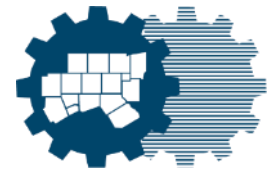


Dallas-Fort Worth Clean Cities (DFWCC) Strategic Plan

Fiscal Year 2024-Fiscal Year 2027

Contents

Overview	2
Goals	4
Program 1: Clean Vehicle Initiatives	4
Program 2: Alternative Fuel Infrastructure Initiatives.....	8
Program 3: Clean Energy Initiatives.....	14
Organizational Goals/Capacity Building:	17
Internal Support and Governance	20
Organizational Structure.....	20
Staffing	21
Administrative Support.....	21
Stakeholder Communications.....	21
Staffing and Funding	22
Advisory Committee, Stakeholders, and Volunteers.....	22
Advisory Committee	22
Stakeholders	22
Volunteers.....	23
Funding and Fundraising.....	23
Operationalized/Supplemental Planning	23



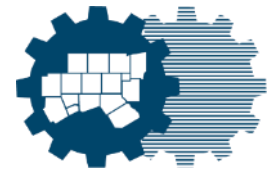
Overview

- **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 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
- **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-NOx standards
 - Lowest priority: other alternative fuels/technologies
- **DFW 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*

Current NCTCOG (DFWCC Host Agency) Mission Statement	<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>
Old Mission Statement for National Clean Cities Program	<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>
New Mission Statement for National Clean Cities Program	<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>
Old Mission Statement for DFWCC	<i>To improve North Texas air quality through initiatives and partnerships that reduce transportation emissions, improve efficiency, and strengthen the local economy.</i>
New Mission Statement for DFWCC	<i>Pending; to be determined during Fiscal Year 2023 (see Organizational 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*

New Vision Statement for National Clean Cities Program	Decarbonized transportation future for all communities
New Vision Statement for DFWCC	<ul style="list-style-type: none"> • Pending; to be determined during Fiscal Year 2023 (see Organizational Goal 1) (Staff proposal: All North Texas communities are connected by clean, efficient, and resilient mobility options.)



SWOT Analysis:

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



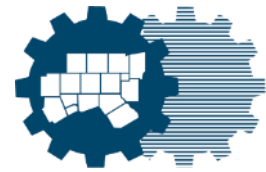
Goals

Goals are intended to be accomplished within the 4-year strategic planning timeframe, and to be Specific, Measurable, Achievable, Relevant, Timebound, Inclusive, and Equitable (SMARTIE)

Program 1: Clean Vehicle Initiatives

Program 1 Goal 1		Support and Document 20 Public Sector Fleets Who Newly Adopt NO_x Reducing Alternative Fuels by 2027		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building	
Measures of success	<ul style="list-style-type: none"> • Number of public agency fleets we support adopting new alternative fuels • Number of public agency fleets that newly report alternative fuels on the DFWCC Annual Survey 			
Tracking frequency	Yearly (with DFWCC Annual Survey)			
Resources needed to achieve success	<ul style="list-style-type: none"> • Information from local fleets • Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool • Avenues to outreach to and engage with fleets (leverage Clean Cities Annual Survey, NCTCOG’s Transit Team, NCTCOG Regional Directory) • Clean Cities resources 			
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team			

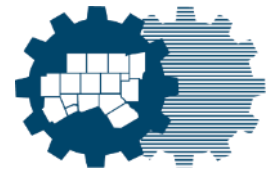
Activity 1	Complete fleet transition analyses
Description	Conduct at least one fleet transition analyses to help identify alternative fuel options for one fleet a year, including an emissions inventory, alternative fuel vehicle replacements, and funding recommendations.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of analyses completed • Quarterly
Activity 2	Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.



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).
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Clean Cities Annual Survey online system • Number of events held or participated in • Quarterly
Activity 3	Assist fleets with finding and applying for funding
Description	Maintain the Air Quality funding webpage, send weekly AQ 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"> • Public Input (e-mail system) • Clean Cities Annual Survey online system • Number of e-blasts sent • Number of workshops held/presentations given • Quarterly

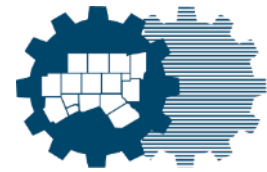
Program 1 Goal 2	Support and Document 10 Private Sector Fleets Who Newly Adopt NO_x- Reducing Alternative Fuels by 2027		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of private fleets we support adopting new alternative fuels • Number of private fleets that newly report alternative fuels on the annual survey 		
Tracking frequency	Yearly (through annual survey)		
Resources needed to achieve success	<ul style="list-style-type: none"> • Information from local fleets • Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool • 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) • Clean Cities resources 		
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		

Activity 1	Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.
-------------------	--



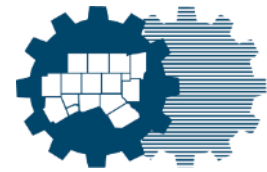
Description	Work with NCTCOG’s Freight and Air Quality teams to host or contribute to two outreach events per year educating private fleets on alternative fuel vehicles.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Clean Cities Annual Survey online system • Number of events held or participated in • Quarterly
Activity 2	Complete fleet transition analyses
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.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of analyses completed • Quarterly
Activity 3	Assist fleets with finding and applying for funding
Description	Maintain the Air Quality funding webpage, send weekly AQ 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"> • Public Input (e-mail system) • Clean Cities Annual Survey online system • Number of e-blasts sent • Number of workshops held/presentations given • Quarterly

Program 1 Goal 3	Increase EV registration in every census tract in the 12 county Metropolitan Planning Area to at least 100+ EVs by 2027.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	EVNT Registration Data		
Tracking frequency	Yearly		
Resources needed to achieve success	Texas DMV registration data, Microsoft Power BI		
Responsible parties	DFWCC, local governments and committees, non-profits		



Activity 1	Hold 3 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
Description	Coordinate with NCTCOG’s Environment and Development department to host two events (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"> • Clean Cities Annual Survey online system • Number of events held or participated in • Quarterly
Activity 2	Attend community outreach events to educate the public on EVs
Description	Attend public facing events, such as EarthX, to educate attendees on the benefits of purchasing and driving EVs.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Clean Cities Annual Survey online system • Number of events held or participated in • Quarterly

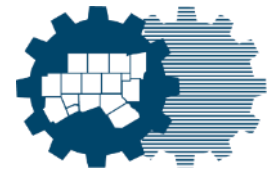
Program 1 Goal 4	Expand the workforce training programs at local community colleges to include electric vehicle technician training by 2027.		
Category (check one)	external facing <input checked="" type="checkbox"/>	internal <input type="checkbox"/>	capacity building <input type="checkbox"/>
Measures of success	EV technician training offered at Dallas College, Tarrant College, and Collin College and the number of students enrolled in the programs		
Tracking frequency	At the end of each spring semester to account for new or continued enrollment of the program at each college		
Resources needed to achieve success	Partnerships with Dallas College, Tarrant College, Collin College, workforce boards including Workforce Solutions for North Central Texas, OEMs, and materials from other community colleges with EV Programs.		
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		
Activity 1	Conduct outreach to identify EV OEMs interested in participating in discussions with the colleges.		



Description	OEMs have valuable input for the development of curriculum for EV technician training. NCTCOG maintains a list of OEMs who sell EVs which can be used to contact OEMs.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet/CRM • Number of EV OEMs who are willing to provide input • Once (initial effort to identify participating companies)
Activity 2	Host a meeting with Dallas College, Tarrant College, and Collin College and OEMs to discuss curriculum needs and opportunities for collaboration.
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"> • SmartSheet • Meeting materials • Once
Activity 3	Work with local community colleges to apply for any grant funds needed and develop an EV technician training curriculum.
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"> • SmartSheet • EV technician program development and number of students enrolled in the program • Yearly

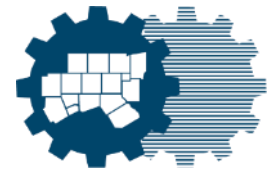
Program 2: Alternative Fuel Infrastructure Initiatives

Program 2 Goal 1	Support 100 light-duty electric vehicle charging station installations in the region by 2028, focusing on installations in areas with identified gaps in charging access		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building



Measures of success	<ul style="list-style-type: none"> • Number of publicly accessible charging stations installations we supported • Proportion of new installations located in identified gap areas
Tracking frequency	Every six months
Resources needed to achieve success	<ul style="list-style-type: none"> • Input from communities on where they would like to have charging stations • GIS analysis to ensure a data-driven approach for siting charging stations • Partnerships with local stakeholders such as governments on charging station projects • Federal and state programs to assist deployment such as phase 2 of the Texas Electric Vehicle Infrastructure Plan and the Charging and Fueling Infrastructure Communities Program • EMPOWER Workplace Charging project to provide resources to stakeholders
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure Team

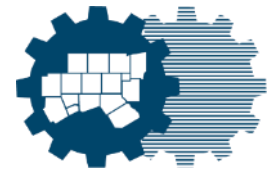
Activity 1	Identify gap areas in need of publicly accessible light duty charging projects
Description	Utilize GIS analysis and stakeholder feedback to identify communities in need of increased availability of light duty charging projects
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • GIS analysis, AFDC Station Locator • Number of projects in progress or deployed through our efforts • Quarterly
Activity 2	Connect with key stakeholders in identified charging gap areas
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"> • Relationships with relevant stakeholders • One-on-one meetings and collaboration with stakeholders • Quarterly
Activity 3	Conduct or contribute to outreach events educating stakeholders about light duty electric vehicles and charging
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"> • Smartsheet • Number of events hosted or participated in as a speaker or panelist focusing on light duty charging infrastructure • Quarterly
---	---

Program 2 Goal 2	Participate in project development to scope 6 medium/heavy-duty alternative fuel vehicle charging or refueling stations in progress by 2028, with at least half near marginalized communities		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of projects in progress or completed • Proportion of new installations located in marginalized communities 		
Tracking frequency	Every six months		
Resources needed to achieve success	<ul style="list-style-type: none"> • Input from stakeholders such as fleet operators on where they would like to have charging stations • Partnerships with local stakeholders such as governments on charging station projects • Federal and state programs to assist deployment such as the Charging and Fueling Infrastructure Corridor Program • Environment & Development collaboration • Organic Waste-to-fuel feasibility Study 		
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure Team		

Activity 1	Identify potential locations for alternative fuel medium/heavy-duty zero-emission infrastructure projects
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"> • GIS analysis, Smartsheet • Number of projects in progress or deployed through our efforts • Every six months
Activity 2	Connect with stakeholders in identified potential locations



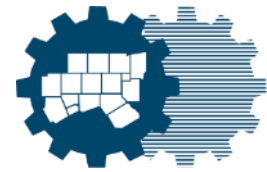
Description	Coordinate with stakeholders in identified potential locations to increase deployment of medium/heavy-duty alternative fuel infrastructure
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> Number of new alternative fueling projects or stations in progress or completed Smartsheet Meetings with stakeholders to deploy related projects Every six months
Activity 3	Conduct or contribute to outreach events educating stakeholders about medium/heavy alternative fuel infrastructure
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"> Smartsheet Number of events hosted or participated in as a speaker or panelist focusing on light duty charging infrastructure Quarterly

Program 2 Goal 3	Involvement in or completion of 10 initiatives to expedite deployment of alternative fuel infrastructure and increase reliability of EV charging stations by 2028		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> Trends of unavailable stations in the region Local government adoption of EV-Ready Building Codes Length of time for local governments to deploy infrastructure projects 		
Tracking frequency	Every six months		
Resources needed to achieve success	<ul style="list-style-type: none"> Partnerships with local stakeholders Regional EV infrastructure working group National Guidance on EV-Ready Building Codes and Standards Regional Transportation Council Charging and Fueling Infrastructure Community Program AFDC Station Locator 		
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams		



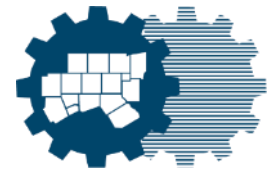
Activity 1	Encourage adoption and regional consistency of EV-ready building codes standards for EV charging infrastructure
Description	Engage local governments to develop guidance for regional EV-ready building standards and explore the potential for a regionwide standard
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> Regional adoption of EV-ready building standards Number of local governments with EV-ready standards in place Every six months
Activity 2	Coordinate with stakeholders to reduce barriers and delays to deploy alternative fuel infrastructure projects
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"> Smartsheet One-on-one or hosted meetings with stakeholders Every six months
Activity 3	Increase the reliability of EV charging stations in the region
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"> AFDC Station Locator Unavailable stations in the region Quarterly

Program 2 Goal 4	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.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> Number of EVSE technician training courses offered at Dallas College, Tarrant College, and Collin College Number of students enrolled in the programs 		
Tracking frequency	At the end of each spring semester to account for new or continued enrollment of the program at each college		



Resources needed to achieve success	<ul style="list-style-type: none"> Partnerships with Dallas College, Tarrant College, Collin College, workforce boards including Workforce Solutions for North Central Texas, charging station OEMs, installation companies Program materials from the Guaranteeing Access to Underserved and Marginalized Populations by Building Employment Opportunities (GUMBO) project
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams

Activity 1	Conduct outreach to identify EVSE OEMs and installation companies interested in participating in discussions with the colleges.
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"> SmartSheet/CRM Number of EVSE OEM or installation companies identified Once (initial effort to identify participating companies)
Activity 2	Prepare for meetings with Dallas College, Tarrant College, and Collin College by identifying relevant grants, existing EVSE technician training programs and assembling data showing the need for this training.
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"> SmartSheet Meeting materials Once
Activity 3	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.
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"> SmartSheet

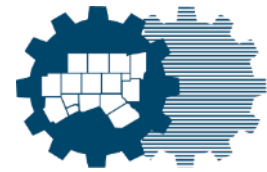


	<ul style="list-style-type: none"> • Meetings held with each community college • Initial meeting with each college and ongoing as needed
Activity 4	Assist and support Dallas College, Tarrant College, and Collin College in pursuing applicable grant opportunities and monitor progress toward establishing the training program.
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"> • SmartSheet • Grant applications submitted, if grants available • Ongoing

Program 3: Clean Energy Initiatives

Program 3 Goal 1	Facilitate conversion of all public sector fleet CNG contracts to RNG fueling contracts by 2027.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	Percent of public sector fleet fuel contracts that specify RNG fuel		
Tracking frequency	Every six months		
Resources needed to achieve success	Fleets partnerships, DFWCC Annual Survey, and CRM		
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicles and Energy Integration Teams		

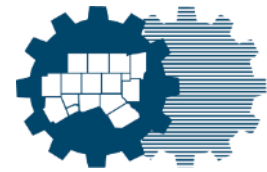
Activity 1	Identify public sector fleets currently using CNG in the region that purchase natural gas through a contract and how many are purchasing renewable natural gas (RNG).
Description	Use the DFWCC Annual Survey and CRM to identify fleets using CNG and purchase via their own contract. Establish baseline of fleets using RNG.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of public sector fleets using CNG and purchasing CNG and RNG via a contract.



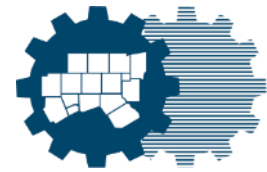
	<ul style="list-style-type: none"> Once (establish baseline)
Activity 2	Hold conversations with identified fleets using CNG to encourage use of RNG
Description	Meet with the identified fleets to discuss the benefits of renewable natural gas and follow-up with these fleets as needed. Leverage recently completed study at North Central Texas Council of Governments - North Central Texas Organic Waste to Fuel Feasibility Study (nctcog.org) .
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> CRM/Smartsheet Number of conversations held per month Monthly
Activity 3	Track progress of the number of public sector fleets in the region that enter RNG contracts.
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"> CRM/Smartsheet Number of public sector fleets using RNG Monthly

Program 3 Goal 2	Increase by 200% by 2027 the number of publicly accessible EV chargers in the region with elements (such as battery or solar) to reduce the grid demand or allow off-grid charging to provide resiliency, especially during natural disasters or other emergencies.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	Percentage change increase for EV chargers in the region allowing for off-grid charging		
Tracking frequency	Every six months		
Resources needed to achieve success	Fleet partnerships, utility partnerships, emergency preparedness partnerships, EV charging station suppliers, DFWCC Annual Survey, CRM, AFDC Station Locator, utility data		
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams		

Activity 1	Identify current number and location of public EV chargers in the region that can provide off-grid charging.
-------------------	--



Description	Establish baseline of EV Chargers that can provide off-grid charging through partnerships with fleets, utilities, EVSE suppliers and AFDC Station Locator. Continue tracking through 2027.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet • Number and location of EV Chargers that can provide off-grid charging • Every six months after baseline established
Activity 2	Hold conversations with utility and emergency preparedness staff to identify areas in the region where resilient EV charging would be of most benefit.
Description	Hold conversations 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.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet • Areas of the region and types of emergencies • Monthly until data compiled
Activity 3	Conduct or contribute to outreach/educational events educating stakeholders about the benefits of microgrids and EV chargers able to provide off-grid charging.
Description	Educate stakeholders via webinars, other resources and the data from Activity 2 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"> • SmartSheet/CRM/Data from Activity 2 above • Number of outreach events and number of attendees • Quarterly
Activity 4	Coordinate with stakeholders to develop resilient EV charger projects and identify and support applications for funding assistance.

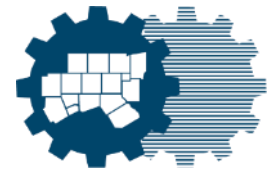


Description	Meet one-on-one with stakeholders as needed to discuss and support resiliency EV charging projects. Identify applicable grants and support applications for funding.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet/CRM • Number of one-on-one meetings and projects supported • Ongoing

Organizational Goals/Capacity Building:

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

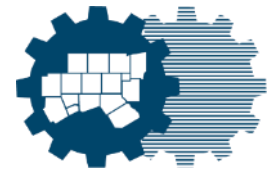
Activity 1	Solicit ideas on new mission/vision statement prior to January Advisory Committee meeting
Description	Request suggested mission and vision statement concepts from Advisory Committee members.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Survey and/or email inquiry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



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

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

Activity 1	Complete testing of infrastructure updates in CRM
Description	
Tracking Method, Metrics, and Frequency	
Activity 2	Conduct Team-Wide Training to roll out CRM consistently
Description	
Tracking Method, Metrics, and Frequency	
Activity 3	Identify remaining contact lists to be integrated



Description	
Tracking Method, Metrics, and Frequency	
Activity 4	Finish integrating remaining contact lists
Description	Transfer contact information from files identified in Activity 3.
Tracking Method, Metrics, and Frequency	

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

Activity 1	Solicit stakeholder feedback to inform new website content/structure
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"> Survey and/or email input Matrix of feedback One-time
Activity 2	Sketch new site diagram/menu/navigation



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"> • Matrix of feedback • 2 site outlines/menu structures • One-time
Activity 3	Draft missing content
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"> • Smartsheet with linked files • All “missing” content drafted • Every 2 weeks until complete
Activity 4	Transfer existing content
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"> • Smartsheet with linked files • All “missing” content drafted • Every 2 weeks until complete
Activity 5	Site testing and go-live
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"> • Matrix of feedback • All flagged issues resolved • Weekly until complete (target 3-4 weeks testing)

Internal Support and Governance

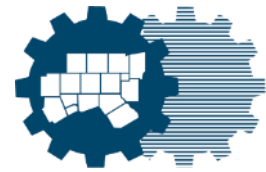
Organizational Structure

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.



Dallas-Fort Worth
CLEAN CITIES



Staffing

An organizational chart of the NCTCOG Transportation Department leadership and the team serving as DFW Clean Cities staff, with key responsibilities, is attached as **Attachment 1**.

Staffing Needs: There is a need to fill one full-time vacancy and three intern vacancies.

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.

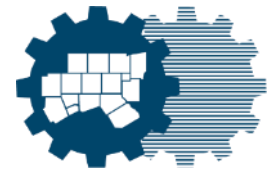
Stakeholder Communications

The Coalition currently maintains regular communications with external stakeholders via:

- Constant Contact E-Mail Blasts: weekly to email self-subscribers; as of xx, there are xx 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 has 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 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 assistance in the selection of transportation and air quality projects funded by the Regional Transportation Council (RTC) and the Executive Board of the 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. Guiding principles for the Technical Advisory Committee are still in the draft stage and will be voted on for approval at the next meeting at the start of the new year.

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

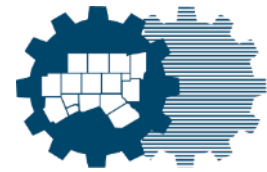
These roles are codified in a Guiding Principles document.

Advisory Committee Needs:

Stakeholders

The Coalition does not collect dues for “membership”. Stakeholders can include public or private sector entities, interested citizens, for-profit companies, or basically anyone interested in getting involved. The “Get Involved” page includes various levels of engagement: (1) signing up for emails, (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 email distribution list is very large (xxx). There is more delineation around the term “member” but Coalition staff have not solidified a good “intake” process for adding members. Currently only xx organizations have submitted to be a “member”.



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.

Volunteer Needs:

Funding and Fundraising

Via the host agency's standard processes, the Coalition develops 2-year budgets every odd-numbered year, with an annual budget update during even-numbered years. Budget modifications are done 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. A plan for enhanced sponsorship may be valuable.
- How will your coalition try to secure needed resources?

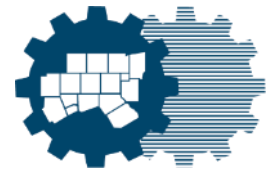
Operationalized/Supplemental Planning

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

- **Metropolitan Transportation Plan** (www.nctcog.org/mtp): 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): Section 3.03, Air Quality Management & Operations, describes specific projects funded over a 2-year timeframe through which work will be accomplished. The scope of work described includes all funding sources available to the DFW Clean Cities staff and is updated quarterly, as needed, if new projects or funding is received. The current UPWP covers fiscal years 2024-2025.

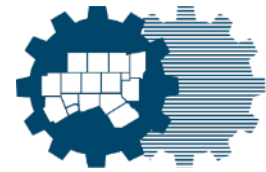


Dallas-Fort Worth
CLEAN CITIES



- **DFW Clean Cities Project Management Plan:** This 1-year plan details specific work tasks to be undertaken using Department of Energy funding for the Coalition. The timeframe is generally from start of February – 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.

DRAFT



Dallas-Fort Worth Clean Cities (DFWCC) Strategic Plan

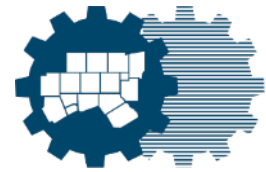
Fiscal Year 2024-Fiscal Year 2027

Contents

Overview	3
SWOT Analysis:	5
Goals	6
Program 1: Clean Vehicle Initiatives	6
Clean Vehicle Initiatives Goal 1	6
Clean Vehicle Initiatives Goal 2	7
Clean Vehicle Initiatives Goal 3	9
Clean Vehicle Initiatives Goal 4	10
Program 2: Alternative Fuel Infrastructure Initiatives	11
Infrastructure Goal 1	11
Infrastructure Goal 2	13
Infrastructure Goal 3	14
Program 3: Clean Energy Initiatives	16
Energy Goal 1	16
Energy Goal 2	18
Energy Goal 3	19
Energy Goal 4	21
Organizational Goals/Capacity Building:.....	23
Internal Goal 1	23
Internal Goal 2	24
Internal Goal 3	25
Internal Support and Governance	27
Organizational Structure.....	27
Staffing.....	27
Administrative Support.....	27
Stakeholder Communications.....	27
Staffing and Funding	28



Dallas-Fort Worth
CLEAN CITIES



Advisory Committee, Stakeholders, and Volunteers 28

 Advisory Committee 28

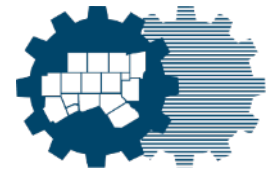
 Stakeholders 29

 Volunteers 29

Funding and Fundraising 29

Operationalized/Supplemental Planning 30

DRAFT



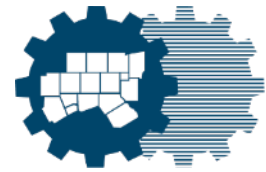
Overview

- **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 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
- **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-NOx certifications
 - Lowest priority: other alternative fuels/technologies
- **DFW 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*

Current NCTCOG (DFWCC Host Agency) Mission Statement	<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>
Old Mission Statement for National Clean Cities Program	<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>
New Mission Statement for National Clean Cities Program	<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>
Old Mission Statement for DFWCC	<i>To improve North Texas air quality through initiatives and partnerships that reduce transportation emissions, improve efficiency, and strengthen the local economy.</i>
New Mission Statement for DFWCC	<i>Pending; to be determined during Fiscal Year 2024 (see Internal Goal 1)</i>



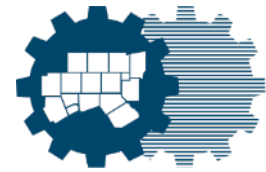
Dallas-Fort Worth
CLEAN CITIES



- **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*

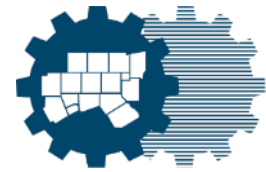
New Vision Statement for National Clean Cities Program	Decarbonized transportation future for all communities
New Vision Statement for DFWCC	<ul style="list-style-type: none"> • Pending; to be determined during Fiscal Year 2024 (see Internal Goal 1) (Staff proposal: All North Texas communities are connected by clean, efficient, and resilient mobility options.)

DRAFT



SWOT Analysis:

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



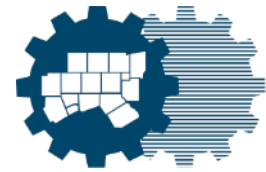
Goals

Goals are intended to be accomplished within the 4-year strategic planning timeframe, and to be Specific, Measurable, Achievable, Relevant, Timebound, Inclusive, and Equitable (SMARTIE)

Program 1: Clean Vehicle Initiatives

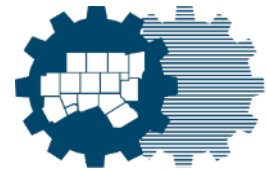
Clean Vehicle Initiatives Goal 1	Support and Document 20 Public Sector Fleets Who Adopt NO_x-Reducing Alternative Fuels by 2027		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of public agency fleets we support adopting alternative fuels • Number of public agency fleets who expand usage of alternative fuels • Number of public agency fleets that newly report alternative fuels or expanded alternative fuels on the DFWCC Annual Survey • Percentage of greenhouse gases reduced year-over-year • Percentage of gasoline gallon equivalent reduced year-over-year 		
Tracking frequency	Every six months		
Resources needed to achieve success	<ul style="list-style-type: none"> • Information from local fleets • Avenues to outreach to and engage with fleets (leverage Clean Cities Annual Survey, NCTCOG’s Transit Team, NCTCOG Regional Directory) • Financial assistance (federal, state, or local) for local fleets 		
Resources on hand	<ul style="list-style-type: none"> • Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool • Clean Cities resources • Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds) • DOE Vehicle Technology Office Funding - Multimodal Drone Delivery 		
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		

Activity 1	Complete fleet transition analyses
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



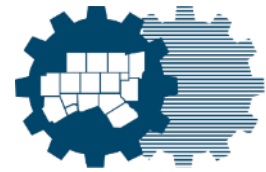
	vehicle replacements, and funding recommendations. Follow up with fleets 3-6 months after they receive the transition analysis.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of analyses completed • Every six months
Activity 2	Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.
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"> • Clean Cities Annual Survey online system • Number of events held or participated in • Every six months
Activity 3	Assist fleets with finding and applying for funding
Description	Maintain the Air Quality funding webpage, send weekly AQ 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"> • Public Input (e-mail system) • Clean Cities Annual Survey online system • Number of e-blasts sent • Number of workshops held/presentations given • Every six months

Clean Vehicle Initiatives Goal 2	Support and Document 10 Private Sector Fleets Who Adopt NO_x-Reducing Alternative Fuels by 2027		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of private fleets we support adopting new alternative fuels • Number of private fleets who expand usage of alternative fuels • Number of private fleets that newly report alternative fuels or additional alternative fuels on the annual survey • Percentage of greenhouse gases reduced year-over-year • Percentage of gasoline gallon equivalent reduced year-over-year 		
Tracking frequency	Every six months		



Resources needed to achieve success	<ul style="list-style-type: none"> • Information from local fleets • 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) • Financial assistance (federal, state, or local) for local fleets
Resources on hand	<ul style="list-style-type: none"> • Alternative Fuel Fleet Life Cycle Environmental and Economic Transportation (AFLEET) Tool • Clean Cities resources • Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team

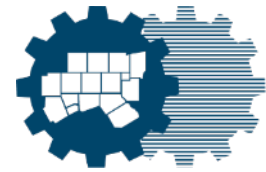
Activity 1	Conduct or contribute to outreach events educating fleets about alternative fuel vehicles implementation.
Description	Work with NCTCOG’s Freight and Air Quality teams to host or contribute to two outreach events per year educating private fleets on alternative fuel vehicles. Event topics will 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"> • Clean Cities Annual Survey online system • Number of events held or participated in • Every six months
Activity 2	Complete fleet transition analyses
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.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of analyses completed • Every six months
Activity 3	Assist fleets with finding and applying for funding
Description	Maintain the Air Quality funding webpage, send weekly AQ 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"> • Public Input (e-mail system) • Clean Cities Annual Survey online system • Number of e-blasts sent



	<ul style="list-style-type: none"> • Number of workshops held/presentations given • Every six months
--	--

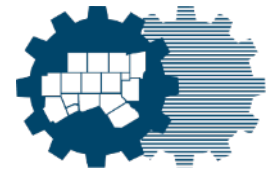
Clean Vehicle Initiatives Goal 3	Increase EV registration across the 12-county Metropolitan Planning Area so that at least 100 EVs are registered in each zip code by 2027. Over 100 zip codes in North Texas currently have less than 100 EVs registered.		
Category (check one)	<input checked="" type="checkbox"/>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

Activity 1	Hold 3 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
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"> • Clean Cities Annual Survey online system • Number of events held or participated in • Every six months
Activity 2	Attend community outreach events to educate the public on EVs
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"> • Clean Cities Annual Survey online system • Number of events held or participated in • Every six months

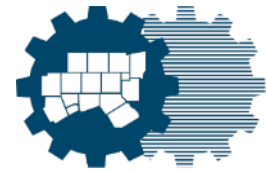
Clean Vehicle Initiatives Goal 4	Expand the workforce training programs at local community colleges to include electric vehicle technician training by 2027.		
Category (check one)	external facing <input checked="" type="checkbox"/>	internal <input type="checkbox"/>	capacity building <input checked="" type="checkbox"/>
Measures of success	EV technician training offered at local community colleges/technical schools and the number of students enrolled in the programs		
Tracking frequency	At the end of each spring semester to account for new or continued enrollment of the program at each college		
Resources needed to achieve success	<ul style="list-style-type: none"> • Partnerships with local community colleges/technical schools, workforce boards including Workforce Solutions for North Central Texas, OEMs • Curricula/materials from other community colleges with EV Programs 		
Resources on hand	<ul style="list-style-type: none"> • GUMBO grant • Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds) 		
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicle Initiatives Team		
Activity 1	Conduct outreach to students/schools/instructors to inform them of opportunities for EV technicians		
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"> • SmartSheet/CRM • Number of presentations provided • Every six months 		
Activity 2	Conduct outreach to identify EV OEMs interested in participating in discussions with the colleges and students/instructors/graduates.		



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"> • SmartSheet/CRM • Number of EV OEMs who are willing to provide input • Once (initial effort to identify participating companies)
Activity 3	Host a meeting with local community colleges/technical schools and OEMs to discuss curriculum needs and opportunities for collaboration.
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"> • SmartSheet • Meeting materials • Every six months
Activity 4	Work with local community colleges to apply for any grant funds needed and develop an EV technician training curriculum.
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"> • SmartSheet • EV technician program development and number of students enrolled in the program • Every six months

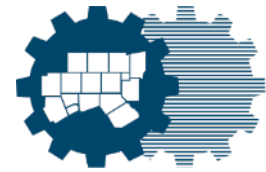
Program 2: Alternative Fuel Infrastructure Initiatives

Infrastructure Goal 1	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
Category (check one)	<input checked="" type="checkbox"/> external facing <input type="checkbox"/> internal <input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of publicly accessible charging stations installations supported by DFWCC



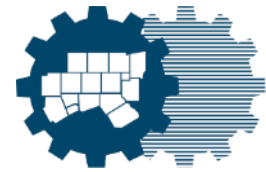
	<ul style="list-style-type: none"> Proportion of new installations located in identified gap areas
Tracking frequency	Every six months
Resources needed to achieve success	<ul style="list-style-type: none"> Input from communities on where they would like to have charging stations GIS analysis to ensure a data-driven approach for siting charging stations Partnerships with local stakeholders such as governments on charging station projects Federal NEVI Standards including station power requirements and 5 year operation and maintenance Utilize Department of Energy Technical Assistance, including Tiger Teams to provide necessary operating support
Resources on hand	<ul style="list-style-type: none"> Texas EV Charging Plan investments (approximately \$65 million) FHWA Charging and Fueling Infrastructure Community Charging award (\$15M) EMPOWER Workplace Charging project to provide resources to stakeholders Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure Team

Activity 1	Identify gap areas in need of publicly accessible light duty charging projects (either publicly- or privately-owned)
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"> GIS analysis, AFDC Station Locator Number of projects in progress or deployed through our efforts Every six months
Activity 2	Connect with key stakeholders in identified charging gap areas
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"> Relationships with relevant stakeholders One-on-one meetings and collaboration with stakeholders Every six months



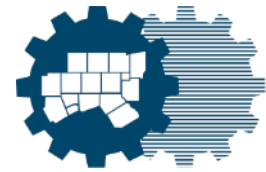
Activity 3	Conduct or contribute to outreach events educating stakeholders about light duty electric vehicles and charging
Description	Hosting events or taking part in speaking opportunities related to light duty electric vehicle infrastructure
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Smartsheet • Number of events hosted or participated in as a speaker or panelist focusing on light duty charging infrastructure • Every six months

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



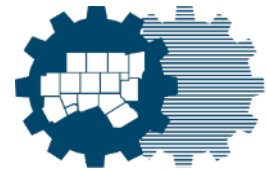
Activity 1	Identify potential locations for alternative fuel medium/heavy-duty zero-emission infrastructure projects (either publicly- or privately-owned)
Description	Identify opportunities for medium/heavy-duty infrastructure projects, prioritizing publicly accessible fueling locations, zero emission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

Infrastructure Goal 3	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		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Number of new EV charging station installations that include reliability or emergency preparedness elements 		



	<ul style="list-style-type: none"> Number of projects in progress or completed
Tracking frequency	Every six months
Resources needed to achieve success	<ul style="list-style-type: none"> Fleet, utility, and emergency preparedness partnerships EV charging station suppliers DFWCC Annual Survey CRM AFDC Station Locator Federal NEVI Standards including station power requirements, uptime, and 5-year operation and maintenance Utilize Department of Energy Technical Assistance, including Tiger Teams to provide necessary operating support
Resources on hand	<ul style="list-style-type: none"> FHWA EV Charging Station Resiliency and Accessibility Accelerator award to repair/replace nonoperational charging stations (\$3.6M) Regional Energy Management Agreement (portion \$100k) Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)
Responsible parties	NCTCOG/DFW Clean Cities Infrastructure and Energy Integration Teams

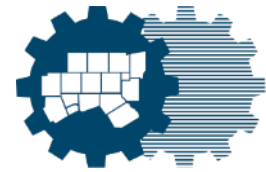
Activity 1	Coordinate with stakeholders to develop resilient EV charger projects and identify and support applications for funding assistance.
Description	Meet one-on-one with stakeholders as needed to discuss and support resiliency EV charging projects. Identify applicable grants and support applications for funding.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> Smartsheet/CRM Number of one-on-one meetings and projects supported Every six months
Activity 2	Increase the reliability of EV charging stations in the region
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"> AFDC Station Locator Unavailable stations in the region



	<ul style="list-style-type: none"> • Every six months
Activity 3	Connect with utility and emergency preparedness staff to identify areas in the region where resilient EV charging would be of most benefit.
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.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Smartsheet • Areas of the region and types of emergencies • Every six months
Activity 4	Conduct or contribute to outreach/educational events educating stakeholders about the benefits of resilient and reliable EV chargers.
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"> • Number of outreach events and number of attendees • Every six months

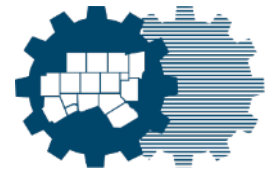
Program 3: Clean Energy Initiatives

Energy Goal 1	Facilitate conversion of all public sector fleet compressed natural gas (CNG) contracts to renewable natural gas (RNG) fueling contracts by 2027.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	Percent of public sector fleet fuel contracts that specify RNG fuel		
Tracking frequency	Every six months		
Resources needed to achieve success	<ul style="list-style-type: none"> • Fleet partnerships • DFWCC Annual Survey 		



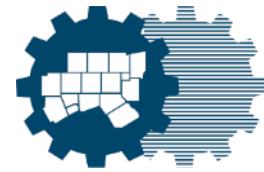
	<ul style="list-style-type: none"> • CRM
Resources on hand	<ul style="list-style-type: none"> • North Central Texas Council of Governments - North Central Texas Organic Waste to Fuel Feasibility Study (nctcog.org) • Funding to support Coalition staff efforts (Clean Cities agreement, Surface Transportation Block Grant funds)
Responsible parties	NCTCOG/DFW Clean Cities Clean Vehicles and Energy Integration Teams

Activity 1	Identify public sector fleets currently using CNG in the region that purchase natural gas through a contract and how many are purchasing RNG.
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"> • CRM/Smartsheet • Number of public sector fleets using CNG and purchasing CNG and RNG via a contract. • Once (establish baseline)
Activity 2	Hold conversations with identified fleets using CNG to encourage use of RNG
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 North Central Texas Council of Governments - North Central Texas Organic Waste to Fuel Feasibility Study (nctcog.org) .
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM/Smartsheet • Number of conversations held per month • Monthly
Activity 3	Track progress of the number of public sector fleets in the region that enter RNG contracts.
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"> • CRM/Smartsheet • Number of public sector fleets using RNG • Monthly



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

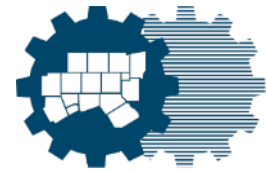
Activity 1	Encourage adoption and regional consistency of EV-ready building codes standards for EV charging infrastructure
Description	Engage local governments to develop guidance for regional EV-ready building standards and explore the potential for a regionwide standard
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Regional adoption of EV-ready building standards • Number of local governments with EV-ready standards in place • Every six months
Activity 2	Coordinate with stakeholders to reduce barriers and delays to deploy alternative fuel infrastructure projects
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



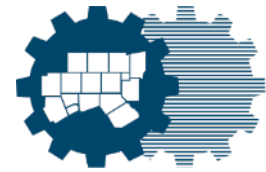
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Smartsheet • One-on-one or hosted meetings with stakeholders • Every six months
Activity 3	Support and coordinate first responder training for EV and EV infrastructure battery fires
Description	Coordinate with stakeholders,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

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

Activity 1	Conduct outreach to identify EVSE OEMs and installation companies interested in participating in discussions with the colleges.
-------------------	---

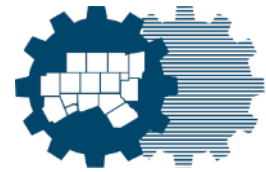


Description	EVSE OEMs and/or EVSE installation companies would have valuable input for the development of curriculum for EVSE technician training. NCTCOG maintains a list of EVSE-related companies that can be used to identify companies willing to assist in this effort.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet/CRM • Number of EVSE OEM or installation companies identified • Once (initial effort to identify participating companies)
Activity 2	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.
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"> • SmartSheet • Meeting materials • Once
Activity 3	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.
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"> • SmartSheet • Meetings held with each community college • Initial meeting with each college and ongoing as needed
Activity 4	Assist and support the community colleges in pursuing applicable grant opportunities and monitor progress toward establishing the training program.
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"> • SmartSheet • Grant applications submitted if grants available • Ongoing

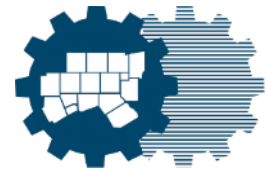


Energy Goal 4	Minimize negative electric grid impacts and advance energy conservation to offset increased transportation electrical load and minimize energy interruptions		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input type="checkbox"/> internal	<input type="checkbox"/>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

Activity 1	Educate local governments on the state-required 5% annual reduction in energy use and annual energy report
Description	Educate and remind local governments on the annual energy report requirement via eblasts, a mailout and a workshop conducted in collaboration with SPEER
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet/CRM • Number of local governments submitting state-required annual energy report • Once each year - effort spans approximately a four-month period – December-March



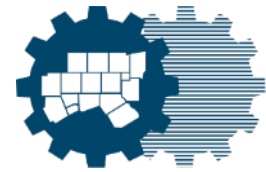
Activity 2	Conduct outreach and educate local governments on free preliminary energy assessments, energy conservation, and energy resources through tabling at outreach events
Description	Attend outreach events to speak with and provide handouts to local governments
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • SmartSheet • Handout materials • At least 2 events per year
Activity 3	Expand local government participation in the SolSmart program by assisting a minimum of five local governments in drafting solar statements
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"> • SmartSheet • Information session and five cohort meetings held; one-on-one meetings held with local governments as needed • Once
Activity 4	Educate local governments on EV infrastructure resilience and planning by developing a whitepaper
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"> • SmartSheet • Whitepaper posted • Once
Activity 5	Develop resilient EV charging plan for the region
Description	Lead a team of stakeholders to develop a resilient electric vehicle (EV) 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"> • SmartSheet • Plan posted • Once



Activity 6	Conduct two demonstrations projects based on strategies identified in the plan developed in Activity 5
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"> • SmartSheet • Demonstrations complete • Once
Activity 7	Promote energy conservation to local governments through a webinar on energy management plans
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"> • SmartSheet • Number of local governments attending the webinar • Once

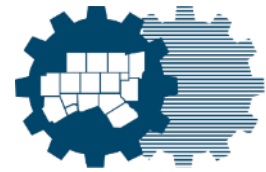
Organizational Goals/Capacity Building:

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



Activity 1	Solicit ideas on new mission/vision statement prior to Advisory Committee meeting
Description	Request suggested mission and vision statement concepts from Advisory Committee members.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Survey and/or email inquiry • Request for input sent out • One-time
Activity 2	Synthesize input
Description	Compile and summarize input received.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Survey and/or email input • Matrix of feedback • One-time
Activity 3	Facilitate discussion of and vote on mission and vision statement at next meeting
Description	Distribute summary of input provided, facilitate discussion and coordinate a vote.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • Decision documented in meeting summary • Updated mission (and vision?) posted on website • One-time

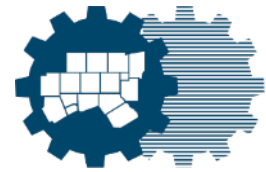
Internal Goal 2	Transition all contacts and contact lists into CRM by end of calendar year 2024.		
Category (check one)	<input type="checkbox"/> external facing	<input checked="" type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none">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



Resources on hand	<ul style="list-style-type: none"> • Research and Information System Department • CRM Licenses
Responsible parties	All DFW Clean Cities staff

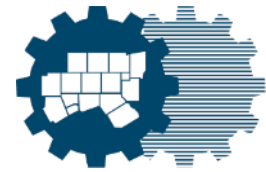
Activity 1	Complete testing of infrastructure updates in CRM
Description	Develop and test infrastructure fields (i.e what alternative fuel and electric vehicle stations does an entity operate) in CRM.
Tracking Method, Metrics, and Frequency	<ul style="list-style-type: none"> • CRM • Once
Activity 2	Conduct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

Internal Goal 3	Transition Coalition website from Wix to Kentico platform by December 2024.		
Category (check one)	<input checked="" type="checkbox"/> external facing	<input checked="" type="checkbox"/> internal	<input type="checkbox"/> capacity building
Measures of success	<ul style="list-style-type: none"> • Entire website transitioned • Wix platform retired 		



Tracking frequency	Quarterly until completion
Resources needed to achieve success	<ul style="list-style-type: none"> Stakeholder input on what is good/bad/ugly about existing website Updated Kentico layout from RIS Staff time reserved for modifying or creating content
Resources on hand	<ul style="list-style-type: none"> Research and Information Systems Department
Responsible parties	All DFW Clean Cities staff and Advisory Committee

Activity 1	Solicit stakeholder feedback to inform new website content/structure
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"> Survey and/or email input Matrix of feedback One-time
Activity 2	Sketch new site diagram/menu/navigation
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"> Matrix of feedback 2 site outlines/menu structures One-time
Activity 3	Draft missing content
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"> Smartsheet with linked files All “missing” content drafted Every 2 weeks until complete
Activity 4	Transfer existing content
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"> • Smartsheet with linked files • All “missing” content drafted • Every 2 weeks until complete
Activity 5	Site testing and go-live
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"> • Matrix of feedback • All flagged issues resolved • Weekly until complete (target 3-4 weeks testing)

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:

- Constant Contact E-Mail Blasts: weekly to email self-subscribers; as of xx, there are xx recipients



Dallas-Fort Worth
CLEAN CITIES



- 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 has 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 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 assistance in the selection of transportation and air quality projects funded by the Regional Transportation Council (RTC) and the Executive Board of the 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. Guiding principles for the Technical Advisory Committee have been approved by the committee.

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



Dallas-Fort Worth
CLEAN CITIES



- 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 basically anyone interested in getting involved. The “Get Involved” page includes various levels of engagement: (1) signing up for emails, (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 email 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:

- 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.

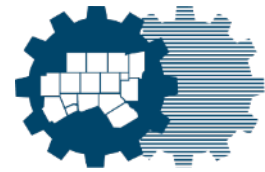
Funding and Fundraising

Via the host agency’s standard processes, the Coalition develops 2-year budgets every odd-numbered year, with an annual budget update during even-numbered years. Budget modifications are done 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).



Dallas-Fort Worth
CLEAN CITIES



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.

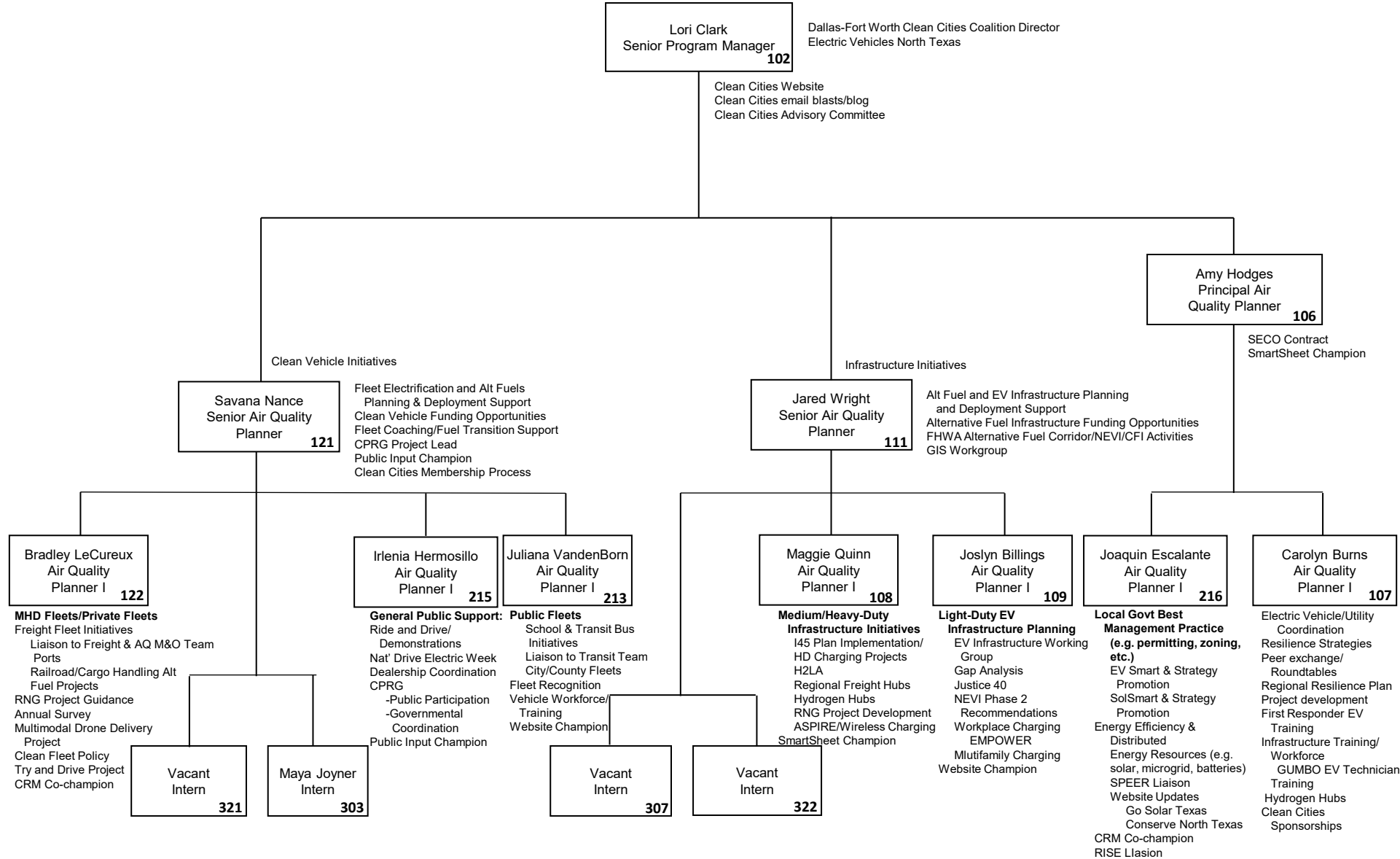
Operationalized/Supplemental Planning

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

- **Metropolitan Transportation Plan** (www.nctcog.org/mtp): 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): Section 3.03, Air Quality Management & Operations, describes specific projects funded over a 2-year timeframe through which work will be accomplished. The scope of work described includes all funding sources available to the DFW Clean Cities staff and is updated quarterly, as needed, if new projects or funding is received. The current UPWP covers fiscal years 2024-2025.
- **DFW Clean Cities Project Management Plan**: This 1-year plan details specific work tasks to be undertaken using Department of Energy funding for the Coalition. The timeframe is generally from start of February – 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.

ATTACHMENT 1- CLEAN FUELS AND ENERGY PROGRAMS

As of February 26, 2024



Attachment 2 - FY 2024-FY2025 Staff Funding

Staff Funding from M&O-Approved, Contracts In-Hand, and Newly Awarded: \$4.5M

Total Staffing: 11 FTEs, 4 Interns, assuming 0.5 Admin Assistants

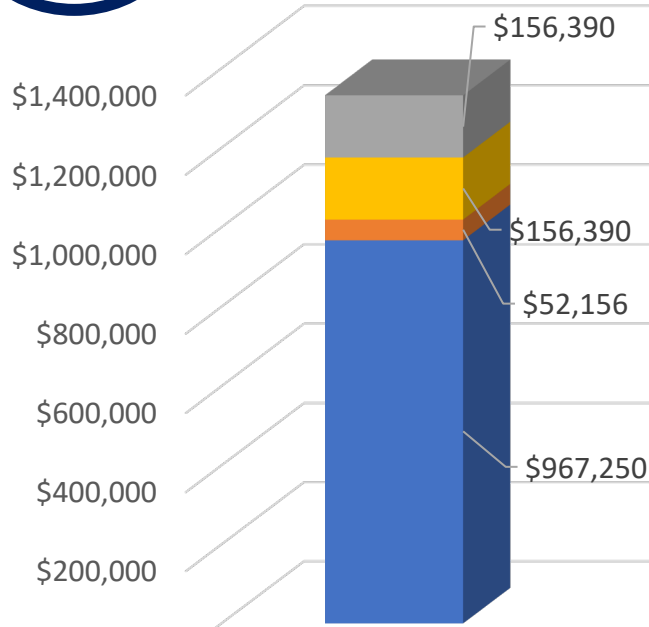
Minimum Funding Needed for Staff for Fy24-25: \$4.341M



Clean Vehicle Initiatives

4.33 FTEs + 2 Intern

~\$1.33M



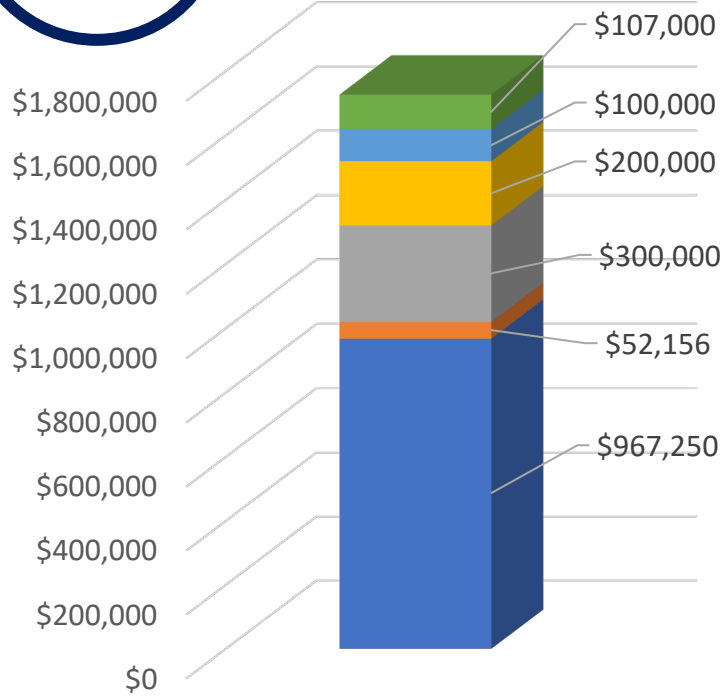
- EPA CPRG
- Arlington Multimodal Drone Delivery
- DOE Clean Cities*
- STBG*



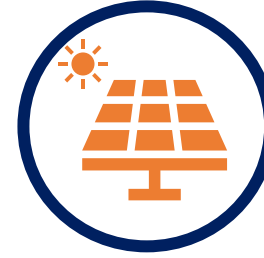
Infrastructure Initiatives

3.33 FTEs + 2 Intern

~\$1.73M



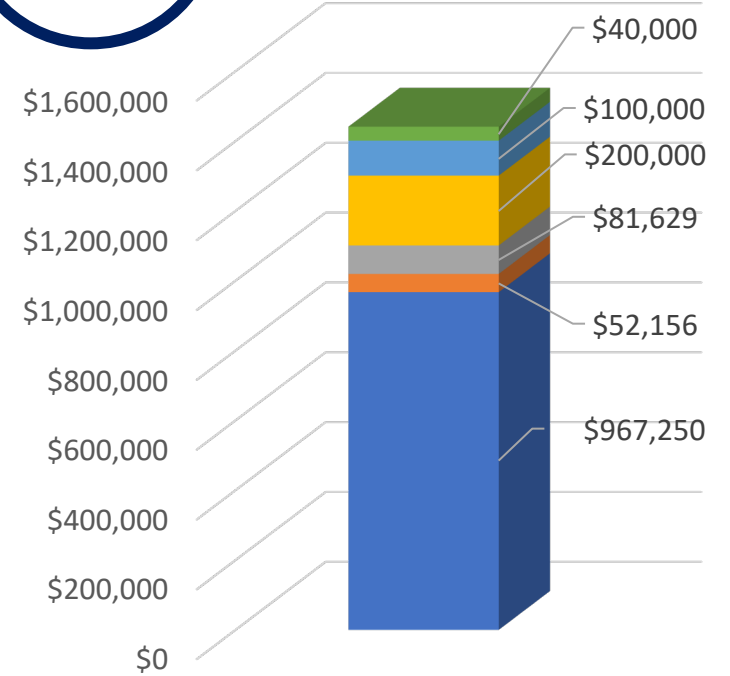
- STBG*
- RAA
- CFI Corridor
- DOE Clean Cities*
- CFI Community
- H2LA



Energy Integration & Community Readiness

3.33 FTEs

~\$1.44M



- STBG*
- EPA CPRG
- Charging Smart
- DOE Clean Cities*
- SECO
- GUMBO

*Ongoing Formula or Formula-Type (non-competitive) Funding; STBG + DOE. Avg FTE at \$155,300/FTE (including fringe and benefits) in FY24; \$156,390/FTE for FY25