates:** Ongoing, but at least revisited once a year.
- **About the Coalition:** The Dallas-Fort Worth Clean Cities Coalition (DFWCC) works to reduce transportation energy use and improve air quality by providing guidance to fleets and other drivers about clean vehicle fuels/technologies, coordinating infrastructure planning and readiness, and facilitating best practices around transportation-energy integration. [North Central Texas Council of Governments - Progress North Texas 2023 \(nctcog.org\)](https://www.nctcog.org/progress-north-texas-2023)
- **Host Agency:** North Central Texas Council of Governments (NCTCOG)
- **Local Priorities:** Ten counties within the Coalition territory are designated nonattainment for the pollutant ozone. Due to these local air quality concerns, the Coalition prioritizes technologies in the Clean Cities portfolio as follows:
  - Highest priority: zero-tailpipe emissions fuels/technologies
  - Medium priority: fuels/technologies that can achieve CARB Low-NO<sub>x</sub> certifications
  - Lowest priority: other alternative fuels/technologies
- **Dallas-Fort Worth Clean Cities Mission Statement:** *A mission statement defines the organization's work, its objectives, and how it will reach these objectives at a high level*

<b>Current NCTCOG (DFWCC Host Agency) Mission Statement</b>	<i>We are an association of, for, and by local governments. We assist our members in planning for common needs, cooperating for mutual benefit, and recognizing regional opportunities for improving the quality of life in North Central Texas.</i>
<b>Old Mission Statement for National Clean Cities Program</b>	<i>Clean Cities coalitions foster the economic, environmental, and energy security of the United States by working locally to advance affordable, domestic transportation fuels, energy-efficient mobility systems, and other fuel-saving technologies and practices.</i>
<b>New Mission Statement for National Clean Cities Program</b>	<i>To advance the nation's environment, energy security, and economic prosperity through collaboration with communities by building partnerships with public and private stakeholders that create equitable deployment of clean transportation solutions for all.</i>
<b>Old Mission Statement for DFWCC</b>	<i>To improve North Texas air quality through initiatives and partnerships that reduce transportation emissions, improve efficiency, and strengthen the local economy.</i>
<b>New Mission Statement for DFWCC</b>	<i>Pending; to be determined during Fiscal Year 2024 (see Internal Goal 1)</i>

- **DFW Clean Cities Vision Statement:** *A vision statement expresses how the world/state/community will be different as a result of the organization's work.*

<b>New Vision Statement for National Clean Cities Program</b>	Decarbonized transportation future for all communities
<b>New Vision Statement for DFWCC</b>	Pending; to be determined during Fiscal Year 2024 (see Internal Goal 1) (Staff proposal: All North Texas communities are connected by clean, efficient, and resilient mobility options.)



## SWOT Analysis:

	Helpful	Harmful
<b>Internal Origin</b> (attributes of the organization)	<b><u>Strengths</u></b> <ul style="list-style-type: none"> <li>• Host agency expertise in other departments and teams (broad knowledge of transportation, ability to network with fellow departments on workforce, emergency preparedness, solid waste, and wastewater topics, etc.)</li> <li>• Well-funded through host agency and Metropolitan Planning Organization structure, easily able to grow staff and programs</li> <li>• Well-established network with local governments via host agency and well-established communication methods</li> <li>• Technical knowledge of certain alternative fuels, such as electric vehicles, compressed natural gas, and biodiesel</li> <li>• Connections with Clean Cities Coalitions, National Labs, and industry partners</li> <li>• Funding knowledge (both availability and how to successfully apply)</li> </ul>	<b><u>Weaknesses</u></b> <ul style="list-style-type: none"> <li>• Inconsistency with tracking stakeholder outreach (e.g., using CRM) and projects (e.g., leveraging Smartsheet or other project management tools)</li> <li>• Maintaining websites with relevant, useful, and easily navigable information</li> <li>• Ability to break “beyond the choir” and develop relationships with private sector fleets and other non-local-government stakeholders</li> <li>• Technical knowledge in certain areas of transportation decarbonization, such as utilities, hydrogen production, renewable diesel, and more</li> <li>• Lack of time to invest in staff development</li> <li>• Struggling to keep up with requests/demands without experiencing “burnout”</li> <li>• Staff retention</li> <li>• Not leveraging relationships as much as we should</li> </ul>
<b>External Origin</b> (attributes of the environment)	<b><u>Opportunities</u></b> <ul style="list-style-type: none"> <li>• Federal emphasis on clean energy/transportation transition</li> <li>• Ability to pursue federal funding to grow staff and fund new programs</li> <li>• Demand for analysis of opportunities to transition fleets to alternative fuels</li> <li>• Public interest in electric vehicles</li> <li>• Oncor’s EVOlution Program</li> <li>• Leveraging work conducted by peers</li> <li>• Frequent invitations to meet with new organizations</li> </ul>	<b><u>Threats</u></b> <ul style="list-style-type: none"> <li>• State actions that prevent or discourage clean energy/transportation transition</li> <li>• Manufacturers rushing technology resulting in subpar products, therefore “turning off” people from adoption</li> <li>• Supply chain issues such as inflation and delays hindering acquisition of new vehicles and equipment</li> <li>• Influx of other organizations working in the “clean transportation” space with less knowledge and/or a pre-determined agenda that is counterproductive to long-term technology transition</li> </ul>

## Goals

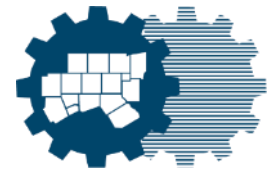
Goals are intended to be accomplished within the four-year strategic planning timeframe, and to be Specific, Measurable, Achievable, Relevant, Timebound, Inclusive, and Equitable (SMARTIE)



### Program 1: Clean Vehicle Initiatives

<b>Clean Vehicle Initiatives Goal 1</b>	Support and Document 20 Public Sector (School Districts, Transit Agencies, Local Governments, and Special Districts (ex: Airports)) Fleets Who Adopt NO <sub>x</sub> . <b>(Propane, Compressed/Renewable Natural Gas, Electric Vehicles, Hybrid-Electric Vehicles, Hydrogen) Reducing Alternative Fuels by 2027</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of public agency fleets we support adopting alternative fuels</li> <li>• Number of public agency fleets who expand usage of alternative fuels</li> <li>• Number of public agency fleets that newly report alternative fuels or expanded alternative fuels on the DFWCC Annual Survey</li> <li>• Percentage of greenhouse gases reduced year-over-year</li> <li>• Percentage of gasoline gallon equivalent reduced year-over-year</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Information from local fleets</li> <li>• Avenues to outreach to and engage with fleets (leverage Clean Cities Annual Survey, NCTCOG's Transit Team, NCTCOG Regional Directory)</li> <li>• Financial assistance (federal, state, or local) for local fleets</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool</li> <li>• Clean Cities resources</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> <li>• Department of Energy Vehicle Technology Office Funding - Multimodal Drone Delivery</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		

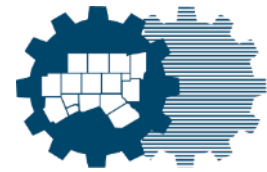
<b>Activity 1</b>	<b>Complete fleet transition analyses.</b>
Description	Conduct at least one fleet transition analyses to help identify alternative fuel options for one fleet a year, including an emissions inventory, alternative fuel vehicle replacements, and funding recommendations. Follow up with fleets three to six months after they receive the transition analysis.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM/Smartsheet</li> <li>• Number of analyses completed</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.</b>
Description	Conduct or contribute to two educational events for public fleets. Focus on events which reach fleets that are less familiar with NCTCOG (e.g., rural entities). Event topics will be determined based on fleet's needs and responses submitted through the Annual Survey.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Clean Cities Annual Survey online system</li> <li>• Number of events held or participated in</li> <li>• Every six months</li> </ul>



<b>Activity 3</b>	<b>Assist fleets with finding and applying for funding.</b>
Description	Maintain the air quality funding webpage, send weekly air quality funding e-blasts, and host a fleet funding workshop/present at events about available funding.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Public Input (e-mail system)</li> <li>• Clean Cities Annual Survey online system</li> <li>• Number of e-blasts sent</li> <li>• Number of workshops held/presentations given</li> <li>• Every six months</li> </ul>

<b>Clean Vehicle Initiatives Goal 2</b>	<b>Support and Document 10 Private Sector Fleets (Freight, Businesses, etc.) Who Adopt NO<sub>x</sub>- (Propane, Compressed/Renewable Natural Gas, Electric Vehicles, Hybrid-Electric Vehicles, Hydrogen) Reducing Alternative Fuels by 2027</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of private fleets we support adopting new alternative fuels</li> <li>• Number of private fleets who expand usage of alternative fuels</li> <li>• Number of private fleets that newly report alternative fuels or additional alternative fuels on the annual survey</li> <li>• Percentage of greenhouse gases reduced year-over-year</li> <li>• Percentage of gasoline gallon equivalent reduced year-over-year</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Information from local fleets</li> <li>• Avenues to outreach to or engage with private-sector fleets (can leverage NCTCOG’s Freight and Air Quality teams, NAFA membership, may need additional resources)</li> <li>• Financial assistance (federal, state, or local) for local fleets</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool</li> <li>• Clean Cities resources</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		

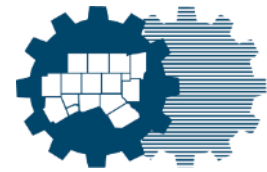
<b>Activity 1</b>	<b>Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.</b>
Description	Work with NCTCOG’s Freight and Air Quality teams to host or contribute to two outreach events per year educating private fleets on alternative fuel vehicles. Event topics will be determined based on fleet’s needs and responses submitted through the Annual Survey.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Clean Cities Annual Survey online system</li> <li>• Number of events held or participated in</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Complete fleet transition analyses.</b>
Description	Conduct at least one fleet transition analyses to help identify alternative fuel options for a fleet a year, including an emissions inventory, alternative fuel vehicle replacements, and funding recommendations.



<b>Activity 2</b>	<b>Complete fleet transition analyses.</b>
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM/Smartsheet</li> <li>• Number of analyses completed</li> <li>• Every six months</li> </ul>
<b>Activity 3</b>	<b>Assist fleets with finding and applying for funding.</b>
Description	Maintain the air quality funding webpage, send weekly air quality funding e-blasts, and host a fleet funding workshop/present at events about available funding.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Public Input (e-mail system)</li> <li>• Clean Cities Annual Survey online system</li> <li>• Number of e-blasts sent</li> <li>• Number of workshops held/presentations given</li> <li>• Every six months</li> </ul>

<b>Clean Vehicle Initiatives Goal 3</b>	Increase EV registration by consumers/general public across the 12-county Metropolitan Planning Area so that at least 100 EVs are registered in each zip code by 2027. Over 100 zip codes in North Texas currently have less than 100 EVs registered.		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	Electric Vehicle North Texas vehicle registration data		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Collaborators to host events</li> <li>• Public engagement efforts</li> <li>• Educational materials to inform consumers</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• Texas DMV registration data</li> <li>• Microsoft Power BI</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	DFW Clean Cities, local governments and committees, non-profits		

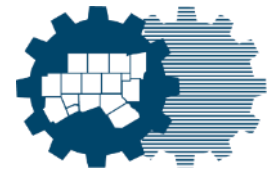
<b>Activity 1</b>	<b>Hold three EV ride-and-drive events in census tracts with low EV adoption rates or in disadvantaged communities to increase public knowledge and adoption of EVs.</b>
Description	Coordinate with stakeholders to host two educational events with presentations, showcasing consumer vehicles, and information on total cost of ownership for the individual per year.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Clean Cities Annual Survey online system</li> <li>• Number of events held or participated in</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Attend community outreach events to educate the public on EVs.</b>
Description	Attend public facing events, such as EarthX, to educate attendees on the benefits of purchasing and driving EVs, including education on funding opportunities (tax credits, rebates, etc.) and ownership cost savings (reduction of fuel costs, lower maintenance costs, etc.).
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Clean Cities Annual Survey online system</li> <li>• Number of events held or participated in</li> <li>• Every six months</li> </ul>



<b>Clean Vehicle Initiatives Goal 4</b>	Expand the workforce training programs at local community colleges to include electric vehicle technician training by 2027.		
<b>Category (check one)</b>	<input type="checkbox"/> external facing	<input type="checkbox"/> internal	<input checked="" type="checkbox"/> capacity building
<b>Measures of success</b>	EV technician training offered at local community colleges/technical schools and the number of students enrolled in the programs		
<b>Tracking frequency</b>	At the end of each spring semester to account for new or continued enrollment of the program at each college		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>Partnerships with local community colleges/technical schools, workforce boards including Workforce Solutions for North Central Texas, OEMs</li> <li>Curricula/materials from other community colleges with EV programs</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>GUMBO grant</li> <li>Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		

<b>Activity 1</b>	<b>Conduct outreach to students/schools/instructors to inform them of opportunities for EV technicians.</b>
Description	Create a “pipeline” for EV technicians by doing outreach to students, schools, and instructors and creating more interest.
Tracking, Method, and Metrics	<ul style="list-style-type: none"> <li>SmartSheet/CRM</li> <li>Number of presentations provided</li> <li>Every six months</li> </ul>
<b>Activity 2</b>	<b>Conduct outreach to identify EV OEMs interested in participating in discussions with the colleges and students/instructors/graduates.</b>
Description	OEMs have valuable input for the development of curriculum for EV technician training. NCTCOG maintains a list of OEMs who sell EVs.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>SmartSheet/CRM</li> <li>Number of EV OEMs who are willing to provide input</li> <li>Once (initial effort to identify participating companies)</li> </ul>
<b>Activity 3</b>	<b>Host a meeting with local community colleges/technical schools and OEMs to discuss curriculum needs and opportunities for collaboration.</b>
Description	Develop relevant materials to communicate the need for EV technician training in the region. Identify any grant opportunities applicable to achieving the goal. Identify existing EV technician training programs which could be replicated.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>SmartSheet</li> <li>Meeting materials</li> <li>Every six months</li> </ul>
<b>Activity 4</b>	<b>Work with local community colleges to apply for any grant funds needed and develop an EV technician training curriculum.</b>
Description	Develop relevant materials to communicate the need for EVSE technician training in the region. Identify any grant opportunities applicable to achieving the goal. Identify existing EVSE training programs to use as a starting point.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>SmartSheet</li> <li>EV technician program development and number of students enrolled in the program</li> <li>Every six months</li> </ul>

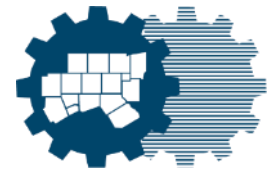




## Program 2: Alternative Fuel Infrastructure Initiatives

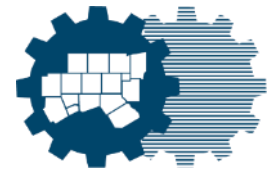
<b>Infrastructure Goal 1</b>	Support 100 new light-duty electric vehicle charging station installations (either publicly- or privately-owned) in the region by 2028, focusing on installations in areas with identified gaps in charging access		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Number of publicly accessible charging stations installations supported by DFWCC</li> <li>Proportion of new installations located in identified gap areas</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>Input from communities on where they would like to have charging stations</li> <li>GIS analysis to ensure a data-driven approach for siting charging stations</li> <li>Partnerships with local stakeholders such as governments on charging station projects</li> <li>Federal NEVI standards, including station power requirements and five-year operation and maintenance</li> <li>Utilize Department of Energy Technical Assistance, including Tiger Teams to provide necessary operating support</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>Texas EV Charging Plan investments (approximately \$65 million)</li> <li>FHWA Charging and Fueling Infrastructure Community Charging award (\$15M)</li> <li>EMPOWER Workplace Charging project to provide resources to stakeholders</li> <li>Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Infrastructure Team		

<b>Activity 1</b>	<b>Identify gap areas in need of publicly accessible light-duty charging projects (either publicly- or privately-owned).</b>
Description	Utilize GIS analysis and stakeholder feedback to identify communities in need of increased availability of light-duty charging projects.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>GIS analysis, AFDC station locator</li> <li>Number of projects in progress or deployed through our efforts</li> <li>Every six months</li> </ul>
<b>Activity 2</b>	<b>Connect with key stakeholders in identified charging gap areas.</b>
Description	Coordinate with stakeholders in identified areas to increase availability of level 2 and DCFC charging stations.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>Relationships with relevant stakeholders</li> <li>One-on-one meetings and collaboration with stakeholders</li> <li>Every six months</li> </ul>
<b>Activity 3</b>	<b>Conduct or contribute to outreach events educating stakeholders about light-duty electric vehicles and charging.</b>
Description	Hosting events or taking part in speaking opportunities related to light-duty electric vehicle infrastructure.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>Smartsheet</li> <li>Number of events hosted or participated in as a speaker or panelist focusing on light-duty charging infrastructure</li> <li>Every six months</li> </ul>



<b>Infrastructure Goal 2</b>	Participate in project development to scope 10 medium/heavy-duty alternative fuel vehicle charging or refueling stations in progress by 2028, with at least half near marginalized communities		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of projects in progress or completed</li> <li>• Proportion of new installations located in marginalized communities</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Input from stakeholders such as fleet operators on where they would like to have charging stations</li> <li>• Partnerships with local stakeholders such as governments on charging station projects</li> <li>• Environment &amp; Development collaboration</li> <li>• NCTCOG Organic Waste-to-Fuel Feasibility Study</li> <li>• Future fueling standards for emergent technologies such as megawatt EV charging and hydrogen refueling</li> <li>• Utilize Department of Energy Technical Assistance, including Tiger Teams to provide necessary operating support</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• TxDOT Medium- and Heavy-Duty Charging Infrastructure Task Force</li> <li>• FHWA Charging and Fueling Infrastructure Corridor Award (\$70M)</li> <li>• H2LA Hydrogen Corridor Planning Initiative</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Infrastructure Team		

<b>Activity 1</b>	<b>Identify potential locations for alternative fuel medium/heavy-duty zero-emission infrastructure projects (either publicly- or privately-owned).</b>
Description	Identify opportunities for medium/heavy-duty infrastructure projects, prioritizing publicly accessible fueling locations, zero emission fuels, and development of waste-to-fuel projects.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• GIS analysis, Smartsheet</li> <li>• Number of projects in progress or deployed through our efforts</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Connect with stakeholders in identified potential locations.</b>
Description	Coordinate with stakeholders in identified potential locations to increase deployment of medium/heavy-duty alternative fuel infrastructure.
Tracking Method, Metrics, and Frequency	Number of new alternative fueling projects or stations in progress or completed <ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• Meetings with stakeholders to deploy related projects</li> <li>• Every six months</li> </ul>
<b>Activity 3</b>	<b>Conduct or contribute to outreach events educating stakeholders about medium/heavy alternative fuel infrastructure.</b>
Description	Hosting events or taking part in speaking opportunities related to medium/heavy-duty infrastructure, especially zero-emission alternative fuels and waste-to-fuel projects.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• Number of events hosted or participated in as a speaker or panelist focusing on light-duty charging infrastructure</li> <li>• Every six months</li> </ul>



<b>Infrastructure Goal 3</b>	Participate in project development to support 25 publicly accessible EV charging projects in the region that increase the resiliency, reliability, and emergency preparedness of the region’s EV charging station network		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of new EV charging station installations that include reliability or emergency preparedness elements</li> <li>• Number of projects in progress or completed</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Fleet, utility, and emergency preparedness partnerships</li> <li>• EV charging station suppliers</li> <li>• DFWCC Annual Survey</li> <li>• CRM</li> <li>• AFDC station locator</li> <li>• Federal NEVI standards, including station power requirements, uptime, and five-year operation and maintenance</li> <li>• Utilize Department of Energy Technical Assistance, including Tiger Teams to provide necessary operating support</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• FHWA EV Charging Station Resiliency and Accessibility Accelerator award to repair/replace nonoperational charging stations (\$3.6M)</li> <li>• Regional Energy Management Agreement (portion \$100k)</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams		

<b>Activity 1</b>	<b>Coordinate with stakeholders to develop resilient EV charger projects and identify and support applications for funding assistance.</b>
Description	Meet one-on-one with stakeholders as needed to discuss and support resiliency EV charging projects. Identify applicable grants and support applications for funding.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet/CRM</li> <li>• Number of one-on-one meetings and projects supported</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Increase the reliability of EV charging stations in the region.</b>
Description	Monitor number of unavailable EV charging stations in the region on AFDC and support programs to increase uptime of new and existing stations such as the Electric Vehicle Charger Reliability and Accessibility Accelerator Program.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• AFDC station locator</li> <li>• Unavailable stations in the region</li> <li>• Every six months</li> </ul>
<b>Activity 3</b>	<b>Connect with utility and emergency preparedness staff to identify areas in the region where resilient EV charging would be of most benefit.</b>
Description	Meet with utility and emergency preparedness staff to identify areas of the region where resilient EV charging would most likely be needed to reduce the demand on the grid, as well as understand the types of emergencies that would affect traffic patterns or increase the need for EV charging.

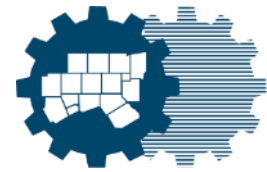


<b>Activity 3</b>	<b>Connect with utility and emergency preparedness staff to identify areas in the region where resilient EV charging would be of most benefit.</b>
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• Areas of the region and types of emergencies</li> <li>• Every six months</li> </ul>
<b>Activity 4</b>	<b>Conduct or contribute to outreach/educational events educating stakeholders about the benefits of resilient and reliable EV chargers.</b>
Description	Educate stakeholders via webinars and other resources on the need and benefits of resilient EV chargers. Specifically target stakeholders whose EV chargers are/will be located in areas identified as being of most benefit to the region. Leverage Oncor EVolution Program to inform targeted outreach.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Number of outreach events and number of attendees</li> <li>• Every six months</li> </ul>

### Program 3: Clean Energy Initiatives

<b>Energy Goal 1</b>	Facilitate conversion of all public sector fleet compressed natural gas (CNG) contracts to renewable natural gas (RNG) fueling contracts by 2027.		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	Percent of public sector fleet fuel contracts that specify RNG fuel		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Fleet partnerships</li> <li>• DFWCC Annual Survey</li> <li>• CRM</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.nctcog.org/">North Central Texas Council of Governments - North Central Texas Organic Waste to Fuel Feasibility Study (nctcog.org)</a></li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Clean Vehicles and Energy Integration Teams		

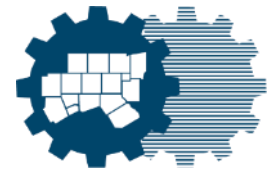
<b>Activity 1</b>	<b>Identify public sector fleets currently using CNG in the region that purchase natural gas through a contract and how many are purchasing RNG.</b>
Description	Use the DFWCC Annual Survey and CRM to identify fleets using CNG and purchase via their own contract. Establish baseline of fleets using RNG.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM/Smartsheet</li> <li>• Number of public sector fleets using CNG and purchasing CNG and RNG via a contract</li> <li>• Once (establish baseline)</li> </ul>
<b>Activity 2</b>	<b>Hold conversations with identified fleets using CNG to encourage use of RNG.</b>
Description	Meet with the identified fleets to discuss the benefits of renewable natural gas and follow-up with these fleets as needed. Leverage recently completed study at <a href="https://www.nctcog.org/">North Central Texas Council of Governments - North Central Texas Organic Waste to Fuel Feasibility Study (nctcog.org)</a> .
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM/Smartsheet</li> <li>• Number of conversations held per month</li> <li>• Monthly</li> </ul>



<b>Activity 3</b>	<b>Track progress of the number of public sector fleets in the region that enter RNG contracts.</b>
Description	Continue to assist and follow up with fleets using CNG to monitor progress toward a RNG contract.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM/Smartsheet</li> <li>• Number of public sector fleets using RNG</li> <li>• Monthly</li> </ul>

<b>Energy Goal 2</b>	<b>Involvement in or completion of activities to support and expedite deployment of clean vehicle technologies and alternative fuel infrastructure.</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Trends of unavailable stations in the region</li> <li>• Local government adoption of EV-ready building codes</li> <li>• Length of time for local governments to deploy infrastructure projects</li> <li>• Trends of first responder training completed on EV and EVSE battery fires</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Partnerships with local stakeholders</li> <li>• Regional EV infrastructure working group</li> <li>• National Guidance on EV-ready building codes and standards</li> <li>• Regional Transportation Council</li> <li>• Charging and Fueling Infrastructure Community Program</li> <li>• AFDC station locator</li> </ul>		
<b>Resources on hand/specific initiatives</b>	<ul style="list-style-type: none"> <li>• Charging Smart (project funded via IREC)</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams		

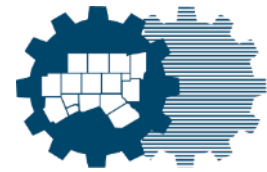
<b>Activity 1</b>	<b>Encourage adoption and regional consistency of EV-ready building codes standards for EV charging infrastructure.</b>
Description	Engage local governments to develop guidance for regional EV-ready building standards and explore the potential for a regionwide standard.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Regional adoption of EV-ready building standards</li> <li>• Number of local governments with EV-ready standards in place</li> <li>• Every six months</li> </ul>
<b>Activity 2</b>	<b>Coordinate with stakeholders to reduce barriers and delays to deploy alternative fuel infrastructure projects.</b>
Description	Coordinate with stakeholders, such as local governments, to identify solutions to reduce barriers to deploy alternative fuel infrastructure, including the creation of specialized teams to streamline deployments.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• One-on-one or hosted meetings with stakeholders</li> <li>• Every six months</li> </ul>
<b>Activity 3</b>	<b>Support and coordinate first responder training for EV and EV infrastructure battery fires.</b>
Description	Coordinate with stakeholders, such as local governments, fire departments, and training organizations, to support and promote region-wide first responder training and resources on EV and EV infrastructure battery fires.



<b>Activity 3</b>	<b>Support and coordinate first responder training for EV and EV infrastructure battery fires.</b>
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• One-on-one or hosted meetings with stakeholders or surveys</li> <li>• Every six months</li> </ul>

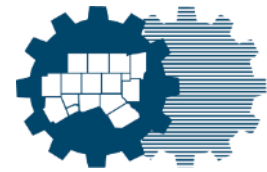
<b>Energy Goal 3</b>	Expand the workforce training programs at local community colleges to include technician training for the installation and maintenance of electric vehicle charging stations by 2027.		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of EVSE technician training courses offered at local community colleges/technical schools</li> <li>• Number of students enrolled in the programs</li> </ul>		
<b>Tracking frequency</b>	At the end of each spring semester to account for new or continued enrollment of the program at each college.		
<b>Resources needed to achieve success</b>	Partnerships with local community colleges/technical schools, workforce boards, including Workforce Solutions for North Central Texas, charging station OEMs, installation companies.		
<b>Resources on hand/specific initiatives</b>	<ul style="list-style-type: none"> <li>• Program materials from the Guaranteeing Access to Underserved and Marginalized Populations by Building Employment Opportunities (GUMBO) project</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams		

<b>Activity 1</b>	<b>Conduct outreach to identify EVSE OEMs and installation companies interested in participating in discussions with the colleges.</b>
Description	EVSE OEMs and/or EVSE installation companies would have valuable input for the development of curriculum for EVSE technician training. NCTCOG maintains a list of EVSE-related companies that can be used to identify companies willing to assist in this effort.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet/CRM</li> <li>• Number of EVSE OEM or installation companies identified</li> <li>• Once (initial effort to identify participating companies)</li> </ul>
<b>Activity 2</b>	<b>Prepare for meetings with local community colleges by identifying relevant grants, existing EVSE technician training programs, and assembling data showing the need for this training.</b>
Description	Develop relevant materials to communicate the need for EVSE technician training in the region. Identify any grant opportunities applicable to achieving the goal. Identify existing EVSE training programs to use as a starting point.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Meeting materials</li> <li>• Once</li> </ul>



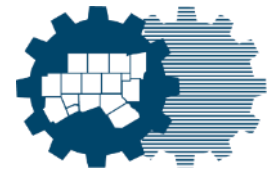
<b>Activity 3</b>	<b>Hold meetings with each community college and Workforce Solutions for North Central Texas and charging station OEMs and installation companies to discuss the needed training.</b>
Description	Initiate and facilitate conversations with the community colleges, Workforce Solutions for North Central Texas, charging station OEMs, and installation companies to discuss the needed training.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Meetings held with each community college</li> <li>• Initial meeting with each college and ongoing as needed</li> </ul>
<b>Activity 4</b>	<b>Assist and support the community colleges in pursuing applicable grant opportunities and monitor progress toward establishing the training program.</b>
Description	Assist the colleges in applying for any identified grants to fund the development of the curriculum and acquiring any needed materials and equipment. Monitor progress and assist as needed.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Grant applications submitted if grants available</li> <li>• Ongoing</li> </ul>

<b>Energy Goal 4</b>	<b>Minimize negative electric grid impacts and advance energy conservation to offset increased transportation electrical load and minimize energy interruptions.</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Number of local governments submitting state-required annual energy report</li> <li>• Number of local governments pursuing SolSmart designation</li> </ul>		
<b>Tracking frequency</b>	Every six months		
<b>Resources needed to achieve success</b>	Partnerships with stakeholders such as local governments, utilities, South Central Partnership for Energy Efficiency as a Resource (SPEER), World Resource Institute (WRI), and Rocky Mountain Institute (RMI).		
<b>Resources on hand/specific initiatives</b>	<ul style="list-style-type: none"> <li>• Regional Energy Management Program (project funded via State Energy Conservation Office (SECO))</li> <li>• Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)</li> <li>• EPA’s Energy Star Guidelines for Energy Management</li> <li>• NCTCOG whitepaper Effective Energy Management Strategies for North Texas Communities</li> <li>• Resilient EV Charging Plan award (\$1.5M)</li> </ul>		
<b>Responsible parties</b>	NCTCOG/DFW Clean Cities Energy Integration Team		



<b>Activity 1</b>	<b>Educate local governments on the state-required 5% annual reduction in energy use and annual energy report.</b>
Description	Educate and remind local governments on the annual energy report requirement via e-blasts, a mailout, and a workshop conducted in collaboration with SPEER.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet/CRM</li> <li>• Number of local governments submitting state-required annual energy report</li> <li>• Once each year - effort spans approximately a four-month period – December-March</li> </ul>
<b>Activity 2</b>	<b>Conduct outreach and educate local governments on free preliminary energy assessments, energy conservation, and energy resources through tabling at outreach events.</b>
Description	Attend outreach events to speak with and provide handouts to local governments
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Handout materials</li> <li>• At least two events per year</li> </ul>
<b>Activity 3</b>	<b>Expand local government participation in the SolSmart Program by assisting a minimum of five local governments in drafting solar statements.</b>
Description	Assist WRI in conducting a cohort for local governments interested in pursuing SolSmart designation. This effort will consist of an Information Session and five monthly cohort meetings.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Information session and five cohort meetings held; one-on-one meetings held with local governments as needed</li> <li>• Once</li> </ul>
<b>Activity 4</b>	<b>Educate local governments on EV infrastructure resilience and planning by developing a whitepaper.</b>
Description	The whitepaper topic will address how EV infrastructure resilience and planning can impact electric grid impacts of transportation and ensure EV charging remains operational during disruptions or outages. The whitepaper will be posted on the Conserve North Texas website.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Whitepaper posted</li> <li>• Once</li> </ul>
<b>Activity 5</b>	<b>Develop a resilient EV charging plan for the region.</b>
Description	Lead a team of stakeholders to develop a resilient electric vehicle charging plan for the region that provides actionable recommendations to ensure the continuity of operations of critical EV travel.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Plan posted</li> <li>• Once</li> </ul>



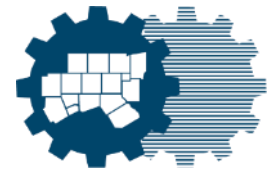


<b>Activity 6</b>	<b>Conduct two demonstrations projects based on strategies identified in the plan developed in Activity 5.</b>
Description	Conduct two demonstrations projects based on strategies identified in the plan developed in Activity 5: 1) a tabletop scenario planning exercise and 2) a test of resilient strategies and equipment carried out at project partner facilities where a simulated grid outage will allow the effectiveness of the strategies to be determined.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Demonstrations complete</li> <li>• Once</li> </ul>
<b>Activity 7</b>	<b>Promote energy conservation to local governments through a webinar on energy management plans.</b>
Description	Conduct an educational webinar for local governments on energy management plans. This effort will consist of researching and compiling information on available energy management plan templates and frameworks.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• SmartSheet</li> <li>• Number of local governments attending the webinar</li> <li>• Once</li> </ul>

Organizational Goals/Capacity Building:

<b>Internal Goal 1</b>	<b>Develop new mission statement, and potentially also a vision statement, with Advisory Committee input by Spring 2024.</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input checked="" type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• New mission statement</li> <li>• Potentially a vision statement</li> </ul>		
<b>Tracking frequency</b>	One time		
<b>Resources needed to achieve success</b>	DFWCC Technical Advisory Committee input		
<b>Resources on hand</b>	National program mission statement		
<b>Responsible parties</b>	All DFW Clean Cities staff		

<b>Activity 1</b>	<b>Solicit ideas on new mission/vision statement prior to Advisory Committee meeting.</b>
Description	Request suggested mission and vision statement concepts from Advisory Committee members.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Survey and/or e-mail inquiry</li> <li>• Request for input sent out</li> <li>• One time</li> </ul>
<b>Activity 2</b>	<b>Synthesize input.</b>
Description	Compile and summarize input received.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Survey and/or e-mail input</li> <li>• Matrix of feedback</li> <li>• One time</li> </ul>

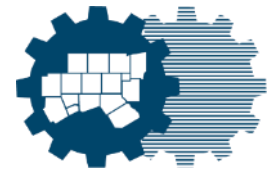


<b>Activity 3</b>	<b>Facilitate discussion of and vote on mission and vision statement at next meeting.</b>
Description	Distribute summary of input provided, facilitate discussion and coordinate a vote.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Decision documented in meeting summary</li> <li>• Updated mission (and vision?) posted on website</li> <li>• One time</li> </ul>

<b>Internal Goal 2</b>	<b>Transition all contacts and contact lists into CRM by end of calendar year 2024.</b>		
<b>Category (check one)</b>	<input type="checkbox"/> external facing	<input checked="" type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• No stray excel spreadsheets of contact lists</li> <li>• Regular use of queries and reports to identify stakeholder subsets</li> <li>• Regularly updated notes in individual contacts to improve outreach tracking</li> </ul>		
<b>Tracking frequency</b>	Quarterly until completion		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Completion of CRM updates to accommodate infrastructure contact lists</li> <li>• CRM training</li> </ul>		
<b>Resources on hand</b>	<ul style="list-style-type: none"> <li>• Research and Information System Department</li> <li>• CRM licenses</li> </ul>		
<b>Responsible parties</b>	All DFW Clean Cities staff		

<b>Activity 1</b>	<b>Complete testing of infrastructure updates in CRM.</b>
Description	Develop and test infrastructure fields (i.e., what alternative fuel and electric vehicle stations does an entity operate) in CRM.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM</li> <li>• Once</li> </ul>
<b>Activity 2</b>	<b>Conduct team-wide training to roll out CRM consistently.</b>
Description	Conduct annual training to remind staff on how to utilize CRM and share CRM updates at bi-weekly team meetings.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet</li> <li>• Annually</li> </ul>
<b>Activity 3</b>	<b>Identify remaining contact lists to be integrated.</b>
Description	Identify contacts missing from CRM and prepare for entry into CRM.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM</li> <li>• Once</li> </ul>
<b>Activity 4</b>	<b>Finish integrating remaining contact lists.</b>
Description	Transfer contact information from files identified in Activity 3.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• CRM and SmartSheet</li> <li>• Once</li> </ul>

<b>Internal Goal 3</b>	<b>Transition Coalition website from Wix to Kentico platform by December 2024.</b>		
<b>Category (check one)</b>	<input checked="" type="checkbox"/> external facing	<input checked="" type="checkbox"/> internal	<input type="checkbox"/> capacity building
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Entire website transitioned</li> <li>• Wix platform retired</li> </ul>		
<b>Tracking frequency</b>	Quarterly until completion		
<b>Resources needed to achieve success</b>	<ul style="list-style-type: none"> <li>• Stakeholder input on what is good/bad/ugly about existing website</li> <li>• Updated Kentico layout from RIS</li> <li>• Staff time reserved for modifying or creating content</li> </ul>		



<b>Internal Goal 3</b>	<b>Transition Coalition website from Wix to Kentico platform by December 2024.</b>
<b>Resources on hand</b>	Research and Information Systems Department
<b>Responsible parties</b>	All DFW Clean Cities staff and Advisory Committee

<b>Activity 1</b>	<b>Solicit stakeholder feedback to inform new website content/structure.</b>
Description	Ask Advisory Committee to weigh in on functionality of existing site. What information is superfluous, what is lacking? What is good content that is easy to find and what is good content that is difficult to find?
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Survey and/or e-mail input</li> <li>• Matrix of feedback</li> <li>• One time</li> </ul>
<b>Activity 2</b>	<b>Sketch new site diagram/menu/navigation.</b>
Description	Develop at least two separate options outlining new site navigability and menu structure and get consensus on preferred structure.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Matrix of feedback</li> <li>• Two site outlines/menu structures</li> <li>• One time</li> </ul>
<b>Activity 3</b>	<b>Draft missing content.</b>
Description	Based on preferred structure, determine content that needs to be developed to fill “holes” in structure and draft content.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet with linked files</li> <li>• All “missing” content drafted</li> <li>• Every two weeks until complete</li> </ul>
<b>Activity 4</b>	<b>Transfer existing content.</b>
Description	Based on preferred structure, determine content that needs to be revised or simply copied into new structure.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Smartsheet with linked files</li> <li>• All “missing” content drafted</li> <li>• Every two weeks until complete</li> </ul>
<b>Activity 5</b>	<b>Site testing and go live.</b>
Description	Request Advisory Committee assistance reviewing and “playing with” new site to provide input and identify any issues. Resolve issues and publish final version of new site.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> <li>• Matrix of feedback</li> <li>• All flagged issues resolved</li> <li>• Weekly until complete (target three to four weeks testing)</li> </ul>

## Internal Support and Governance

### Organizational Structure

DFWCC is hosted by the North Central Texas Council of Governments, which serves as the regional planning agency for the 16-county area served by DFW Clean Cities. The Transportation Department (NCTCOG technical staff), the Regional Transportation Council (policy body), and NCTCOG Executive Board (fiduciary agent) together serve as the Metropolitan Planning Organization for a 12-county metropolitan planning area.



Organizational Structure Needs: None currently identified.

### Staffing

Attachment 1 shows an organizational chart of the team serving as DFW Clean Cities staff with key responsibilities.

### Administrative Support

Beyond this team, host agency staff with expertise in human resources, fiscal management, legal services, research and information systems, and public involvement/community engagement, support Coalition activities.

Coalition staff also have readily available opportunities to network with peer managers and committees who represent relevant Clean Cities-related subject matter such as transit, active transportation, and connected/autonomous vehicles. Idle reduction activities are handled within the Air Quality Planning and Operations team of the Transportation Department.

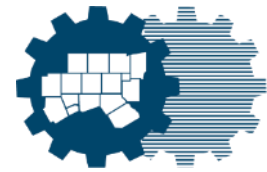
### Stakeholder Communications

The Coalition currently maintains regular communications with external stakeholders via:

- Public Input e-mail blasts: weekly to e-mail self-subscribers; as of March 22, 2024, there are 1,644 recipients
- Earned media: a few local media outlets have an interest in publicizing Coalition-related press releases, events, or subject matter – particularly related to electrification. Key outlets include:
  - NBC5
  - Natural Awakenings
  - Road Dog Trucking Radio

The following mechanisms have been proposed or are under review to build communication efforts and capacity:

- DFWCC Blog and Success Stories/Case Studies: staff has proposed this as a section for the website to house stories about local projects or initiatives that deserve showcasing; the mechanics are still in process and training may be required.
- Social media: staff have proposed establishing a Coalition-specific LinkedIn account; the idea is under review and training may be required.
- DFW Clean Cities Technical Advisory Committee: creation of an advisory committee brings a higher level of engagement and ownership with key stakeholders who each have their own organizations with their own publicity outlets, which may help amplify Coalition messaging. This may be best facilitated by the development of the Coalition-specific LinkedIn account.



## Staffing and Funding

### Advisory Committee, Stakeholders, and Volunteers

#### Advisory Committee

In addition to Coalition staff, the Coalition has recently established a Technical Advisory Committee to further engage with key stakeholders, guide the coalition's strategic direction, support its activities, and facilitate its capacity for growth. The Technical Advisory Committee will provide technical expertise, public outreach support, review of regional transportation and air quality planning, and assist in the selection of transportation and air quality projects funded by the Regional Transportation Council (RTC) and the Executive Board of NCTCOG on an as-needed basis. The Technical Advisory Committee will also provide recommendations on projects and programs to be presented to and approved by the Surface Transportation Technical Committee (STTC), RTC, and Executive Board. The Technical Advisory Committee has approved a set of Guiding Principles to govern its activities.

Specific responsibilities of Technical Advisory Committee members include:

- Attending two to four Technical Advisory Committee meetings per year
- Attending or participating in select Department of Energy trainings or webinars about the Coalition network and national objectives (approximately two per year)
- Advising and recommending the approval of strategic plans
- Providing input on and assisting with event, webinar, or training planning such as by inviting speakers or key attendees
- Assisting with publicizing events
- Providing recommendations on and assisting with community engagement efforts for relevant initiatives

These roles are codified in a Guiding Principles document.

#### Stakeholders

The Coalition does not collect dues for “membership.” Stakeholders can include public or private sector entities, interested citizens, for-profit companies, or anyone interested in getting involved. The “Get Involved” page includes various levels of engagement: 1) signing up for e-mails, 2) signing up more formally as a member, and 3) sponsoring the Coalition.

Stakeholder Needs: There is no clear definition for being a “stakeholder,” but the Coalition e-mail distribution list is approximately 1,900. There is more delineation around the term “member,” but Coalition staff have not solidified a good “intake” process for adding members. Currently only 44 organizations have submitted to be a “member.”

There are many collaborating organizations that work with DFWCC and add substantial value and capacity to Coalition activities. DFWCC often cross promotes Coalition-led activities to these groups and, in return, promotes events held by these groups through the Coalition network. Key collaborators include:



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Clean Fuels Alliance  
Dallas Innovation Alliance/North Texas Innovation Alliance/Texas Innovation Alliance  
North Texas Renewable Energy Group  
Propane Council of Texas  
South-central Partnership for Energy Efficiency as a Resource  
Texas Electric Transportation Resources Alliance  
Texas Hydrogen Alliance  
Texas Natural Gas Foundation

### Volunteers

DFWCC has not typically engaged volunteers aside from those who sign up to support National Drive Electric Week events. However, this is an area that deserves evaluation to identify whether volunteers could be integrated to expand Coalition capacity. The collaborating organizations described under “Stakeholders” often fill much of the role that would be served by volunteers.

### Funding and Fundraising

Via the host agency’s standard processes, the Coalition develops two-year budgets every odd-numbered year, with an annual budget update during even-numbered years. Budget modifications are made as new funding is received between budget cycles.

Attachment 2 illustrates funding for Coalition activities over the next two fiscal years. The Coalition is well-funded based on its structure within an MPO, which enables it to utilize federal funds available through formula allocation for work that dovetails with the national Clean Cities mission (Surface Transportation Block Grant and Congestion Mitigation and Air Quality Improvement Program funds).

There is interest in and need to reduce Coalition reliance on formula funding. Key strategies are:

- Pursue competitive grants – the Coalition is a frequent applicant or participant, but this is resource-intensive.
- Enhance the Coalition sponsorship program – this can bring in non-federal funds which are key to providing non-federal match to grants or enabling extended activities. This program has typically brought in very little funding and there may be opportunities to update and enhance the program to be more valuable.

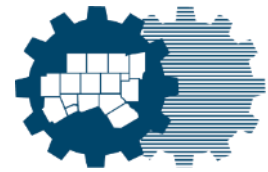
### Operationalized/Supplemental Planning

Several planning documents developed at the NCTCOG/MPO level provide additional framework to this strategic plan:

- **Metropolitan Transportation Plan** ([www.nctcog.org/mtp](http://www.nctcog.org/mtp)): This long-range plan for the regional transportation network incorporates key objectives and priority planning areas of the DFW Clean Cities Coalition. DFWCC content is contained within Chapter 4, Environmental Considerations, and the associated Appendix C.
- **Unified Planning Work Program** ([www.nctcog.org/upwp](http://www.nctcog.org/upwp)): Section 3.03, Air Quality Management and Operations, describes specific projects funded over a two-year timeframe through which work will be accomplished. The scope of work described includes all funding sources available to the



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DFW Clean Cities staff and is updated quarterly, as needed, if new projects or funding is received. The current UPWP covers Fiscal Years 2024 and 2025.

- **DFW Clean Cities Project Management Plan:** This one-year plan details specific work tasks to be undertaken using Department of Energy funding for the Coalition. The timeframe is generally from the beginning of February to the end of January.
- **Contract-specific scopes of work:** as the DFWCC host agency is primarily grant-funded, all revenues available for Coalition activities (with the exception of DFWCC sponsorship funding) come from specific grant or project contracts that include an associated scope of work. These scopes of work serve as plans for tasks/activities completed under each contract. The graphs in Attachment 2 represent the universe of grant contracts/funding/scopes of work which are directing staff work as of the start of Fiscal Year 2024.