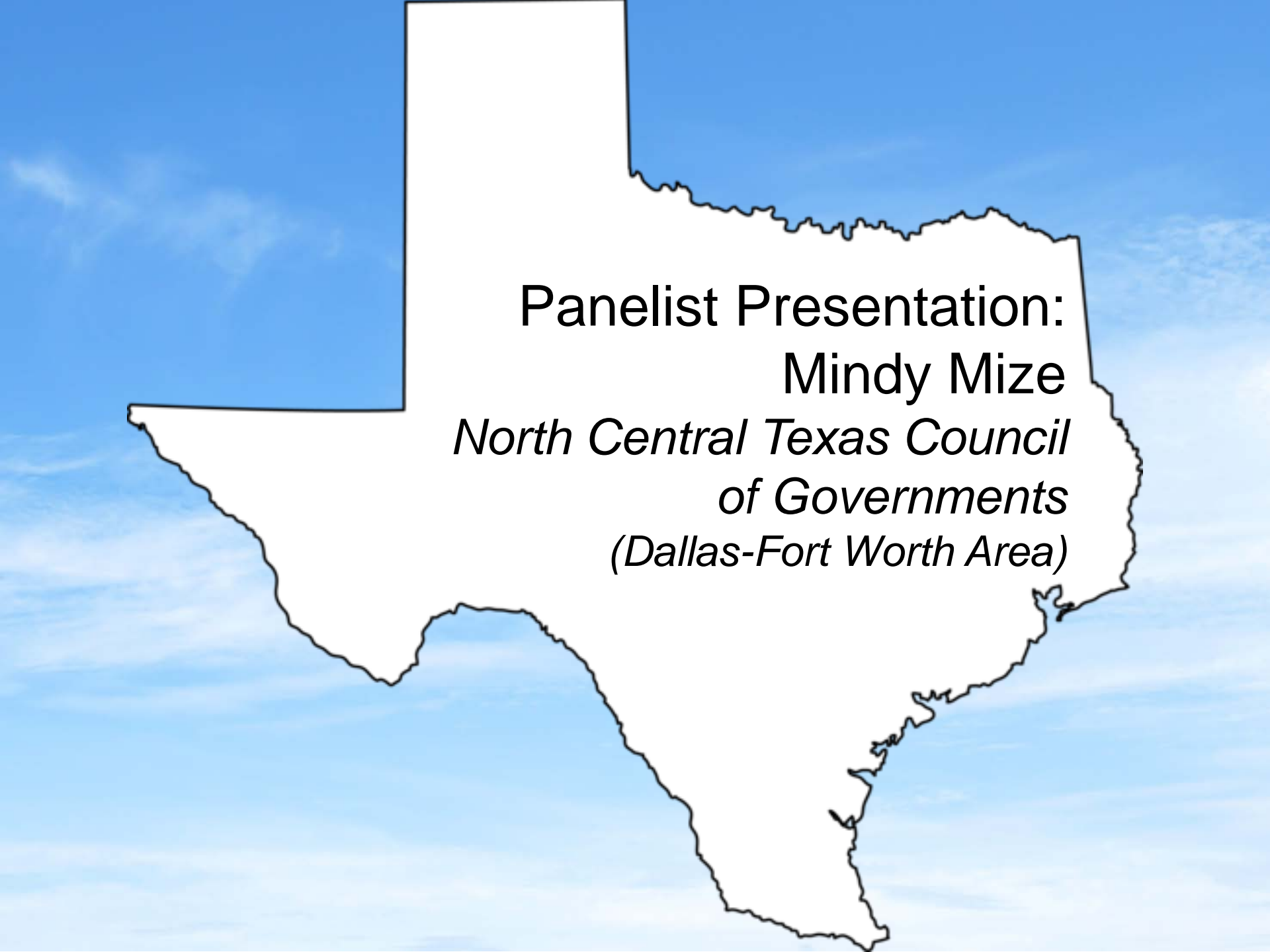


Air Quality Outreach
and Education in Texas:
A Local Government
Perspective

Moderator: Pharr Andrews, City of Austin



Panelist Presentation:
Mindy Mize
*North Central Texas Council
of Governments
(Dallas-Fort Worth Area)*



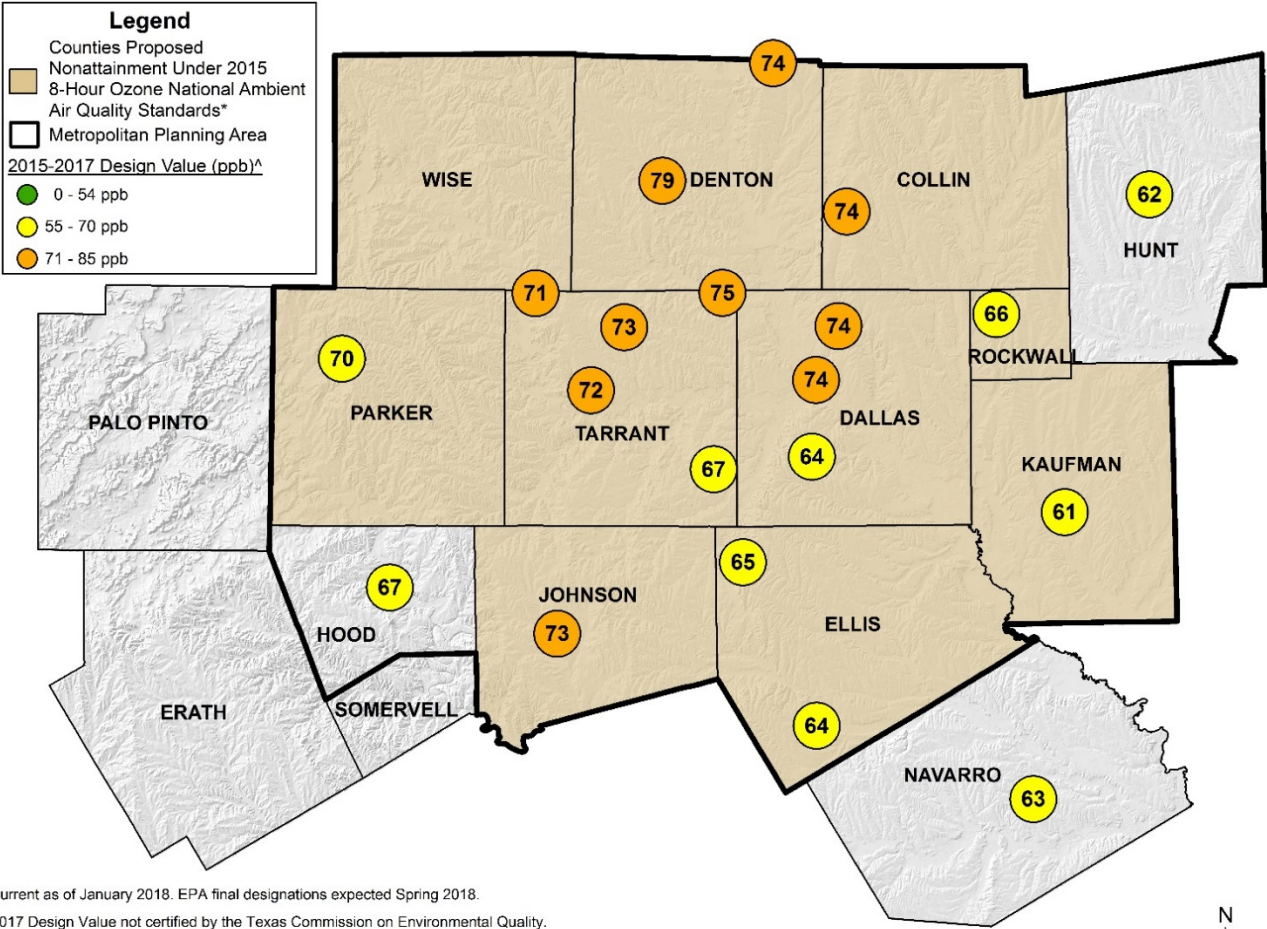
Air North Texas:

A Clean Air Campaign for North Central Texas

National Air Quality Conference
Mindy Mize, NCTCOG

NCTCOG Planning Area

North Central Texas 10-County Nonattainment Area for Ozone



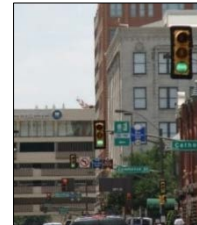
*Current as of January 2018. EPA final designations expected Spring 2018.

[^]2017 Design Value not certified by the Texas Commission on Environmental Quality.

Air North Texas and NCTCOG AQ Programs



Rideshare. Record. Reward.

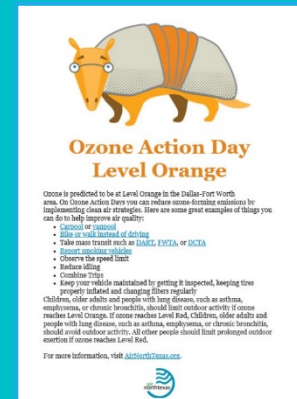


What is Air North Texas?

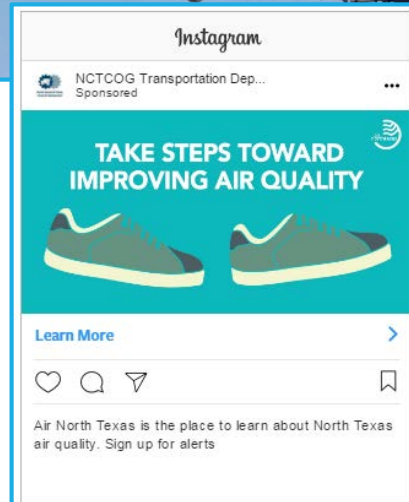
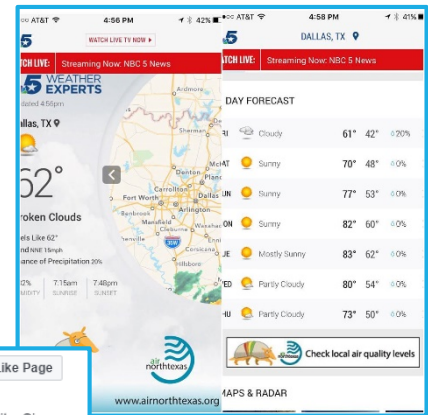
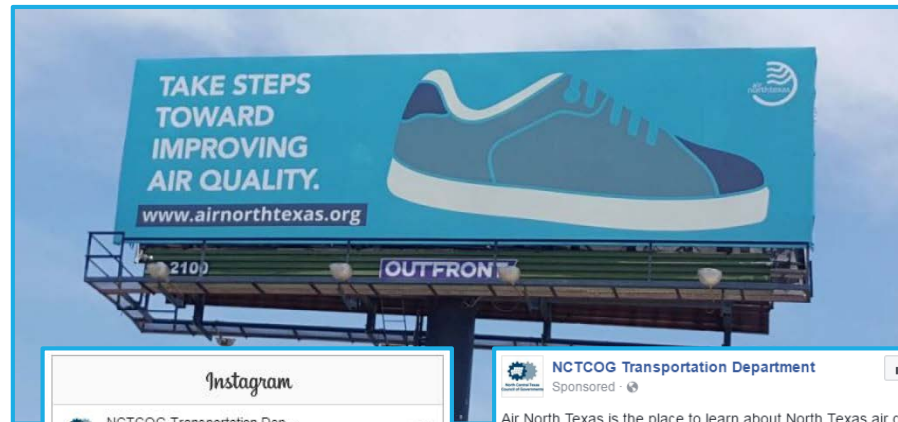
- **A public awareness campaign encouraging residents of North Texas to make clean air choices**
- **Composed of a coalition of regional organizations committed to improving the air in North Texas**
- **Aims to generate a consistent region-wide brand promoting behavioral and lifestyle changes impacting our health and the environment**

Campaign Elements

- Website, airnorthtexas.org
- Blog, Clean Air Corner
- Air Pollution Alert emails
- Social media
- Annual Clean Air Event, Clean Air Action Day
- Inaugural Campus Clean Air Action Day, March 2018
- Air Quality Awareness Week
- Arlo the Airmadillo
- Outreach collateral
- Paid advertising
- Partner support



Air North Texas Advertising



Partner Benefits and Support

- Membership is free and non binding
- Air quality resources (technical information, outreach items, advertisements, logos, press releases, articles, etc.)
- Bi-monthly Coalition meetings
- NCTCOG/Air North Texas staff outreach assistance
- Annual Air North Texas Partner Awards
- Examples of recommended support include:
 - Place Air North Texas logo/link on website, submit articles for Clean Air Corner, promote messages through social media, place Air North Texas ads, support events (e.g. Clean Air Action Day), partner recruitment, unique partnerships (UTA orientation bags, UTA PSAs, Fort Worth beach balls), attend Coalition meetings, and submit annual progress reports



General Public Support

- Comprehensive air quality resource
- Engage with us on social media
 - #AirNTX, #CAAD2018
 - Air Quality Awareness Week
- Implement clean air actions on Ozone Action Days
- [“Join us”](#) – sign up to receive Air Pollution/Ozone Action Day alerts and Clean Air Corner Blogs
- Air North Texas staff available for community presentations and outreach
- Participate in Clean Air Action Day

CLEAN AIR ACTIONS FOR INDIVIDUALS

Join businesses, local governments and other North Texans in committing to clean air actions.

Review the list below and select the strategies you currently or intend to implement during the critically important Ozone Action Days. High ozone levels can cause serious health problems, and inhaling ground-level ozone is especially dangerous for people who have asthma or respiratory problems.

Better air quality poses fewer health risks to residents and ensures the continued economic success of the region. For more information about how to implement some of these strategies, visit [tceq.texas.gov](#).

Individual Actions

Select all that you are doing or plan to do.

- Work from home
- Carpool
- Reschedule off-site meetings or utilize conference call technology
- Bring lunch to work or carpool to lunch
- Use Mass Transit
- Recycle or walk
- Reduce idling, including during start-up
- Avoid unnecessary trips
- Check the most fuel-efficient vehicle when driving is necessary
- Maintain consistent driving speed
- Conserve water to conserve electricity
- Postpone mowing to a day that is not an Ozone Action Day
- Limit use of recreational vehicles
- Avoid burning, including grilling and burning trash
- Conserve electricity

Other (please specify): _____

City/County: _____

E-Mail: _____

Contacts

Mindy Mize
817-608-2346
mmize@nctcog.org

Whitney Vandiver
817-704-5639
wvandiver@nctcog.org



www.airnorthtexas.org

A white outline map of the state of Texas is centered on a background of a blue sky with light, wispy white clouds. The map is positioned such that its top edge is near the top of the frame and its bottom edge is near the bottom. The text is overlaid on the right side of the map's outline.

Panelist Presentation:
Sharon Lewis
City of Corpus Christi

CORPUS CHRISTI AIRSHED LOCAL AIR QUALITY INITIATIVES

Sharon Bailey Lewis, CSI, CESCO

City of Corpus Christi

SharonL@cctexas.com

361-826-4066

Corpus Christi Air Quality Group Formation

Group was formed in 1995 when area was close to violating air quality standards for ozone.

Volunteer experts and stakeholders in air emissions research and emission reduction initiatives committed to work together to address local air quality first through voluntary participation in the State of Texas 8 O₃ Flex Program and then through participation in the EPA Ozone Advance Program.

Group Participants/Stakeholders

Port of Corpus Christi

Port Industries of Corpus
Christi

Nueces and San Patricio Co.
City of Corpus Christi

Texas A&M University Corpus
Christi

Texas A&M Kingsville

TxDOT

Corpus Christi Regional
Transportation Authority,
Corpus Christi Metropolitan
Planning Organization,
NAS/CCAD

Chamber of Commerce, and
Corpus Christi Regional
Economic Development
Corporation

Media and Meteorologists

Group Accomplishments

- Community Education and Outreach; A/Q Curriculum development.
- CNG Fueling Facilities including public use, USPS, Fleets.
- Purchase of CNG Vehicles.
- Emissions monitoring, modeling, research and inventories.
- IR cameras to detect and prevent fugitive emissions.
- Production of Low RVP Gasoline

Auto Check/Clean Fleet Program

Texas A&M –Corpus Christi

Education and outreach activities are provided by Texas A&M Corpus Christi's Pollution Prevention Partnership such as the "Auto Check/Clean Fleet" vehicle emissions testing. The program will include direct emissions testing from the tail pipe, repairs, post-repair direct emissions testing.

The Auto Check/Clean Fleet program measures vehicle emissions from area public and private fleets for hydrocarbons and NO_x; coordinate emission reducing repairs for identified polluting fleet vehicles. It of repairs.

The Pollution Prevention Partnership also maintains a public website/web page to facilitate public access to air quality information and outreach programs.

Monitoring and Conceptual Modeling

Texas A&M Kingsville

Monitoring

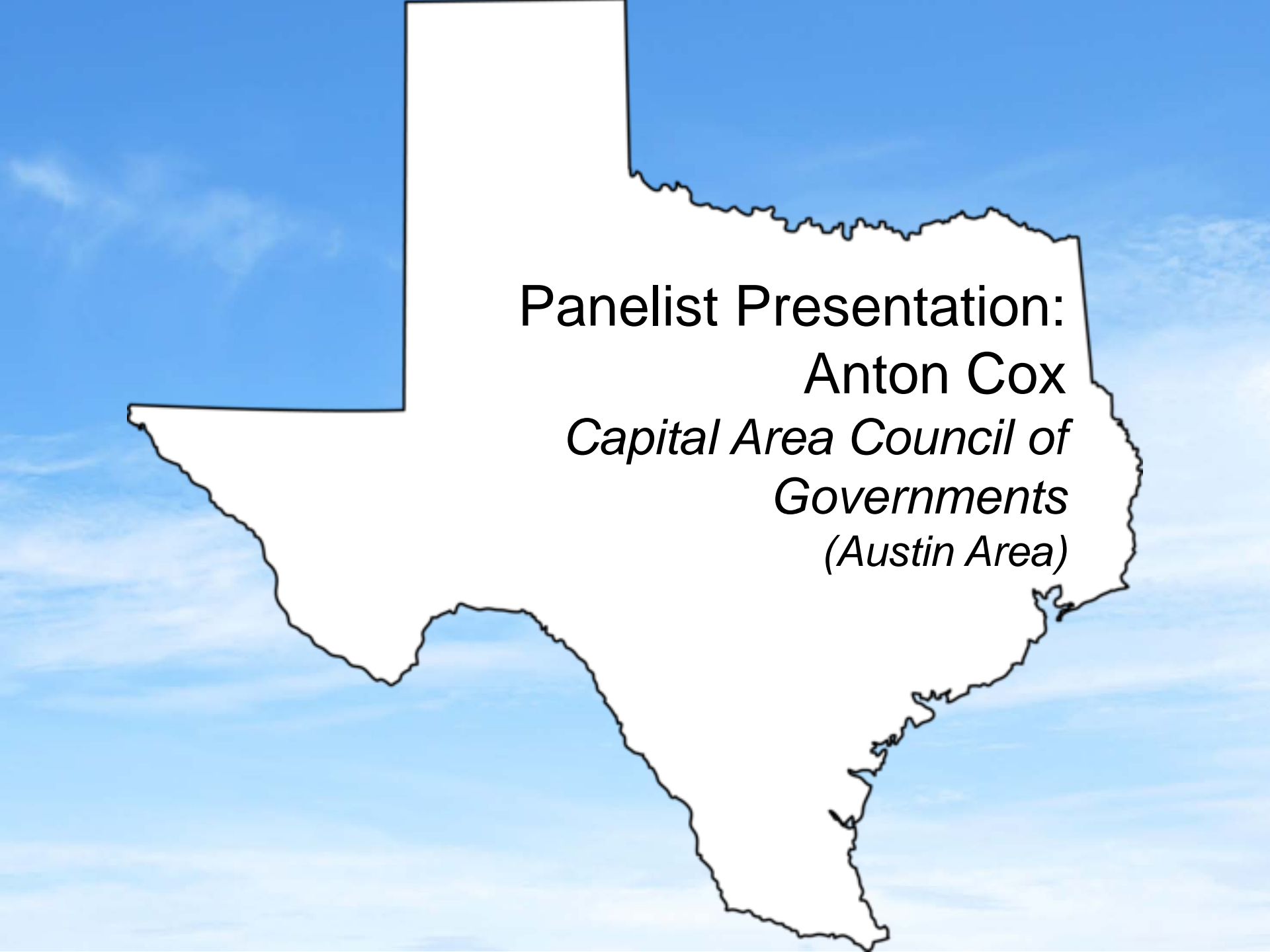
Texas A&M Kingsville in conjunction with the University of North Texas, operates and maintains the three research grade monitoring stations within Nueces and San Patricio counties.

The data collected is provided to the public, stakeholders, and other researchers. Continuous air monitoring of ozone and meteorological parameters are conducted at urban site. Recently monitoring of oxides of nitrogen was added and also conducted during the ozone season April 1 thru November 30.

Conceptual modeling provides a better spatial assessment of ozone levels within the Airshed. The data measured is used to assess the attainment status, identify episode days for further meteorological analysis and locate possible regional sources contributing to long-range transport.

Our Commitment

The Corpus Christi Area Airshed partners and stakeholders remain committed to the area's successful record of maintaining healthy air quality and to encourage voluntary air emission reductions that keep Nueces County and San Patricio County in attainment with the current 8-hour ozone standard.

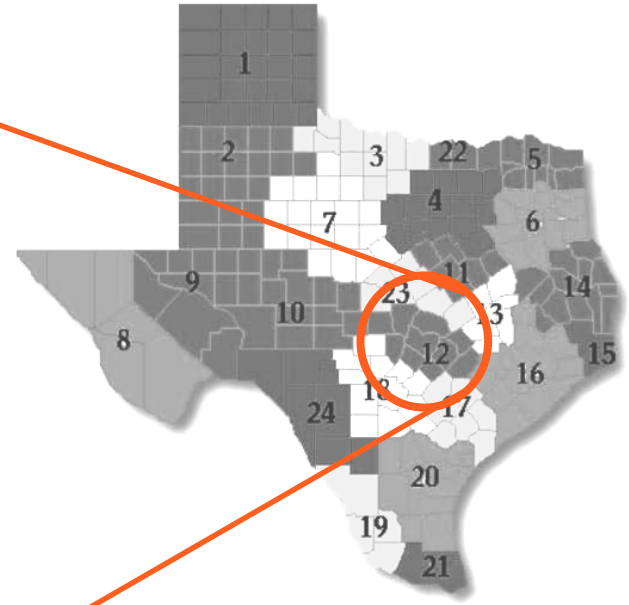
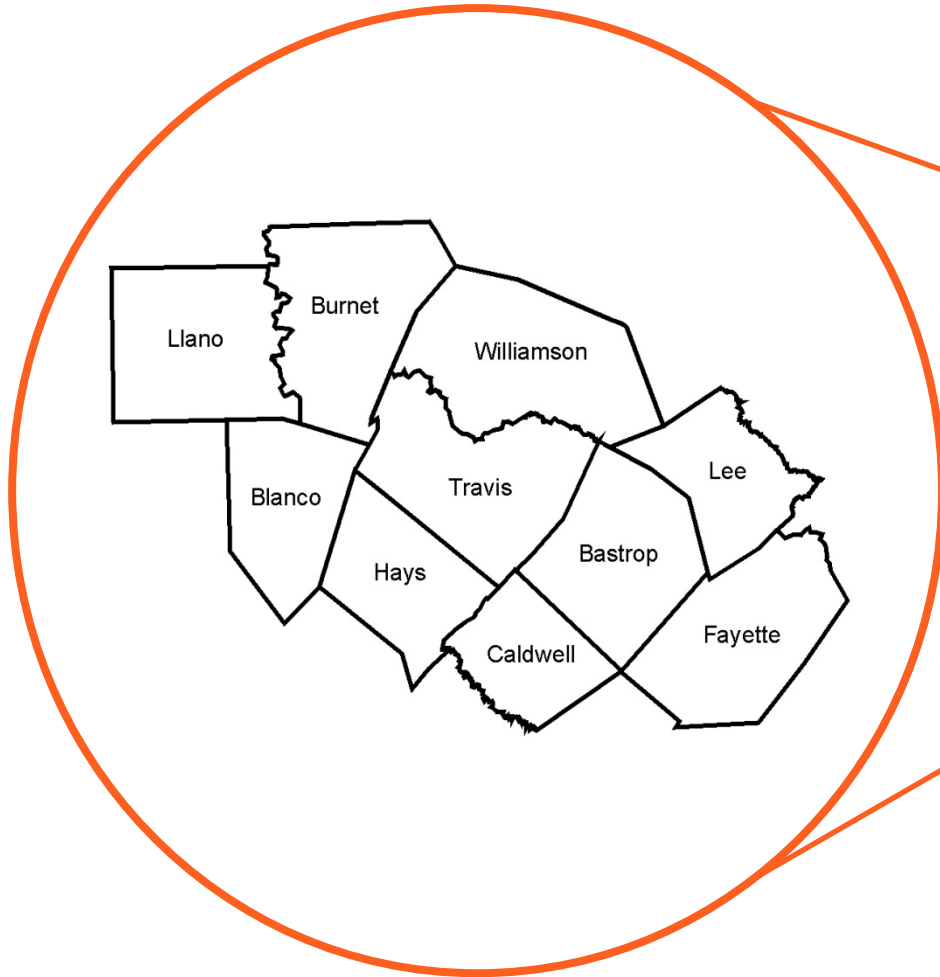
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Panelist Presentation:
Anton Cox
*Capital Area Council of
Governments
(Austin Area)*

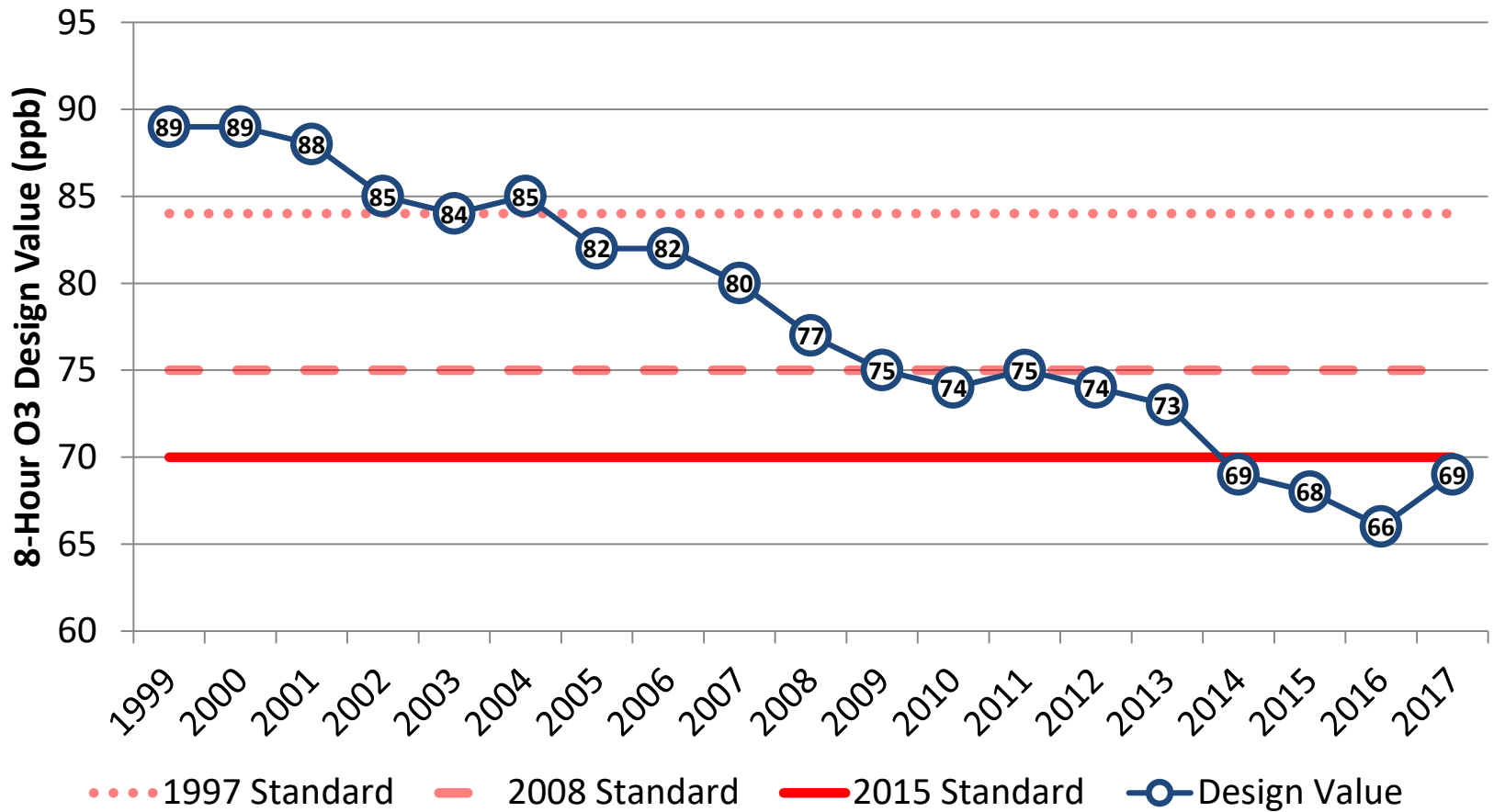
Air Quality Outreach Strategies in the Capital Area

Anton Cox
Air Quality Program Specialist

Ten – county service area; State of Texas planning region 12



Trend in Metro Area Ozone Levels



Clean Air Coalition



- Committee of local city/county governments and other organizations that participate in regional air quality planning efforts
- Established in 2002



- Led regional voluntary air quality planning efforts for four different air quality plans
- Won EPA's Clean Air Excellence Award for Community Engagement in 2014



AIR CENTRAL TEXAS



Outreach Strategies

In-Person Outreach

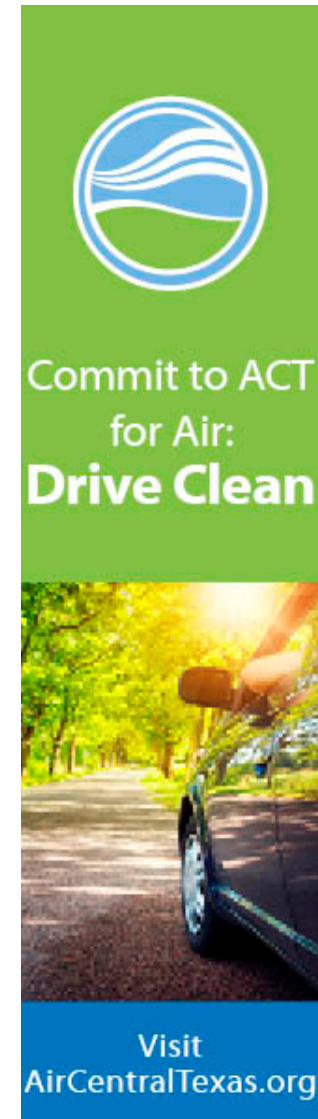
- Awards and Recognition
- Community Events
- Volunteers



Outreach Strategies

Advertising

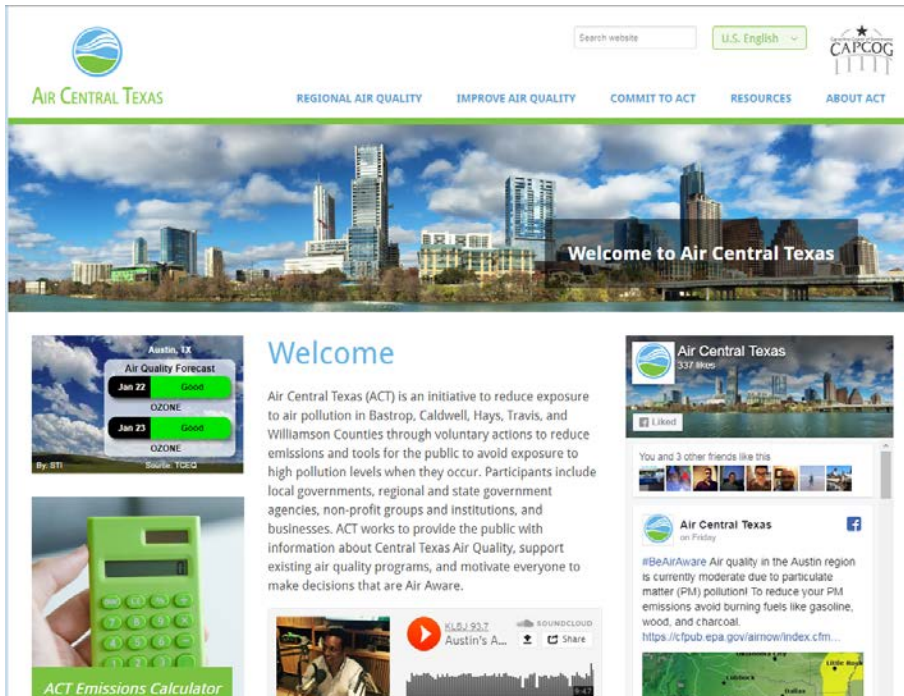
- Radio Ads
- Electronic Ads on local websites
- Ads on streaming services
- Ads at local events



Outreach Strategies

Electronic Outreach

- Website and Social Media
- Newsletter
- Air Quality Promotions



 Air Central Texas is celebrating Air Quality.
Published by Easypromos Premium [?!] · May 8, 2017 ·

Find out how much you know about air quality!
Take our AQ IQ Test for a chance to win a Fitbit or a Yeti!
<http://bit.ly/2qj9WTX>



Test your Air Quality IQ!

May is a big month for air quality! It has Air Quality Awareness Week, Asthma Awareness Month, and Bike Month. All three of these annual campaigns have a role to play in protecting air quality. To celebrate them all Air Central Texas want you to...





my commute

SOLUTIONS



commute
SOLUTIONS



Commute Solutions Program Services

- **myCommuteSolutions platform**
 - Ride-matching
 - Transit-matching
 - Custom sub-sites for organizations
 - Incentive Programs
 - Trip Logging
 - Emission and trip reduction data
- **TDM Outreach, Education, and Marketing**
- **Regional TDM Committee (Commute Solutions Steering Committee)**
- **Bilingual Materials**
- **TDM related News and Updates**
- **Partner Meetings**



Current Commute Solutions Partners



The rising STAR of Texas



BIKEAUSTIN™



CENTRAL TEXAS
Regional Mobility Authority



NETSPENDER



WHAT STARTS HERE CHANGES THE WORLD

THE UNIVERSITY OF TEXAS AT AUSTIN

Challenges



- Diverse Stakeholders with different objectives and motivations
- Perception that air pollution in the region is an industry issue or comes from other regions
- Perception that air quality is an urban issue only
- Communicating air quality to local influencers (meteorologist, reporters, elected officials)
- Locating funding sources

Capital Area Council of Governments

www.aircentraltexas.org

www.commutesolutions.com

Anton Cox

Air Quality Program Specialist

(512) 916-6036

Acox@capcog.org

A white outline map of the state of Texas is centered on a background of a blue sky with light, wispy white clouds. The map is positioned such that its top edge is near the top of the frame and its bottom edge is near the bottom. The text is overlaid on the right side of the map.

Panelist Presentation:

Lily Lowder

*Alamo Area Council of
Governments*

(San Antonio Area)

Air Quality Outreach & Education in Texas: A Local Government Perspective

Alamo Area Council of Governments

presented to:

2018 NATIONAL AIR QUALITY CONFERENCE

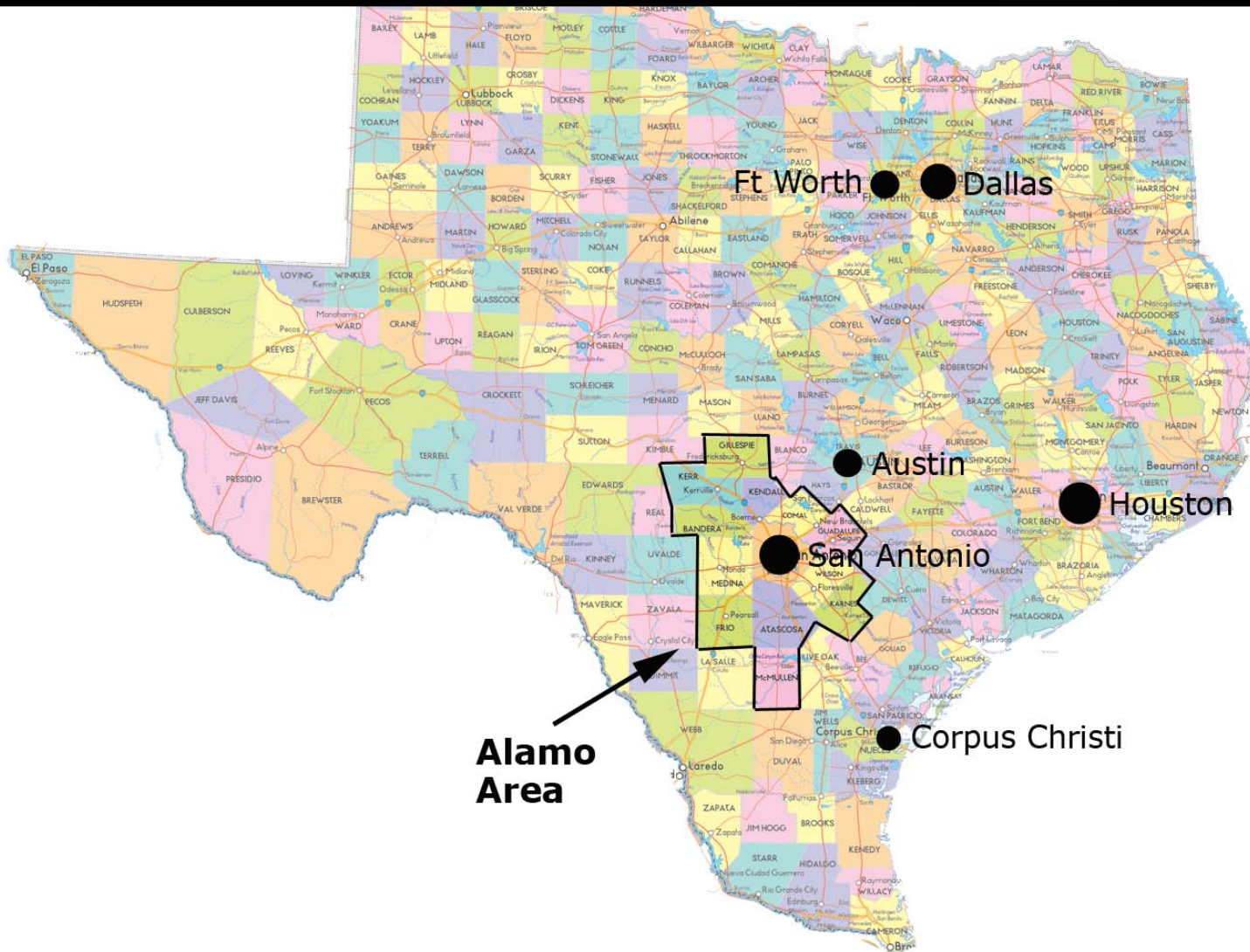
Lily Lowder
Outreach Specialist

January 25, 2018





Alamo Area



Alamo Area

AACOG's Funding Sources for Air Quality Outreach and Education

- ~~Air Quality Program~~

 - ~~Texas Commission on Environmental Quality (TCEQ)~~

 - ~~Rider 7 funding~~

- Commute Solutions Program

 - Federal Highway Administration

 - Surface Transportation Program-Metro Mobility funding

- Clean Cities Coalition

 - US Department of Energy

 - Efficiency and Renewable Energy program funding

Alamo Area Commute Solutions Program

- **Highlights the impact of transportation on air quality**
- **Promotes and facilitates transportation choices that reduce traffic congestion & fuel consumption**



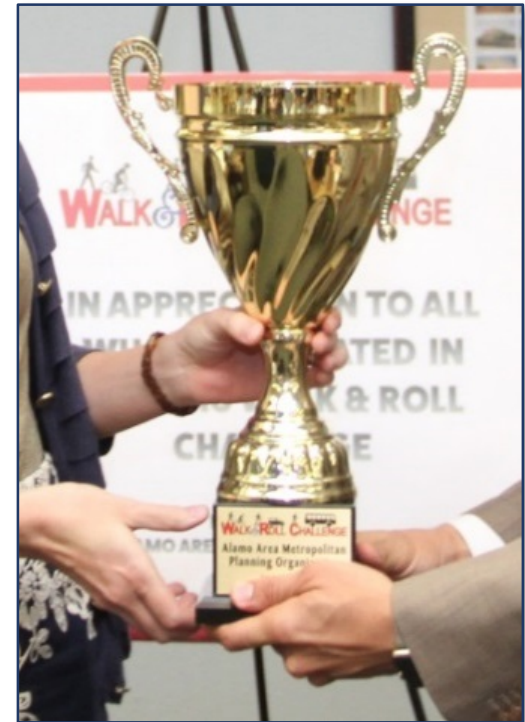
Commute Solutions Education and Outreach Activities

- Direct outreach to employers & schools
- Presentations to organizations
- Public events
- News and social media
- Walk & Roll Challenge



Elements of Success: Walk & Roll Challenge

- Provides “reason” to engage employers
- Employers leveraged as mobilizers
- Involves both urban and rural populations
- Competition/extra incentives spark involvement
- Challenge efforts can become habitual
- Employer involvement provides bragging rights



Alamo Area Clean Cities Coalition

- Promotes policies and practices that reduce reliance on petroleum in transportation
- Regionally focuses on alternative fuels and alternative fuel vehicles, fuel economy,

hybrid and electric vehicles, and idling reduction



Clean Cities Coalition Education and Outreach Activities

- Workshops
- Webinars
- Public events
- Newsletters



Elements of Success: Drive Electric Day

- **The perfect market location**
- **Opportunity to speak to owners**
- **Ride and drive with owners**
- **Pressure-free environment**
- **Zero dollar budget**



Looking Forward

Commute Solutions

- **Program-specific Website development**
- **Program branding/media campaign**
- **Gap study on the barriers to/opportunities for using alternative transportation options**

Clean Cities Coalition

- **Growing the coalition membership**
- **Enhancing role as a clearing house for alternative fuels**
- **Expanding our work on electric vehicles**



Questions?