

Air North Texas Coalition
Thursday, September 17, 2026
1:30 – 3:00 pm

Agenda

1. Introductions Kimberlin To, NCTCOG
2. Overview
 - a. January 15 Meeting Kimberlin To
3. Discussion
 - a. ANTx Paid Education Summary Frances Key, NCTCOG
 - b. Air Quality Update Daniela Tower, NCTCOG
 - c. Administrative Announcements/Reminders Kimberlin To
 - i. Progress Reports due Friday, September 18
 - ii. Outreach Items
 - iii. Clean Air Corner
 - d. NTxZEV Call for Projects..... Elizabeth Sin, NCTCOG
 - e. Website Quantification/Social Media Report Kimberlin To, NCTCOG
4. Other/Member Updates Kimberlin To
5. Additional Items Kimberlin To
 - a. **Next Meeting Information:**

Thursday, November 19
In-Person/Teams Hybrid
Conference Call: 903-508-4574
Conference ID: 380 761 650#

NCTCOG Offices
616 Six Flags Dr.
Arlington, TX 76011





FY2026

PAID EDUCATION SUMMARY

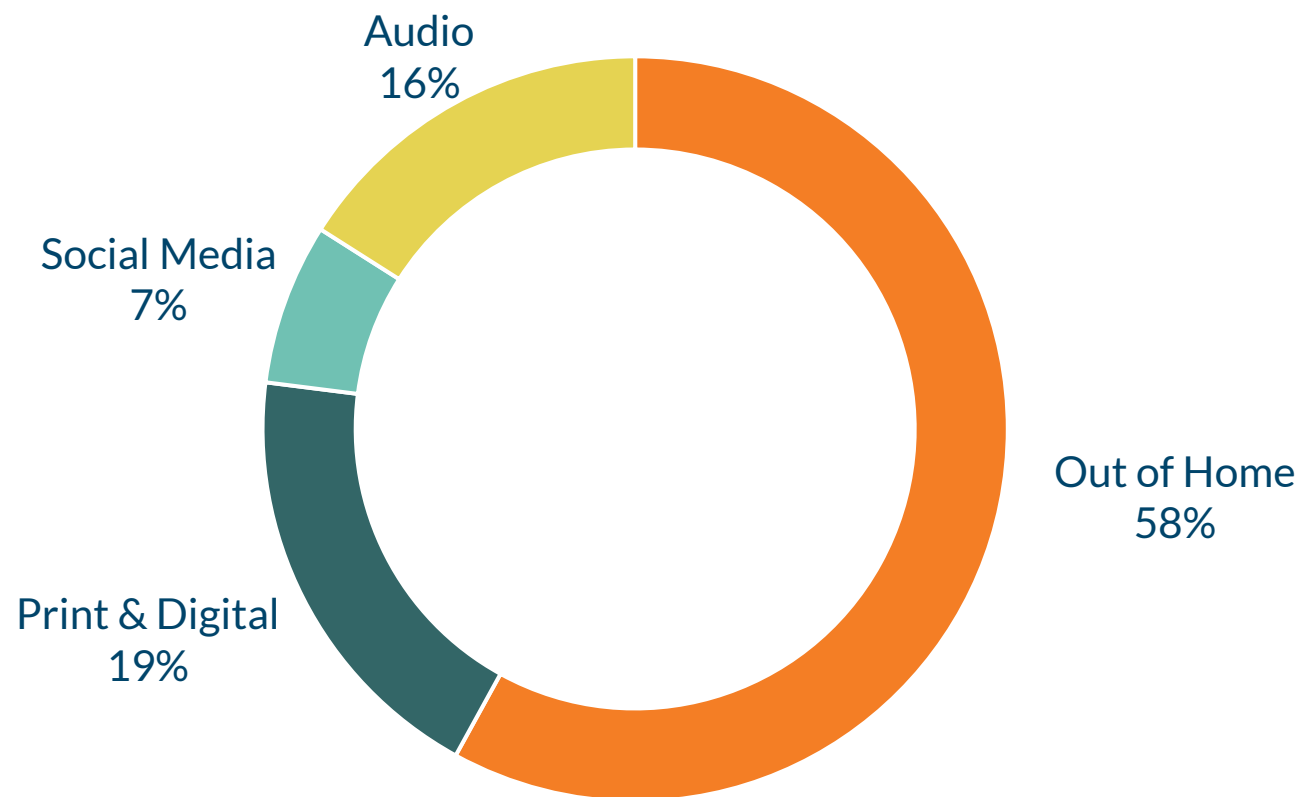
AIR NORTH TEXAS COALITION | 9.17.26

Advertising Schedule

Medium	October '25	November	December	January '26	February	March	April	May	June	July	August	September	Actual Cost	Budget
Out of Home						Clear Channel				Clear Channel			\$ 56,625.00	\$ 120,000
							Orange Barrel Media						\$ 51,925.00	
Print/Digital							DK Media (Korea Town News)						\$ 4,000.00	\$ 35,000
							Tre Weekly						\$ 5,100.00	
							Al Dia						\$ 5,500.00	
							Natural Awakenings						\$ 7,650.00	
							Dallas Observer						\$ 3,000.00	
							Fort Worth Weekly						\$ 5,000.00	
							DFW Child						\$ 4,720.00	
Audio								Spotify				\$ 15,000.00	\$ 35,000	
								Univision Uforia			\$ 15,000.00			
Social Media and Search								Meta (Facebook, Instagram, and Threads)				\$ 13,497.76	\$ 15,000	
													\$ 187,017.76	\$ 205,000



Spend Percentages



Out of Home

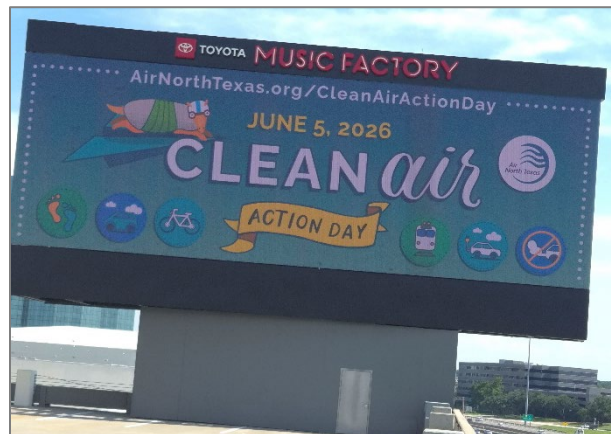
Clear Channel

Dynamic digital billboards throughout the region with Arlo featuring AQI color bands

March – May, Mid-July – Aug. (break for World Cup advertising in June – Mid-July)

Orange Barrel Media

Hwy114 Marquee board in Las Colinas and 10
IKE faces in Arlington Entertainment District



Print and Digital

Al Dia

DFW Child

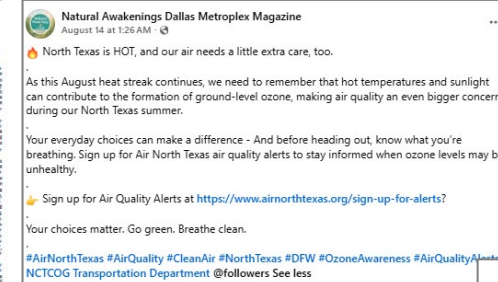
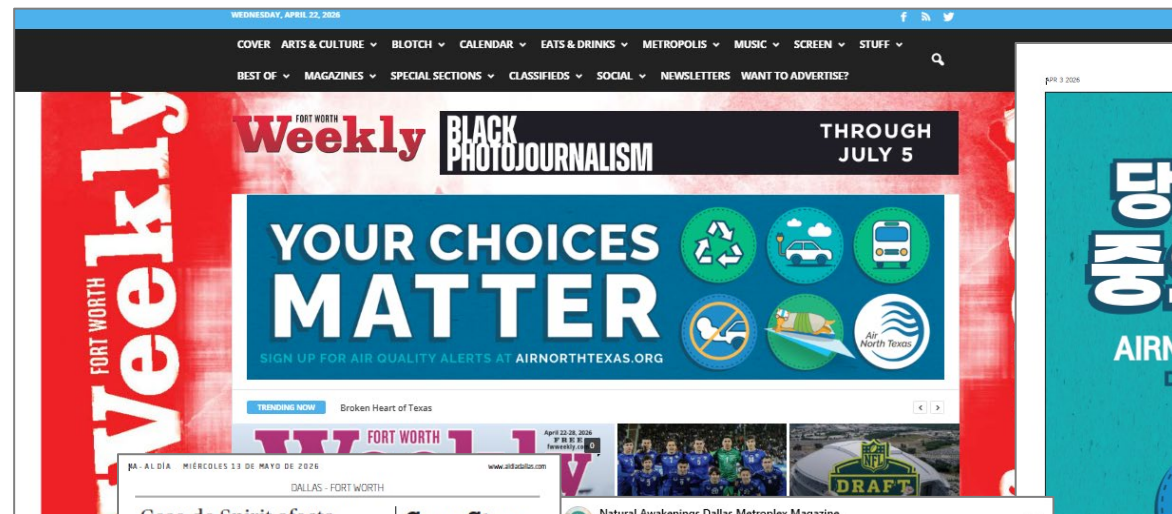
DK Media

Dallas Observer

Fort Worth Weekly

Natural Awakenings

Tre Weekly



ANTx Paid Education 2026

Social Media (Meta)

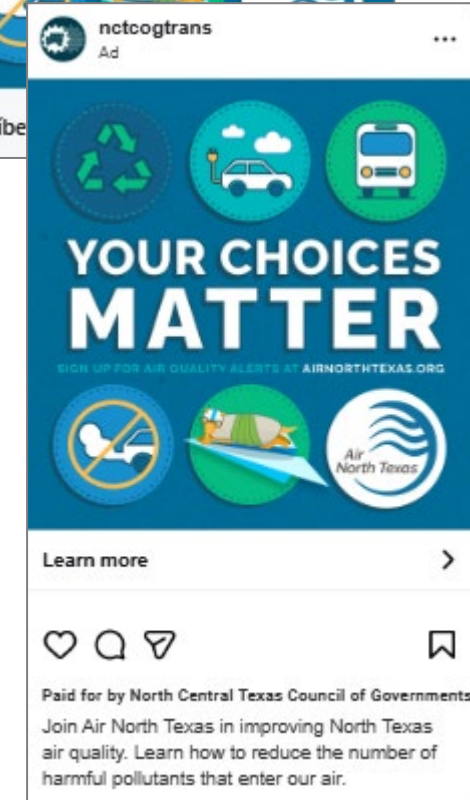
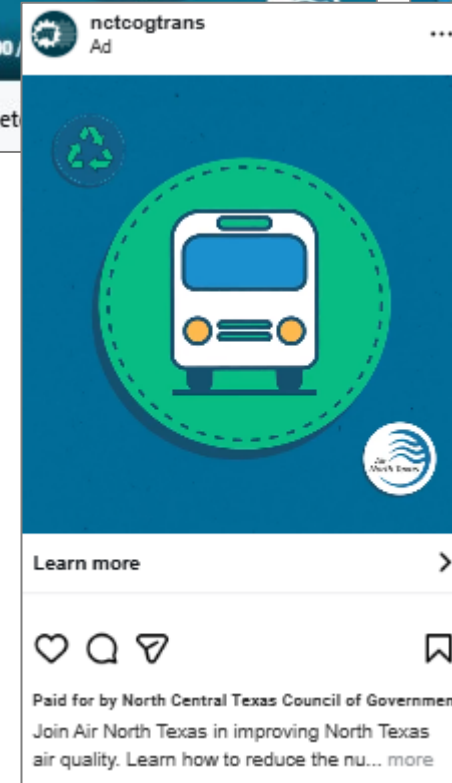
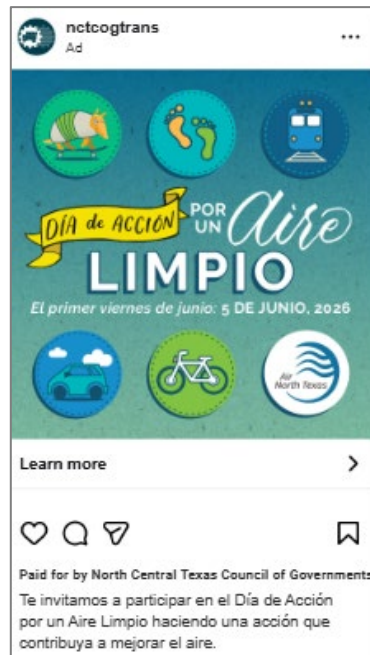
Facebook & Instagram ads

CAAD: May 7 – June 5

Static ads only

General: June 6 – Sept. 30

Static and Animated ads



ANTx Paid Education 2026

Audio

Spotify

Streaming audio spots in English and Spanish for CAAD and general ANT_x messaging

May – August

Univision

CAAD messaging on popular Spanish-language streaming radio stations

May - June

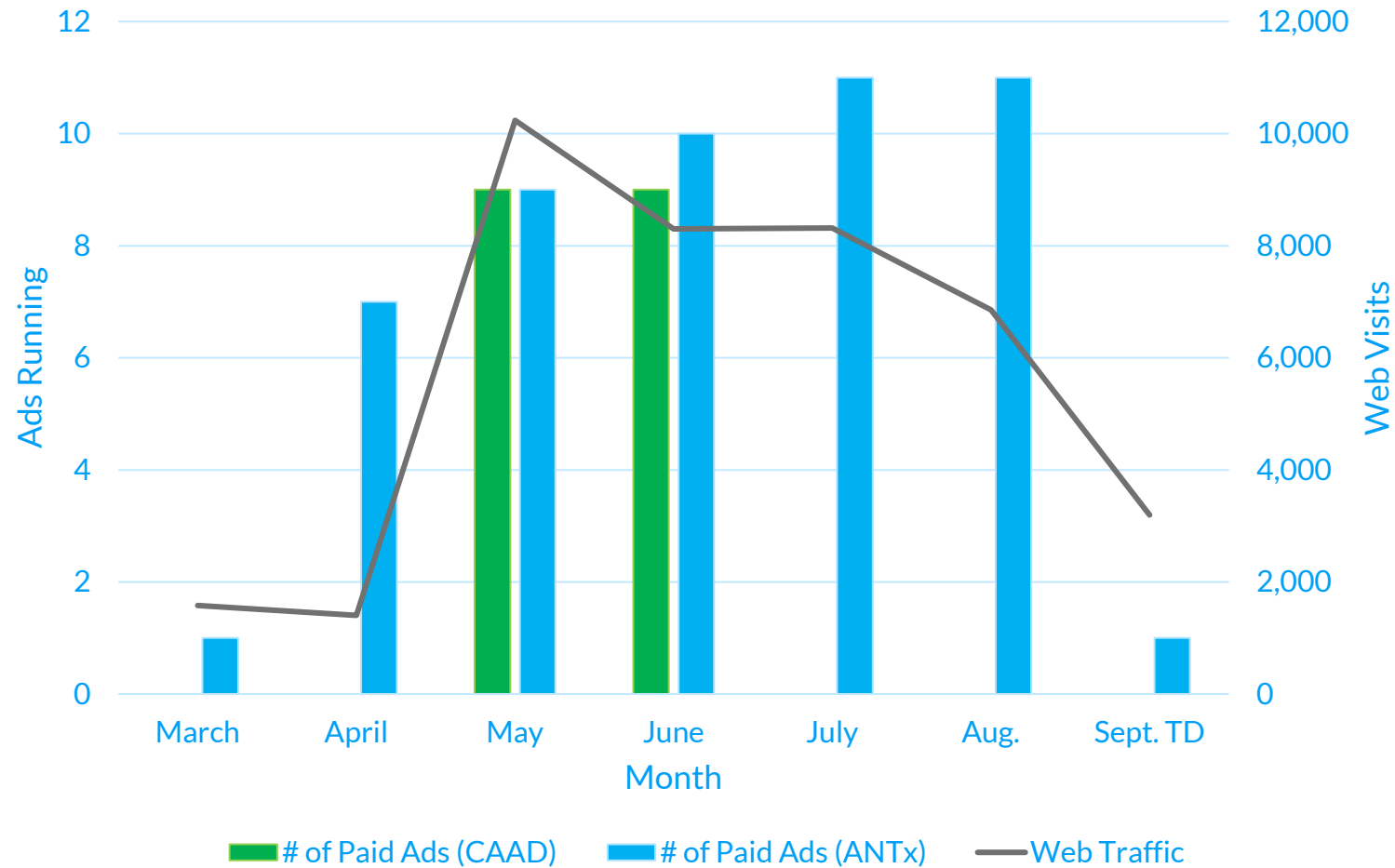


Website Metrics

March 1 – Sept. 14, 2026

Total Views: 39,884

Active Users: 30,105



CONTACT US



Frances Key
Communications Coordinator
fkey@nctcog.org

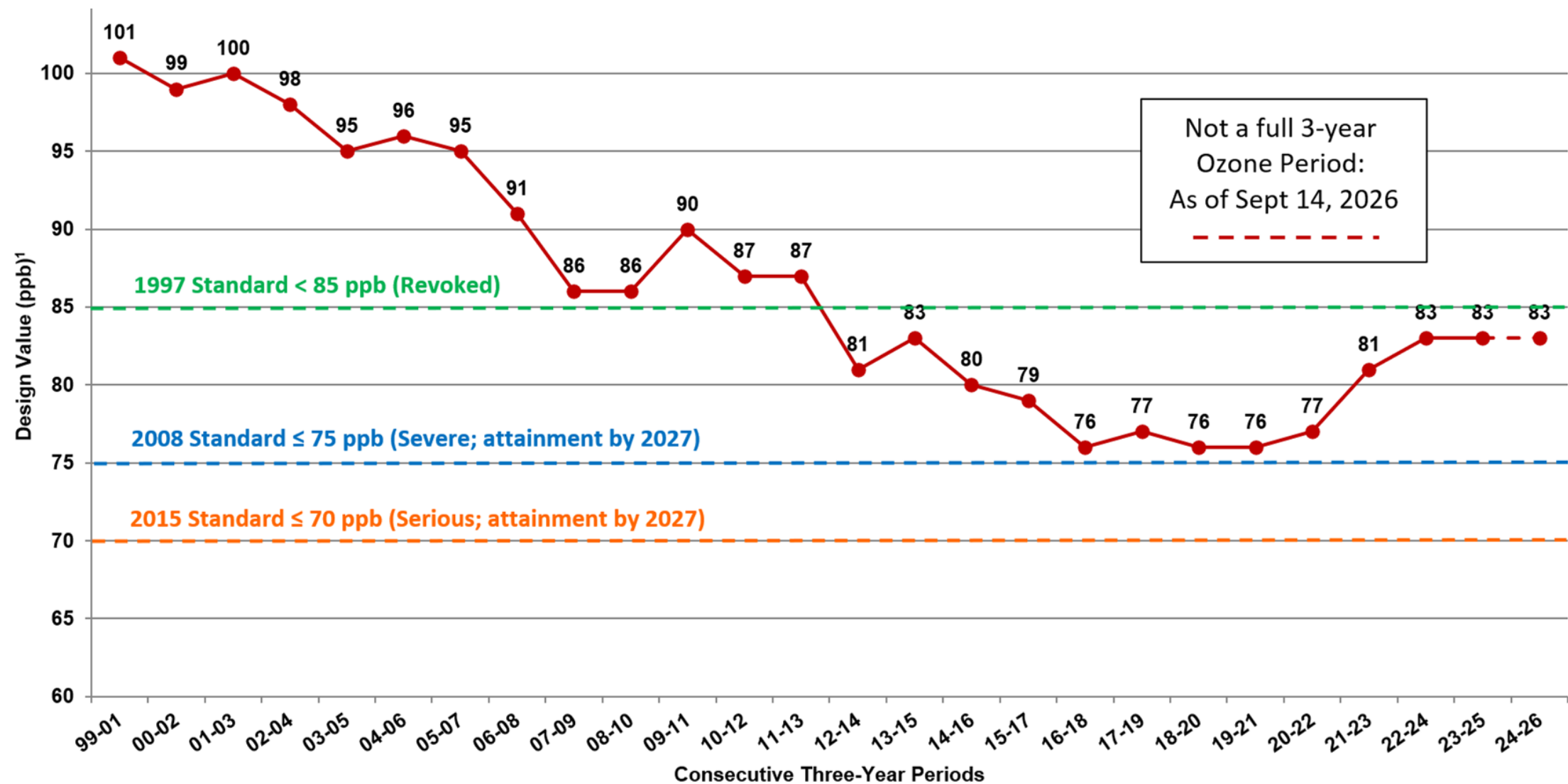




Air Quality Status Report

Daniela Tower | Air North Texas Coalition
09.17.2026

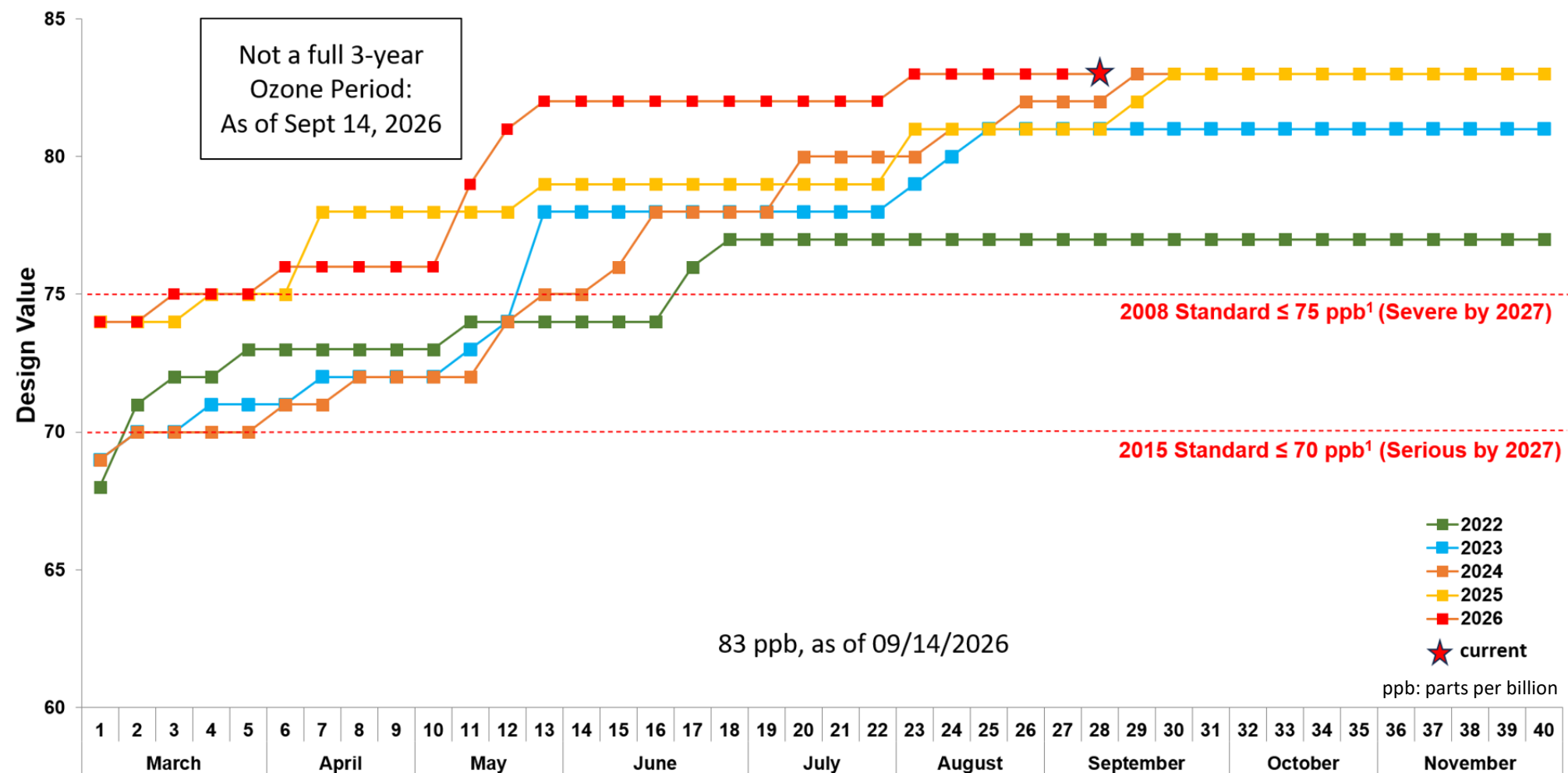
8-Hour Ozone Design Value Trends



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).

Source: TCEQ

Historical Ozone Season Weekly Design Values



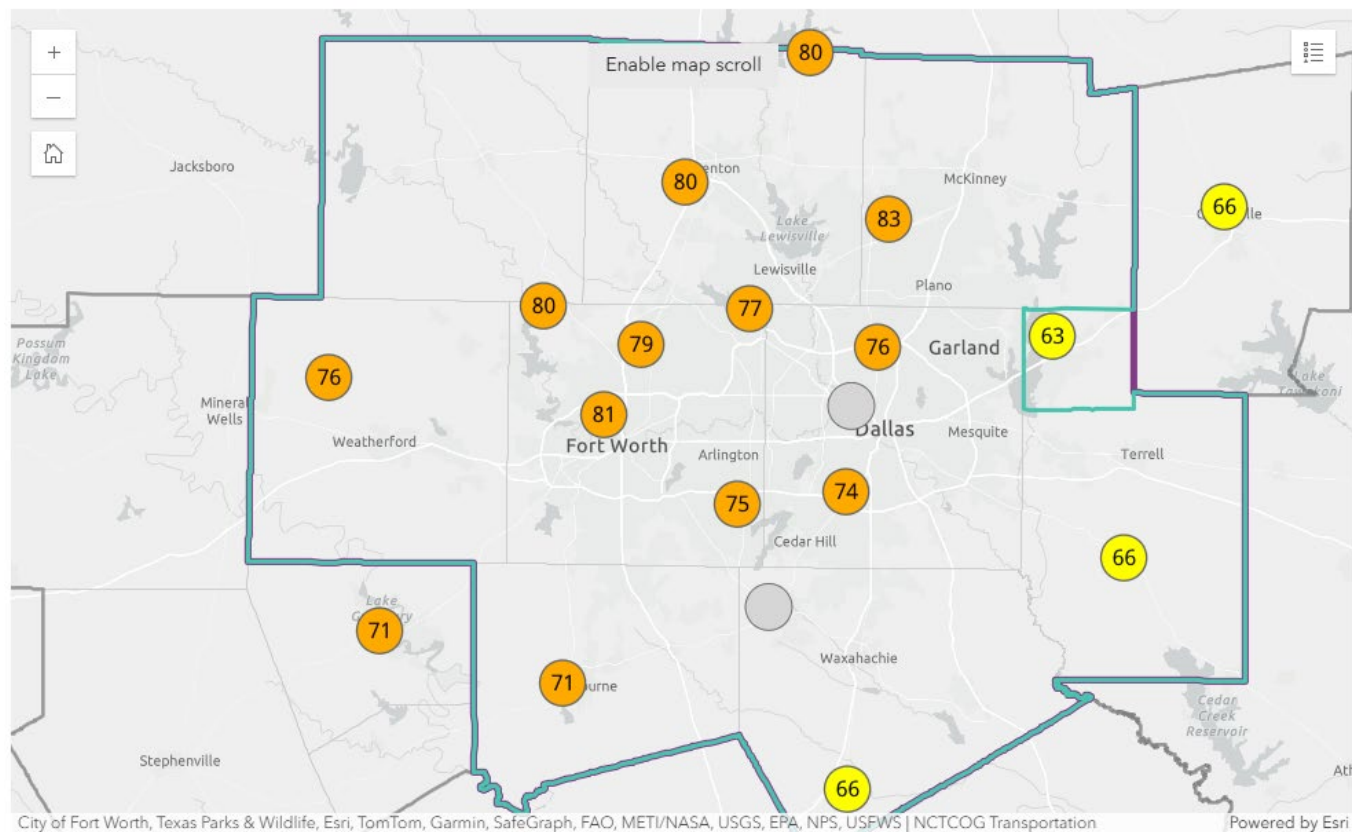
Source: TCEQ

Annual development of Ozone Design Values over the past five years during the Ozone Season.

NCTCOG Ozone and Air Quality Websites

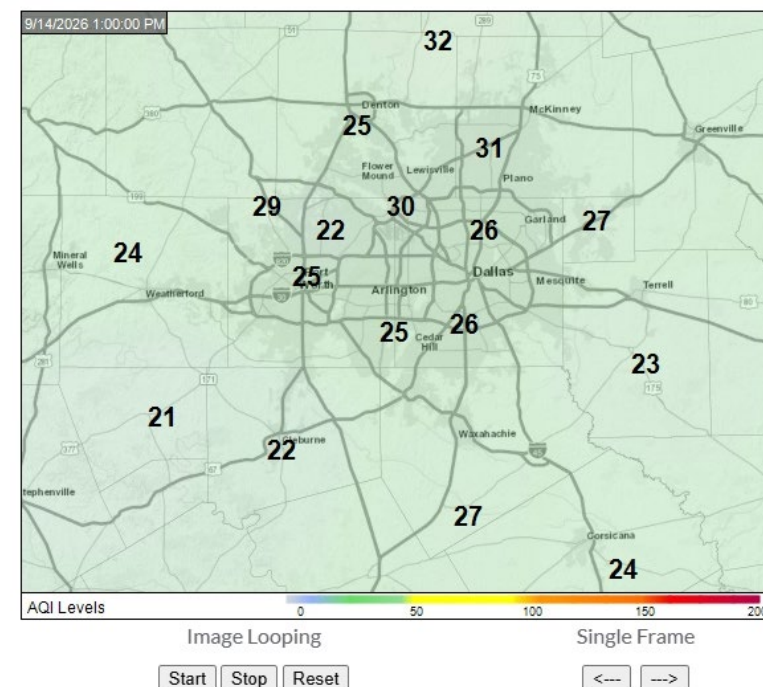
Air Quality Home: <https://www.nctcog.org/trans/quality/air>

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



Weather Conditions and Air Quality Index (AQI):

<https://www.nctcog.org/trans/quality/air/current-weather-conditions-and-aqi>



TCEQ Submission of Section 179 (b) Demonstration

Argumentation for Ozone Attainment: DFW would have attained “but for” international emissions

1

Certified design values

Observed 3-year ozone design value at each regulatory monitor

2

Quantify international contribution

CAMx + global boundary conditions; source apportionment

3

Apply results

Subtract modeled international anthropogenic emissions and international fires

4

Compare with the NAAQS

If every adjusted monitor attains, TCEQ says the statutory “but-for” test is met

Argumentation Summary

Conceptual model

Background ozone, transport pathways, trends

Photochemical modeling

2020 and 2023 episodes; model performance

Source apportionment

Anthropogenic Precursor Culpability Assessment (APCA) results with Ozone Source Apportionment Technology (OSAT) sensitivity check (CAMx)

Weight of evidence

Literature, EPA comparison, fires, Mexico trends, existing controls

Important

§179(b) does not erase observed exceedances; it changes the regulatory attribution if EPA approves the demonstration.

Ozone Attainment Scenarios

2008 Ozone NAAQS

75 ppb

Area

10 counties

Analysis

2020, 2023 for further support

Highest monitored DV

76 ppb

After Analysis

66 ppb

TCEQ Conclusion

Would have attained by the 2021 serious attainment date.

2015 Ozone NAAQS

70 ppb

Area

10 counties

Analysis

2020 + 2023 attainment years

Highest monitored DV

80 ppb

After Analysis

69 ppb

TCEQ Conclusion

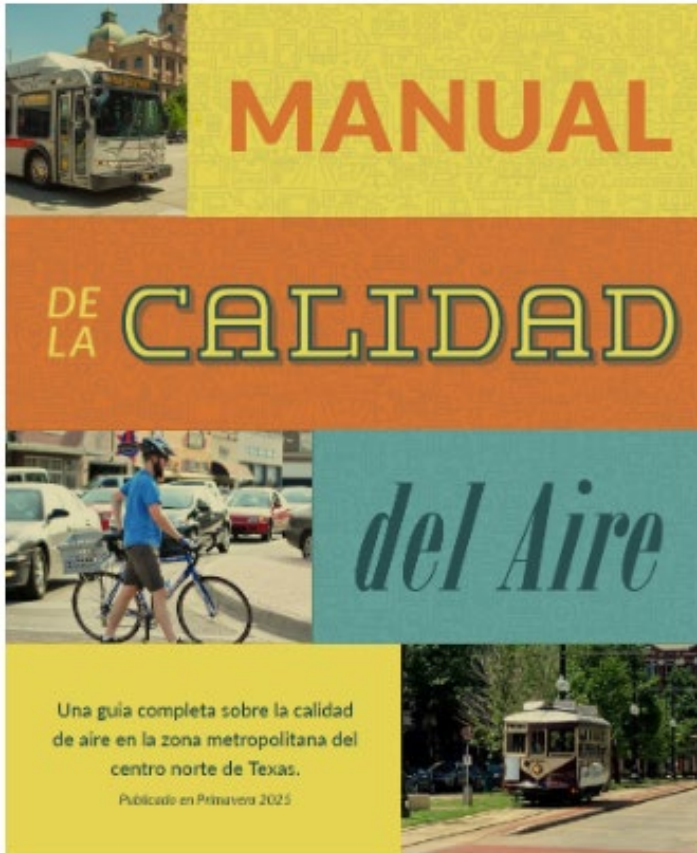
Would have attained by the 2021 marginal and 2024 moderate attainment date.

COMMON FINDINGS

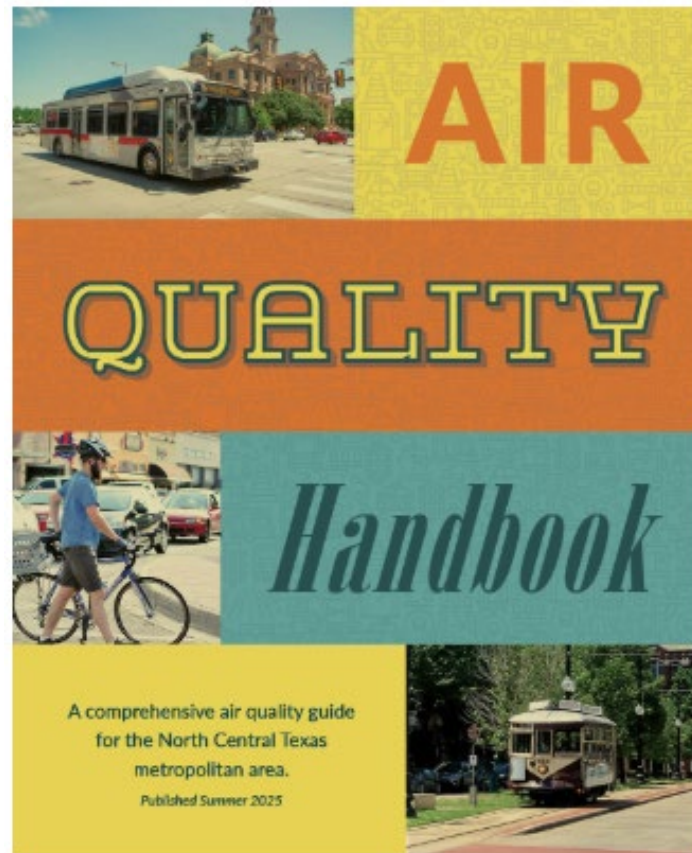
All adjusted monitors attain • “All international” contribution averages: 43% (2020), 38% (2023) • APCA and OSAT are broadly consistent

If approved by EPA: Potentially reclassifications will be revoked – Section 185 fees

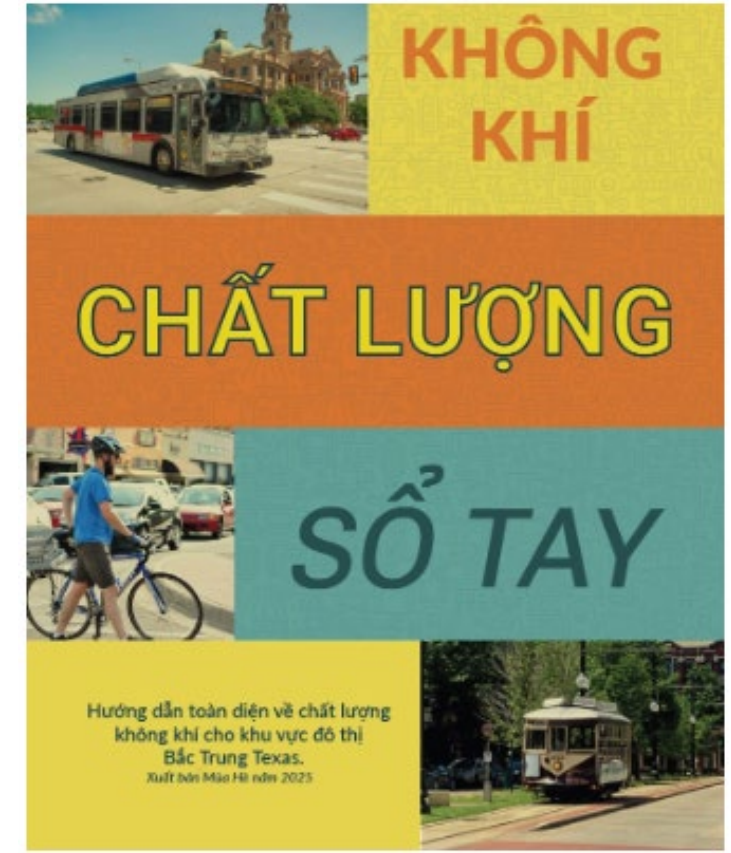
Air Quality Handbook



[ESP-AQ-Handbook-for-Web.pdf](#)



[AQ-Handbook-for-Web.pdf](#)



[Vietnamese-AQ-Handbook-for-Web.pdf](#)



CONTACT US



Daniela Tower

Air Quality Planner

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Jenny Narvaez

Program Manager

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Air North Texas Partner Progress Report Guidelines: 2026

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2025 through September 1, 2026.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2025, please give the date and indicate that the task is ongoing.
- Note that some sections request attachments.

Progress Reports will be used to select the 2026 Air North Texas Partner of the Year and the Outstanding Efforts awards, with categories for education, outreach, initiative, and an Arlo Ambassador award. A winner may not be selected for all categories previously mentioned. Please direct any questions to Kimberlin To at kto@nctcog.org or 817-608-2362.

Submit completed progress reports via email by close of business **Friday, September 18, 2026**. Please send reports to:

Kimberlin To
North Central Texas Council of Governments
Email: kto@nctcog.org

Thank you for your participation in the 2026 Air North Texas Progress Report.

Report Guidelines

I. Implementation Section

- a. Examples of promotion of the campaign and its messages – include descriptions of any of the following that your organization may have implemented:
 - **Website content**
 - Link to official Air North Texas website on your organization's website
 - Website content development and/or content revision for your organization's website
 - Provided content/information for the Air North Texas website

- **Education content**
 - Promoted the Air North Texas campaign through social media posts and/or online videos
 - Placed Air North Texas brand/logo on printed materials
 - Placed Air North Texas ads in print, online, TV, radio, billboard and/or other sources
 - **Community outreach**
 - Hosted and/or participated in one or more public/virtual events (i.e. community outreach event, Earth Day events, Clean Air Action Day, etc.) to generate awareness of the Air North Texas campaign
 - Recruited and encouraged general public audience to sign up as an Air North Texas member through Air North Texas website
 - **Press content**
 - Hosted and/or supported one or more press, promotion, or partner recognition event(s) for media and/or other stakeholders (offered transit passes, recognized Air North Texas partners, held a press event, etc.)
 - Issued at least one press release announcing your membership and participation in the Air North Texas campaign (i.e. Clean Air Action Day, recently joined as an Air North Texas partner)
 - Publicized your organization's involvement with the Air North Texas campaign
 - Published articles or other informational materials endorsing the partnership
 - **Arlo content**
 - Promoted the Air North Texas campaign by posting Arlo related content on social media posts
 - Placed images of Arlo on ads in print, online, TV, radio, billboard and/or other sources
 - Utilized Arlo in a contest or campaign unique to your entity
- b. When describing your promotional actions, be sure to include the following information:
- Date(s) implemented
 - URL (if applicable)
 - Specific examples/descriptions of implementation
 - **If discussing an event:** Please give name, location, date, and number of people reached
 - **If discussing an ad:** Please give name of publication, dates placed, and number of impressions/readers (if available)
 - Please give similar information for other implementation strategies
- c. Please attach supporting material if applicable (i.e. any examples of artwork, brochures, ads, press releases, media stories, giveaways, fliers, newsletter stories, website articles, photos, etc.).
- d. Include other implementation that is not discussed above, but shows innovation in its approach and/or method.

II. Future Implementation Section

- a. **See bulleted list above under I.a.** – please give a brief explanation if you plan to implement any of these marketing components or a marketing component in the future.
- b. Be sure to include when you plan on implementing the project (i.e. three months from now or six months from now).

III. Future Needs Section

- a. Please state specific needs your organization requests of Air North Texas.
- b. Please state what events, materials and/or information, you would like to see Air North Texas provide.
- c. Please list events for 2027 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.



North Texas Zero Emissions Vehicles Call for Projects

Elizabeth Sin, Air Quality Planner

**Air North Texas Coalition Meeting
North Central Texas Council of Governments
September 17, 2026**

North Texas Zero Emissions Vehicles (NTxZEV) Call for Projects Background

Overview: \$60 million award from the Environmental Protection Agency (EPA) Clean Heavy-Duty Vehicles Grant

Purpose: Incentivize deployment of Class 6 and 7 heavy-duty Zero-Emissions Vehicles (battery electric or hydrogen fuel cell electric)

Eligible Applicants: Public or Private Fleets
Must adopt a policy consistent with the RTC Clean Fleet Policy by project completion
(www.nctcog.org/fleetpolicy)

NCTCOG Project Scope

Activity	Federal Funding	Match Requirement
Rebates to Replace Existing Vehicles with Zero Emissions Versions	\$58.6 million	Provided by program participants
Workforce Development	\$1.4 million	No match required
Training		
Total Federal Funding:	\$60 million	



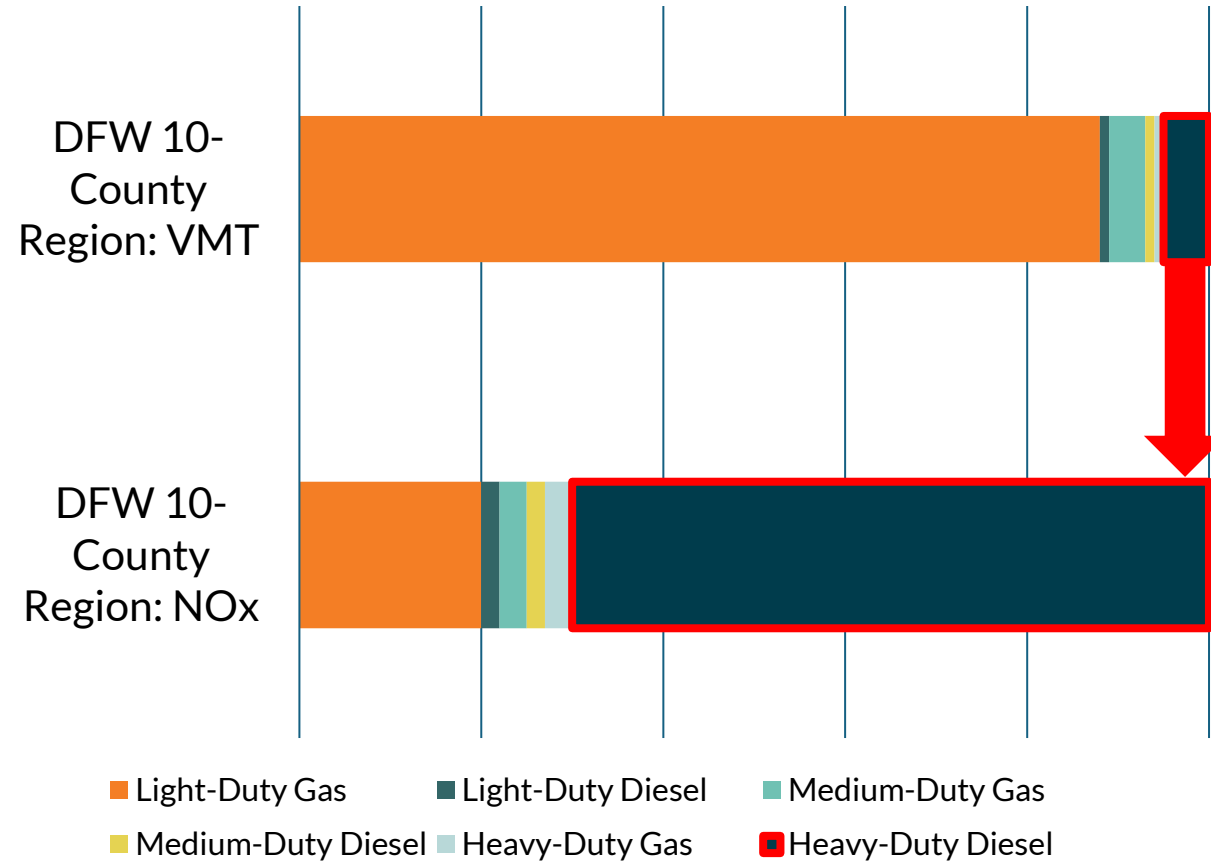
Program Context

- Current Ozone design value of 83 ppb* continues to exceed the EPA standard
- Heavy-duty diesel vehicles have disproportionate impact on regional air quality
- Unique program elements may expand project eligibility

For more information on North Texas Air Quality, check out the 2025 AQ Handbook at:

www.nctcog.org/airquality

Vehicle Miles Traveled (VMT) Versus Nitrogen Oxides (NO_x) Contribution by On-Road Vehicle Type in Dallas-Fort Worth Analysis Year 2026



[*www.nctcog.org/ozone](http://www.nctcog.org/ozone)



Eligible Vehicle Types

Class 6 or Class 7 vehicle (GVWR between 19,501 lbs to 33,000 lbs)

- Both battery electric and hydrogen fuel cell electric trucks eligible
- Can fund supporting charging/fueling infrastructure if needed
- Both public and private sector fleets eligible
- Old trucks may be scrapped OR sold/donated depending on age and fuel type

Example “vocational vehicles” include:

Straight/Box Truck



Step Van



Septic/Bucket Truck



Street Sweeper



Transit Bus



Refuse Hauler



Other Vocational Vehicles**



Photo Credit: NCTCOG/Trinity Metro



Eligible Funding Levels

Funding limited by cost share percentage or dollar funding cap, whichever is lower

Funding can be applied to infrastructure if the cost share % is the limiting factor

Based on difference between cost share % and dollar amount

e.g. a \$200k box truck qualifies for \$130k based on cost share %; leaves \$60k for infrastructure

Vehicle Type	Battery Electric Vehicles Maximum Funding	Hydrogen Fuel Cell Electric Vehicles Maximum Funding
School Bus	75%, up to \$280,000*	N/A
Straight/Box Truck	65%, up to \$190,000	80%, up to \$400,000
Step Van	65%, up to \$160,000	80%, up to \$340,000
Septic/Bucket Truck	65%, up to \$330,000	80%, up to \$670,000
Other Vocation	65%, up to \$355,000	80%, up to \$720,000
Refuse Hauler	50%, up to \$260,000	70%, up to \$600,000
Street Sweeper	50%, up to \$315,000	70%, up to \$720,000
Transit Bus	33%, up to \$265,000	60%, up to \$780,000

*ADA-compliant buses are eligible for an additional \$20,000 per-vehicle funding cap



Project Requirements

Vehicles

- Operate primarily within the NCTCOG 16-County region
- Must replace existing internal combustion vehicles with zero-emission vehicles (*no fleet expansion*)
- Meet minimum operational requirements and have same form and function
- Replace 2010 or older diesel (*if none available, flexibility to replace other fuel types*)
- Scrap existing vehicles if 2010 or older OR may sell, donate, put into reduced service if 2011 or newer

Infrastructure

- Must be installed within the NCTCOG 16-County region
- Eligible costs include equipment, design/engineering, installation, permitting, necessary software
- Must be associated with the new Zero Emission Vehicle
- Must be permanent (*not temporary/mobile*)
- Meet additional technical requirements and certifications

Implementation

- Meet Build America, Buy America requirements, if applicable (*waivers may be available*)
- Cannot combine with other grant funds



Call for Projects Award Summary To Date

Applicant	Activities	Approximate Local Contribution	New Vehicles	Total Award Amount
City of Dallas	Replace 4 diesel "other vocational vehicles" (dump trucks) with 2 battery-electric versions	\$430,928	2	\$710,000
United Parcel Service, Inc.	Replace 2 diesel and 15 gasoline step vans with 17 battery-electric versions and install supporting infrastructure	\$459,909	17	\$2,720,000
RoadRunner Charters, Inc.	Replace 1 diesel "other vocational vehicle" (charter bus) with 1 battery-electric version and install supporting infrastructure	\$545,000	1	\$355,000
Total Awarded			20	\$3,785,000

Approximate Funding Remaining for Future Call for Projects Rounds = \$54,815,000



No-Cost Applicant Resources

- Virtual 'Office Hours' on Mondays at 10 AM CT
- Project consultations from the National Lab of the Rockies
- Resources to help identify vendors/vehicles
- Workshop/meeting recordings

Details at www.nctcog.org/NTxZEV

Help spread the word! Share the flyer at meetings, newsletters, chambers, etc. NCTCOG staff available to support local events/outlets





Heavy Duty Vehicle Funding for North Texas Fleets

[Up to **\$54.8 million** is available for fleets
to upgrade trucks and reduce operational costs]



Eligible Projects

Class 6 and 7 fleets wanting
to switch to battery electric
or hydrogen fuel cell
vehicles



Eligible Applicants

Public or Private
Sector Fleets Operating in
North Texas Region



Funding Level

Up to 33 percent to
80 percent of new
vehicle price

Example Vehicles



Step Vans Box Trucks Bucket Trucks Street Sweepers Transit Buses Refuse Haulers

INTERESTED?

- Attend virtual office hours every Monday with NCTCOG staff for application assistance
- Free technical assistance from the National Lab of the Rockies
- Email cleancities@nctcog.org
- Rolling deadline: 3rd Friday of the month at 5 p.m. - until funds are exhausted

ABOUT NCTCOG

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by and for local governments, established to assist in regional planning. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

www.nctcog.org/NTxZEV



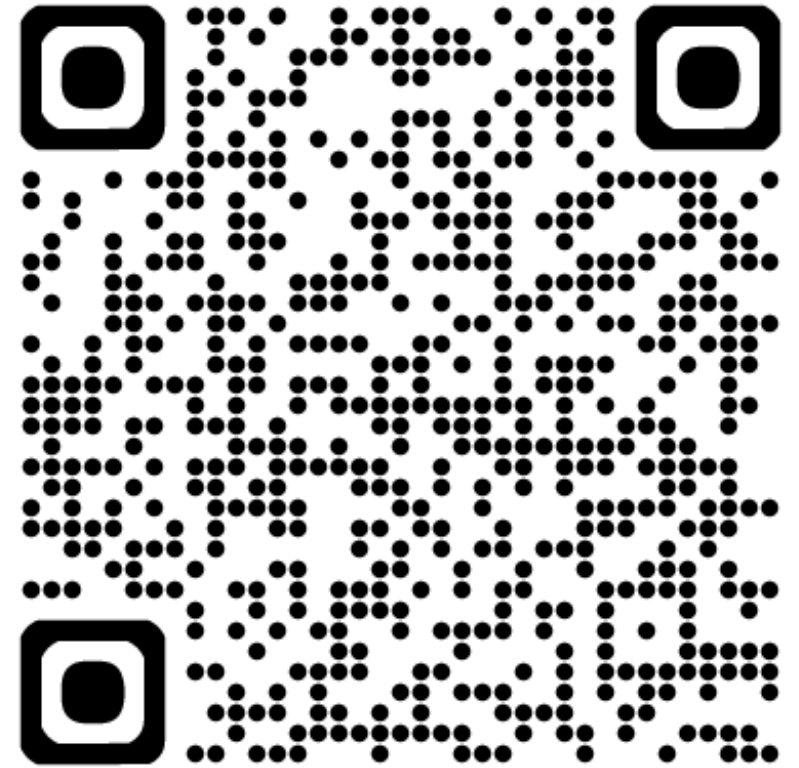
Stay Updated on NTxZEV!

- Scan the QR code to visit www.nctcog.org/NTxZEV
- Sign up for text and email updates to receive reminders for project updates and deadlines.

Next deadline is **September 18, 2026**, at 5 PM CT

- Subsequent deadlines will be every 3rd Friday of the month at 5 PM CT

Applications must be received “in-hand” by the deadline at NCTCOG offices.



Example Vehicles



Step Vans



Box Trucks



Bucket Trucks



Street Sweepers



Transit Buses



Refuse Haulers



Contact Us



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cleancities@nctcog.org

Stay Informed of Other Funding/Events Related to Alternative Fuel Vehicles: www.nctcog.org/stay-informed

- Select Dallas-Fort Worth Clean Cities and Air Quality Funding Update***

